



Save Soil is a global movement launched by Sadhguru to save soil from extinction, and bring the necessary policies to address the catastrophic issue facing humanity.

This movement has garnered support from global leaders including Marc Benioff, Jane Goodall, His Holiness the Dalai Lama and institutions such as the United Nations Convention to Combat Desertification, the World Economic Forum and many more.

#### A GLUBAL ISSUE **52%** of the The United In European 62% of India's

world's agricultural soil has already degraded

States has lost **50%** of its topsoil

**Issue:** Loss of organic

agricultural nations, **75-85%** of soil has less than 2% organic content

soil has less than **0.5**% organic content

content in soil turns it into sand Ways to increase the organic content in soil:

organic content in soil to a minimum of 3-6%

**Solution**: Increase

### ▶ Enrich the soil ▶ Bring agricultural

- land under vegetation and shade
- through plant litter and animal waste



# LIVINGSOIL

- ▶ Soil is by far the most biologically diverse part of Earth
- can contain more organisms than there are humans living on Earth

▶ A teaspoon of soil

another and with plants and small animals forming a web of biological activity which plays a key role in nutrient cycling

▶ The organisms interact with one



that we would have to eat 8 oranges to get the same amount of Vitamin A as our grandparents did with one orange because soil depletion has caused massive drops in nutrient levels in food (Scientific American) ▶ 2 billion people ► The global economy

► A study on nutrients in food concluded

deficiencies (WHO)

suffer from

nutritional

degradation (UNCCD)

will lose USD \$23

trillion by 2050

through land

Save Soil Movement aims to:

tomatoes, and spinach has dropped 80-90% between 1914 and 2018 in the US (NCBI) Soil degradation causes a loss of USD \$235 billion to \$577 billion in crop

► The average mineral content

iron in cabbage, lettuce,

of calcium, magnesium, and

productivity every year (IPBES)

## to a minimum of 3-6% To effect this change we need to: Advocate for policies across all nations

Increase organic content in soil

Raise awareness of this imminent crisis

towards soil restoration

- among 3.5 billion people to garner their support for these policies
- Towards this, on March 21st Sadhguru will start an arduous

**100** Days people's support for the Save Soil movement. **26** Nations **30,000** KM SADHGURU & HIS

ENVIRONMENTAL

INITIATIVES

Sadhguru is a yogi and

4 decades for his colossal

30,000 KM journey as a lone

meeting with global leaders,

influencers, citizens and their

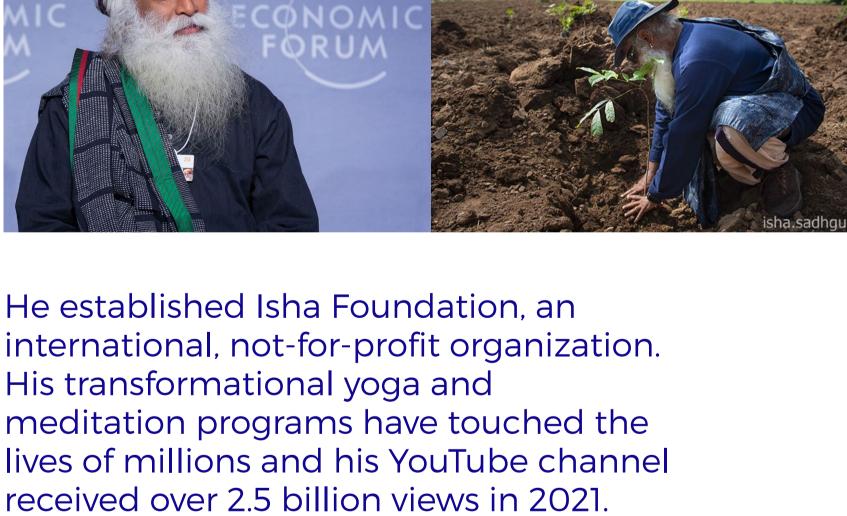
awareness of the issue

of Soil Health and activate

elected representatives to raise

motorcyclist traversing 26 nations,

from London to Southern India,



Lone Motorcyclist

### initiatives to foster human wellbeing and global harmony. He has implemented large-scale projects for environmental restoration through mass tree planting and river revitalization.

visionary, known over the last

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



**- 2006** 

1998

**Project** 

**Launched** 

Received **India's Highest Environment Award** 

+ 2017

planted

Harvard and more.



**Progress update** 

35 million trees

**70,000 farmers** 

engaged in tree

based agriculture

He is a New York Times bestselling

author and a speaker at institutions such

as the United Nations, World Economic

Forum, Google, London Business School,

**UNCCD** accreditation (2019)

**Cauvery Calling Launched** 

enriches the soil and improves water retention

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 for agroforestry

2007 - 2010

**UN ECOSOC** 

of active UN

engagement

accreditation

and beginning

Sadhguru

**Save Soil** 

Movement

launches the

**Cauvery Calling Update** 125,000 farmers adopted tree-based agriculture which

Proven to increase farmers' income 300-800% in 5-7 years

**IUCN membership (2020)** 

**62 million trees planted** 

**UNEP accreditation (2020)** 

Support the Save Soil Movement SaveSoil.org

Sources: United Nations Food and Agriculture Organization, United Nations Convention to Combat Desertification, United Nations Environment Programme, Natural Resources Conservation Service, World Economic Forum, World Health Organization, National Center for Biotechnology Information, Scientific American, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services