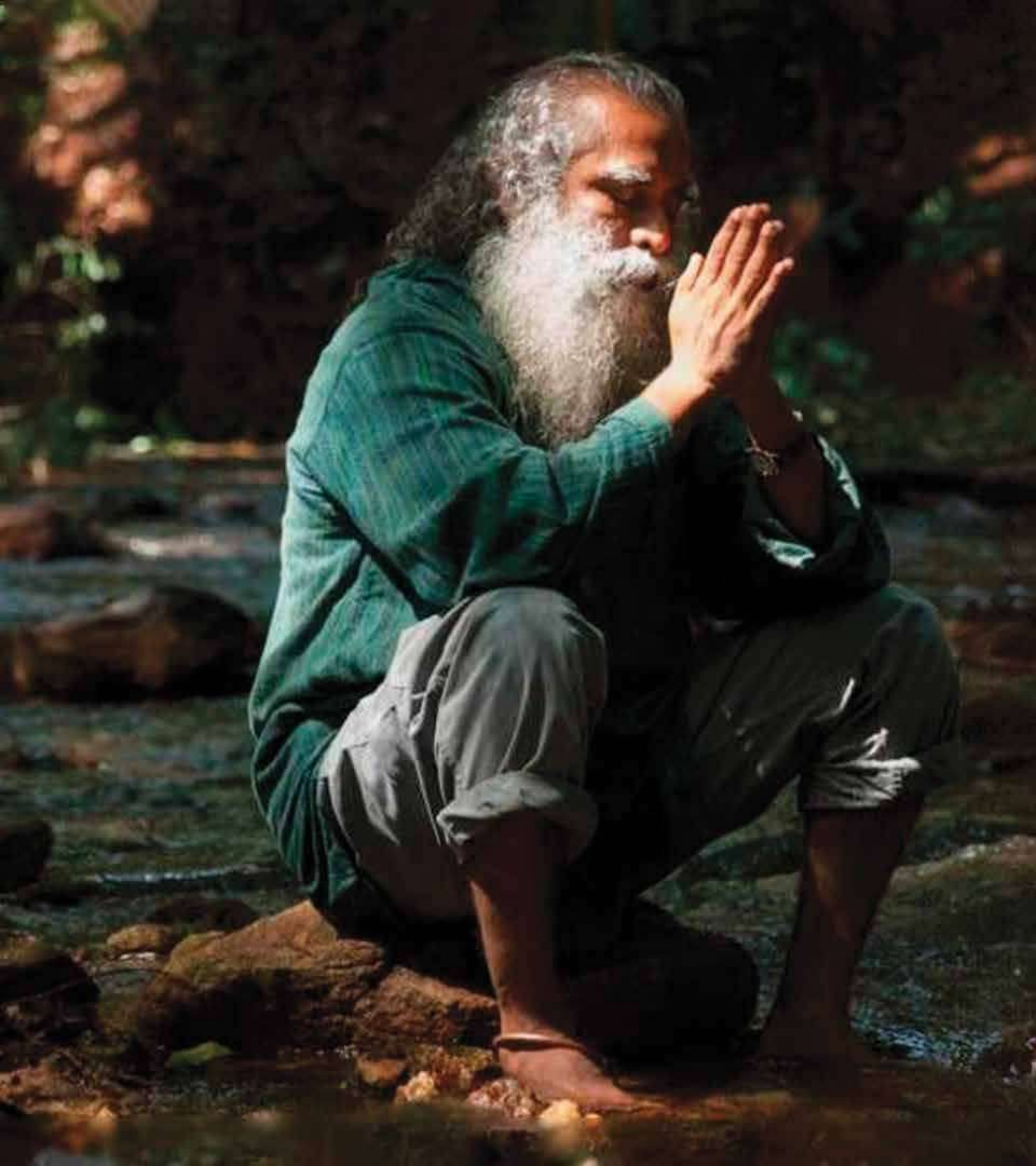




**SAVE
SOIL**



“

*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 could fall by 30% in 20 years if soil extinction is not prevented.

World Economic Forum



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



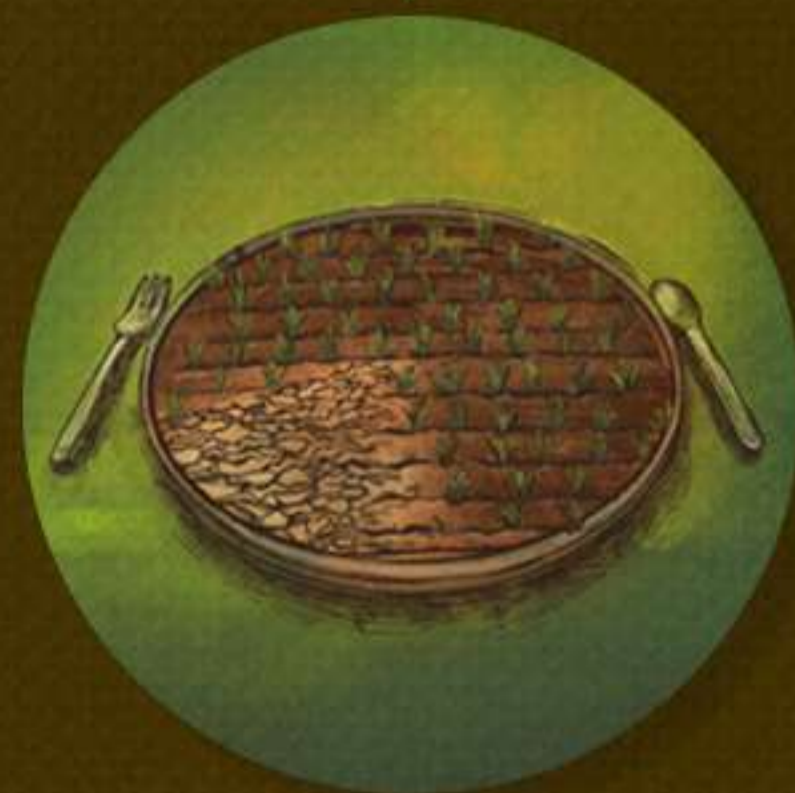
62% of Indian agricultural land **has less than 0.5%** organic content.

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.



Change the narrative towards Saving Soil, by inspiring at least 3.5 billion people through the journey, 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



**1 lone
Motorcyclist**

Sadhguru, visionary
and humanitarian

**30,000KM
Journey**

through
23 Countries



25 Events

with global influencers

193 Countries

to be touched with
UN Support



**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

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 Accreditation (2020)

2021

Past Projects in the Press

Agroforestry can address crisis in Cauvery basin: Sadhguru

AKHIL KADIDAL
BENGALURU, DHNS
'River calling'
According to Sadhguru, his 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 JAGGI VASUDEV
Sadhguru Jaggi Vasudev, founder of the Isha Foundation, has said that the Cauvery river basin has been treated like a goose that laid golden eggs, which were then used until the goose was killed. He said that the government should take steps to revive the river and the basin. He also said that agroforestry is a sustainable model for the Cauvery basin.

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

The Hindu
The Tamil Nadu government should provide a subsidy to farmers who are taking up agroforestry, said Sadhguru. He said that agroforestry is a sustainable model for the Cauvery basin and that the government should support farmers who are taking up this programme.

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

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

INDIA'S RIVERS ARE SEVERELY ENDANGERED'

Leonardo DiCaprio
Leonardo DiCaprio has criticised the government for its failure to protect the Cauvery river. He said that the river is severely endangered and that the government should take steps to protect it. He also said that the Cauvery river is a lifeline for the people of the Cauvery basin.

CAUVERY CONNECTION

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

Sadhguru Jaggi Vasudev, founder of the Isha Foundation, has said that the Cauvery river is a lifeline for the people of the Cauvery basin. He said that the river is severely endangered and that the government should take steps to protect it. He also said that the Cauvery river is a lifeline for the people of the Cauvery basin.



CELEBS ENDORSE SADHGURU'S CAUVERY INITIATIVE

ANUPAMA SUBRAMANIAN
DECCAN CHRONICLE
A part of his awareness rally for the agroforestry initiative 'Cauvery Calling', Jaggi Vasudev of Isha Foundation visited the famous theatrical Sivali Ganesha's house Amaal Illam in the city and addressed a celebrity gathering at an event organised by the Isha Foundation - actor Prabhu and producer Ranganaidu. The initiative aims to enable farmers to plant 242 crore saplings in the Cauvery basin in an attempt to reduce more rainfall and increase 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
Making a strong pitch for sustainable farming practices, farmer leaders in Tamil Nadu on Friday pledged their support to the Cauvery Calling movement launched recently by Sadhguru, founder, Isha Foundation. At a media briefing here, Tamil Nadu Farmers Association chairman Vetavalam Manikandan said the farmer-friendly movement was helping farmers plant trees suitable for local



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

EXPRESS NEWS SERVICE
SADHGURU Jaggi Vasudev is to launch the Cauvery Calling initiative starting from Mysore passing through Hunsur, Mysore, Bangalore and Chennai. The initiative aims to enable farmers to plant 242 crore saplings in the Cauvery basin in an attempt to reduce more rainfall and increase the water levels in the river.



Forest dept to plant 2cr saplings along Cauvery: CM

THE HINDU
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 B S Yediyurappa said.

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 B S Yediyurappa said. The chief minister was speaking at an event organised by Isha Foundation. "Cauvery river flows through 300 km of land in Karnataka and is the lifeline of the people in the state. The government will support the efforts to save it," he said.

Floods, droughts in Cauvery basin are connected: Sadhguru

EXPRESS NEWS SERVICE
Sadhguru Jaggi Vasudev of Isha Foundation said that floods and droughts in the Cauvery basin are connected. He said that the Cauvery river is a lifeline for the people of the Cauvery basin and that the government should take steps to protect it. He also said that the Cauvery river is a lifeline for the people of the Cauvery basin.

Letting Problem Fester for Decades No Solution

THE HINDU
Any nation that has an unaccounted number of people living in it is asking for trouble. Letting a problem fester for decades is no solution. The Cauvery river is a lifeline for the people of the Cauvery basin and the government should take steps to protect it.

242 cr trees to be planted under Cauvery project

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Sadhguru Jaggi Vasudev of Isha Foundation speaks at the 'Cauvery Calling' event in Mysore on Thursday at Sirturu murti Seer seeking support for Cauvery Calling movement. He said that the Cauvery river is a lifeline for the people of the Cauvery basin and that the government should take steps to protect it.



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Sadhguru Jaggi Vasudev of Isha Foundation and his followers during the 'Cauvery Calling' bike rally near Kanteerava Stadium on Sunday. He said that the Cauvery river is a lifeline for the people of the Cauvery basin and that the government should take steps to protect it.

Sadhguru Jaggi Vasudev of Isha Foundation and his followers during the 'Cauvery Calling' bike rally near Kanteerava Stadium on Sunday. He said that the Cauvery river is a lifeline for the people of the Cauvery basin and that the government should take steps to protect it.

A photograph of Sadhguru, a spiritual leader, speaking at a conference. He is wearing a white turban with a purple band and a dark blue robe with a red shawl. 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
Billio
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



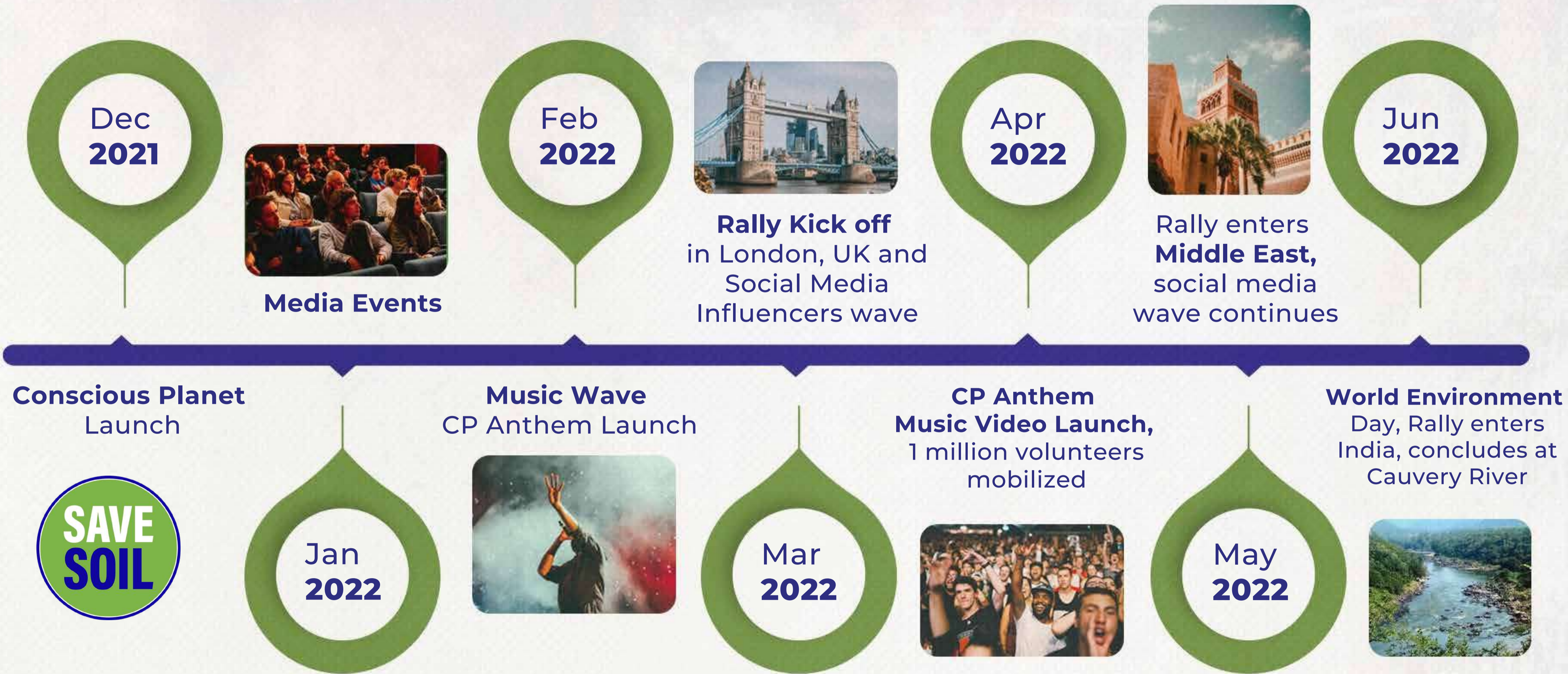
A reach Bigger than the Grammys!



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

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

Save Soil Journey Timeline



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

Journey Route



* route subject to change

UK
Netherlands
Germany
Czech Republic
Austria
Slovenia
Italy

Switzerland
France
Belgium
Poland
Slovakia
Lithuania
Latvia

Russia
Ukraine
Romania
Bulgaria
Oman
Israel
Jordan

Bahrain
Saudi
Arabia UAE
India

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



How Can Students Participate In This Movement?



Students can **watch a ~10 minute video** to get educated about the movement. Teachers can take this up as a class or assembly assignment for students.

Children can write a **letter to the Prime Minister** in their own way - a poem, song, words, drawings etc



**SAVE
OUR
SOIL**

Schools can collect the letters to be handed over to "Save Soil" movement volunteers. In case of online classes, a link will be provided to upload a picture of their letters. When uploaded, students will also receive **an "e- badge" as a token** of appreciation.

Involve Your School

Put up **Save Soil posters** around your campus.

Your school can **conduct activities and competitions** for students on the "Save Soil" theme to raise awareness and involve students.

Share posts about the "Save Soil" events conducted in your school on social media.



Your school will **receive a special certificate** from Conscious Planet for championing "Save Soil".



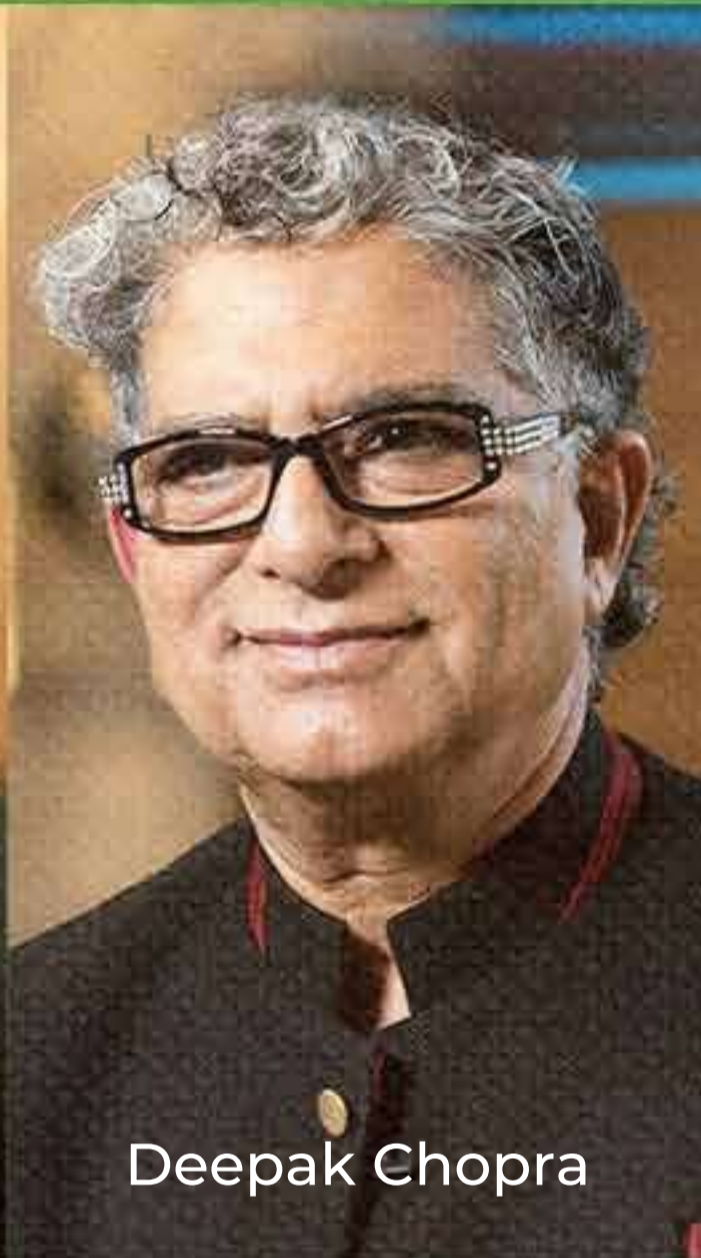
Save Soil Supporters



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



United Nations
Convention to Combat
Desertification



Official Partner

“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:**

World Economic Forum
World Food Program (WFP)

UNEP
Global Citizens Forum

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

Conscious Planet - Save Soil Addresses

12 SDGs



“

*“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

