



**SAVE  
SOIL**



“

*Taking care of the environment  
is not an obligation –  
our environment is our life.*

*Sadhguru*

# About the Cause - Why Save Soil?

## Our Soil is Going Extinct

**By 2050, 90% of Earth's soil could be degraded, unless we act now.**

*UNCCD, 2020*



**52% of world's agricultural soil already degraded**

*UN Food and Agriculture Org*



**Degraded lands are also often less able to hold onto water, which can worsen flooding.**

*World Wide Fund*

**We could only have 60 years of soil left**

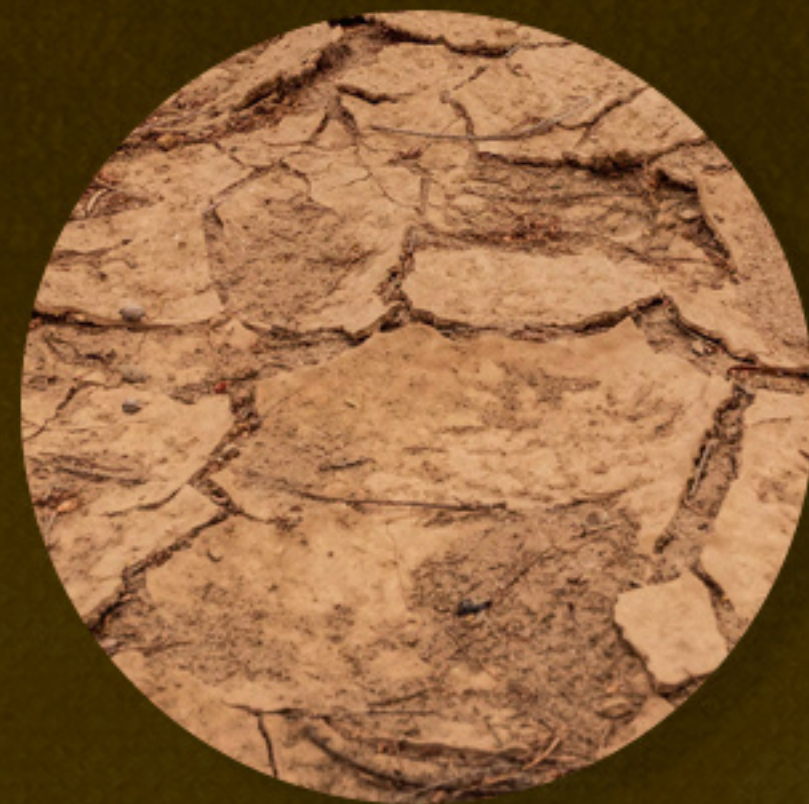
*UN predicts*



**US has lost 50% of its topsoil.**

*Magazine of the Smithsonian Institution*

**Food production will fall by 40% by 2045 if soil extinction is not prevented.**



To sustain agriculture, the minimum organic content in soil **should be 3%**. Loss of organic content and carbon turns **soil into sand.**



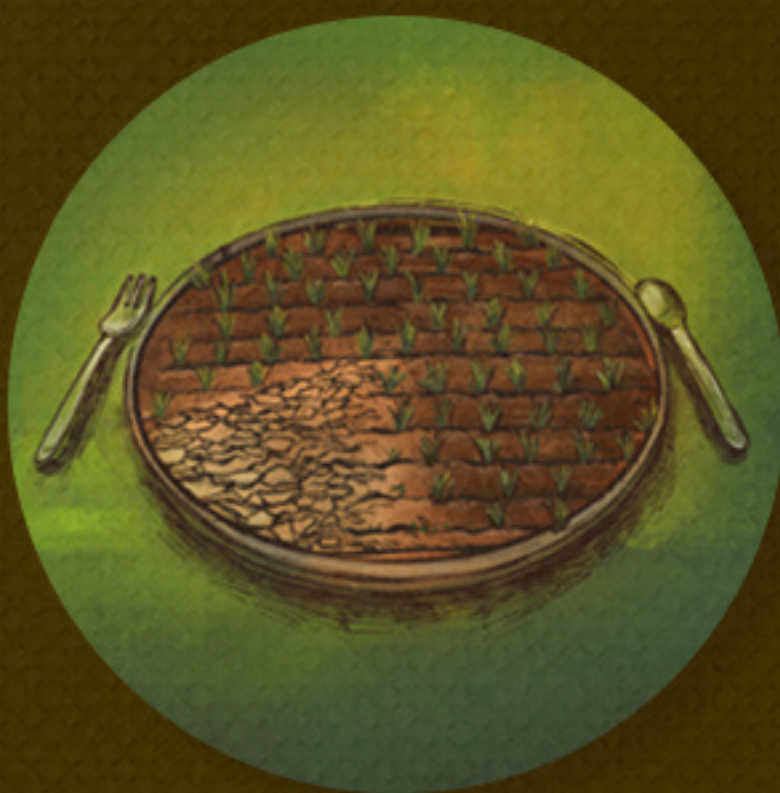
62% of Indian agricultural land **has less than 0.5%** organic content.

*Government of India*

**Soil depletion has robbed food of its nutrients:**

60% protein drop in Indian vegetables.  
87% drop in mineral nutrients in US vegetables.

*Indian Institute of Soil Science, Syracuse University - New York*



**75-85% of soil in major EU agricultural nations has less than 2%** organic content.

*European Environment Agency, National Institute for Agricultural and Food - Spain, Tuscia University - Italy*



# How to Save Soil

**Bring land under vegetation**  
and shade. Plant litter will  
increase the soil's organic matter

Reviving soil will increase incomes  
**of 75% of the world's poor who rely**  
on agriculture

- World Bank



Improving soil raises crop  
production by 20-40%

- IUCN



Increasing soil organic carbon  
(organic matter) can halt the rise of  
CO2 in the atmosphere

- Consortium of Int'l Agricultural Research Centers



Eliminate Water Scarcity for 600M people  
- Improving Soil Carbon will increase  
**water reserves by 37 trillion liters**

- IUCN





# Save Soil - Conscious Planet

*The Conscious Planet Movement to Save Soil seeks to mobilize the public and Governments of all nations to establish lasting policies that revitalize soil and ecology.*

This will be launched by:



Sadhguru will take on an arduous 30,000km journey from the UK through Europe & the Middle East to India, connecting with world leaders, media, influencers and public along the way, inspiring all towards Saving Soil.



Changing the narrative towards Saving Soil, by inspiring at least 3.5 billion people through the rally, events, and extensive social media outreach to support Government **leadership to drive national policy changes** towards raising the organic content of soil.

# The World's Biggest Ecological Movement to Save Soil



**30,000KM  
Journey**

**1 lone  
Motorcyclist**

Sadhguru, visionary  
and humanitarian



**193 Countries**

to be touched with  
UN Support

**Major Events**  
with global influencers



**3.5 Billion  
People**

to be reached

# Our Track Record



**162 Million**

people supported  
**Rally for Rivers 2017**  
Movement

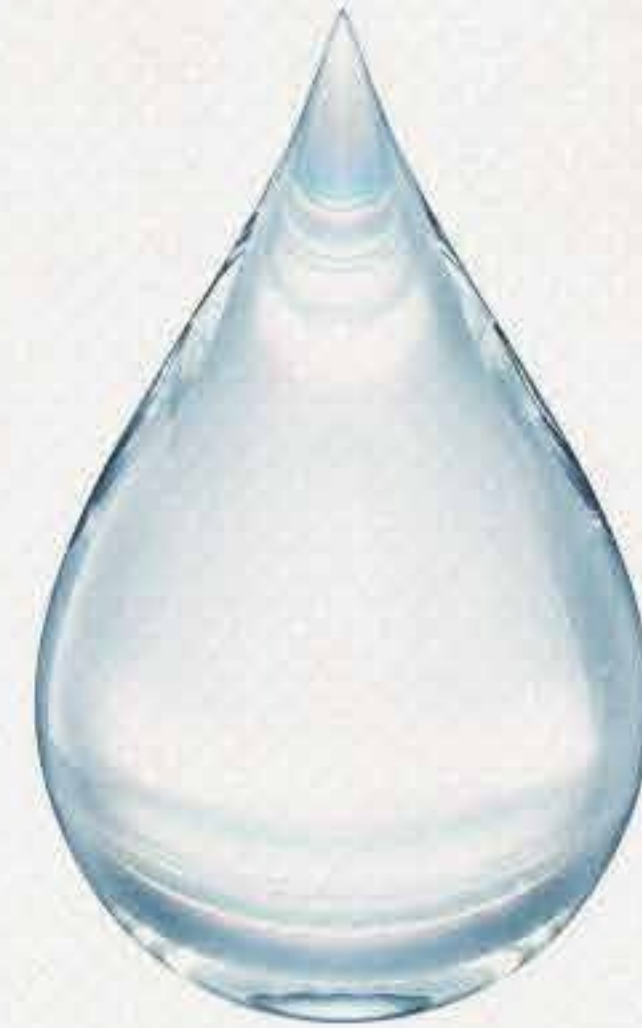


**62 million trees**

planted till  
date (2021)



**Multiple UN**  
**Accreditations**



**National Water Award**



**125,000 farmers**

adopted  
tree based  
agriculture



**Guinness World Record**

for most  
saplings planted  
in a single day  
(852,587 saplings)



# Our History

**Project Launched**

**1998**



**2006**

**Guinness World Record**  
852,587 trees planted in a single day



**2007**

**UN ECOSOC accreditation** and beginning of active UN engagement

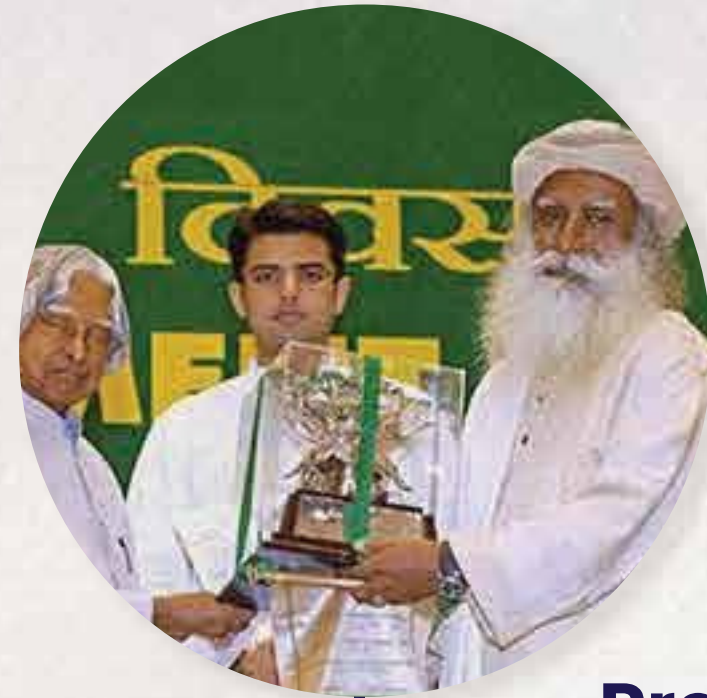
**2010**

**Received India's Highest Environment Award**



**2017**

**Progress update**  
35 million trees planted  
**70,000 farmers engaged** in tree based agriculture



**Rally for Rivers Launched**

Support from 162 Million people

Indian Govt Adopts RFR's Policy Recommendations to Save India's rivers and soil

DPRs underway to revitalize 13 rivers based on RFR policies



**2019**

**Rally for Rivers Cauvery Calling Launched**

World's largest farmer driven eco-restoration project

Committed to revive soil and water through tree based agriculture covering a massive 83,000 sq km area.

**2.42 billion trees to be planted** in 12 years  
**5.2 million farmers to be enabled**  
**UNCCD accreditation**



**2020 2021**

**Cauvery Calling Update**

125,000 farmers adopted tree-based agriculture which enriches the soil and improves water retention

Proven to increase farmers' income

**300 – 800% in 5 – 7 years**

**62 million trees planted**

**UNEP accreditation (2020)**

**IUCN Membership (2020)**

# Past Projects in the Press

# INDIA'S RIVERS ARE SEVERELY ENDANGERED'



## CELEBS ENDORSE SADHGURU'S CAUVERY INITIATIVE



Celebs at Annual Isha endorsing 'Cauvery Calling' movement.

# Floods, droughts in Cauvery basin are connected: Sadhguru



Stating that floods in the Cauvery basin and the drought that follows are not separate phenomena but are connected, Sadhguru Jaggi Vasudev of Isha Foundation said: "If we observe, it is evident that incidents of floods and drought happen in the same area and this is due to the fact that the rainwater instead of going down into the earth, is flowing over the surface resulting in droughts later."

## Agroforestry can address crisis in Cauvery basin: Sadhguru



Akhil Kadidal, Bengaluru, DHNS. Sadhguru Jaggi Vasudev.

To address spiralling number of farmer suicides, plus ecological damage in the Cauvery river basin, Sadhguru, the founder of Isha Foundation, has attempted to create a sustainable model for agroforestry using 33% of the Cauvery.

## 'We used Cauvery like the goose that laid golden eggs, and killed it'



Sadhguru said that the Cauvery river basin has been treated like a goose that laid golden eggs. "We used the Cauvery like the goose that laid golden eggs, and killed it," he said.

## 'TN farmers taking up agroforestry programme should be given subsidy'



Participants gear up for the journey.

## Cauvery Calling: Sadhguru begins 3,500 km journey for farmers

SADHGURU Jaggi Vasudev of Isha Foundation, started a 3,500 kilometre journey along the Cauvery basin, to 'revitalize the river' and hence, transforming lives of at least 84 million people, according to a statement. It added that 25 monks had embarked on their journey 'Cauvery Calling' through the Cauvery basin.

Leonardo DiCaprio has extended his support for the Cauvery Calling, a movement initiated by the Isha Foundation in Coimbatore, Tamil Nadu. "India's rivers are severely endangered with many of its major rivers, including the Cauvery, facing a crisis," DiCaprio said in a statement. "Isha Foundation is taking a leadership role in this crisis, and I am proud to support their efforts."

## CAUVERY CONNECTION

On his birthday on Sept 12, Sadhguru launches one of his most ambitious projects to rejuvenate the Cauvery river. In this glimpse into what inspires the...

Sadhguru said that the Cauvery river basin has been treated like a goose that laid golden eggs. "We used the Cauvery like the goose that laid golden eggs, and killed it," he said.



The Cauvery Calling movement is a significant initiative to address the environmental and social challenges in the Cauvery basin. It aims to plant 242 crore trees and improve the water levels in the river.

## Farmers pledge support for Sadhguru's 'Cauvery Calling'

Ryot-friendly initiative on big drive to plant saplings suiting local soils



Sadhguru with Karnataka's Suttururu murti seeer seeking support for Cauvery Calling movement (file photo).

## Isha Yoga to plant 242 crore trees on Cauvery basin to help farmers

Isha Yoga will plant 242 crore trees along the Cauvery basin to help farmers. The initiative is part of the Cauvery Calling movement.

## Letting Problem Fester for Decades No Solution



Any nation that has an unaccounted number of people living in it is asking for trouble. Letting the problem fester for decades is no solution.

## Forest dept to plant 2cr saplings along Cauvery: CM

The state government is ready to join hands with the Isha Foundation to save Cauvery river, and will provide 2 crore saplings to spread greenery as part of the campaign.

## CM promises support to Cauvery Calling

The state government is ready to join hands with the Isha Foundation to save Cauvery river, and will provide 2 crore saplings to spread greenery as part of the campaign. Chief Minister BS Yediyurappa said.

## 242 cr trees to be planted under Cauvery project

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Sadhguru Jaggi Vasudev of Isha Foundation and his followers during the 'Cauvery Calling' bike rally near Kanteerava Stadium on Sunday. DH PHOTO/PUSHKAR V

A photograph of Sadhguru, a spiritual leader, speaking at a conference. He is wearing a white turban and a red shawl over a dark grey kurta. He is holding a microphone in his right hand and gesturing with his left hand. The background shows a blurred audience of people seated in a conference room.

# Our Reach

Sadhguru is a frequent speaker at the **World Economic Forum and United Nations Agencies.**

He has been a keynote speaker at TED, **Google, Microsoft, Global Citizen Live, World Bank, MIT, Harvard, and Oxford**

# Social Media Following

*isha*  
**23.6M**  
Website  
visitors

**21.8M**  
subscribers\*



**6.4M**  
followers



**25M**  
followers\*



**3.7M**  
followers



**2.5**  
**Billion**  
Views on  
Social Media  
in the last 1 year

*\*Includes 21 language platforms*

*\*Facebook includes Rally for Rivers followers*

# Sadhguru's Interactions



# Sadhguru's Interactions



# A reach Bigger than the Grammys!



Sadhguru has also established major events, including **Mahashivratri**, a festival that in 2021 drew more views online than the **Grammys!**

	ARTIST	VEWS		ARTIST	VEWS
<b>1</b>	<b>Mahashivratri 2021 with Sadhguru/ various Artists</b>	<b>20,320,326</b>	<b>6</b>	Saxsquatch	<b>162,720</b>
<b>2</b>	<b>Grammy Awards Premiere Ceremony/ Various Artists</b>	<b>13,529,130</b>	<b>7</b>	Andy Frasco's I Wanna Dance With Somebody/ Psychedelic Leprechaun Special	<b>160,021</b>
<b>3</b>	<b>FMS Mexico Jornada 8/ Various Artists</b>	<b>732,146</b>	<b>8</b>	Deana Martin	<b>155,483</b>
<b>4</b>	<b>Circle/Opry Live/ Jimmie Allen/ Sam Bush/ Sara Evans/ Riders in the sky</b>	<b>587,947</b>	<b>9</b>	DJ Knight	<b>128,858</b>
<b>5</b>	<b>Bandsintown Live/ Int'l Women's Day/ Kitsuné Musique/ SheSaid.So</b>	<b>177,930</b>	<b>10</b>	Todd Snider	<b>124,800</b>

# Save Soil Journey Timeline



**...and this is just the beginning of the Save Soil Movement!**



# Conscious Planet - Save Soil

## Ways you can participate!

# Amplification of Save Soil

Send a campaign email/SMS/WhatsApp to your employee/customer database during the campaign period.

### Email & SMS

### Social Network

Post messages and videos on your company's Facebook and Twitter handles. Encourage all your employees to post on their social media pages as well.

Set an email signature banner for all your employees across the company. The banner will encourage people to sign up to support the Conscious Planet movement (Available as part of the Corporate Kit)

### Email Signature Banner

### Intranet Portal/Websites:

Create a dedicated space for Conscious Planet with all the relevant information and updates on your intranet portals and websites (with an option for email updates for those interested).

Keep brochures, standees, flex banners, posters and other printed collaterals in an easily accessible and visible area in the company premises.

### Printed Collaterals

*Note:* You can use your organization's logo in any of the above campaigns.

Employees can organize awareness events at schools/colleges/NGOs/other organizations.

### Facilitate awareness among other organizations

Refer or share other organizations' contact points, where similar events can be conducted.

### Refer/Share

Download and play short videos about the state of our soil for employees and customers alike. They can be played on loop in cafeterias, malls, waiting areas, etc.

### Videos



# Conscious Planet - Save Soil

## Ways you can participate!

You can come forward as volunteer for **10 minutes a day for 100 days** and support the following:



Amplification of Save Soil content over social media



Reaching out to at least 10 more people a day to join the Conscious Planet Save Soil social media handles



Further online/offline activities according to interest/availability

## Volunteer your Time

We plan to engage large number of volunteers to reach

# 3.5 billion people

and spread the message of

# #SaveSoil

The volunteers will be given the title of **“Earth Buddies”**



Conscious Planet - Save Soil  
**Ways your company can contribute!**

**Involve your Organization**

Circulate Save Soil awareness materials amongst company employees through email, messages, social media, etc.

Share awareness messages to customers and followers.

Offer employee time and skills towards the movement.

**Partner with  
Conscious Planet  
Save Soil Movement**

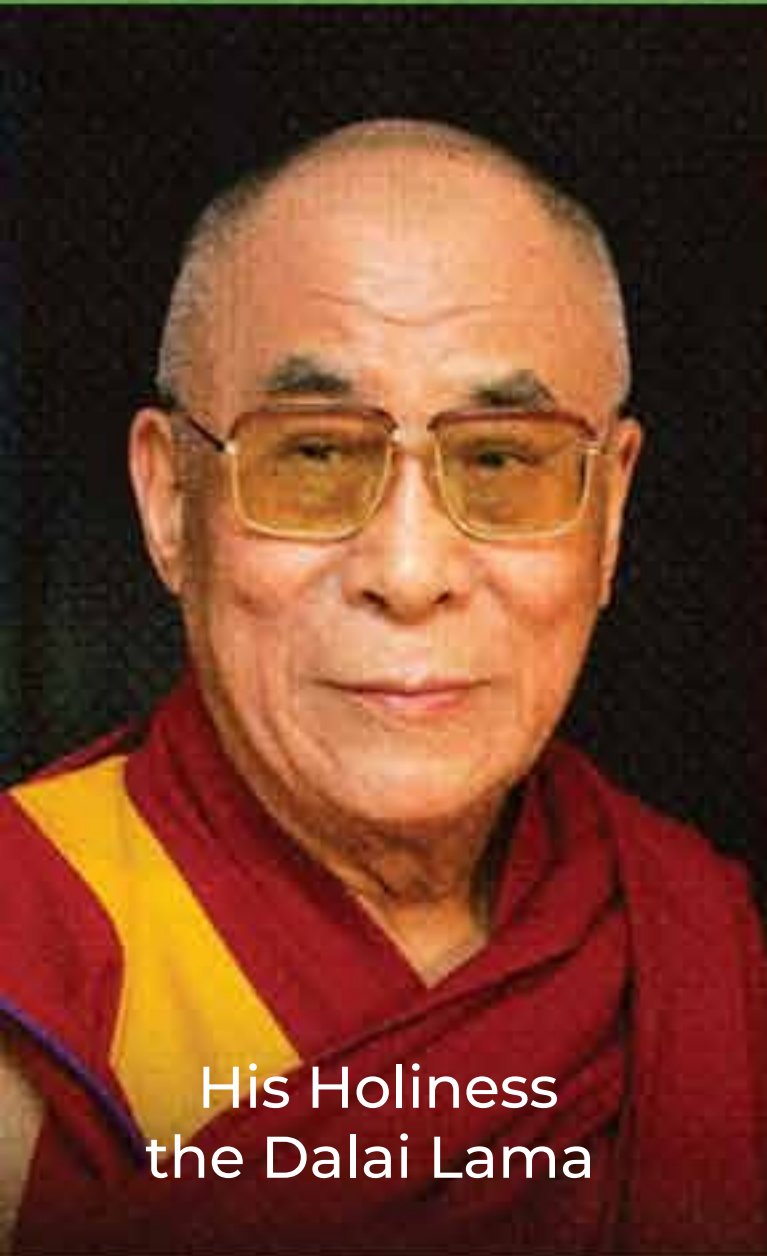
Companies can contribute through CSR (Corporate Social Responsibility) and Grants

Bring in Key Advisors and Contributors for high level impact

Sponsorship Opportunities available offering Save Soil Rally, Events, and Online



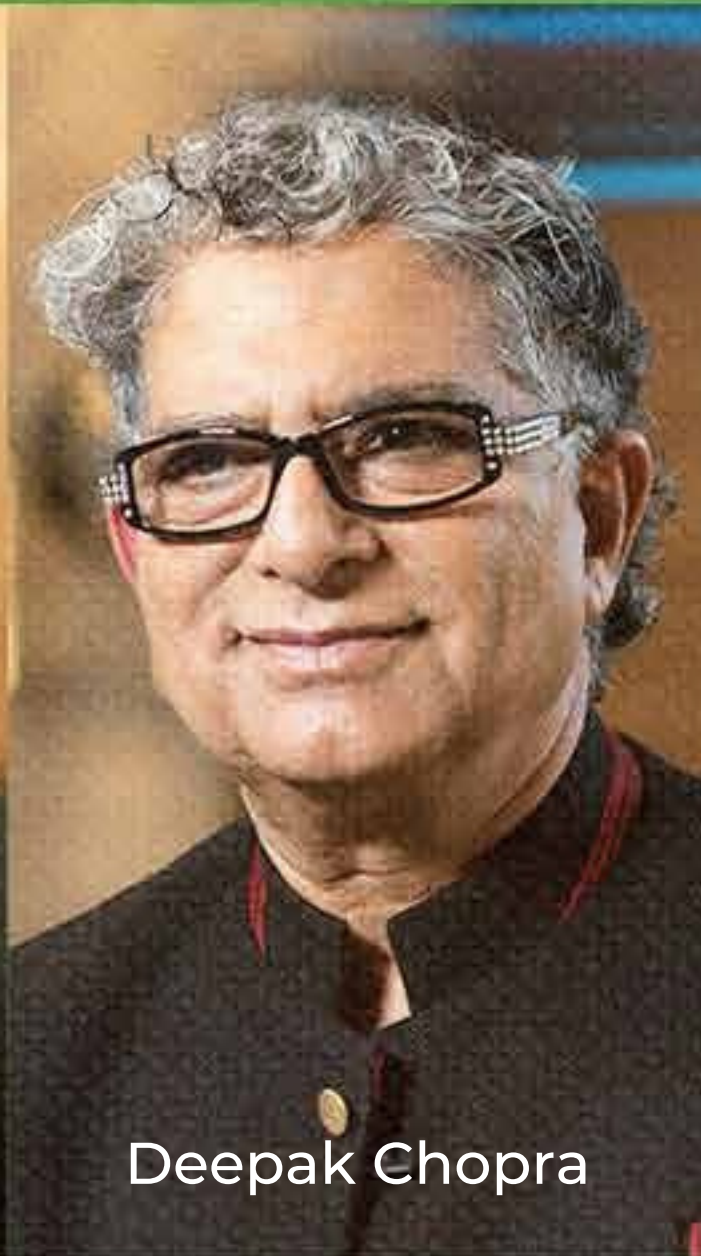
# Save Soil Supporters



His Holiness  
the Dalai Lama



will.i.am



Deepak Chopra



Tony Robbins



Marc Benioff



Klaus Schwab



Samantha Prabhu



David Beasley (WFP)



Maluma



Maria Helena  
Semedo (FAO)



Tom Brady



Jesse Williams



Juhi Chawla



Mouni Roy

# Save Soil Supporters



*“This remarkable and ambitious global movement is instrumental to sensitizing the world to the importance of protecting land and soil. I am honoured to support this initiative and UNCCD will happily collaborate.”*

**- Ibrahim Thiaw**

Executive Secretary UNCCD



*“I request all of you to come together and join the Conscious Planet Movement to Save Soil.”*

**- Jane Goodall**



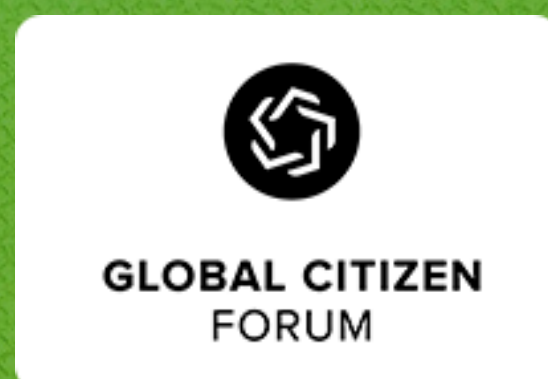
*“The World Economic Forum provides its full support to the Conscious Planet initiative. Every citizen of the world is asked to take part in this living soil initiative. Let us make it happen.”*

**- Klaus Schwab**

Chairman WEF

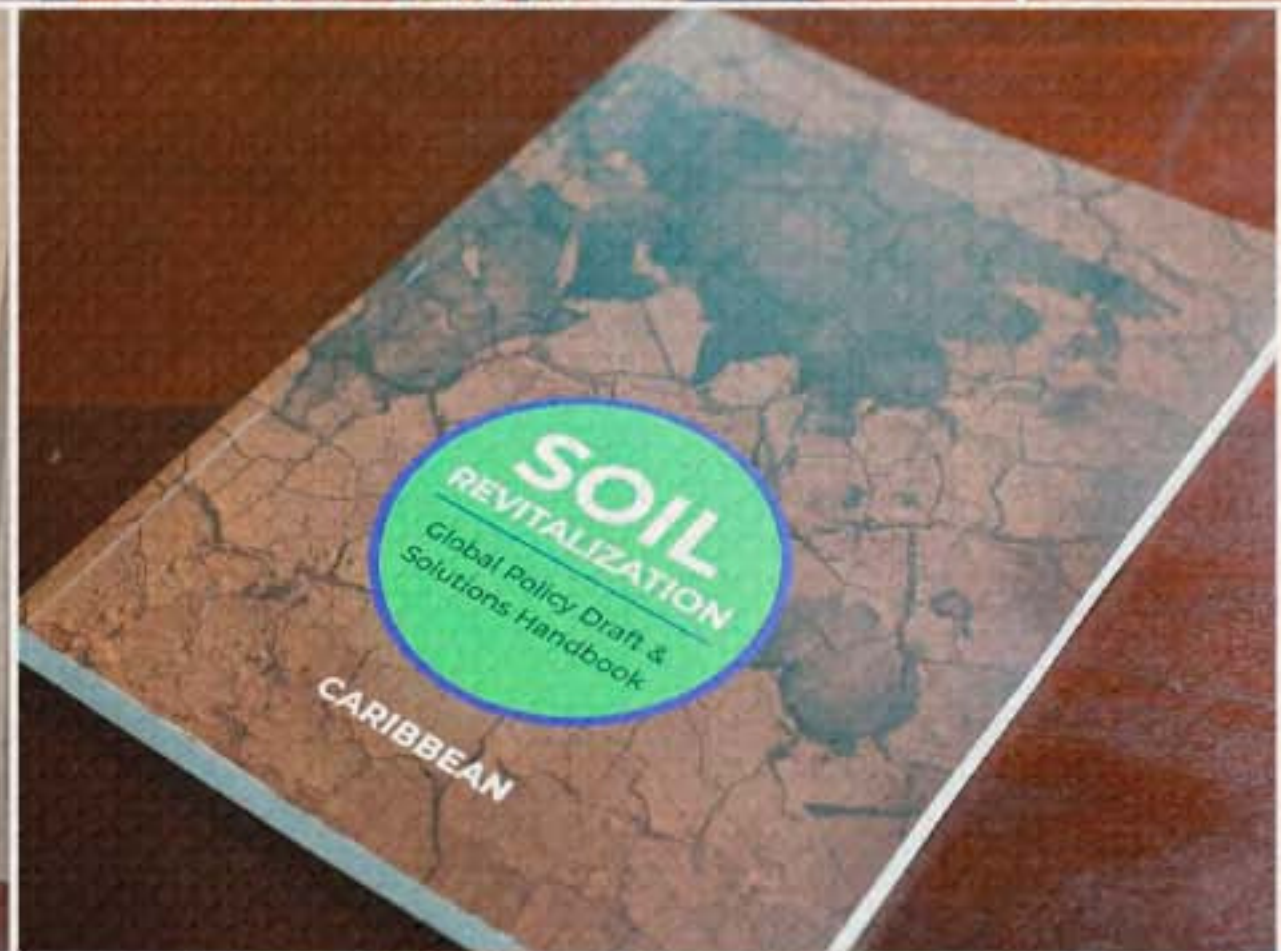


## Partnerships still in progress:



Food and Agriculture Organization of the UN (FAO)  
World Economic Forum  
Azerbaijan Aliyev Foundation

# Caribbean Nations Join Hands for Save Soil Movement



# Conscious Planet - Save Soil Addresses

## 12 SDGs



# ESG Link to Business Value Creation

**Post COVID-19 pandemic** - Investors paying more attention to how businesses are managing their ESG risks

**Access to finances at lower cost** - Strong commitment to sustainability viewed more favorably by providers of capital

Companies with **social-engagement activities** perceived to be beneficial by public and social stakeholders

**Strong ESG proposition** helps companies attract and retain quality employees, enhance employee motivation

**“ESG-specific multiple”**- Correlation between corporate sustainability initiatives and long-term business value creation





# Partnering with Save Soil Movement

## How Does It Benefit Corporates?

**Unique opportunity** to join world's largest people's movement for environment and enhance your ESG reporting

**Become a catalyst for responsible environmental action** - Meeting needs of the current and future generations

**Associate with Sadhguru's and Isha Outreach's** track record of impactful environment action

The Conscious Planet - Save Soil movement addresses **12 UN Sustainable Development Goals**

**Engagement and visibility on a large platform** - Several leaders and influencers across the world are supporting the movement

“

*“No matter how much wealth,  
education, and money we have,  
our children cannot live well  
unless we restore the soil and water.  
Conscious Planet, the only way  
forward.”*

*Sadhguru*

