

2021  
*Anukampa*

*Compassion Cannot Choose*



# Anukampa

“

*Anukampa or Empathy for all life around us shall  
always be the guiding force of all that we do.*

*Sadhguru*

*Environment*



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# Foreword

The past year has been a time of unprecedented hardships and challenges for humanity, as we faced a health crisis unlike any other. And what began as a health crisis rapidly escalated into a global social and economic crisis. While the pandemic spared no one, one of the hardest hit were the socioeconomically disadvantaged people, who struggled with livelihood concerns of unemployment, wages and starvation.

Moved by their predicament, Isha volunteers initially began with critical interventions in our surrounding villages by offering nutritious food, daily essentials and immunity-boosting herbal drinks along with creating awareness on COVID protocols, conducting vaccination camps, and providing medical aid and assistance to the needy.

But as the severity and reach of the second wave of the pandemic increased daily, we were impelled to extend our interventions to parts of Tamil Nadu, Karnataka, Andhra Pradesh, Telangana and Puducherry, working closely with governments and hospitals in an endeavor to alleviate suffering on a larger scale.

As we were fighting one battle against COVID, our effort to save our planet and the farmers who sustain us was not forgotten. Adhering to COVID protocols, Cauvery Calling volunteers kept the massive campaign on track. They helped more than 50,000 farmers to shift to tree-based agriculture and 21 million trees were planted in the last 2 years.

Our rural education project, Isha Vidhya, was taken online to beat the lockdown and ensure that the light of education reached every student's home. Our teachers designed innovative learning sessions for virtual classes while experts from varied fields mentored our students.

I have had the privilege of working closely with Sadhguru for several years and have often heard him say that what the world throws at us is not always our choice, but what we make out of it is one hundred percent our choice. These pages reflect the choices we made in the year of the pandemic.

I am delighted to share with you Anukampa 2021, which includes inspirational stories, facts and figures from our various human service projects that encourage individual growth, revitalize the human spirit, rebuild communities, and restore the environment.

None of this would have been possible without the generosity and compassion of our donors and the committed involvement of our volunteers.

With gratitude,

*Swami Kalaghata*

*Project Director, Isha Outreach*



# Highlights



## Cauvery Calling

*Aims to revitalize the Cauvery river by supporting 5.2 million farmers to plant 2.42 billion trees on private farmlands*

**62 million+** trees planted

**125,000** farmers shifted to tree-based agriculture

**3-8** times boost to farmers' incomes estimated

**1/3<sup>rd</sup>** of the **83,000 km<sup>2</sup>** river basin to be brought under green cover

**9-12 trillion** liters of water to be sequestered

**200-300 million tonnes** of CO<sub>2</sub> to be sequestered, meeting 8-12% of India's targets

# Isha Vidhya



*Delivers quality education to children from economically disadvantaged backgrounds in rural India*

**10** schools

**9,300+** students impacted\*

**5,600+** full scholarship students\*

**47.8%** girl students

**100%** pass rate for Class 10 and 12

\*As of November 2021



# Community Health and Wellbeing

*Aims to transform the lives of India's rural poor through a range of health, livelihood and community revitalization programs*

**502,000+** patients treated at Isha Rural Health Clinics

**79,600+** medicines distributed door-to-door during the pandemic

**151** student scholarships for tribal children

**7** Self-Help Groups empowering over 40 rural women

**120+ tons** of waste collected from **962** households and other locations

# Isha COVID Action



*Stepping up interventions to support the government, frontline workers and vulnerable communities to combat the second wave of COVID-19*

**4** states of Karnataka, Tamil Nadu, Andhra Pradesh and Telangana

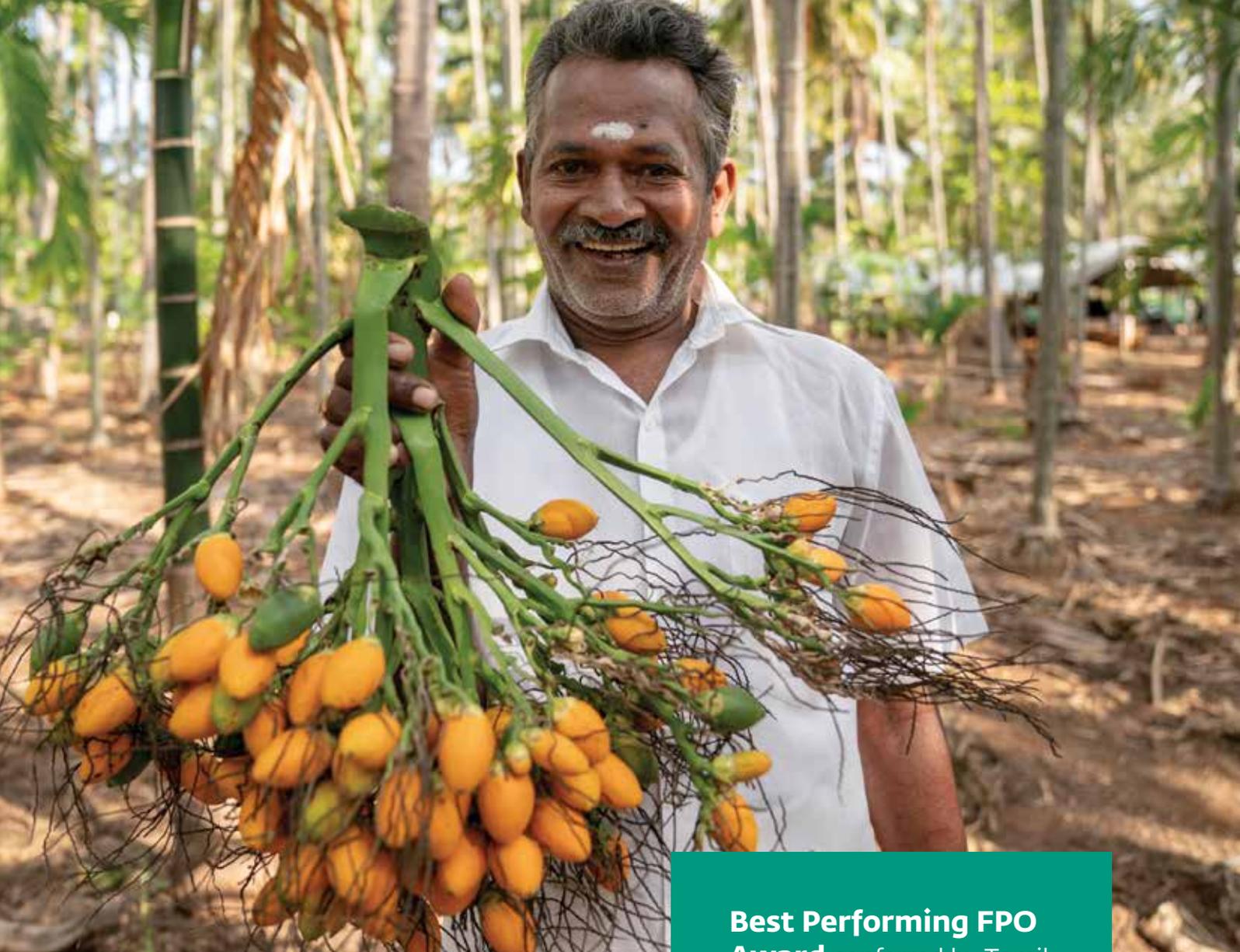
**500** oxygen concentrators offered to Tamil Nadu Government

**1.8 million+** masks distributed

**884,000+** packets of food and beverages distributed

**34 million+** servings of immunity-boosting Nilavembu Kashayam since 2020

**16** crematoriums offered free of cost cremations



# Farmer Producer Organization

*Supports the farmers' community with technical, financial and marketing assistance, enhances bargaining power and enables sustained high incomes and profitability*

**Best Performing FPO  
Award** conferred by Tamil  
Nadu Government

**1,063** farmers

**38%** women shareholders

**70%+** small and marginal  
farmers

**2,300+** hectares of land

**3,059 times** increase in  
annual turnover in 7 years

**23** new FPOs to be set up  
and mentored over the  
next 5 years

**19** Farmer Interest Groups

# Raising Human Consciousness



*Helps enhance individuals' mental and physical wellbeing through Yogic tools for transformation*

**3.5 million+** seekers were offered consecrated rudraksha beads free of cost at their doorstep

**3.4 million+** online views of immunity-boosting Yogic practices

**552,000+** monthly registrations for Full Moon Flirtations satsangs with Sadhguru

**360,000+** participants touched in International Day of Yoga sessions

**3 billion** views on our YouTube channels

# ENVIRONMENT



01

“

*Your very body is Earth. Let's walk gently  
and sensibly on this planet.*

*Sadhguru*

# Rally for Rivers - Cauvery Calling

Rally for Rivers (RfR) is a movement to save India's lifelines – the rivers. Launched in 2017 by Sadhguru to revitalize India's rapidly depleting rivers, the campaign garnered the support of over 162 million people, and helped in the formulation of government policy for river revitalization.

RfR provided a dramatic impetus to the scaling up of Isha's 23-year grassroot work, now being

implemented as Cauvery Calling. **Cauvery Calling is the world's largest farmer-driven ecological movement promoting tree-based agriculture on private farmlands in the Cauvery river basin** spanning Karnataka and Tamil Nadu. It seeks to simultaneously solve three of the most critical, long-term problems that face India – depleting water, dwindling soil fertility and the impoverished state of millions of farmers.

## What Makes Cauvery Calling So Extraordinary?

**2.42 billion**  
trees to be planted

**5.2 million**  
farmers to benefit

**3-8 times**  
boost to farmers' incomes estimated

**1/3<sup>rd</sup> of the 83,000 km<sup>2</sup>**  
river basin to be brought under green cover

**9-12 trillion liters**  
of water to be sequestered

**40%** depletion of the Cauvery river to be combated

**200-300 million tonnes**  
of CO<sub>2</sub> to be sequestered

**8-12%**  
of India's targets for 2030 under the Paris Agreement



“

*Economy and Ecology have been at loggerheads for too long. Cauvery Calling is an effort to marry them for a robust economy, the wellbeing of farmers, and a sustainable planet. This will be a model not just for India but for the entire tropical world.*

*Sadhguru*



**From Grassroots**

A Nadi Veera, or River Champion, in a remote village in Karnataka, educating farmers on why they should move to tree-based agriculture.

## Cauvery Calling Is ON – Despite the COVID-19 Pandemic

**21 million+** trees planted during the two years of the pandemic

**50,000+** farmers shifted to tree-based agriculture

**5** plantation drives in Tamil Nadu since July 2021

**1,800** farmer outreach events

**890** Mara Mitras – youth from rural communities trained to handhold farmers

**5.5 million** farmers watched our videos on social media

**400,000** farmers of Tamil Nadu and Karnataka engaged every month on Facebook pages

**128** WhatsApp groups nurturing 12,000 farmers

**16,000+** farmers trained during the pandemic

## No question of interfering in Cauvery Calling: Karnataka High Court Judgement

The Karnataka High Court appreciated the steps taken by Isha Outreach for tree-based agriculture through Cauvery Calling, dismissing a frivolous Public Interest Litigation (PIL) petition that alleged saplings were being planted on public lands.

“We are of the considered opinion that afforestation has become very necessary keeping in view the present scenario and such activities need appreciation rather than putting spokes in projects like Cauvery Calling.”

– *Division Bench, Karnataka High Court*



# Launch of Cauvery Koogu – Mara Mitra Mobile App

*Register, Educate and Empower Farmers at Their Doorstep*

With the Cauvery Koogu – Mara Mitra Mobile App, large-scale implementation of tree-based agriculture is no longer a dream!

**The Cauvery Calling team has trained 890 youth from rural communities (Mara Mitras, or Friends of Trees) to handhold farmers to adopt tree-based agriculture using the App.** The App was launched on September 2 in the Bengaluru Vidhana Sabha (State Legislative Assembly).



**A tiresome process:** Farmers queue up to register for schemes at the Forest Office



## The Story So Far

The Karnataka Government supports farmers through various schemes like KAPY, MGNREGS, NBM, NHM, etc. But these government schemes are underutilized due to lack of awareness and support at the ground level. For instance, to facilitate farmers' registration for the schemes, Forest Officers have to manually collect information from farmers such as cropping patterns, sapling species, landholding details, etc. **Each Officer spends 60-90 minutes per farmer to record this information.**

**Always a challenge:** Government unable to correctly estimate sapling demand



**When hard work doesn't pay off:** Farmers not receiving deserved incentives



# What Are We Unlocking with the App?

In a nutshell, the app will hasten this process of data gathering and farmers' registrations. Using the app, Mara Mitras will record the data and directly make it available to the Forest Department nurseries to facilitate the production of high-quality saplings at the right time, in the right place and in the right numbers. The app will also ensure that farmers receive their incentives in a timely manner.

## How Does It Work?

### Enabling farmers at their doorstep:

Using the app, Mara Mitras can enroll farmers in government schemes without having to visit the Range Forest Offices.

**Estimating sapling demand:** The app records the exact number of saplings requested by farmers for each species mitigating the risk of under or over-production by government nurseries.

**Survival surveys:** Using the app, Mara Mitras will conduct survival surveys, geo-tag the plants, and upload the coordinates and images to government databases. This will ensure timely disbursement of incentives to farmers for surviving saplings under the schemes.

**Trust and transparency:** The government can verify farmers' requirements and also directly credit incentives to farmers' bank accounts. Using this app, Mara Mitras help maintain the farmers.

**Educating farmers:** The app training modules help Mara Mitras to guide farmers to choose the right sapling species as per the land profile of their farms.





## Massive Village Outreach for the 2022 Planting Season

The Cauvery Calling team, in collaboration with Karnataka’s Rural Development and Panchayat Raj Department (RDPR) and the State’s forest, horticulture and sericulture departments, launched a massive on-ground campaign on 2 August.

8 weeks

1,800 events

1,785 gram panchayats

57 taluks

9 Cauvery basin districts home to 2.4 million farmers

890 Mara Mitras

The outreach culminated with Mara Mitras **generating a demand of 20 million saplings for the next planting season**, under different government schemes, using the app!



# Forest to Farm, the Way Forward

*Celebrating Cauvery Calling's success in the 2020 planting season*

Conducted on 22 March, the International Day of Forests, this landmark event was an inspiring display of how all stakeholders – the Center, the State and the People came

together to celebrate Cauvery Calling. Emphasizing that the way forward is “from forest to farm,” Sadhguru said that we must remove the term “forest produce” from our vocabulary and see that, instead of exploiting the forests, whatever we need must be grown on our own farmlands.



“Our job is to ensure that people live better; to ensure physical progress is the job of politicians. But Sadhguru’s work begins where our work ends; he tells us how to live.”

– *Shri Prakash Javadekar, (then) Union Minister for Environment, Forests & Climate Change as well as Information and Broadcasting*

“I would like to congratulate Sadhguru ji and Isha Outreach on the Cauvery Calling movement and assure that the government will support it in every way.”

– *Shri B.S. Yediyurappa, (then) Chief Minister of Karnataka*

“In the name of development and urbanization, we are creating concrete jungles. If we have to live, the water bodies and environment have to be protected and Cauvery Calling is the largest global movement towards this effort.”

– *Dr. K. Sudhakar, Health Minister, Karnataka*



## Plantation Drives in Tamil Nadu

For our farmers and field teams alike, the planting season is a celebration and an expression of exuberance. In 2021, apart from the regular distribution of organically grown saplings by our nurseries, we conducted plantation drives to mark various important days of the year for the farming community. The nursery operations are supported by over 300 women from rural communities in nearby villages.

**32** nurseries

**5.6 million** saplings in 2021

**5** plantation drives

## Plantation with “Friends of Trees”: 13 August

Doctors, nurses, medical students and members of the “Friends of Trees” movement came together to plant saplings on Dr. Indumati Kalaiyarasan’s farm in Kottapatti village.

**3,000** timber trees

**5** timber species

**8** acres of private farmland

## Van Mahotsav 2021: 1–7 July

Van Mahotsav (Forest Festival) is celebrated annually to create environmental awareness across India.

**210,000+** saplings planted

**32** districts

**600+** farmers onsite

**3,200+** farmers at a live webinar

## River Revitalization Day: 3 September

Farmers across Tamil Nadu came together to celebrate Sadhguru’s birthday as well as the launch anniversary of Rally for Rivers and Cauvery Calling.

**123,000** saplings

**20+** districts

**485** acres of agricultural land

## Homage to Maram Thangasamy: 16 September

Maram Thangasamy was one of Tamil Nadu's most respected farmers and a staunch advocate of tree-based farming. His life was dedicated to inspiring people to plant trees and improve the green cover of the state.

**237,000+** saplings

**175** farmers

**1,008** acres of private farmland

**17** districts



## A Green Tribute on Gandhi Jayanti: 2 October

Mahatma Gandhi was the architect of India's freedom movement and a lifelong champion of rural development and self-sufficiency.

**204,000+** timber saplings

**106** village panchayats



# The Lives We Touched

## A Farmer

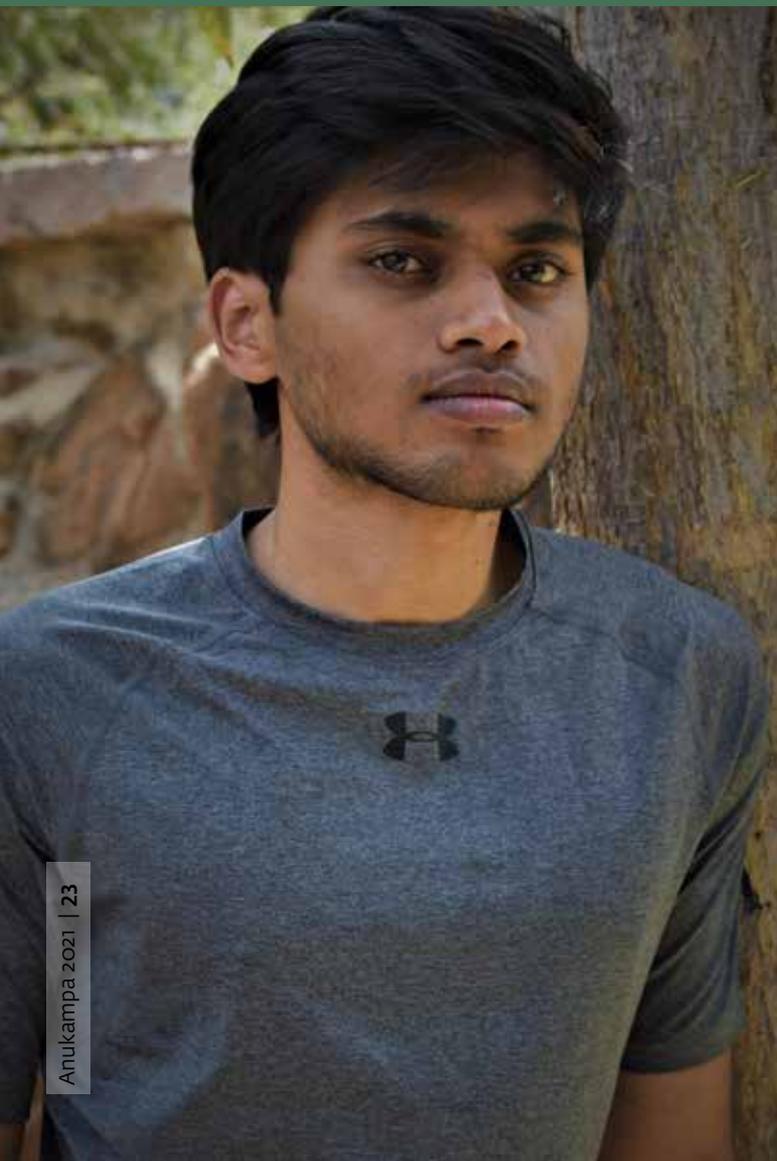
"Farmers need not migrate to cities in search of jobs if they adopt tree-based agriculture."

– Shankar, Farmer, Tamil Nadu

Tree-based agriculture has changed the life of Shankar, who owns a small farm in Sadayampattu village. He says: "A farmer who cultivates multiple crops among timber trees in his farm earns throughout the year. Initially, I only cultivated cash crops like other farmers and was hounded by financial troubles. Then in 2019, I learnt about tree-based agriculture from Isha and planted 400 timber trees to increase my income. Since the trees would take time to be ready for harvest, I started cultivating *agathi* plants in the gaps between the trees. I now harvest *agathi* 5 times a year and earn an annual income of Rs. 75,000. Curry leaves from my farm also fetch



an additional income of Rs. 120,000. The 700 papaya trees that I have intercropped with teak trees generate an income of Rs. 5 lakh. In this way, I have optimized my resources and ensured that I earn a steady income all year round. And of course, the high-value timber trees that will later fetch a large sum of money when felled have secured my future!"



## A Volunteer

"Volunteering for Cauvery Calling is the best experience I ever had."

– Ranjan, Nadi Veera, Bangalore

"I did my undergrad from IIT Bombay and joined the Cauvery Calling team, inspired by the plan to plant 2.42 billion trees within 12 years. This is a big plan. Volunteers like me are on the ground to create awareness amongst farmers about tree-based agriculture and its benefits for soil, crops and income. When we visit *zilla panchayats*, *taluk panchayats* and *gram panchayats* to reach farmers, we find that they are not aware and are very worried about their income. My role is to communicate effectively and make them understand why we're here and what the Cauvery Calling project is all about, what the farmers are going to get and how it will impact all the people there. This is the work more than 1,000 volunteers have committed their lives to accomplish and I'm sure that we will succeed!"



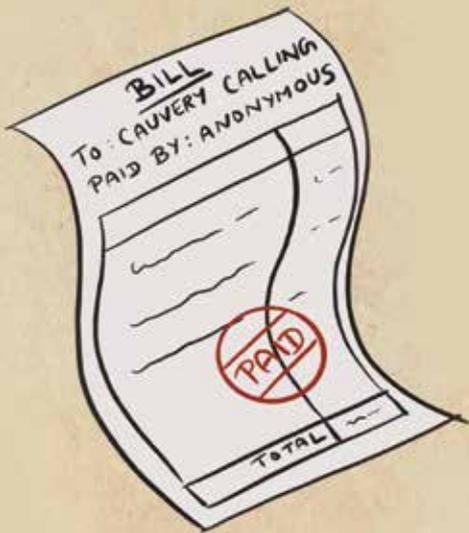
## An IAS Officer

"You and I may not be there, but Cauvery Calling must happen!"

– M.R. Ravi Kumar, IAS Officer and Zilla Parishad CEO

Ravi Kumar, who has served as the Managing Director at Karnataka Soaps and Detergents Limited, has seen a single 35-year-old sandalwood tree being purchased for Rs. 1.17 crore! A farmer at heart, he emphasizes the importance of bringing more land under tree cover. "In 1988, I wanted to follow in my father's footsteps and take up farming, but after seeing his struggles due to the

grave shortage of water, I chose to go into the Civil Services." He personally conducted farmer outreach events in two taluks and allocated his officers to encourage farmers to take up tree-based farming. "We will see that at least 15-20 lakh saplings are planted in Bangalore Rural. Whoever does good work, we must continue to support them!"



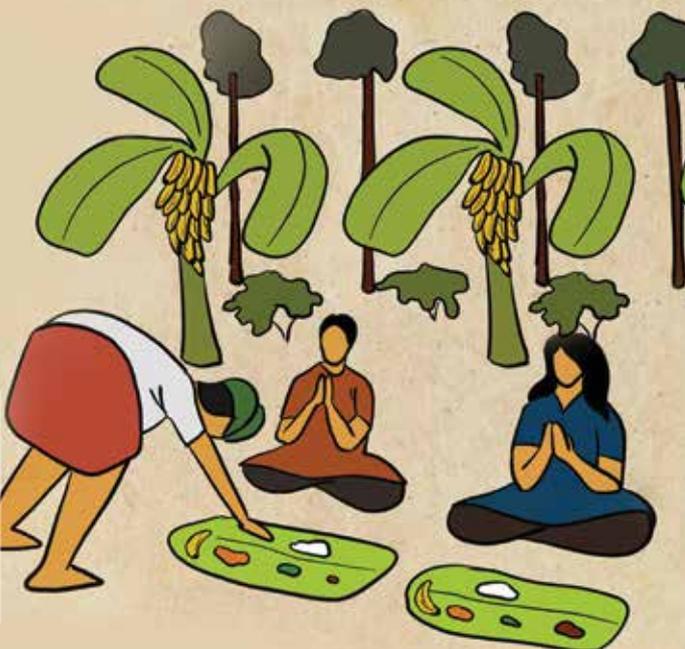
## The Community Gives Back

“On learning that we were part of the Cauvery Calling team, an anonymous person at a restaurant where we were having lunch simply paid our bill and left,” shared volunteers from Chikkamagaluru.

A powerful testimony to the effectiveness of the campaign was noticed when a farmer in Nidasale gram panchayat, Tumkur, got up in the middle of an awareness-building event, walked towards the TV that was playing the Cauvery Calling video, and reverently bowed down before the screen.



In a touching expression of gratitude, Lokesh, a farmer from Mandya, took some Cauvery Calling volunteers to his farm where he had planted 18 Rakta Chandana trees. He cooked lunch for the volunteers and served everyone himself.





*For millennia, these rivers have embraced and nurtured us like our mothers. It is time we embrace and nurture them now.*

*Sadhguru*

## An Appeal

Global climate change has already had observable effects on the environment that are likely to irreversibly worsen in the decades to come. As a generation, it becomes imperative that we take action now, in this decade, before it's too late. Cauvery Calling is setting the standard for a sustainable eco-restoration process not only for India but for the entire tropical world.

The project demonstrates a large-scale model, showcasing that in 10 to 12 years' time, we can significantly revitalize a major river, mitigate carbon emissions and simultaneously multiply farmers' incomes by planting trees on private farmland. The project has been through two planting seasons and now with the pandemic under control, the time has come to ramp up our efforts multifold in the coming years. Without your financial support for educating, mobilizing and handholding farmers as well as raising saplings, none of this will be possible. We seek your collaboration to make this happen for humanity!

✉ [donations@cauverycalling.org](mailto:donations@cauverycalling.org)

📘 @RallyforRiversSupporters

📷 @rallyforrivers

📺 @RallyForRiversOfficial

🌐 [cauverycalling.org](http://cauverycalling.org)



**40%+** decline in rivers in just

**2** generations

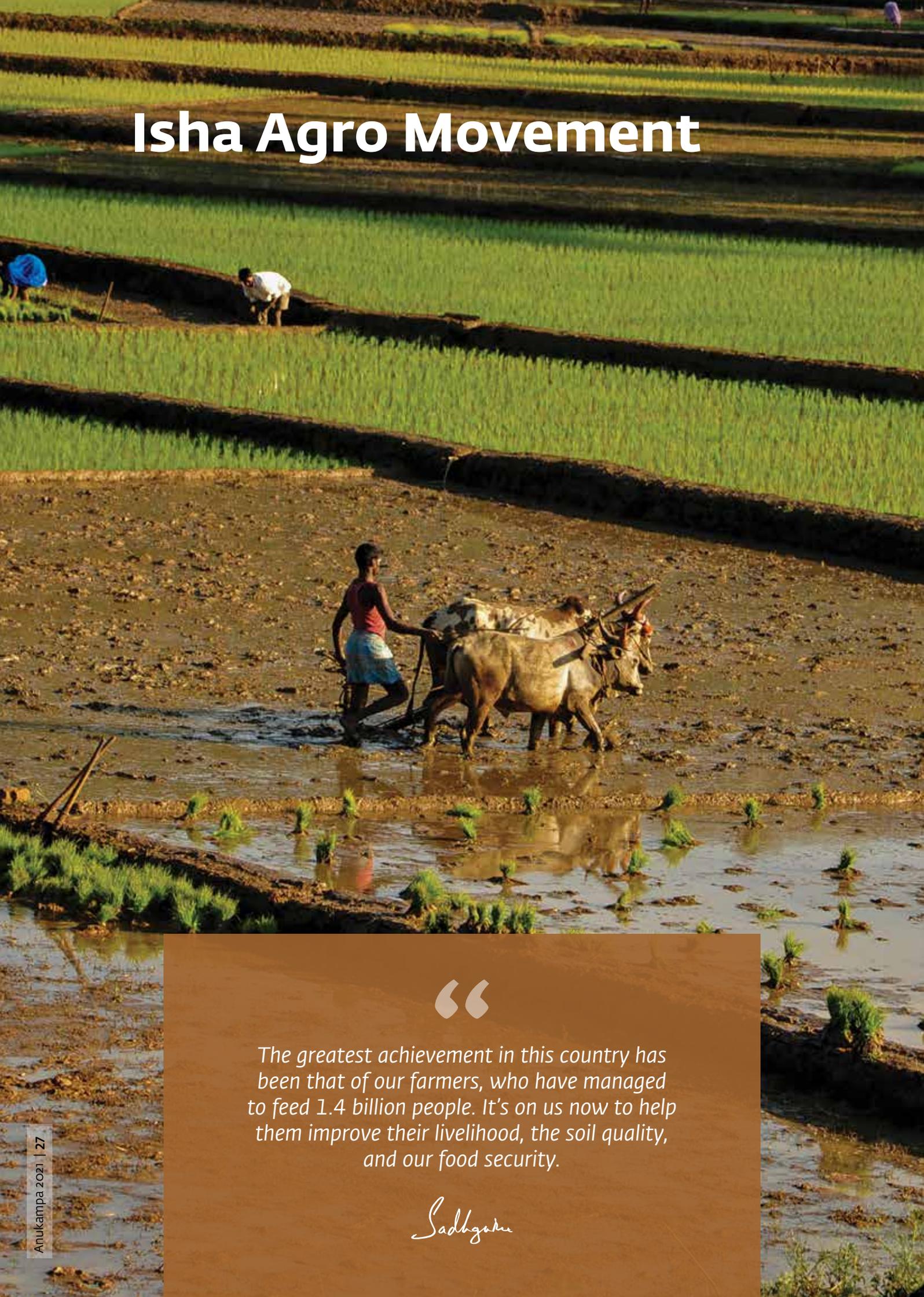
**87%** of tree cover lost

**32%** of India is turning into desert

**70%** decline in per capita water availability over the last 70 years



# Isha Agro Movement



“

*The greatest achievement in this country has been that of our farmers, who have managed to feed 1.4 billion people. It's on us now to help them improve their livelihood, the soil quality, and our food security.*

*Sadhguru*

Launched in 2007, Isha Agro Movement (IAM) aims to accelerate the transition of farmers from chemical fertilizers and pesticides to a natural and sustainable agriculture model which also provides good economic returns. To build visible demonstrations, we have also **developed multiple model farms and trained farmers who, in turn, spread awareness and train other farmers.**

**4** model farms on

**63** acres of land in Tamil Nadu

**10,000+** farmers trained

**2,000+** farmers transitioned to natural farming

**100+** training programs

**56** different crops cultivated by  
100% natural farming

## Core Strategy

**Building awareness** on natural  
farming techniques

**Training programs** with practical demonstrations

**Model farm visits** for individual farmers

**Review meetings** for farmer groups

**Online consultation** through WhatsApp

**Training videos** on YouTube, social media platforms and  
helplines

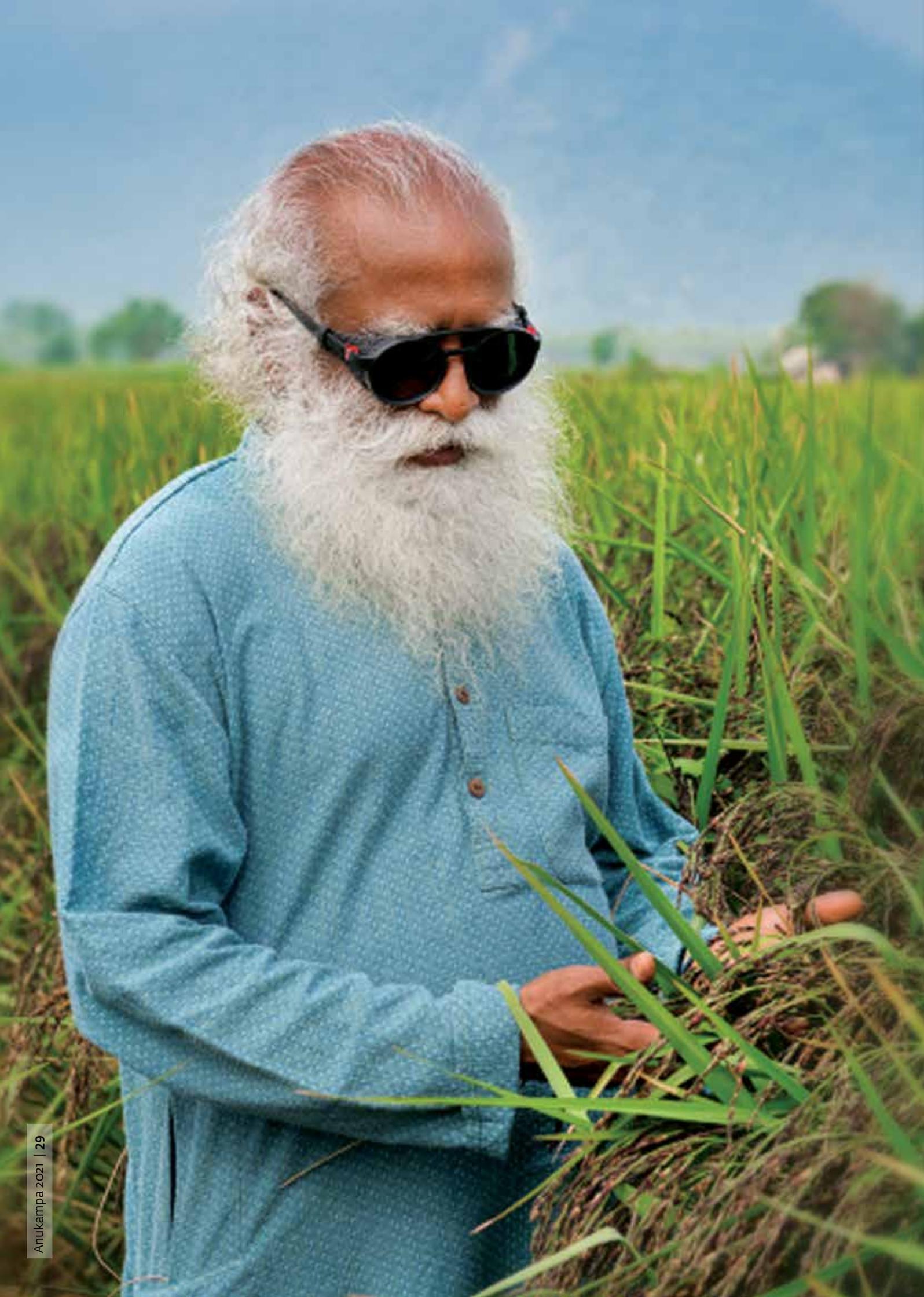
**49** WhatsApp groups linking 7,500 farmers

**58+** training videos uploaded on YouTube  
and Facebook

**7 million+** views on YouTube

**130,000+** YouTube subscribers

**45,000+** Facebook followers



## Black Magic – How Tamil Nadu Rice Farmers Are Multiplying Their Income Through Natural Farming

While walking through the paddy fields in Semmedu, Tamil Nadu, you might find yourself suddenly dwarfed in a particular section of unusually tall paddy crops. Your encounter with this premium, traditional paddy variety – **Karuppu Kavuni Arisi, or black rice** – is bound to be memorable for more reasons than one.

Black rice crops grow to a height of 5–7 feet, while the modern lab-grown paddy varieties are 1.5–1.6 feet tall. It is fondly referred to as “Black Magic” by the farmers because the net income earned by selling this variety of rice is much more than other paddy varieties. **Black rice fetches more than Rs. 200/kg in the local market** while with proper marketing it can fetch up to Rs. 500/kg in the urban markets. **Once reserved for kings, royals and aristocrats**, Karuppu Kavuni is a class apart as it is full of dietary fiber and antioxidants, offers better nutrition, encourages natural farming and also feeds cattle.

As a pilot project of IAM, black rice was cultivated on 4 acres of farmland in Semmedu. Encouraged by its success, the area of cultivation has now been **increased to 10 acres!**

Natural farming is the need of the hour. And the lush green paddy fields of Isha Agro Movement in Semmedu make an emphatic statement about the far-reaching benefits of natural farming methods that strike a balance between economic gains and ecological conservation.



## Jeevamrutham: A Magical Elixir for Healthier Plants

With no chemicals and no expense, Jeevamrutham is an all-natural growth promoter that can be made on your farm. Farmers can use this “Zero Budget” natural farming method to improve soil fertility, boost sapling

growth and enhance plants’ immunity to pest attacks. We regularly conduct online practical training webinars on how to prepare Jeevamrutham.

### Proud Moments

- We participated in a group discussion at the **UN Food Systems Summit on World Food Day**
- One of our farmer trainers was a resource leader **at a Tamil Nadu Government farmer training program.**
- We participated in the **National Seed Festival at SRM University, Chennai**, organized by Kataksham Farmers’ Organization and Paddy Jayaraman Traditional Paddy Conservation Movement.

## The Lives We Touched

"If it weren't for the Isha Agro Movement training, my farm would not be what it is today."

– Nagarathinam, Farmer, Coimbatore

"I am a housewife and have always been interested in organic farming. I started farming 15 years ago, and on my 25 acres of land, I have grown coconut, cocoa, banana, sapota and mango crops along with timber trees like neem, teak and mahogany. And, yet I felt that something more could be cultivated on the land, but I didn't know how to do it and which crop would be best.

"At this juncture, I learnt about the 'Pepper Cultivation in Plains' training that was being conducted by IAM. Till then, I was doubtful if pepper can grow on plains. During the training, it became clear that pepper thrives and is cultivated better in the plains!

"Using the techniques that I learnt in the tutorial, I planted Karimunda and Baniyura pepper varieties as intercrops. It's been four years and they are just beginning to yield. Planting the pepper crops has also improved the micro-climate of the farm. Now, I also earn an income from intercropping pepper and there is a sense of satisfaction of having made a good investment for the future of my children. For this, we will always remain indebted to IAM."



## An Appeal

You can contribute to the Isha Agro Movement to help our farmers shift to a more profitable and sustainable way of agriculture.

✉ [general.donations@ishaoutreach.org](mailto:general.donations@ishaoutreach.org)

📘 @IAMCauveryKookural

🐦 @ishaagro

📺 @ஈஷா விவசாய இயக்கம் - காவேரி கூக்குரல்

# RURAL EDUCATION



# 02

“

*Education need not only be a tool for survival but for enhancing perception. The children must blossom and flower into great human beings.*

*Sadhguru*



# Isha Vidhya

*Educate a Child – Make a Life!*

A pioneering initiative, Isha Vidhya is committed to making high-quality school education accessible and affordable to all, especially children who hail from rural, underprivileged backgrounds.



## How We Do It

**Dedicated teachers** who receive regular extensive training to enhance their capabilities

**Scalable methodology** that can be replicated across schools

**Multi-sensory, activity-based learning**, which stimulates learning on multiple levels

**Interactive, discussion-based classes**, promoting analytical and critical thinking skills

**English-medium instruction**, emphasizing language fluency at a young age

**Extensive libraries** in various formats – print, audio, video and computer – to enhance the learning process

**Digital classrooms**, bringing the world into the village schools

**Holistic development** to equip students with essential skills, without losing sight of traditional Indian wisdom and diversity



# 2021 Milestones

## Back to School

On 12 September, Isha Vidhya reopened classes from 9 to 12 with 50% student occupancy in accordance with government protocols. Thermal screening, hand sanitizing, masks and social distancing are the new normal!

This happened after virtual classrooms reopened on 14 June for classes 10 and 12. "Live" teaching made for more comprehensive learning and easier student evaluation.





## Quiz Wiz

12 students of Isha Vidhya Dharmapuri participated in the "Narasu's Sarathy Smart Minds Challenge 2021" organized by one of the best engineering colleges in Salem, Tamil Nadu. Two students emerged victorious in this quiz on science and general knowledge.

## Teachers' Training

As the lockdown began, we decided to optimize the extra time to equip our principals, vice principals, and teachers with better English language and oral communication skills. They were also trained to use online platforms for research and make PowerPoint presentations. A generous donor also offered a tablet computer to each of the 381 teachers, to help make online education easier.



## Cycle to Educate

In a unique fundraising initiative, volunteers cycled hundreds of kilometers to provide educational support to Isha Vidhya students. Cheers to their efforts!

Bali and Iyappan –  
**2,000 km in 20 days**

Arun and Santosh –  
**400 km in 3 days**

## Ace Alumni

Isha Vidhya alumni have high employability and a promising future ahead.



## Sowing Seeds for a Greener Planet

Shanthan, an alumna of Isha Vidhya, now **works as an afforestation supervisor** at NLC, a company where electricity is generated using fossil fuels. Despite receiving 96% on his diploma in Mechanical Engineering, he says, **“I chose this job because I want to promote afforestation rather than relying on NGOs alone.”**

## A Father's Dream

Induja T. had joined Isha Vidhya on a scholarship. She now **works in the production department of CEAT Tyres Pvt. Ltd.** With her monthly salary of Rs. 12,000, she is now able to help her father, who is an illiterate farmer.





## Science Geek

Praveen Kumar, a first-generation school goer, now works at Aaseya IT Services – a company that specializes in Digital Transformation. He says, **“I’m inspired by Sundar Pichai and want to become a leading IT programmer.”**



## Correcting Vision

Nilesch, a first-generation school-goer, studied on a scholarship. Nilesch set up an optician’s shop after completing Class 10. **Although he scored 93% in his studies, he was more inclined to set up his own business.**



## Hard Work Pays Off

Kirthiv joined Isha Vidhya on a scholarship. Due to financial difficulties, he had to start working soon after finishing school and is now **interning at Tinkerkraft, an Artificial Intelligence company.** His monthly salary is Rs. 15,000 which helps him contribute to his family.



## Online Learning

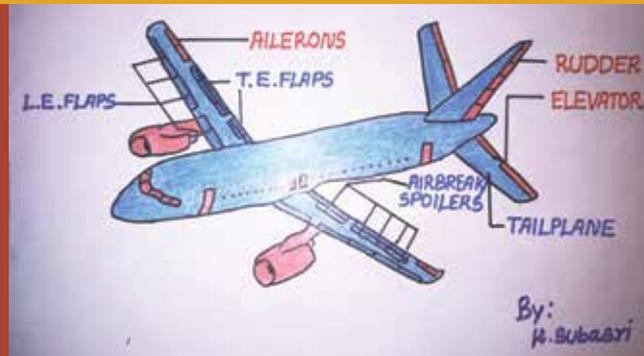
Fun-filled Learning Techniques during the Pandemic

### Family on Fingers

Class 3 students learned about family composition – small, large, paternal, maternal – through a playful “Finger Puppet” class.

### Space Odyssey

In this 10-day workshop for 70 students, theater artists and aeronautical engineers conducted science and story sessions about space. Students drew and made paper models to learn new concepts and enhance creative skills.



### Homemade Clay Art

Class 1 students crafted butterflies with homemade clay made of flour, water, salt and oil, instead of using expensive chemical playdough. They added colors with blue ink, red chili powder and turmeric. Class 7 students even built colorful aquariums!

### Learning at Home

Younger students were taught to count and draw lines using household items. This helped improve hand-eye coordination through fine motor skill activities – the first step before they learn to write alphabets and numbers.



"I enjoy learning through PPTs. My understanding of lessons has improved as teachers post the lesson video a day before the class, which helps me so much."

– *Anantha Sree*,  
Class 12, Isha Vidhya Tuticorin



# Sporting Tales



## Silambam Champs

Silambam is a weapon-based southern Indian martial art. Ten students won top prizes, gold medals and certificates at the inter-school Silambam competition conducted by the World Silambam Sports Association on 31 January.





## Career Guidance

“

*Quality education is the only ladder that we can provide these rural children to help them and their families climb out of the economic and social pit.*

*Sadhguru*

### **NDA Coaching**

Class 12 students were prepared for the National Defence Academy exams through daily sessions, weekly Sunday assessments and online bonding games.

### **Training for NEET/JEE**

Class 11 and 12 students were trained for the National Eligibility cum Entrance Test and Joint Entrance Examination. Students were familiarized with examination patterns and they were given tips and shortcut methods.

### **Entrepreneurship & Leadership Development Program**

Class 12 students and alumni were trained in starting a business from scratch, launching a product and analyzing employability prospects.



## IAS Protégés

“My nation is my career and I want to become an IAS officer. I already have an agenda ready – improving education in rural government schools, addressing youth unemployment and helping farmers.”

– *R. Keeritigha, Villupuram*

“I lost both my parents in a span of five years. It is my father’s dreams and his last words that inspire me to do well in studies and become an IAS officer.”

– *Mahesh Praveena, Tuticorin*



Despite numerous victories, Dayakar Veerlapati regrets he couldn’t fulfill his father’s dream of seeing one of his children become an Indian Administrative Services (IAS) officer. This motivated him and his wife Shanta to sponsor five students for IAS coaching, as well as a subscription to an English newspaper, a mobile phone and a laptop with an internet connection, to help them prepare for the qualifying UPSC exams.

# Meet the Mischief Brigade!



## Aspirations

Many students at Isha Vidhya are first-generation school-goers and it is extremely heartening to see that they harbor exceptional aspirations. This has become possible only due to the support they received from the schools, teachers, mentors, professionals, volunteers, fundraisers and donors who have made their dreams come true.



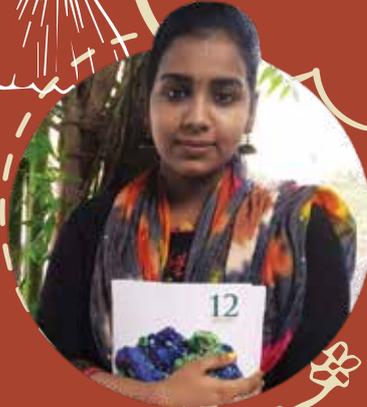
"I want to be a jet-fighter pilot and protect my nation".

- Ajaykumar



"I want to study fashion designing abroad and set up my own boutique".

- Kirubasri



"It's my childhood dream to become a doctor".

- Dasnika



"I want to be an architect with innovative styles for common good".

- Aarthi



## Learning by Teaching

The best way to learn is to teach. Peer learning programs help students learn to communicate confidently, drop inhibitions and sharpen critical thinking by teaching fellow students. All students from Class 6 onwards, irrespective of their academic scores, are groomed to teach and conduct classes.



## An Appeal

Over 60% of students at Isha Vidhya are supported by scholarships and a majority of them are first-generation school goers. Without this opportunity, these children – and rural Tamil Nadu as a whole – would face a bleak future. The Isha Vidhya team is doing its best to offer quality education to these children. While the schools stayed shut during the pandemic, most expenses towards salaries, books and learning material, notebooks, electricity, internet, etc. continued to be incurred. On the other hand, fees were reduced significantly for the fee-paying students, as parents were struggling to make ends meet.

Keeping in mind the parents' situation and the interests of the children, we seek continued support from all our donors to ensure that the necessary funding is mobilized to keep the schools running. With corporate donations at a minimum this year, we are depending heavily on individuals to support us and these children. We also invite volunteers who can help our academic team and fundraising team in their efforts.

✉ [donations@ishavidhya.org](mailto:donations@ishavidhya.org)

🌐 [ishavidhya.org](http://ishavidhya.org)

📘 📷 🐦 @ishavidhya



# COMMUNITY HEALTH AND WELLBEING



03

“

*How deeply you touch another life  
is how rich your life is.*

*Sadhguru*

# Isha COVID Action

“

*It is when a crisis hits you that what kind of a human being you are becomes most valuable.*

*Sadhguru*



The logo for 'isha COVID Action' is displayed. 'isha' is written in a black, lowercase, sans-serif font with a small orange dot above the 'i'. Below it, 'COVID Action' is written in a bold, black, uppercase, sans-serif font, with 'COVID' in red and 'Action' in black.

With the second wave of COVID-19 ravaging India, we scaled up the reach of our interventions across the region to reach the most vulnerable and distressed. In addition to our continued action in Coimbatore and adjoining rural areas, which began in April 2020, we also provided critical support in Tamil Nadu, Karnataka, Andhra Pradesh and Telangana, in coordination with local government bodies and other NGOs.

## How We Did It: A Holistic Approach

- Distributing protective gear, daily food packs and beverages to **frontline workers at government hospitals**
- Providing free-of-cost **cremations** in a sensitive and respectful manner for the departed
- Disseminating Simha Kriya and Sashtanga – **Yogic practices** to enhance immunity and increase oxygen levels
- Daily serving of Nilavembu Kashayam, an **herbal immunity-boosting drink**
- Free **ambulance services** for patients in need
- **Helplines operated by volunteer doctors to provide** emotional support and telemedicine
- Creating **awareness** about COVID protocols

## Karnataka Outreach

Over the course of 75 days, Isha volunteers were on the frontlines against COVID-19 in Karnataka, working tirelessly to deal with the unfolding crisis.

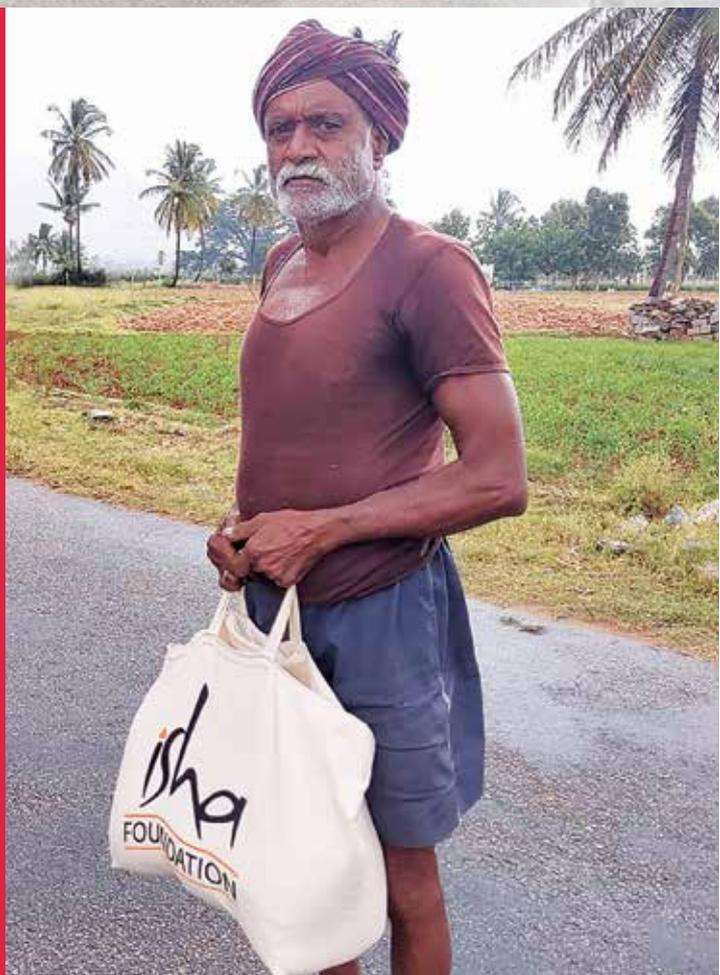
## Sponsored the New Government Hospital at Chikkaballapur, Karnataka

We donated medical equipment and hospital care items including ECG machines and bedside multi-parameter monitors to the New Government Hospital at Chikkaballapur. The hospital was inaugurated by Dr. K Sudhakar, Karnataka Health Minister and Ms. R. Latha, the District Deputy Commissioner.



## Reaching Out to Tribal Communities

Isha volunteers traveled long distances to distribute over 1,600 ration kits containing food grains and essential items to nomadic and semi-nomadic tribes in Chamarajanagar and Chikkaballapur districts of Karnataka. The ration distribution drive was flagged off by Dr. K Sudhakar, Karnataka Health Minister in the presence of Ms. R. Latha, the District Deputy Commissioner.





Healthcare workers and the underprivileged bore the brunt of the second wave of COVID-19. In the face of such adversity, our mission was to help **frontline workers and rural communities** beat the virus.

## 02 Ration kits distributed

to nomadic and semi-nomadic tribes and among members of Patrika Bhavan

## 03 Provided medical support

**250** volunteer doctors

Tele-triaging to screen patients remotely

In support of Bruhat Bengaluru Mahanagara Palike and State Health Department

## 04 Immunity boosting Yogic tools

Tribals in the forests of Chamarajanagar on International Day of Yoga

**4,250+** employees of 10 government departments in **37** sessions  
Webinars and online sessions for media professionals

## 01 Daily food and beverages distributed to frontline workers

**747,000+** food packets

**75** days

**61** hospitals

**22** cities

**11** districts

Doctors, healthcare workers, police personnel

Railway workers and stranded passengers in Bengaluru

## Andhra Pradesh and Telangana Outreach

### Support for Sanitation Workers

We distributed rice, turmeric powder, chilli powder, vegetables and four-layered masks to cantonment sweepers, sanitation workers and garbage collectors. The event was attended by Shri G. Sayanna, the MLA of Secunderabad Cantt. Constituency and other dignitaries.



Isha volunteers reached out, over the course of four to five weeks, to people from all walks of life – police personnel, workers at LPG companies, sanitation workers, healthcare professionals and many more.

## 01 Daily food and beverages for frontline workers

Offered in Hyderabad and Visakhapatnam

**24,700+** food packets

**36** days

**3** Government hospitals

**1** Municipal Corporation

**1** COVID Care Center

Patients and healthcare workers

Sanitary and sewerage workers

ORS packets to police personnel

## 02 4 oxygen concentrators offered

Rent-free to those in need

7 liters capacity

## 03 Masks distributed

**4-layered** masks

Workers at LPG companies

Police personnel

Orphanages

Sweepers, sanitation workers and garbage collectors

Vegetable vendors, security guards and domestic workers

## 04 Dry ration kits

Rice, vegetables and spices

Offered to Secunderabad cantonment sweepers, sanitation workers and garbage collectors

Donated to Kali Matha Temple Management

## 05 Medical consultations

**25** volunteer doctors

**25** IVR volunteers

## 06 Immunity boosting Yogic tools

**144** Yoga sessions

**9,300+** participants empowered to offer Simha Kriya to others



## Tamil Nadu Outreach

Moved by the troubles that plagued their state, Isha volunteers including brahmacharis and volunteers have been on the ground in Tamil Nadu for over a year to alleviate human suffering.

## 500 Oxygen Concentrators Offered to the Tamil Nadu Government

The acute shortage of oxygen was probably the most heartrending reality during the pandemic.

During this time, Isha donated 500 oxygen concentrators, 2 vehicles and several hundred PPE kits and masks to the Tamil Nadu Government.



## Ambulance and Other COVID Essentials Offered to Pooluvapatti Primary Health Care Center, Coimbatore

We provided 2 ambulances to the Primary Health Care Center (PHC), which was used to transport patients from different villages to the Coimbatore COVID Care Center. We also equipped the Center

with kits, containing allopathic and AYUSH medicines, to support home-quarantined patients in the villages. PPE kits, N95 face shields, hand sanitizers and gloves were also offered to frontline staff.



## 01 Medical equipment offered

To State Government:

**500** oxygen concentrators

**1.8 million** K95 masks

**300** ventilators

To Coimbatore  
Government Hospital:

**5,000** N95 masks

**500** PPE kits

**500** CPAP machines

## Yoga Center Premises and Isha Vidhya Schools Offered

Premises were offered to the Government to be used if the need arose.

## 02 43 Villages around Isha Yoga Center Adopted Since April 2020\*

**200,000** villagers in 17 panchayats

**34 million+** cups of Nilavembu Kashayam offered

Protective gear for frontline workers  
(**457,000+** masks, **18,000+** sanitizers and **103,000+** gloves)

**900+** grocery kits distributed

**36,900+** people were taught Simha Kriya

**16,200** families received homeopathic preventive medicines

*\*For the years 2020 and 2021*

## 03 Support for frontline workers and hospitals

Refreshments distributed to

**100,000** healthcare workers at the Coimbatore Government Hospital

Packets of buttermilk and biscuits to frontline workers in Puducherry

Patients shifted to COVID Care Centers using our free ambulance services

**7** Government hospitals sanitized daily for more than a year

IVR calls for online medical consultations

## Vaccination Drive in Tamil Nadu for 6,000+ People

In coordination with various Tamil Nadu Government departments, we organized mega and village level camps for vaccination from September onwards. Despite a pocket of resistance and hesitancy towards the vaccine, our COVID warriors were on the field, day and night, to persuade the villagers. A taskforce of Isha volunteers, doctors and injectors oversaw the arrangements and ensured strict adherence to pandemic protocols.

7 mega camps

25 villages

3,400+ vaccinated

41 village level camps

2,500+ vaccinated



## The Lives We Touched

“No matter if it was day or night, Isha volunteers went door to door to create awareness amongst people about vaccines.”

– *Devi*, Nurse, Mullangadu Village

“I am working as a nurse in Isha’s hospital. Recently, Ikkarai Boluvampatti Panchayat and Isha together conducted a vaccination survey. When they found that nobody was vaccinated, Isha volunteers went door to door to create awareness about the vaccine and explained how it is safe to get vaccinated. Isha along with the Panchayat made sure that each and every person in the village got vaccinated. By doing this, 98% of the villagers got their first dose of vaccination. People also started inquiring about when the second dose of vaccination was going to happen. I’m going to work day and night to make sure that my community is fully vaccinated.”

“We reached people door to door because of which the tribal and village communities were greatly benefited.”

– *M. Selvaraj*,  
Health Inspector, Pooluvapatti PHC

“Since the pandemic started in 2020, the Health Ministry has been facing immense difficulties in serving the community. During this time, Isha came forward to support us in a big way. Whatever services they took up, they are continuing all of them till date. They were always ready, no matter what time it was, always willing to do what was needed. They have taken this as their responsibility to serve the Thondamuthur block. On behalf of the PHC and the health ministry, we are immensely thankful to Isha.”



“

*As we have responsibilities for the living,  
we have responsibilities towards the dead.*

*Sadhguru*

## **Kayantha Sthanam**

Over the last century, certain significant rituals pertaining to the “journey beyond” have lost their fundamental essence. At Kayantha Sthanams (crematoriums), Isha has revived ancient traditions and death rituals with a powerful energy basis,

conducting them in the spirit of service rather than as a commercial venture. With appropriate chants and karmas to benefit the departed, the processes are performed with sensitivity and awareness to ease the hearts of the family of the deceased.



## Dignity in Death

As the second wave of COVID-19 swept India, an acute shortage of well-equipped crematoriums, hearse services and other resources prevented families from giving a dignified farewell to their loved ones and also posed a critical challenge for administrations. **In these traumatic times, we embarked on the “Dignity in Death” initiative, where cremation services were offered free of cost.**

A dedicated group of Isha volunteers, including brahmacharis and ashram residents, stepped up to keep the Kayantha Sthanams fully operational for the last one year. As volunteers and staff placed themselves at risk every day, Isha’s crematorium services increasingly gained the respect and admiration of thousands in the community.

**771 cremations were offered free of cost as part of Dignity in Death.**

### Cremation services

Operating 16 crematoriums in partnership with the State Government

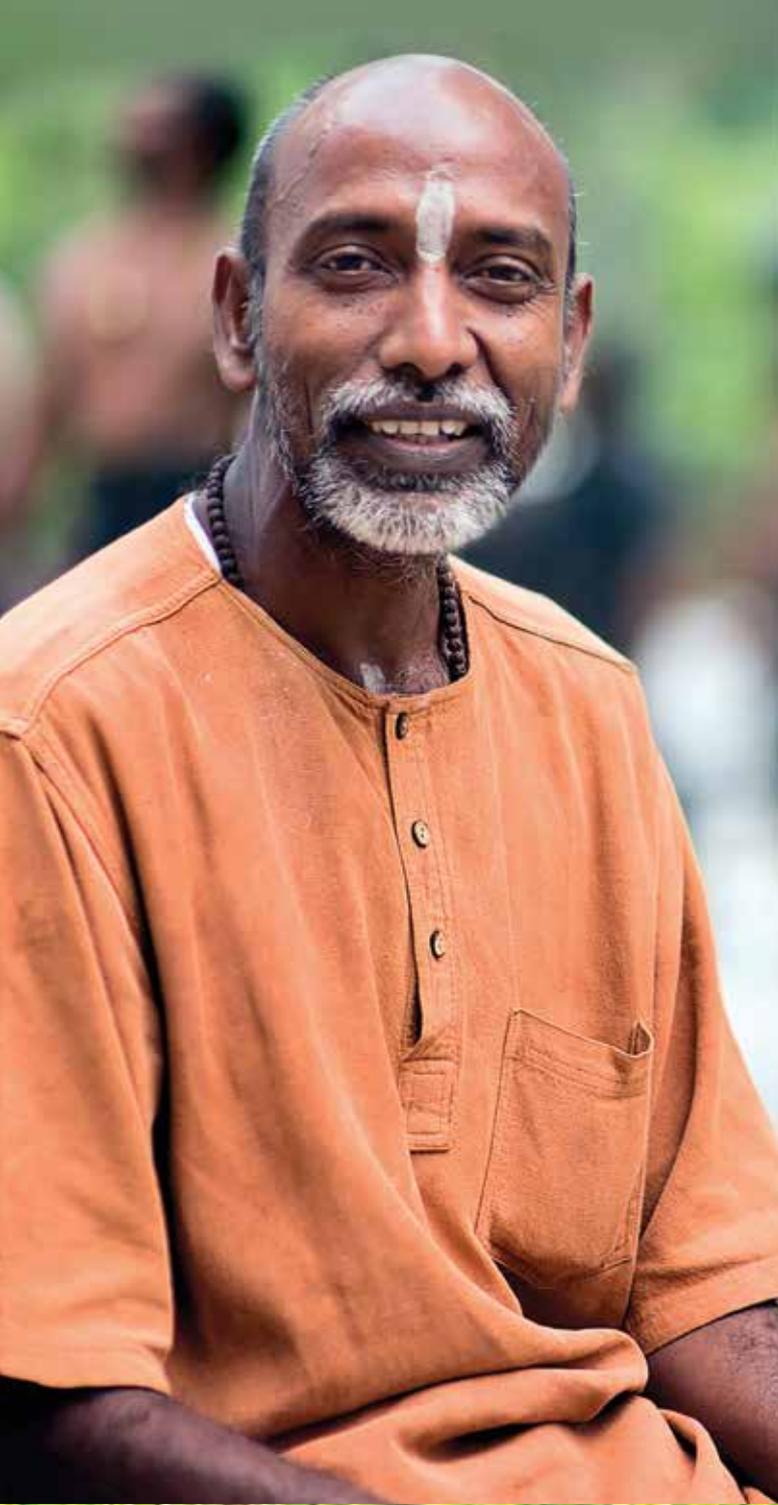
### Transportation of the deceased

Our mortuary vans have been used to transport the deceased

### Last rites

Time and assistance offered to family members to help them pay their last respects, while adhering to safety protocols.





“The relatives of the departed shared that they experienced a temple-like atmosphere and a sense of peace and fulfilment at the Kayantha Sthanam.”

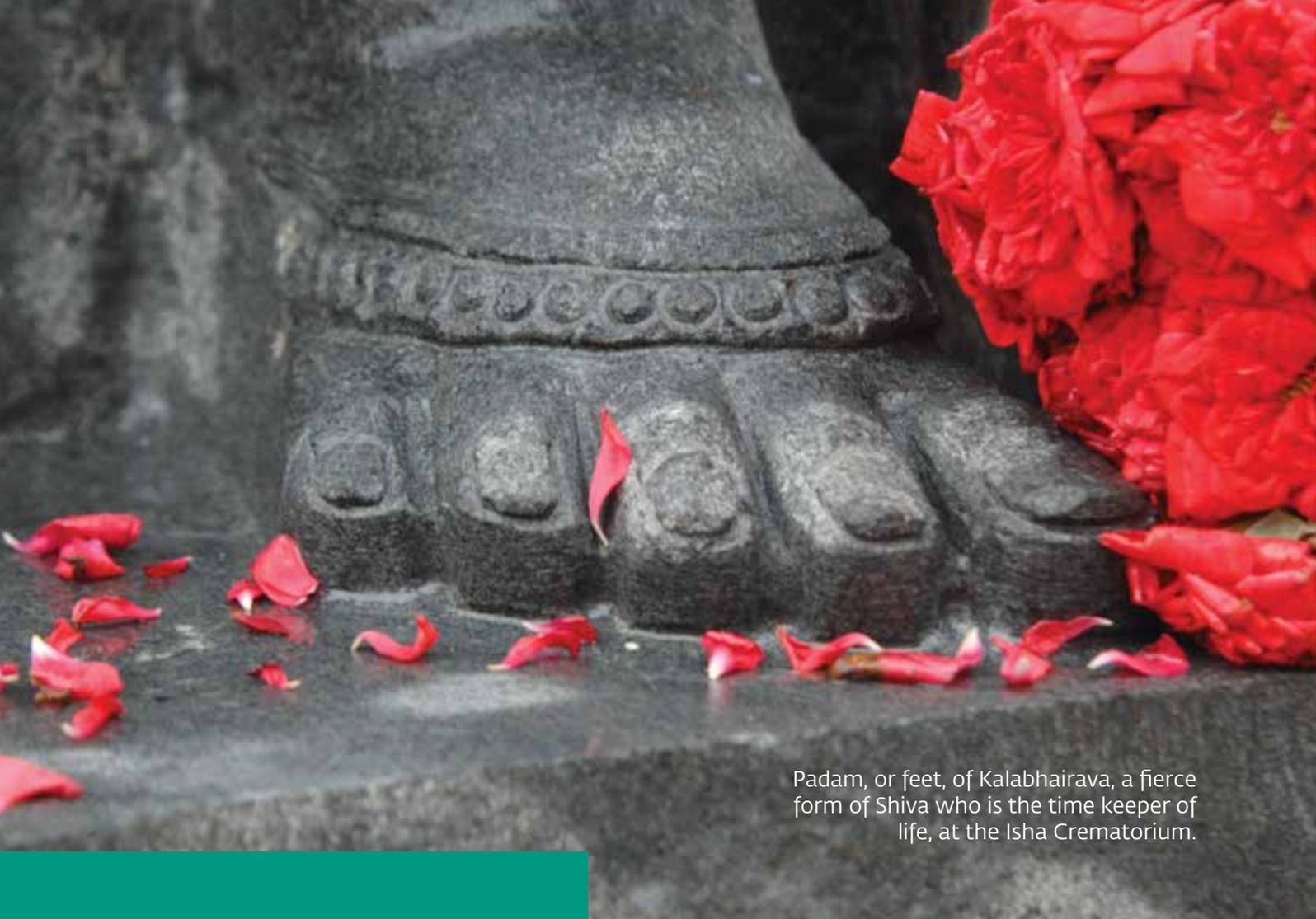
– *Swami Abhipada*

“The bereaved are in a deep state of grief and sometimes face unpleasant situations in other crematoriums because workers may exploit the situation and demand money. At the Kayantha Sthanam, we want to eliminate this and ensure that the last journey of the departed is conducted without any hassles.

“During the COVID-19 crisis, many people lost their loved ones and our focus was on making sure that the last rites were conducted in a sensitive manner for each one of the deceased. Sadhguru had told us that respect and dignity must be maintained and only then the purpose of offering this service would be fulfilled.

“When relatives of the departed came to the crematorium, we oriented everyone before they entered the premises. Many of them shared, ‘You are maintaining a temple-like atmosphere, this is beyond our expectations. We cannot thank you enough for this service.’ Offering dignity in death at the Kayantha Sthanams was a deeply fulfilling experience for me.”





Padam, or feet, of Kalabhairava, a fierce form of Shiva who is the time keeper of life, at the Isha Crematorium.

Isha currently operates 16 crematoriums in partnership with the State Government, providing necessary infrastructure:

- Infrastructure for performing last rites in a traditional way
- Automated LPG furnace for efficient cremations
- A conducive and peaceful ambience with a lush green garden

## An Appeal

This project aims to develop and maintain eco-friendly crematorium facilities across Tamil Nadu, which are open to people of all socio-economic and religious backgrounds. The subsidized and fixed fees keep cremations very affordable. Currently, if you visit cremation centers throughout India, you will find these sacred spaces have devolved into scenes of neglect: ramshackle structures, indifferent and stigmatized staff members, polluted and degraded natural environments.

Help us revive our ancient tradition. Sadhguru's vision is to adopt and beautify 1,000–3,000 crematoriums across India. We seek your help in adopting crematoriums and making this service available to all.



✉ [donations@ishafoundation.org](mailto:donations@ishafoundation.org)

🌐 [isha.sadhguru.org/kayanthasthanam](https://isha.sadhguru.org/kayanthasthanam)

# Action for Rural Rejuvenation

Action for Rural Rejuvenation (ARR) is a unique and **holistic rural health care model** which offers primary healthcare services by adopting both allopathic and alternative systems of medicines through its dedicated team of qualified and trained personnel. Powerful Yoga practices, community games, herbal medicines and naturopathy are also part of this program.

## Mobile Health Clinics (MHC)

Mobile vans providing free primary and minor emergency healthcare since 2003 to those in inaccessible remote places

**3** clinics

**4** member teams (doctor, paramedical assistant, pharmacist and driver)

**72** villages

**2,300+** patients

**79,600+** free medicines distributed door to door

## Isha Rural Health Clinics

Local Isha clinics provide low-cost quality healthcare with the help of in-house doctors and visiting specialists. The clinics also have lab and pharmacy facilities.

**3** clinics

**111** villages

**6,900+** patients

## Arokiya Alai (Wave of Health)

Spreading awareness through public health campaigns and camps on nutrition, disease prevention, hygiene and sanitation

**5** speciality medical camps for hundreds of beneficiaries



கிராம புத்துணர்வு இயக்கம்  
Action for Rural Rejuvenation

“

*This project is not just aimed at improving the economic conditions of people. It is a way of raising the human spirit and inspiring human beings to stand up for themselves.*

*Sadhguru*





## The Lives We Touched

“The Mobile Health Clinics come to our village and give us free medicines. It is very convenient for us, especially old people, to get ourselves checked up.”

– *Mani, Mathampatty*

“I am a diabetic, and about a year ago, I suddenly developed a skin allergy, itching and painful rashes on my forearms. Being a 70-year-old man with limited resources, a monthly pension of Rs. 8,000 is my only source of income. Physical and financial constraints prevented me from going to a doctor for treatment and I kept suffering in silence. A driver who lives nearby one day told me about Isha’s MHC. The doctors gave me a combination of allopathic and Siddha medicines, free of cost, after which my rashes almost completely disappeared. I received quality medical attention at my doorstep and saved time and money. Some of my neighbors even underwent free cataract surgery in an eye camp conducted jointly by Isha and Aravind Eye Hospital.

“Even during the pandemic, the MHCs provided medicines to chronic patients, supported government hospitals and COVID-19 vaccination camps. I was amazed at how the volunteers even went door to door to distribute medicines to villagers. The MHC van coming to our village is a real blessing and I applaud them for the service they are rendering.”



## Medical Camps Bring a Wave of Health to Rural Communities

Arokiya Alai (Wave of Health) is a grassroots public health awareness campaign introduced in 2008, to spread awareness among rural communities on nutrition, disease prevention, hygiene and sanitation, and to offer simple, free-of-cost dietary solutions to help eradicate malnutrition. However, due to the second wave of the pandemic, the medical camps could not be held until August 2021. The camps were resumed from September, after ensuring strict adherence to pandemic protocols.



## Diabetic Camp

On 19 September, Arokiya Alai was conducted for diabetic patients in the Salem IRHC. The intervention program offered medical consultations, food and lifestyle changes, Yogic practices and demonstrations of different types of millets which can be used as substitutes for rice.



## Children's Day Camp

On 14 November, a multi-specialty health camp was organized for children. This included ENT, neurology, orthopedics and dental check-ups as well as Yoga sessions. Drawing competitions and games introduced an element of playfulness for the young ones.

## Screening Camps

Three screening camps to identify symptoms of life-threatening diseases were also held at several villages. These offered dental and eye checkups along with examination for orthopedics, cardio, obstetrics, gynecology and dermatology. Isha volunteers also spread awareness about basic healthcare and introduced Yoga to the rural communities to help them achieve a balance in their body, mind, and spirit.

# Rural and Tribal Welfare

“

*If your humanity is in full flow, you  
will reach out to life around you.  
This is not morality – this is the  
nature of being human.*

*Sadhguru*

Isha has launched numerous initiatives to bring joy and exuberance back into rural people's lives, so as to motivate villagers to rehabilitate their communities and steer their destinies.

## Waste Management

A project to create clean villages by raising awareness on the need for waste management, teaching communities to segregate organic and inorganic waste and supporting them with efficient waste disposal



**120+** tons of waste collected

**5** villages

**960+** households and other locations



## Scholarship Distribution

Supporting the educational aspirations of local and tribal village students from humble backgrounds through scholarships that cover tuition fees, transport, uniforms and stationery

**151** college and school students supported since 2015

## Livelihood Activities

Creating job opportunities as well as Self-Help Groups to educate, train and mentor enterprising young villagers to start small businesses, thus improving economic wellbeing



**7** Self-Help Groups

**100%** women members

# The Lives We Touched

## Wings of Independence

“I got job offers from 4 companies in my placement interviews. Now, I am in a position to choose which company I wish to work for – I feel so independent.”

– *Revathi,*

*Mathuvarayapuram, Scholarship Student*

“My parents are no more and I stay with my grandmother. I used to hesitate while even speaking in English, but Isha helped me to get admission in a reputed college and now I don't have any such fear. With the help of Isha's scholarship, I was able to complete B.Com without any financial woes. When I was studying, I had to incur petty expenses. Isha helped me in that, too, by arranging a part-time job. Since my grandmother doesn't know a lot about my studies, Isha volunteers acted like my guardians in college and often approached college authorities and figured things out for me. I focused on my studies, while Isha took care of the rest. I doubt if I could have finished my education had Isha not helped me with the scholarship.”



## Government Scholarships for Our Students

The National Means-cum-Merit Scholarship Scheme (NMMSS) is a Central Government scholarship exam, for which we conducted training programs across 6 villages during the

pandemic. It was a proud moment when 2 of our students successfully passed the exam and received scholarships of Rs. 48,000 each.



## From Small Beginnings to Growing Profits

“Everyone in this area has ample work opportunities. We don’t know if we would be able to live like this without Isha.”

– *Sivagami, Dhanikandi Village*

“In April 2018, Isha helped a group of 11 women from our village set up a small-scale eatery near Adiyogi, even though we had no skills or experience. Every

month, we would receive a salary from Rs. 8–15,000 from our shop. In addition to this, we split the profit every 6 months. Initially, my first profit share was Rs. 15,000. The second time, it was Rs. 50,000. My husband’s childhood dream was to buy a refrigerator. He didn’t want his children to be deprived of such things. So from the first share, we bought a fridge. Using the second share, we constructed two additional rooms in our house. From the most recent share, we were able to buy a grinder and a mixer.

“My dream is to educate my children in an English medium school. My son is now in Class 1 at Isha Vidhya, studying for free on a scholarship. I am very happy that my son studies in Isha Vidhya. During my pregnancy, Isha helped me by sending a vehicle to take me to a hospital before my delivery time. Whenever we need any help, they are the first ones to come to our aid.”

## An Appeal

Through your generous donations, we are able to address issues like health, livelihood and community revitalization of local villages and tribal communities. We welcome donations of medicines and medical equipment from individuals and organizations, as well as operational costs of mobile health vans to expand our reach. The infrastructure and equipment of our stationary health clinics require constant upgrading. Donations for continuing our services would help us to create clean, healthy and empowered rural communities.

✉ [general.donations@ishaoutreach.org](mailto:general.donations@ishaoutreach.org)  
f i t @ishaoutreach  
globe [ishaoutreach.org](http://ishaoutreach.org)



# Isha Gramotsavam



“

*Let's bring games, sports, and playfulness into our families, neighborhoods, villages, and towns. A ball can change the world.*

*Sadhguru*



Isha Gramotsavam was launched in 2004 to empower individuals, transform communities, and inspire people for positive change. As part of this project, Isha encourages people staying in rural areas of southern India to take up team sports and recreational activities. Today, it has evolved into an effective tool for social transformation that helps wean away villagers from addictions, break caste barriers within the community, empower women, and revive the resilient rural spirit.

# Save the Weave



“

*When human hands and heart work in tandem,  
that is grace in the making. Handwoven cloth has  
beauty and grace that is significant.*

*Sadhguru*

Save the Weave is an initiative to revitalize the handloom sector and weaves of India. The objective is to revive more than 136 unique weaves indigenous to rural India by adopting looms and weaving clusters, facilitating the use of natural dyes, and developing market access. This movement is just as much about reinstating the use of natural

and handmade fabrics over synthetic and machine-made ones as it is about realizing the impact our clothing has on our mental and physical wellbeing. It is a conscious shift in how we dress today.

 @isha.savetheweave



# Farmer Producer Organization

“

*If we want to ensure the food security, farming has to be lucrative. Farmer producer organizations will bring the power of scale to the farmer. The way forward.*

*Sadhguru*

Established under the guidance of Isha in 2013, Velliangiri Uzhavan Producers Company Limited (Velliangiri Uzhavan) is a Farmer Producer Organization (FPO) that aims to transform the Indian farmer's life from one of debt traps, suicide and dwindling resources, to one of prosperity, market access and sustainability. Prices set by Velliangiri Uzhavan are the benchmark in the region and benefit the entire farming community.

Activities include input and outlet shops, trading of agri-produce, coconut value-addition products and drip irrigation dealerships. The Tamil Nadu Government has recognized Velliangiri Uzhavan as a Market Integration Partner of the Pooluvapatti Primary Processing Center.

# Maturing into Mentors



Owing to the success of our FPO since 2013, Isha Outreach has been accredited as a Cluster Based Business Organization (CBBO) by the Government of India under the Central Sector Scheme "Formation and Promotion of 10,000 new FPOs." This scheme was launched last year by the Prime Minister, Shri Narendra Modi, to form and promote 10,000 new FPOs in the country to ensure economies of scale for farmers.

We are now in the process of forming 23 new FPOs which we will support over the next 5 years. Assistance will include business plans, structuring, recruitment, handholding and other core activities to enable the FPOs to become sustainable and profitable entities.

Accredited as a Cluster Based Business Organization by Government of India

**23** new FPOs to be set up and supported

**5** years

**5** districts in Tamil Nadu

**3** districts in Karnataka

**1,000** members in each FPO

**100,000** people to be directly impacted

## Milestones

### Obtaining Organic Certification for Farmers

Over the past year, we conducted sessions to educate farmers about the importance and the procedures for procuring organic certification. We coordinated with 70 farmers and obtained a Group Organic Support Certification that will allow them to sell their harvest as organic produce and also help with exports.



### Community Comes First

During the pandemic, our farmers donated fresh harvests to the community to ensure that vulnerable groups, including children, elders, and migrant workers, did not go hungry. Hundreds of kilograms of rice, wheat, tomatoes, bottle gourd, organic jaggery and other essentials were offered.



### Best Performing FPO Award

The Tamil Nadu Government conferred Velliangiri Uzhavan with the Best Performing FPO award under the "Governance" category during the 72nd Republic Day celebrations in Chennai.

Shri Kumar, Chairman, Velliangiri Uzhavan received the award from the then Chief Minister of Tamil Nadu, Shri Edappadi K. Palaniswami.



## The Lives We Touched

“With the help of Velliangiri Uzhavan FPO, I switched from flood irrigation to drip irrigation on my farm and it has done wonders for me.”

– *Shri Angannan,*  
Semmedu Village, Member, Velliangiri Uzhavan



“I started farming on 2 acres of land more than 50 years ago. I grew coconuts, and up until two years ago, I used to rely on flood irrigation at my farm. But I often noticed that the water level in my well would suddenly drop, affecting my harvest.

“I was one of the first farmers to become a member of Velliangiri Uzhavan when it was established by Isha in 2013. Two years ago, with their help, I installed a drip irrigation system on my farm. I am not only impressed with the results but also the speed with which it was set up. From A to Z, everything was taken care of. I just called Moorthy sir (Agricultural Advisor) and he came in person and set everything up in one day.

“Since then, I observed noticeable improvements in the crop, soil quality, groundwater levels and temperature of the farm. The number of earthworms has increased and the soil has become loose and porous. Earlier, the land used to heat up and the rate of evaporation was very high. After I switched to drip irrigation, it became much cooler. The land stays moist and evenly irrigated, and the water in the well is maintained at the same level throughout the year.

**“Earlier, I would harvest 100 coconuts per tree, now I get 120 coconuts. The coconuts used to weigh 450 grams each, now one coconut weighs 517 grams.** All this has led to a substantial increase in my income – this has happened only because of Velliangiri Uzhavan.”

## An Appeal

A change in the farming culture from “I” to “We” has been one of the greatest impacts of Velliangiri Uzhavan. Poised to be the engine of change that rural India needs, this initiative aims to support farming communities to organize themselves into profitable enterprises. We look forward to partnering with committed organizations to empower the farmers of the nation and build an India that will be a model of inclusiveness, where agriculture is a sustainable source of livelihood.

✉ [general.donations@ishaoutreach.org](mailto:general.donations@ishaoutreach.org)

🌐 [ishaoutreach.org](http://ishaoutreach.org)

📱 [@ishaoutreach](https://www.instagram.com/ishaoutreach)



# RAISING HUMAN CONSCIOUSNESS



04

“

*Social, national, or global realities  
cannot be changed without working  
upon human consciousness.*

*Sadhguru*

# Raising Human Consciousness

Raising human consciousness is at the core of all Isha's activities. At Isha, Yoga is taught in its full depth and dimension and is communicated on an experiential level to provide powerful tools for inner exploration and transformation for people from all walks of life. From incarcerated inmates, to humble villagers and corporate executives, the benefits of Yoga are universal.





# Rudraksha Diksha

*Shiva's Tears of Ecstasy*

Energized Rudraksha Offered to 3.5  
million+ Seekers at Their Doorstep



Through the sacred offering of Rudraksha Diksha, Sadhguru made the Grace of Adiyogi available to millions of seekers. This involved receiving a rudraksha bead that was consecrated by Sadhguru along with other materials supportive for sadhana.

## Inside the Rudraksha Kit

**Rudraksha:** Provides physical, mental and spiritual benefits

**Vibhuti:** Sacred ash consecrated in the Dhyanalinga

**Abhaya sutra:** Consecrated thread

**Adiyogi image:** An inspiration and reminder that “In is the only way Out.”



## What It Took to Make It Happen

**Massive backend operations** swung into place

**Online registrations** open for 45 days

**Communications network** manned by 120 volunteers

**Helplines** in 6 Indian languages

**Packing teams** of 160 people working in shifts to assemble 25,000 kits every day

**Dispatch and delivery** through courier and postal services

**Collection points at local Isha Centers** worldwide to receive, pack and distribute kits

**Second wave of the pandemic** necessitated operational changes – social distancing, shortened packing hours and fewer volunteers!

# Free Yoga Programs

## Yoga for Immunity

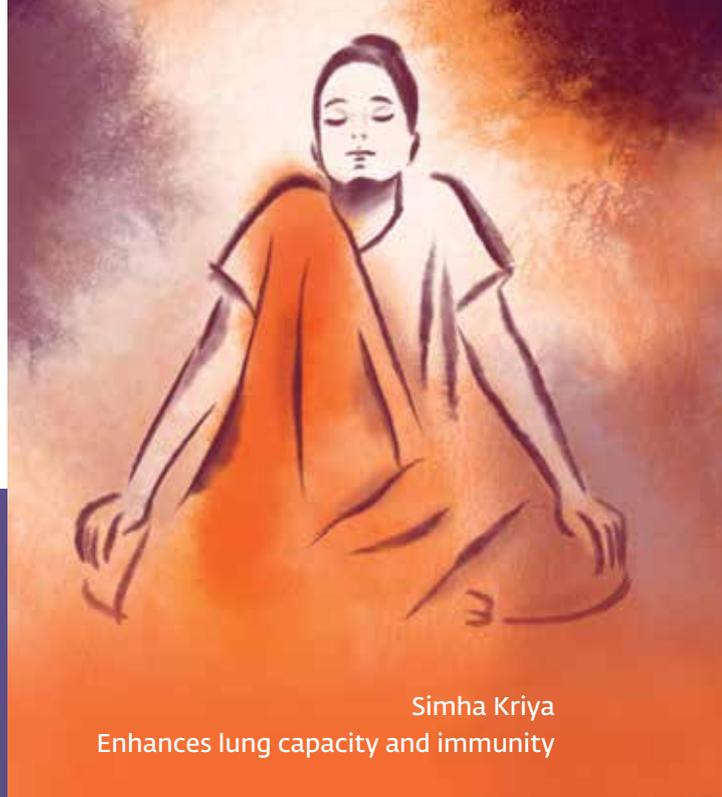
During these unusually challenging times of a global pandemic, Sadhguru specifically offered Yogic practices as a support for our health.

**3.4 million+** views on social media

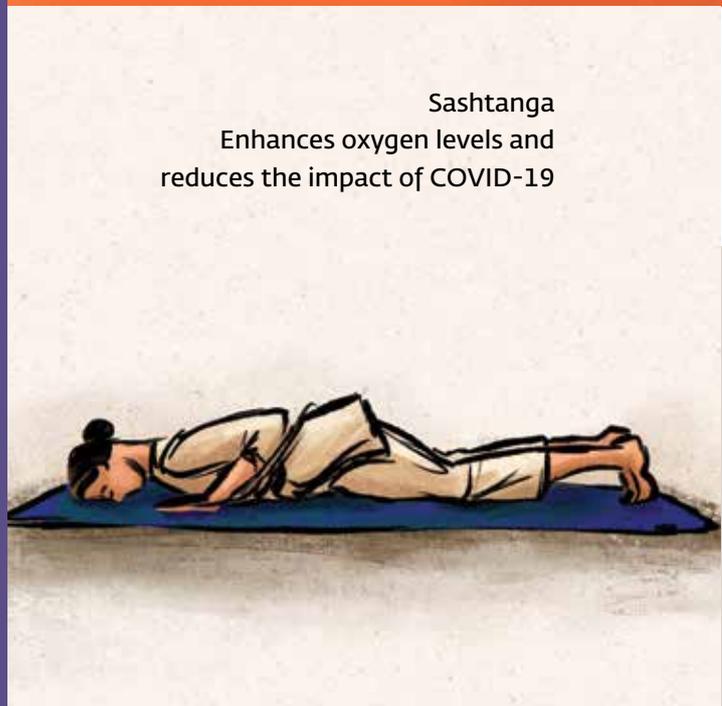
**10,000+** participants in 99 corporate sessions

**Studies by Harvard Medical School, University of Texas and Postgraduate Institute of Medical Education and Research, Chandigarh found:**

- Simha Kriya reduces psychological stress and can improve immunity
- 77% of healthcare workers found it beneficial
- 80% of healthcare workers said they will recommend it to others



**Simha Kriya**  
Enhances lung capacity and immunity



**Sashtanga**  
Enhances oxygen levels and reduces the impact of COVID-19

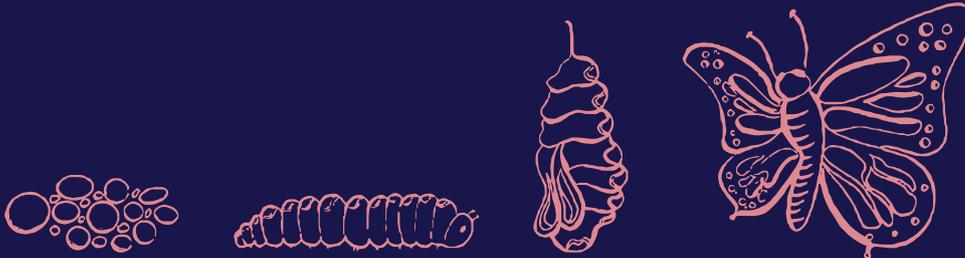


“In the past one year of the pandemic, many of my patients with mild symptoms have benefited from Simha Kriya. Their improvement was faster, and their complications were less. If you are doing Simha Kriya regularly, your chances of getting infected are lower. Even if you get infected, the severity of infection and complications will be less.”

– Dr. P.V. Ramana

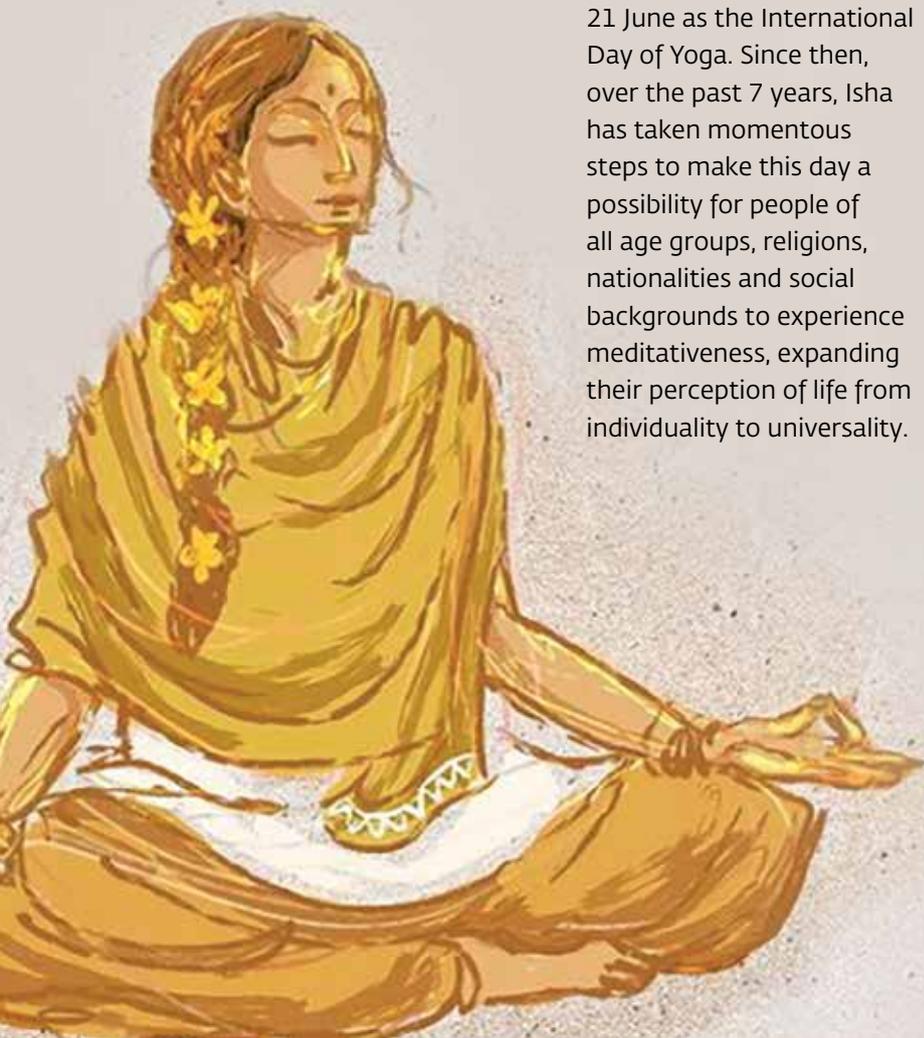
Head, Department of Neurosurgery and Spine,  
Seven Hills Hospital, Visakhapatnam

# International Day of Yoga



*Self-transformation is not just about changing yourself. It means shifting yourself to a completely new dimension of experience and perception.*

*Sadhguru*



In 2015, the United Nations General Assembly declared 21 June as the International Day of Yoga. Since then, over the past 7 years, Isha has taken momentous steps to make this day a possibility for people of all age groups, religions, nationalities and social backgrounds to experience meditateness, expanding their perception of life from individuality to universality.

## 2021 Events

**3,100+** webinars

**260,000+** reach

## Yoga Inspires 100,000 People in Rewari, Haryana

In 2021, Isha and the Government of Haryana, carried out a major campaign to offer Yoga to the people residing in Rewari district. The Rewari district administration reached out to the villagers through an intense campaign using press articles, advertisements, radio and loudspeaker announcements. And the rewards were reflected in the 100,000+ people who registered for the Yoga sessions in Rewari.



## Surya Shakti – Offered Free in Tamil Nadu

To help people deal with stress, anxiety and ailments during the pandemic, the age-old practice of Surya Shakti, a form of sun salutation, was offered free of cost in Tamil Nadu. Yoga Veeras are trained through online webinars to teach Surya Shakti to people. Anybody can volunteer to be trained as a Yoga Veera to take this possibility to at least one more person.

**30,000+**  
participants

**1,200+**  
Yoga Veeras trained to  
offer Surya Shakti



**24,000+** participants

**3-day** online program

## **Uyir Nokkam – Offered Free in Tamil Nadu**

Uyir Nokkam is a simple but transformative program designed to bring Yoga to your doorstep. This was offered free of cost as an online program only in Tamil Nadu. The practices taught have been designed to make our body, mind, emotions, energies and the five elements function for our wellbeing.

## **Yogakshema – Free Yoga for Auto-Rickshaw Drivers**

A pioneer program for auto-rickshaw drivers was conducted free of cost by Isha Leadership Academy with Greaves Cotton Limited in Bengaluru. The participants learned simple techniques for maintaining their auto-rickshaws and powerful Yogic practices for inner wellbeing. Enabling leaders at all levels!



# Prison Yoga Programs



In an effort to reach out to an often forgotten segment of humanity, Sadhguru conducted his first Yoga program in Coimbatore Central Prison in 1992. Since then, these programs have been offered free of cost at various prisons across India and the US.



## Change of Heart

In September, Isha conducted a series of 4-day, in-person programs in all the Central Prisons of Tamil Nadu **for first-time offenders** as a part of their rehabilitation process under the PATTAM (Personality and Attitude Transformation by Therapeutic Management) Scheme. Isha volunteers offered Surya Shakti and Uyir Nokkam to the participants, most of whom were in the age group of 20 to 25 years. A participant from Palayamkottai prison shared that during the program he had forgotten that he was in prison and committed to do the practices daily without fail.

## In 2021:

**18** prisons across Tamil Nadu

**2,500** participants at 4-day online programs for Simha Kriya, Upa Yoga and Yoga Namaskar

**620+** participants at 3-day Uyir Nokkam programs

**600+** first-time offenders attended 4-day in-person programs

## Inmates' Sharings: Inner Transformation

"There are people who realize there is a certain way to live. And there are some who think they can live whichever way they want to. I chose the latter and ended up in a prison. This spiritual science has now shown me the way to live responsibly, to live totally."

– R. Kumar

"I would not have come here if I had known this truth, but if I had not come here – I would not have known this truth."

– Coimbatore Central Inmate



# SADHGURU CENTER FOR A CONSCIOUS PLANET

Enhancing Consciousness, Cognition, and Compassion



Sadhguru Center for a Conscious Planet, established in 2020, is a multidisciplinary research center based at Harvard-affiliated hospital Beth Israel Deaconess Medical Center (BIDMC) in Boston, USA. The Center's priority is to expand the experience and understanding of human consciousness, cognition and compassion through 3 pillars:

**Research:** Ongoing clinical studies to explore how meditative practices influence physiological and psychological changes.

**Education:** Conferences, workshops and online events that serve as forums for discussion and learning.

**Outreach:** Yoga and meditation interventions for patients, health care workers and the larger community.





## A global collaborative network to create a more humane world

**50** established research studies in 2021

**9** areas of research focus

**33** institutions

**67** research collaborators

**42** areas of collaboration

**12** research publications

## The Team

The Center's 19-member team comprises faculty experts, staff members, a research lab group, research fellows and interns. Prominent neuroscientists, doctors, biomedical researchers and contemplative scholars constitute their larger global collaborative network.

Some of their notable public initiatives include educational webinars with leading experts and Sadhguru, which have garnered over four million views worldwide. In its first year, the Center conducted 7 types of programs aimed towards improving the mental and physical health of patients and providers, and enhancing quality of life for all.

## The Lives We Touched

One of the Center's most successful patient programs is helping those with Long COVID. Over 220 patients have been referred to the program in just 8 months. (Those patients who continue to experience COVID symptoms several weeks or even months after falling sick are now referred to as suffering from Long COVID.)

"I am entering my 10th month of Long COVID. I attribute a lot of my healing as well as my capacity to make it through the day to my continued daily practice of the three Yoga breathing techniques. I have done them each morning for four months... The 30 minutes when I am doing the Yoga practices are the only times of the day when I feel symptom-free. I can feel the headache and brain fog dissipate and a sense of wellbeing wash over me."

- Participant in the Center's Long COVID Patient Program

## Digital Footprint

Since 2015, Isha has taken several significant steps to implement Sadhguru's vision of offering Yoga to the world, creating the possibility of experiencing meditativeness for people of all age groups, religions, nationalities and social backgrounds and expanding their perception of life from individuality to universality. We have uploaded thousands of videos, pictures, quotes, and other content across various social media channels. The aim is to offer the world a common platform where Sadhguru's wisdom and insight, embodying the core of the Yogic sciences, is available to all.



**3 billion** views with  
**23 million** subscribers



**8 million+** followers on **17** handles



**19 million+** followers on **18 pages**



**4 million+** followers on **6** handles



**2 million+** users in **12** languages  
on the Sadhguru App

Sadhguru

**SATSANG**

Full Moon Flirtations

*Unique online meditations to bring the exuberance of the full moon into your life!*



**10** full moons in 2021, starting 28 March

**552,000+** registrations

**191** countries

**17** languages

The full moon brings a natural upsurge of energy in all that it touches. Through monthly satsangs, Sadhguru offered a doorway for seekers to imbibe the spiritual possibilities of full moon nights. Every satsang had a unique theme – five elements, five vital energies in the human system, mechanics of joy and much more.

“Felt so refreshing and stable within myself, which has been my longing for a while. Sadhguru’s grace, coupled with the coolness of the moon, has brought a new perspective of seeing life within and around me – which is especially needed during these testing times.”

– Lakshmi, Hyderabad





## Our Heartfelt Gratitude

This report is dedicated to all our donors and volunteers who have made Isha what it is today.

It is thanks to their generous support and contributions that we are able to reach out and touch the lives of so many in rural India. We express our heartfelt gratitude to each one of them.

## An Appeal

It is also our dream and vision to scale up these initiatives in the coming years and improve the quality of life for millions of rural and tribal people across the nation. Large-scale social transformation cannot happen without the continuous and consistent support of a substantial group of committed people and organizations who are

willing to dedicate their time and resources for the wellbeing of others. We require your support in creating a better world for our future generations, where human beings can find a conducive atmosphere to blossom to their full potential. Reach out to us if you wish to know more or get involved.

### Donations:

[general.donations@ishaoutreach.org](mailto:general.donations@ishaoutreach.org)

[donations@cauverycalling.org](mailto:donations@cauverycalling.org)

### CSR opportunities:

[csr.grants@ishaoutreach.org](mailto:csr.grants@ishaoutreach.org)

[csr@cauverycalling.org](mailto:csr@cauverycalling.org)

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Incredible things can be done  
simply if we are committed to  
making them happen.

*Sadhguru*



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