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Sewa International

Service to Humanity is Service to the Divine

P R E S S R E L E A S E

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Sewa International Joins Hands with Conscious Planet to Promote the *Save Soil* Global Movement

Atlanta, GA (April 19, 2022): Sewa International, through its *Vasundhara Sewa* program and its continued commitment to environmental causes, is supporting the *Save Soil* movement.

Save Soil is a global initiative launched by yogi and visionary Sadhguru to “invoke a conscious approach to soil and the planet.” One of *Save Soil*’s main objectives is to have countries across the globe enact necessary laws and policies that will “increase the organic content in cultivable soil” and address the catastrophic environmental degradation issues facing humanity. Joining the *Save Soil* movement are thousands of experts, community leaders, celebrities, governmental agencies, and heads of state.

After initial media coverage in the US, where Sadhguru was interviewed by Trevor Noah and Joe Rogan on March 21, he began a 100-day, 20,000-mile motorcycle journey across 27 countries. Sadhguru has traversed major European countries and cities, where he spreads the *Save Soil* message at large public events and in meetings with experts. He has engaged with major European media as well as government leaders. He emphasizes the pressing need to formulate policies that address the looming threat of soil degradation, how to regenerate soil, and work to ensure the health of Mother Earth.

Globally, 52 percent of agricultural land is already degraded, and the UN Food and Agriculture Organization predicts we only have 60 years of soil use left. Fortunately, there are proven solutions that could help reverse this calamitous trend if concerted steps are immediately initiated. Leading agencies such as the United Nations Convention to Combat Desertification and United Nations Environment Program are offering their support and expertise to ensure the success of these efforts. The movement has also received resounding support from several Caribbean nations, the Commonwealth of Nations, the “4 per 1,000” Initiative, the World Food Program, the Food and Agriculture Organization, and the International Union for Conservation of Nature, among others.



Sadhguru at the United Nations in Geneva, joining the panel event "Save Soil: On Planetary and Human Well-Being". The panelists joining Sadhguru include (left to right) Nadia Isler (Office of the Director-General, United Nations), Dr. Naoko Yamamoto (World Health Organization), and Stewart Maginnis (International Union for Conservation of Nature).

Sewa International will support *Save Soil*'s efforts through initiatives that engage its volunteers and the communities they live in. In alignment with the "Students for Soil" global initiative, Sewa will kick off a poster campaign involving the youth, amplifying their messages and designs through social media. Sewa then plans to continue the momentum by encouraging children to adopt and care for plants as well as join nature outings. These efforts reflect a commitment to join hands to facilitate Sadhguru's vision of spreading the *Save Soil* message to 3.5 billion people.

One thousand plus LEAD (a program engaging high school and college students) participants will be conducting various activities and managing campaigns bringing awareness about soil health to their communities. They will also be participating in the *Earth Day* poster campaign.

Sewa International's forty-three chapters will be conducting soil conservation and awareness activities. They will also be involved in observing *Earth Day* on April 23 and are organizing a national evening webinar to unite experts and environmental leaders. Those involved will take the "*Vasundhara Sewa*" pledge: "I pledge to take steps toward the betterment of my Mother Earth. I will spread awareness to others. I will expand my knowledge and actions to reduce the carbon footprint and improve the environment and my community." The pledge can be taken at sewausa.org/savesoilpledge.

"We in Sewa have always promoted the principle of serving all beings, sentient and non-sentient. Sewa means selfless service, and helping Sadhguru and his team spread this message of protecting the Earth is very much part of our goal to serve people by helping them lead safe and healthy lives in a beautiful environment," said Prem Pusuloori, Director of Projects and Programs, Sewa International.

About Sewa International

Sewa International (www.sewausa.org) is a 501 (c)(3) Hindu faith-based charitable nonprofit that works in the areas of disaster recovery, education, and development. Sewa has 43 Chapters across the USA and serves regardless of race, color, religion, sex, age, disability, or national origin.

About Sadhguru

Sadhguru is a yogi, visionary and a two-time *New York Times* bestselling author. He has been conferred three presidential awards in India, including one for his environmental work as well as India's highest annual civilian award for exceptional and distinguished service.

Over the years, the founder of Isha Foundation has also launched large ecological initiatives that have created a blueprint for economic development that is ecologically sustainable. He has spoken at the United Nations, World Economic Forum, World Bank, the UK House of Lords, TED, and countless global companies. He has also been invited to talk at universities like Oxford, Stanford, Harvard, Yale, Wharton, and MIT, among others.

About Conscious Planet – Save Soil Movement

The Conscious Planet Movement to Save Soil is a global civil movement to inspire a conscious approach to saving our soil and planet. This is, first and foremost, a people's movement. Its aim is to activate the support of over 3.5 billion people (over 60% of the world's voting population) to make ecological issues an election priority for governments across the globe.

The Conscious Planet Movement aims to urge and support governments in formulating policies that will address soil health in their country and make farming activity more soil friendly to halt and reverse further soil degradation globally. The primary recommendation of the Save Soil Movement is for governments across the world to legislate policies that will mandate a minimum of 3-6% organic content in all agricultural soil in their country. World leaders, influencers, artists, subject matter experts, farmers, spiritual leaders, NGOs are among those who have pledged their support to rekindle humanity's relationship with soil.

Learn more at SaveSoil.org. For media inquiries, contact media.americas@savesoil.org.