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Directorate of Higher Education

Himachal Pradesh, Shimla-1

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Dated: Shimla-171001 the May,2022

To

1. All the Principals Govt/Pvt/Skt.Colleges in H.P.
2. All the Deputy Directors of Higher Education
Himachal Pradesh

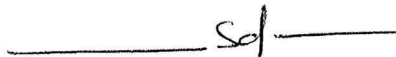
Subject: - Regarding Awareness Drive for the Save Soil Movement.

Sir

Please find enclosed herewith a copy of letter dated 21-05-2022 received from Isha Outreach, Isha Yoga Center, Velliangiri Foothills Ishana Vihar (P.O) Colmbatore, TamilNadu, on the subject cited above.

In this context, it is intimated that the "Save Soil Movement" has been launched by the above foundation. In this regard, you are therefore, directed to issue necessary directions to all the establishment working under your control to aware the College / School students about the Save Soil Campaign by involving them in various activities as provided in the guidelines of the save soil movement (Ref: <https://www.consciousplanet.org/action-now>). You are also directed to go through the guidelines explained in a video (ref: <http://bit.ly/SSM-Video-Schools-Eng>) and encourage every student to participate in this movement by writing a letter to the Hon'ble Prime Minister in their own language through **Online till 4th June 2022** by website <https://studentsforsoil.consciousplanet.org/>. or **Offline** mode latest by 30th May 2022 as a letters which can collected from all

the students by their college / school and send them to the following address: Isha Foundation (Delhi Centre), 4 Osho Drive, Mandi Gaon Road, Gadaipur, New Delhi - 110030. The consolidated report of your respective district regarding number of students who support / participate in the Save Soil Movement be sent directly to the above foundation through e-mail to: government.india@consciousplanet.org.



Addl. Director of Higher Education (A)
Himachal Pradesh, Shimla-1

Endst.No. Even Dated Shimla-171001 the May, 2022

Copy for information to:-

- 1 Isha Outreach, Isha Yoga Center, Velliangiri Foothills, Ishana Vihar P.O. Coimbatore, TamilNadu-641114
- ✓ 2 The Technical officer(IT/Cell) Directorate of Higher Education, Himachal Pradesh to upload the letter on departmental website.
- 3 Guard File.




Addl. Director of Higher Education (A)
Himachal Pradesh, Shimla-1

Ken
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To,

21 May, 2022

Dr. Amarjeet K Sharma
Director, Higher Education
Govt. of Himachal Pradesh

Namaskaram Amarjeet K Sharma ji,

Sub: Awareness Drive for the Save Soil Movement

We are writing to seek your support in disseminating the message of the world's biggest and global ecological movement launched by Sadhguru in March this year. The intent is to address the soil crisis by bringing together people from around the world to stand up for soil health, and support leaders of all nations to institute national policies and actions toward increasing the organic content in cultivable Soil.

UN Agencies and scientists are saying that lack of organic content turns soil into sand, leading to Food Crisis, Water Scarcity, Loss of Livelihood, Conflict & Migration and Climate Change.

- Humanity may have only 80-100 harvests or 45-60 years left before we run out of cultivable Soil (FAO).
- 62% of India has less than 0.5% organic carbon. To sustain agriculture, minimum organic carbon in soil should be 3%.
- Thousands of farmers are committing suicide due to depletion in soil.
- 74% of the poor are directly affected by land degradation globally.
- In 20 years, 40% less food is expected to be produced for 9.3 billion people.
- 2 billion people suffer from nutritional deficiencies leading to multitude of diseases.
- Depleted soils cannot absorb and regulate water flows. Lack of water retention leads to water scarcity, droughts & floods.
- Population growth, and food and water scarcity could cause over 1 billion to migrate to other regions and countries by 2050.

Sadhguru, a world-renowned Mystic, Yogi and humanitarian is undertaking an arduous 100-day motorcycle journey from United Kingdom to India covering 30,000 kms across 26

Smt Reena
Dey
27/5/22

Isha Outreach
Isha Yoga Center, Velliangiri Foothills
Ishana Vihar (P.O.), Coimbatore - 641 114.
+91 - 83000 83111 • info@ishaoutreach.org





SAVE

countries in Europe, Central Asia & Middle East. This effort is to reach the message to 3.5 billion people across the world. He will be attending more than 50 events along the way with opinion makers, politicians, media persons, ecologists and influencers to highlight the issue.

Within a short span of time since the launch, the Save Soil movement is having a strong impact:

- Secured support and partnership of many organizations, such as UN Convention to Combat Desertification, UN Environmental Program, UN Framework Convention on Climate Change, Food and Agriculture Organization of the United Nations, World Economic Forum, World Food Program, many world-renowned influencers, corporates, and heads of several states.
- 6 Caribbean nations, Antigua and Barbuda, Dominica, St. Lucia, St. Kitts and Nevis, Guyana and Barbados have signed MoUs with Save Soil movement and pledged to initiate concrete action in their countries to reverse and halt soil degradation. 12 more countries are in the pipeline to do the same.
- 54 Commonwealth countries have come forward and pledged support to the Save Soil Movement.
- Sadhguru has been invited to address the 15th session of the Conference of Parties to the United Nations Convention to Combat Desertification (UNCCD COP15) in the Ivory Coast in May. 170 countries will be attending this event.
- The German Federal Ministry of Education and Research has sent notification to all schools in Germany encouraging students to participate in the Save Soil Movement.
- MoU signed with 4per1000- Soils for Food Security and Climate to collaborate on soil regeneration awareness initiatives.
- South American Country, *Suriname* has pledged support for the Save Soil Movement

Isha Outreach

Isha Yoga Center, Vellingiri Foothills

Ishana Vihar (P.O.), Coimbatore - 641 114.

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SAVE

It's our collective responsibility to our children and future generations to leave behind a planet capable of producing nutritious food and create a supportive environment for nature and all life on our planet. Therefore, it is very vital that the next generation is deeply involved in bringing awareness of this critical soil health issue to the larger public as the steps that we take now will significantly impact their lives.

Towards this, we seek your support in ~~reaching out to students across all the schools/college facilities under your jurisdiction in Himachal Pradesh. We request that the following activities are carried out in all Himachal schools/colleges (under your jurisdiction) at the earliest convenient date.~~

- Play the Save Soil video (English: <https://www.youtube.com/watch?v=hyT-6qiubd0&t=50s>) or (Hindi: <https://www.youtube.com/watch?v=9SScyOFM0Z4>) to make the students, teachers, and other staff aware of the cause. In the absence of audio/video facility, they can be verbally briefed about the movement.
- Offer a show of hands to express their support by saying, "Save Soil – Let's Make it Happen!"
- The report of the number of students who support the Save Soil Movement can be shared with us through the government's existing mechanism or by sending an e-mail to: government.india@consciousplanet.org
- Encourage all students, faculty and individuals to join the Save Soil project by signing up as an Earth Buddy on <https://www.consciousplanet.org/action-now>

Thank you very much sir, we look forward to your active support for this global movement to ensure a safe and secure future for all lives on this planet.

Join the Save Soil Movement, Let's make it happen!

Pranam,

Neelam Chander

Volunteer, Isha Foundation

Email ID: neelam.chander@ishafoundation.org

Phone: +91 9417178866

Isha Outreach
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SAVE

Namaskaram,

As you may be aware, soil – the basis of our life on this planet – is in danger.

- The topsoil, which is home to trillions of organisms, is losing its biodiversity.
- The UN says soil could go extinct in just 60 years.
- Every responsible scientist says by 2045, we will have 40% less food while the population is expected to grow to 9.2 billion; violence and civil strife is a very real possibility.

According to experts, we are on the cusp: If we take action now, we can reverse the soil condition in the next 15-20 years; but if we wait for another 20 years to act, it will take 150-200 years to regenerate it.

The **Conscious Planet - Save Soil** movement is a global effort to act now:

- It aims to create awareness among 60% of the world's electorate about the dire condition of soil
- It will catalyze and support necessary government policies changes
- I will be riding a motorcycle alone – 30,000 kilometers across 24 nations – from London to southern India, to reach out to at least 3.5 billion citizens.
- The movement is supported by India's foreign ministry, the UN Convention to Combat Desertification (UNCCD), many world-renowned influencers and corporates, and heads of states.

It is imperative that all responsible citizens educate, inspire and rally the community to Save Soil. As an educational institute, you play a crucial role in mobilizing the energy of our youth.

As children are the ones who will face the brunt of this unfolding disaster, we are helping them to reach out to their elected representatives and call for action. A simple way they can voice their concern is by writing to the leadership. This will help activate wider participation in the movement and give impetus for a government policy to Save Soil:

I urge you to request all your students to champion this cause and write a personal letter to the Hon'ble Prime Minister.

Pranam,

Sadhguru

DRAFT LETTER

To
The Principal/Head of Institutions

Subject: Save Soil Movement

Dear Madam/Sir

As you may be aware the "Save Soil Movement" has been launched by Sadhguru, a well-known spiritual leader to save soil from imminent extinction.

He mentions that soil is the basis of our life and this planet is heading towards danger because of the depleting nutrients and organic content present in the soil. I find these concerning views as well as the Save Soil movement worthy of appreciation.

My appeal to you is to disseminate the information regarding the Save Soil Campaign among School Children by involving them in various activities as provided in the guidelines of the save soil movement (Ref: <https://www.consciousplanet.org/action-now>) The guidelines contain a request for writing a letter by the School children to the Hon'ble Prime Minister in their own language based on their understanding. You can go through the guidelines explained in a video (ref: <http://bit.ly/SSM-Video-Schools-Eng>). Please encourage every child to participate in this movement.

The letters by the students to the Hon'ble Prime Minister can be submitted via **Online** or **Offline** mode latest by 30th May 2022. The website for the online letter submission is <https://studentsforsoil.consciousplanet.org/>. If the schools want to send offline physical letters they can collect letters from all the students of their schools and send them to the following address: Isha Foundation(Delhi Centre), 4 Osho Drive, Mandi Gaon Road, Gadaipur, New Delhi -110030.

The report on the number of students who support the Save Soil Movement can be shared by sending an e-mail to: government.india@consciousplanet.org

Please find enclosed herewith a letter (ref: <https://bit.ly/SqLetterToSchoolEng>) personally written by Sadhguru on the need to Save Soil and a video (Ref: <https://youtu.be/SCHqnkR7600>) on Save Soil campaign to bring the needed awareness among the School Children (for video in Hindi please refer: https://youtu.be/1tFT_CER7hk)

With kind regards

21st JUNE

The following reference (WhatsApp) message can be sent to students:

REFERENCE MESSAGE TO STUDENTS

★ Save Soil - Today's Homework

Dear Students,

Do you know that we have already lost over 50% of the world's agricultural soil - the source of 95% of our food? And we may lose all of it in the next 60 years.

Yes. Our Soil is going extinct. Like Dinosaurs.

👉 The good news is you have an opportunity to reverse this situation by joining the Save Soil Movement - a unique global movement, uniting world leaders, visionaries, influencers and 3.5 billion citizens behind a common purpose - to Save Soil.

How?

👉 Go to savesoil.org/students and watch a short video about Save Soil Movement

👉 Submit an audio/video/written message to the H'ble Prime Minister to ask for his support to Save our Soil.

👉 and receive a personalised certificate of appreciation!

📧 Messages will be presented to Prime Minister's Office on the occasion of Sadhguru event with our H'ble Prime Minister on Jun 5th - World Environment Day.

To learn how to submit a message, watch this quick tutorial
youtu.be/FH8bdyxhErM

Share it with your family and friends.

Let us all do our bit for a better future! 🌱