



**SAVE
SOIL**



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.



SUPPORTERS



Marc Benioff



Jane Goodall



Maria Helena Semedo (FAO)



His Holiness, the Dalai Lama



Klaus Schwab



Will.i.am



Deepak Chopra



Tony Robbins



David Beasley (WFP)



Maluma



Tom Brady

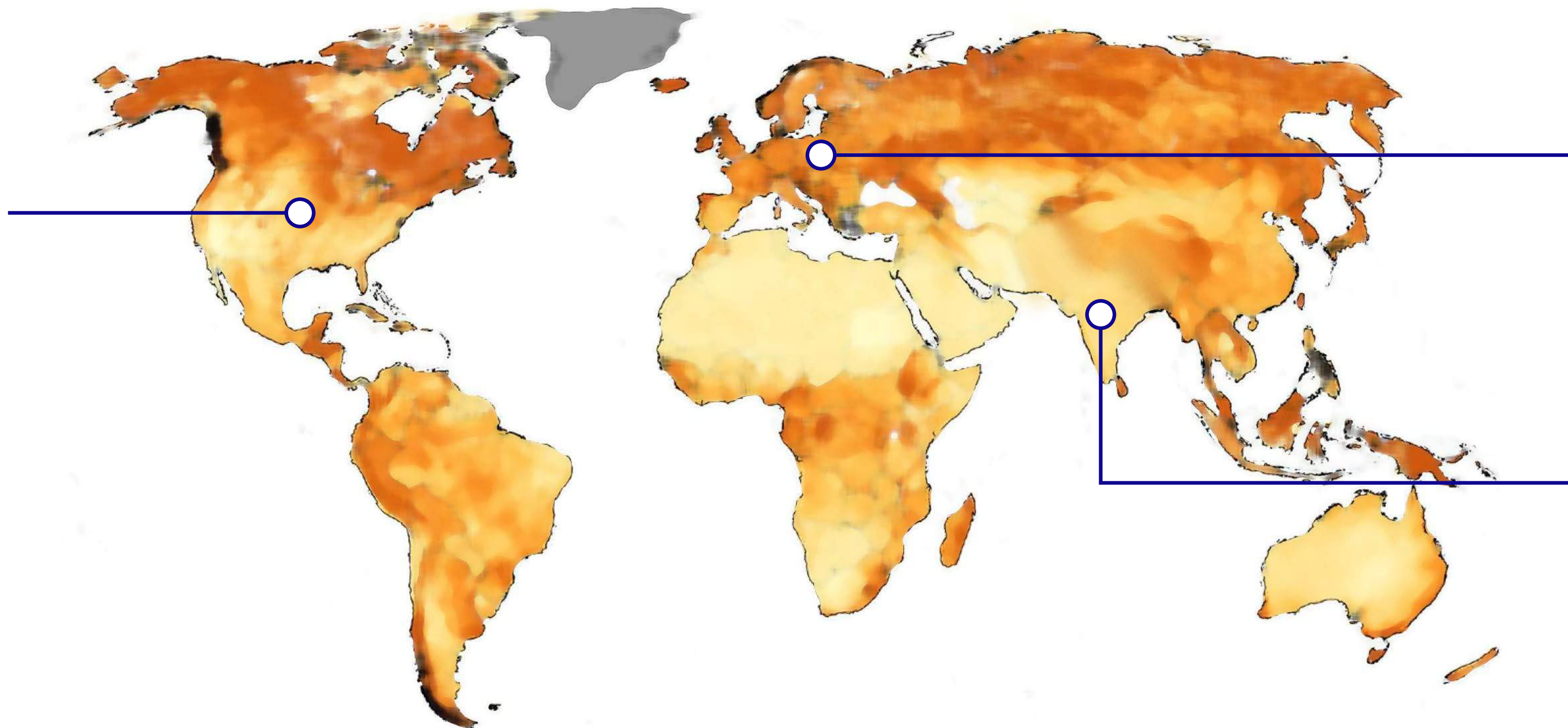


Jesse Williams

SOIL DEGRADATION - A GLOBAL ISSUE

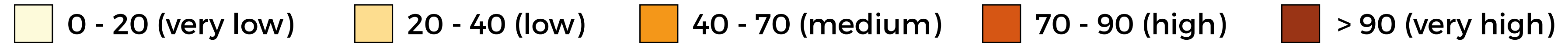
The United States has lost **50%** of its topsoil

52% of the world's agricultural soil has already degraded



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

62% of India's soil has less than **0.5%** organic content



Map S.5 GLOBAL SOIL ORGANIC CARBON, 2019 (tonnes/ha)

Note: The three largest SOC stocks are found in boreal moist regions (130.5 Pg of carbon) followed by cool temperate moist regions (98.8 Pg of carbon) and tropical moist regions (80.4 Pg of carbon). Source: FAO, 2019, modified to comply with UN, 2021.

Issue: Loss of organic content in soil turns it into sand



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

Ways to increase the organic content in soil:

- ▶ Bring agricultural land under vegetation and shade
- ▶ Enrich the soil through plant litter and animal waste




LIVING SOIL

- ▶ Soil is by far the most biologically diverse part of Earth
- ▶ A teaspoon of soil can contain more organisms than there are humans living on Earth
- ▶ The organisms interact with one another and with plants and small animals forming a web of biological activity which plays a key role in nutrient cycling

WE SHOULD ACT NOW!

HERE ARE A FEW 2050 PROJECTIONS:




**Crop yields could fall 50%
in certain regions due to
climate change and soil
extinction**

- UNFAO



**50% of agricultural land
in Latin America and
the Caribbean could
become desert**

- UNFAO



**Food and water scarcity
could force over 1 billion
people to leave their
homes and migrate**

- UN

Save Soil
aims to:

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



To effect this change we need to:

Advocate for policies across all nations towards soil restoration

Raise awareness of this imminent crisis among 3.5 billion people to garner their support for these policies



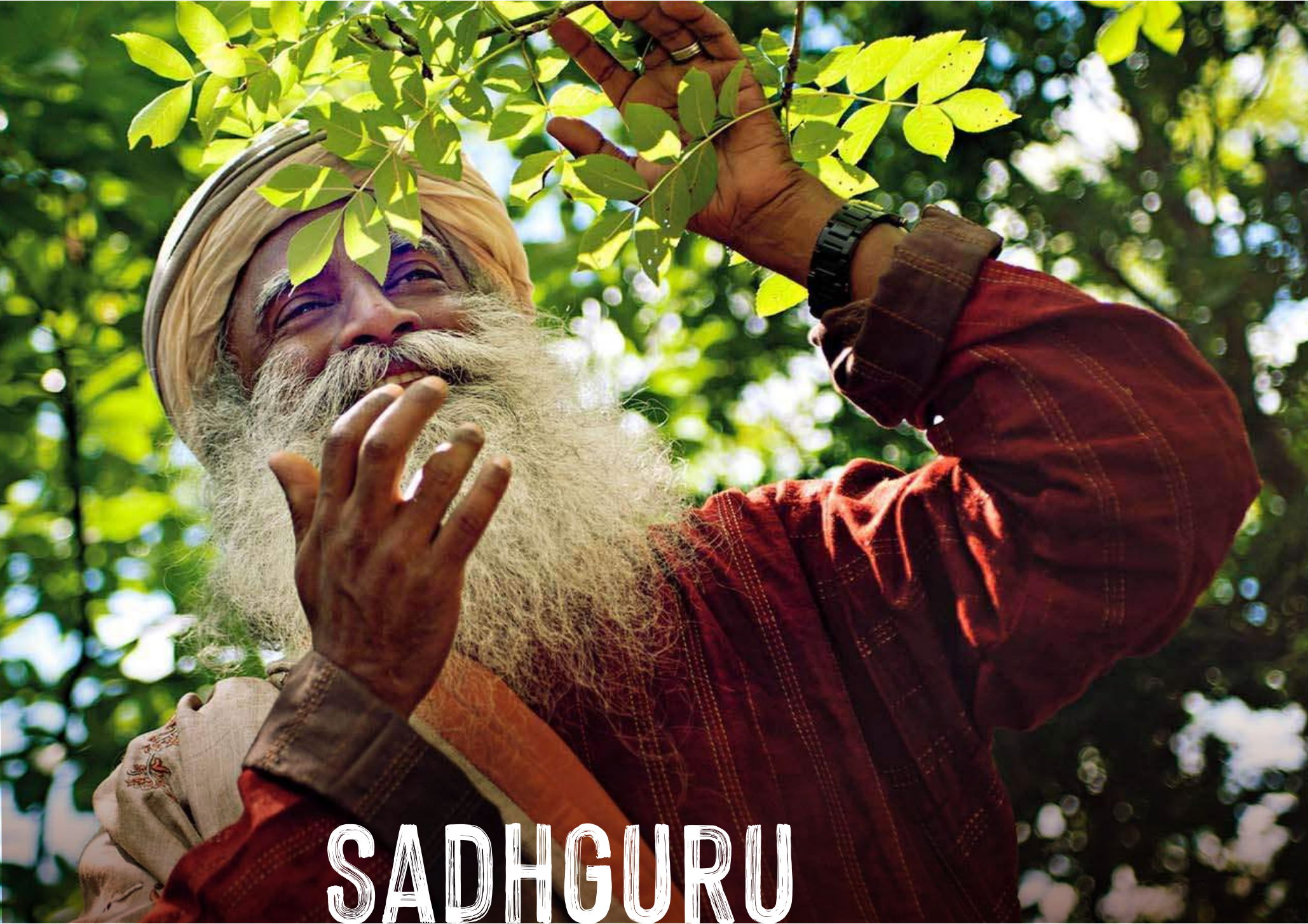
Towards this, on March 21st Sadhguru will start an arduous 30,000 KM journey as a lone motorcyclist traversing 26 nations, from London to Southern India, meeting with global leaders, influencers, citizens and their elected representatives to raise awareness of the issue of Soil Health and activate people's support for the Save Soil movement.



100 Days
26 Nations
30,000 KM

1 Lone Motorcyclist





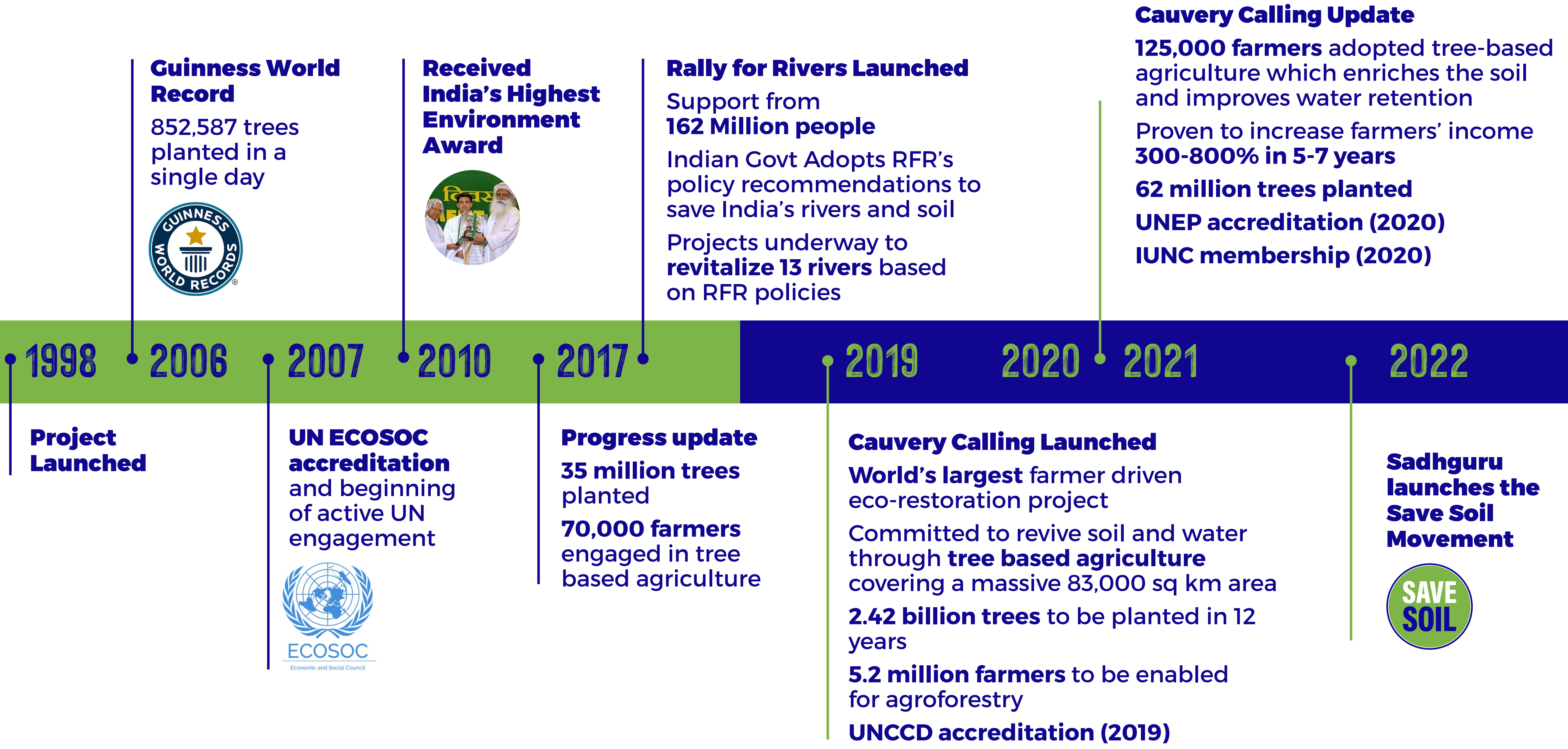
Sadhguru is a yogi and visionary, known over the last 4 decades for his colossal initiatives to foster human wellbeing and global harmony. He has implemented large-scale projects for environmental restoration through mass tree planting and river revitalization.



He established Isha Foundation, an international, not-for-profit organization. His transformational yoga and meditation programs have touched the lives of millions and his YouTube channel received over 2.5 billion views in 2021. 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, Harvard and more.



ENVIRONMENTAL INITIATIVES



1998

Project Launched

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
Projects underway to **revitalize 13 rivers** based on RFR policies

2019

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 for agroforestry
UNCCD accreditation (2019)

2020

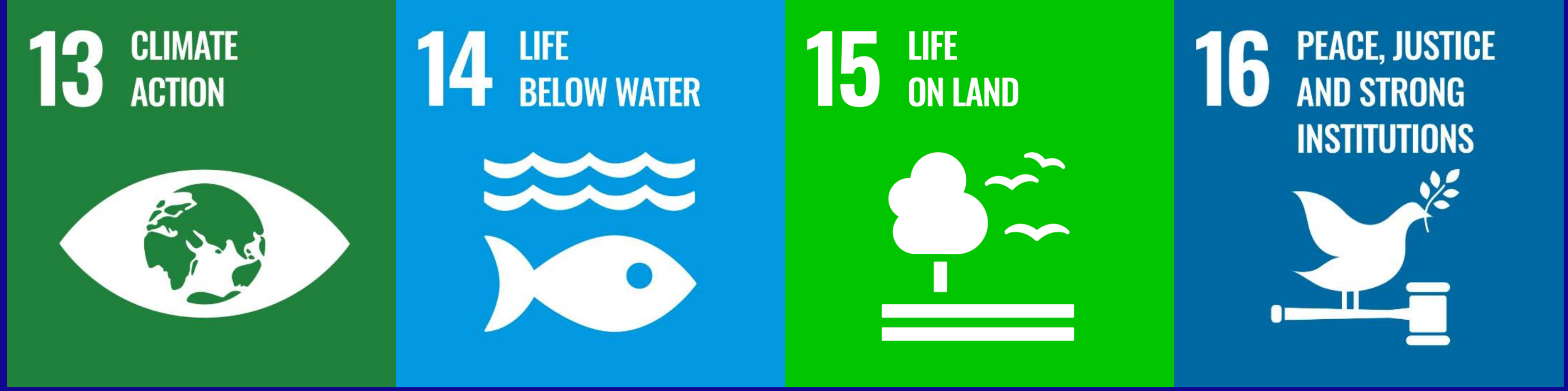
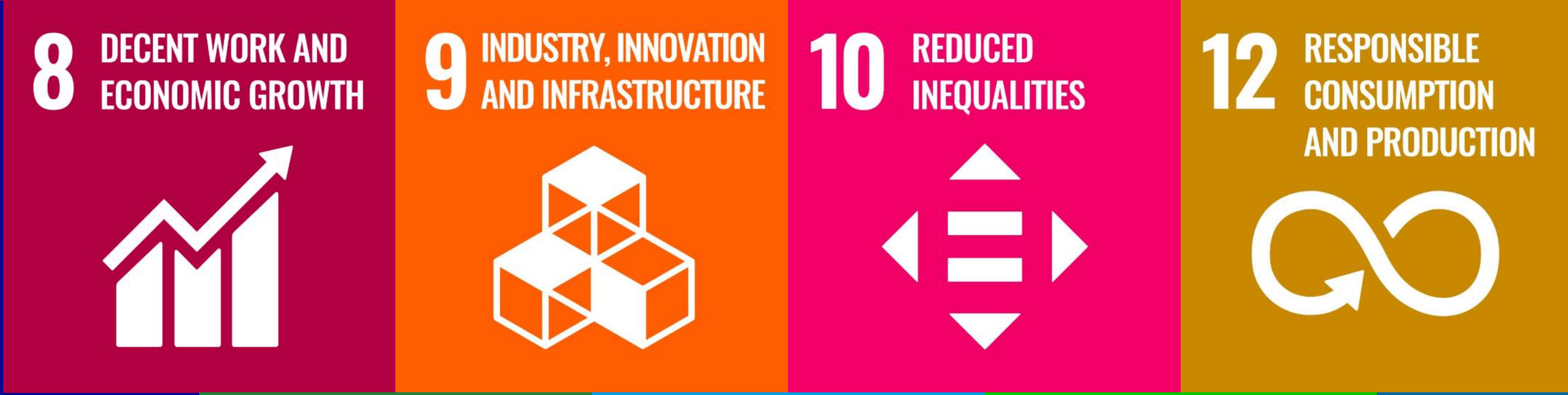
2021

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)
IUNC membership (2020)

2022

Sadhguru launches the Save Soil Movement





**Save Soil
Addresses**

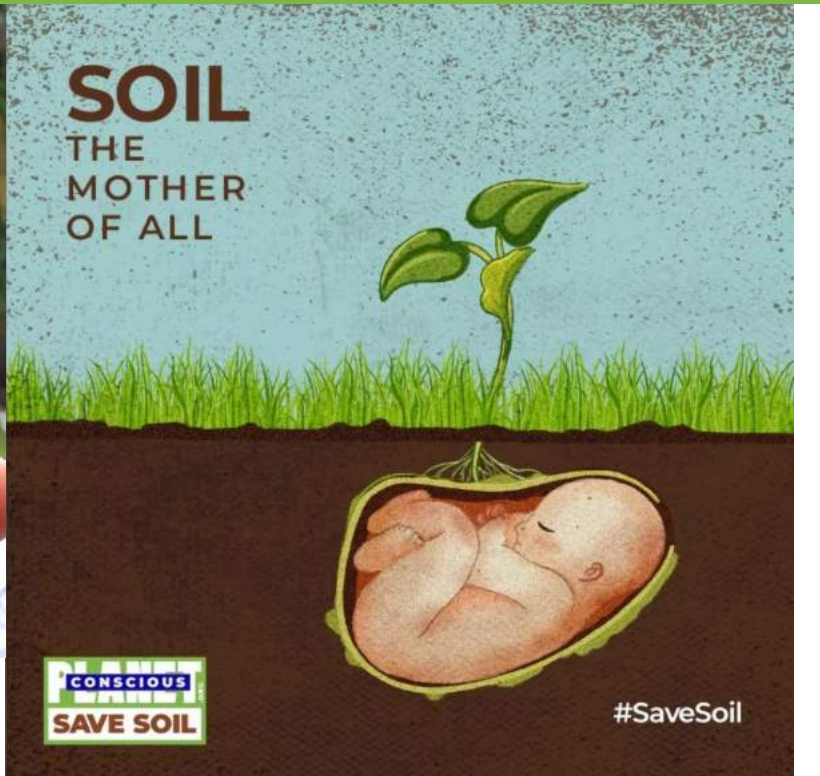
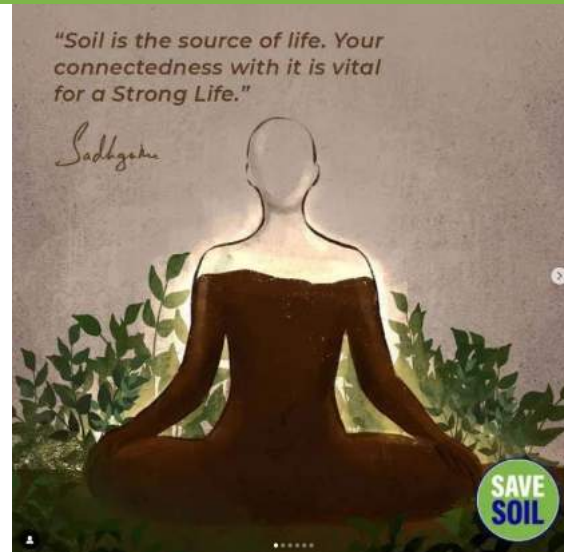
12 SDGS

of the 17 total
United Nations
Sustainable
Development Goals

SUPPORT THE MOVEMENT



SaveSoil.org



Earth Buddy

For a 100 days during the journey - daily share about soil degradation



Video

Record a video about soil degradation and share on your social media



Post

Share about soil degradation on your social media