



isha



**DID YOU KNOW THAT OUR  
RIVERS ARE DYING?**

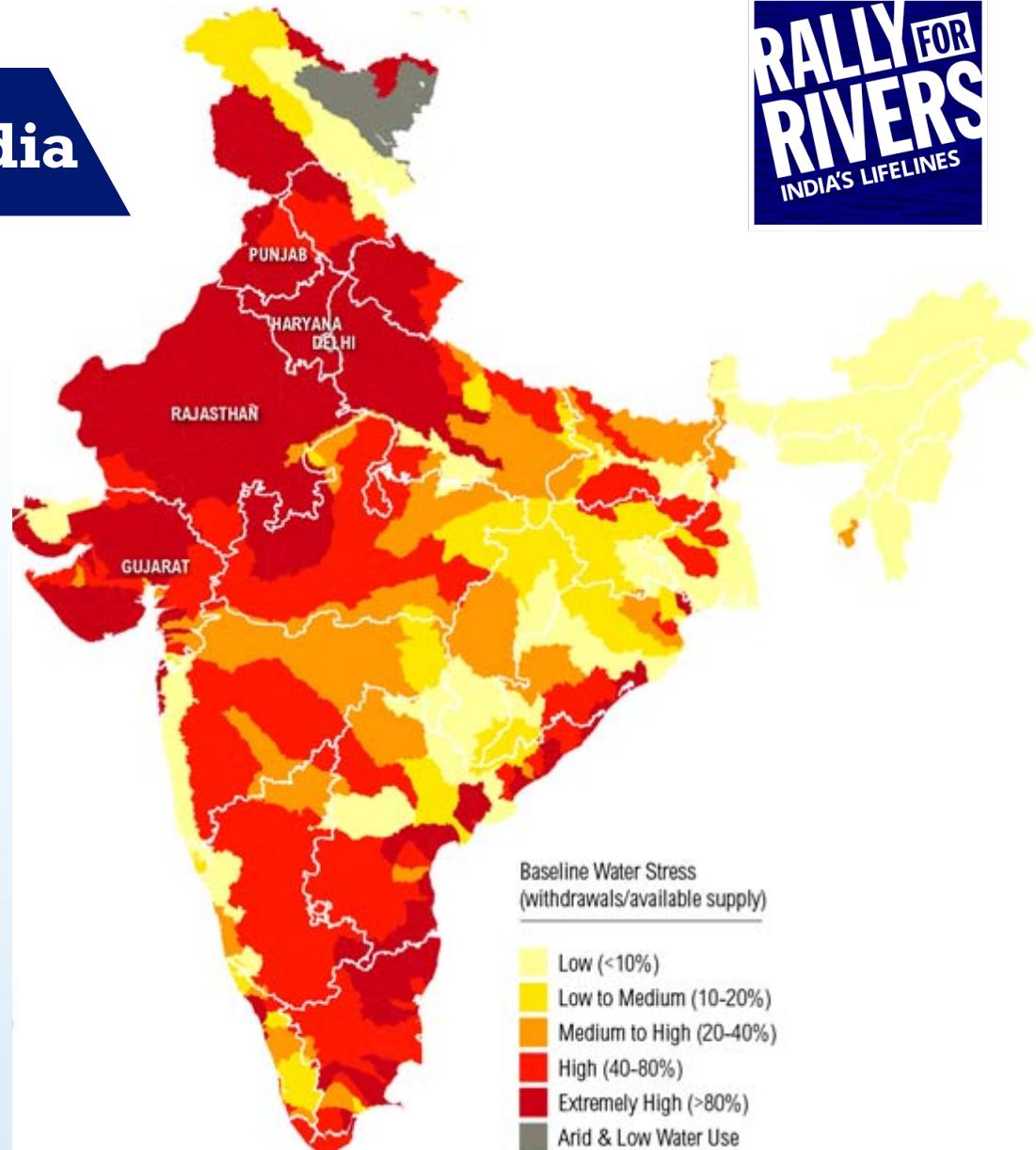
# INDIA'S RIVERS ARE FACING AN ALARMING CRISIS



## Facts about Water in India

54%

of India faces **HIGH**  
to **EXTREMELY  
HIGH** water stress



WORLD RESOURCES INSTITUTE

Statistics from 2016

# Facts about Water in India



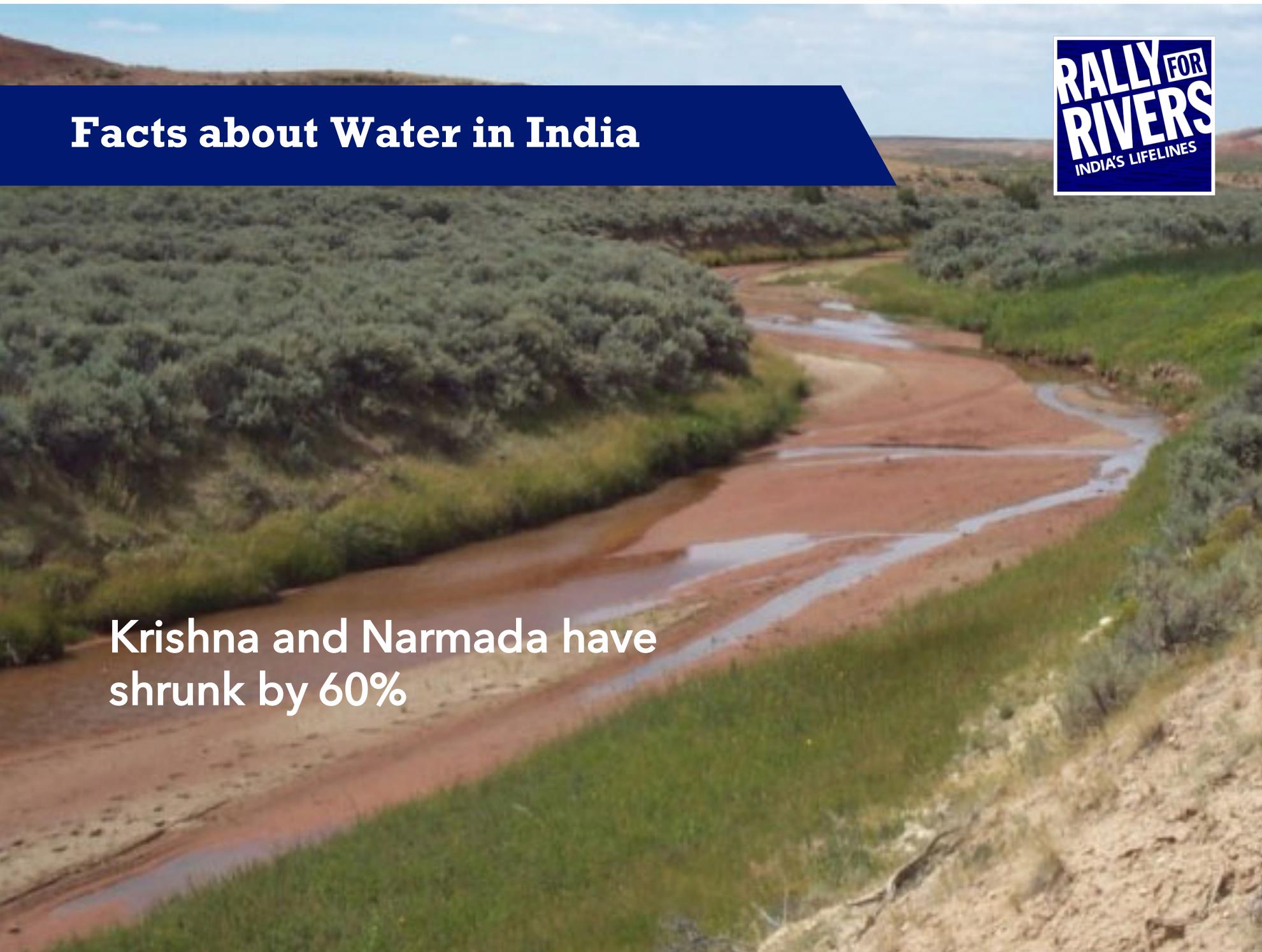
Perennial rivers are turning seasonal; many tributaries have vanished  
**Godavari went dry at its source in 2016**



## Facts about Water in India



Kaveri has shrunk by 40%



## Facts about Water in India



Krishna and Narmada have  
shrunk by 60%

## Facts about Water in India



Ganga is one of the world's most endangered rivers, according to WWF



# WATER FORECAST



Per capita availability of  
**water** in India has  
declined by 75%  
since Independence

# WATER FORECAST



25% of India is turning  
into desert.

# WATER FORECAST

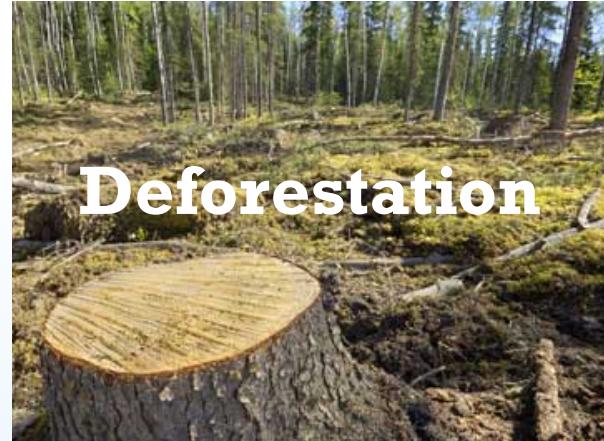


By 2030,  
we will have only

**50%**

of the water we need  
for our survival.

# Major Causes for Water Depletion



**Deforestation**



**Unsustainable  
demand  
management**



**4 fold  
increase in  
population**



WHAT ARE WE LEAVING BEHIND  
FOR THE NEXT GENERATION? FOR OUR CHILDREN?  
A WATER SCARCE COUNTRY....



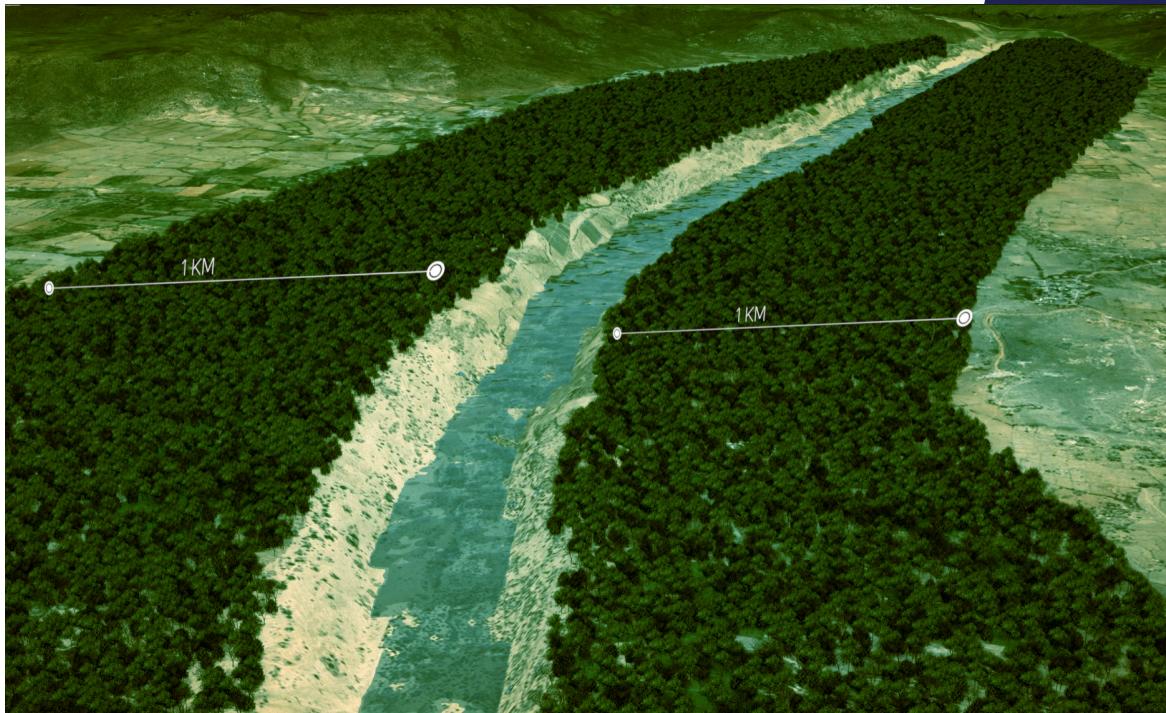
## How can we save our rivers?

Highlighting the core solution to stabilize  
and revitalize our rivers, we plan to submit a

**“River Rejuvenation Policy  
Recommendation”**

to the Government of India.

# RIVER REJUVENATION POLICY RECOMMENDATION



For every major river, trees must be planted for **one kilometer width** on either side

# RIVER REJUVENATION POLICY RECOMMENDATION



**Native trees to be  
planted in  
Government  
owned land along  
river banks**

# RIVER REJUVENATION POLICY RECOMMENDATION



**Fruit trees to be grown organically in Private farmer lands and no ploughing**

# How does this work?



## Normalize rainfall

Rainfall is becoming erratic due to climate change. Trees sequester carbon and combat climate change, normalizing rainfall and preventing flood and drought.



## Protect the top soil

When it rains, trees reduce the speed of surface water flow, thus protecting the top soil and reducing erosion.



## Keep water flowing

Tree roots make the soil porous increasing soil's ability to hold water. This absorbed water is slowly released into the soil, ensuring rivers flow even in the dry season.



## The Outcome

**Help Keep Rivers Flowing**

**Improve Ecological Diversity**

**Normalize Rainfall**

**Improve Water Quality**

**Prevent soil erosion**

**Lessen impact of floods and drought**

- ▶ This solution ensures that river flow is perennial while also **enhancing farmers' livelihood** by doubling their income
- ▶ The benefits of this simple yet highly effective solution are **supported by many scientific studies**

# RALLY FOR RIVERS



- Rally for Rivers is a project involving 3 stages:
  - As a key first step, adequate awareness and momentum must be built amongst all sections of society and the government
  - Facilitating creation of a Policy document at the National level
  - Implementation of the Policy



*"This is not a protest. This is not an agitation. This is a campaign to raise awareness that our rivers are depleting. Everyone who consumes water must rally for rivers"*

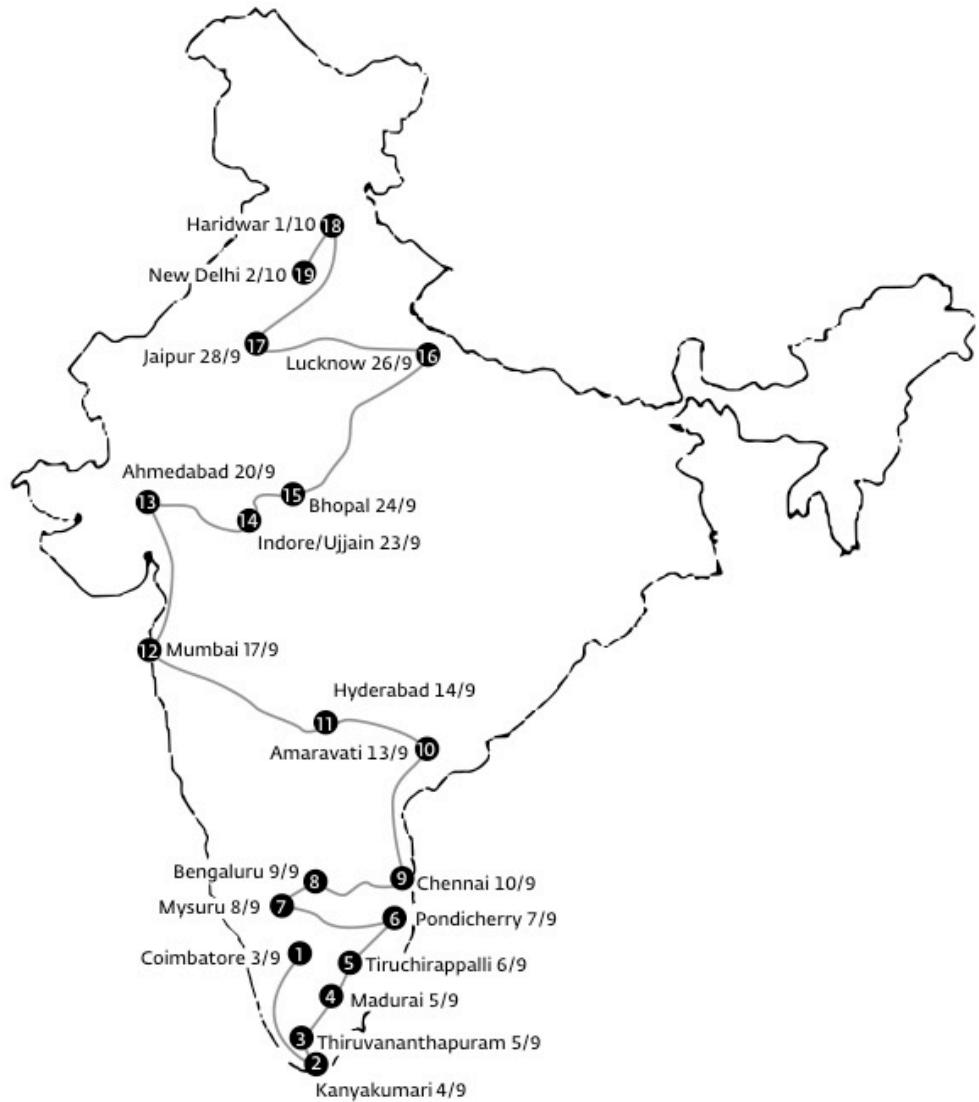
Sadhguru, Founder, Isha Foundation



# Creating Awareness



- ▶ Sadhguru himself will be driving from Kanyakumari to Himalayas
  - ▶ From **Sep 3 to Oct 2**
  - ▶ More than 20 events in major cities
- ▶ Government leaders and celebrities will be actively participating in various legs of the journey
- ▶ The campaign will culminate in Delhi where the "**River Rejuvenation Policy Recommendation**" will be presented to the Government





RALLY FOR  
**RIVERS**  
INDIA'S LIFELINES

**HOW CAN YOU SUPPORT?**



Join the campaign

**GIVE A MISSED CALL**



**80009 80009**

**Show your support**

for a policy to save our rivers

## How can you support?



### PARTICIPATE IN AWARENESS CAMPAIGNS



NATIONWIDE ESSAY  
AND MEGA ART  
COMPETITIONS FOR  
CHILDREN



SHORT FILMS  
SUBMISSIONS



DOOR TO DOOR  
AND EMEDIA  
CAMPAIGNS



PARTICIPATE IN  
NADI ABHIYAN  
CREATING VISIBILITY  
ACROSS INDIA

## How can you support?



### YOUR ORGANIZATION CAN PARTICIPATE IN MANY WAYS

- ▶ Spread awareness among your employees and customers
  - ▶ Through digital media or printed materials
  - ▶ Include “Rally for Rivers” banner as your organization’s email signature
  - ▶ Through your company’s intranet portal
  - ▶ Play promo videos within your organization



## How can you support?



- ▶ Take a stand and **participate in the Nadi Abhiyan** in or near your city
- ▶ Become a **Sponsor**

All the above activities can happen in your offices/factories **Pan-India** in metro cities and rural areas as part of **CSR** reach out

### End objective:

Raise awareness and get many millions of pledges through missed calls... every missed call counts!





*"India's rivers have depleted over 40% since Independence. Forever they have embraced us and made our lives. It is time we embrace our rivers."*

-Sadhguru

LET'S COME TOGETHER AND  
SAVE OUR NATION'S LIFELINES



80009 80009

# APPENDIX / REFERENCES



<http://isha.sadhguru.org/rally-for-rivers/>

[25% of the country is turning into desert](#)

[Perennial rivers are turning seasonal; many small rivers have vanished](#)

[Godavari dried up for the first time](#)

[40% of Kaveri has dried up](#)

[60% of Krishna and Narmada have dried up](#)

[Ganga is one of the world's 10 most endangered rivers, according to WWF](#)

[By 2030, we will have only 50% of the water we need for our survival](#)

# APPENDIX / REFERENCES



The benefits of this simple yet highly effective solution are corroborated by many scientific studies

<http://www.sciencedirect.com/science/article/pii/S0959378017300134>

Living Energies by Callum Coats, ISBN: 9780717133079

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