



मिट्टी  
बचाओ

अभी कदम उठाएं  
आइए इस संभव बनाएं

# 4 BILLION PEOPLE

# SAVE SOIL

# WORLD'S LARGEST PEOPLE'S MOVEMENT





# Impact Report

*“When we destroy the Soil,  
we are destroying future life.  
As a generation, we have the  
responsibility to turn this around.”*

*Sadhguru*

# Introduction

Soil is dying. Soil extinction is the most dangerous threat that humanity faces today – one that has resulted in hunger, violence, poverty and death in many parts of the world. But with the rapid pace of soil degradation, this could soon catapult us into a global disaster of unprecedented proportions.

To draw the world's attention to the crisis of soil, Sadhguru launched the Conscious Planet–Save Soil global movement. As part of the movement, in March 2022, Sadhguru undertook an arduous 100-day, 30,000 km lone motorcycle journey from London to southern India, covering 27 countries across Europe, Central Asia, Middle East, and India. Sadhguru met with leaders and citizens in each country to appeal for national policies and action to increase soil organic matter to a minimum of 3–6% based on regional conditions. His aim was to create public awareness, as it is only with people's vocal support that nations can effectively implement soil-friendly policies.

We are happy to share that Save Soil has reached over 4 billion people, making it the world's largest people's movement. With the support of governments, organizations, influencers, celebrities, media and the citizens, it has led to a decisive shift in terms of countries all around the world taking purposive steps to revitalize soil. Eighty-one nations have expressed their commitment to regenerate soil.

Although the scale of the challenge we face is massive, right now, it is still within our reach to turn back from the brink of global disaster and ensure the wellbeing of our children. Let us make it happen.



# Highlights

**100-day, 30,000-km lone motorcycle journey by Sadhguru**

**4 billion people reached**

**81 nations committed to Save Soil**

**691 events and interviews by Sadhguru**

**8970 media stories**

**3 million children wrote to their national leaders**

**50 North American cities proclaim March 21 as "Save Soil Day"**

**50 iconic locations lit up for Save Soil**

**1150 corporates supported Save Soil**





# Global Impact of Save Soil

81 nations are in the process of framing soil policies.

Save Soil experts were engaged at the International Conference on the Social, Economic and Institutional Aspects of Land and Ecosystem Restoration of the G20 Global Land Initiative in Bengaluru in April 2023.

At the United Nations Climate Summit (COP 27), Save Soil was featured in the G20 Global Land Initiative Panel discussion as one of the promising global initiatives that can contribute to the G20's aspiration of reducing degraded lands by 50% by 2040.

The Govt. of Guyana will allocate 100 sq. km of land and, with the help of the Save Soil team, work with the farmers to increase the soil organic matter to 3-6%, and create a demonstrable model for the world.

Save Soil hosted a Digital Experts Roundtable on World Soil Day, December 5, 2022, to discuss the most urgent questions regarding revitalizing soil through policy. 155 soil experts from 31 countries joined Sadhguru at the event.

Mayors of over 50 cities in North America, including New York City, Washington DC, and Edmonton, to name a few, proclaimed 21 March as Save Soil Day.

Nepal's Ministries of Environment and Agriculture presented a Letter of Solidarity, extending their support for the movement. The government also pledged to plant 30,000 trees to Save Soil.

Rt Hon Lord Benyon (Parliament Under Secretary of State at the Department of Environment, Food and Rural Affairs) has welcomed the work of Sadhguru and the Save Soil movement in raising awareness of the importance of healthy soil.

Several countries, including the UAE, Czech Republic, Slovakia, Bulgaria, Italy, the Vatican, the Republic of Suriname, and Nigeria, along with organizations such as the Commonwealth of Nations and the Muslim World League, have expressed their support for the Save Soil movement.

The Italian research organization Council for Agricultural Research and Economics (CREA) invited Save Soil to be an official stakeholder in the European Joint Program for Soil.

Save Soil was selected as a Webby People's Voice Winner in the category of Social Media - Sustainability & Environment, recognizing the awareness created through social media content focused on sustainability, climate, and environmental issues.

Save Soil representatives are part of the Steering Committee on the Drought Response team set up by Kenya.

# The World Takes Steps to Save Its Soil!

At the **G20 Bali Summit** in November 2022, the Leader's Declaration contained a major agreement on reducing degraded lands by 50% by 2040.

For the very first time, Soil was given an important place in the agenda of the **UNFCCC COP27** in November 2022.

The **European Commission** has launched a public consultation on a proposed EU Soil Health Law.

**China** is all set to launch its first national soil survey in 40 years.

The **US** has allocated nearly \$8 billion to make farm soils more environmentally friendly.

**Slovakia** has announced a reward for farmers for soil-related environmentally-friendly practices.



# A True People's Movement

Many people across the world were so touched by the movement that they have made it their own. In their own unique ways, each of them is amplifying the Save Soil message. Here are some outstanding examples of such efforts:

**US President Joe Biden** replied to a young and eager Earth Buddy's #SaveSoil letter.



**UK Prime Minister Boris Johnson** responded to Arjun, a student and Earth Buddy.



Mountaineer Sunil Nataraj reached the **#Everest base camp in a record time of 24:03.**

Tseke Nkadimeng has completed **a 10,000-km walk across South Africa** over 250 days.



Nathalie **cycled 8,000 km from Toulon (France) to Coimbatore (India)** to spread the word.

**Teenager Sahil Jha cycled 10,000 km across India**, meeting influencers and students to bring their attention to Soil.



# WORLD'S LARGEST PEOPLE'S MOVEMENT



**Save Soil became the world's largest people's movement, as people from all walks of life joined hands across national borders for a cause that matters to all.**

Here we share details of some of the many organizations and public figures who have come together to support and spread the Save Soil message.

# Countries

81 countries in the process of framing soil policies.



# Organizations



# Eminent Global Leaders

*"With Sadhguru's journey, I am sure the world has not only come closer to soil, but also realized the strength of India's soil."*

**Shri Narendra Modi**

**Hon'ble Prime Minister of India**



*"I request all of you to come together and join the Conscious Planet-Save Soil movement to save soil."*

**Dr. Jane Goodall, DBE**  
**UN Messenger of Peace**



*"I appreciate Save Soil's work, and will contribute as much as I can."*

**His Holiness The Dalai Lama**



*"The Commonwealth has been committed to living lands for a generation. So, to have an opportunity now to join hands with Save Soil to deliver safe, better soil for our world is the most wonderful moment."*

**The Rt Hon Patricia Scotland PC QC**  
**Secretary-General of the Commonwealth of Nations**



*"Sadhguru, I salute you for your energy and dedication. You have my full support."*

**Dr. Mohammad Shtayyeh**  
**Prime Minister of the State of Palestine**



# Experts



*“The movement Sadhguru has taken up, I could not expect any more God’s blessing than that.”*

**Dr. Rattan Lal**

***World Food Prize Awardee, 2020; Distinguished Professor of Soil Science, Ohio State University; Appointed by US President Biden to the Board for International Food and Agricultural Development***



*“We really welcome the Save Soil movement. It will raise the profile of soils which is very much needed to increase our food security and to move to a healthy planet and a healthy life.”*

**Maria Helena Semedo**

***Deputy Director-General, UN Food & Agriculture Organization***



*“Our soil is degrading fast. We cannot have our soil turn into sand. The price of inaction is unimaginable for our children.”*

**David Beasley**

***Executive Director, UN World Food Programme***



*“This remarkable and ambitious global movement is instrumental to sensitizing the world to the importance of protecting land and soil. I am honored to support this initiative and UNCCD will happily collaborate.”*

**Ibrahim Thiaw**

***Executive Secretary, United Nations Convention to Combat Desertification***



# Government & Political Leaders

*“Let’s save soil which is our common resource. Let’s put together and work on a common message for all to save a resource that determines our future.”*

**Maciej Golubiewski**

**Head of Cabinet of Commissioner for  
Agriculture, European Commission**



*“Thank you Sadhguru for reminding us that the circle of life depends on soil.”*

**Tamar Zandberg**

**Minister of Environmental Protection, Israel**



*“My dear brother Sadhguru, Save Soil is truly inspiring. It is a crucial aspect of caring for our natural world.”*

**H.E. Sheikh Nahayan Mabarak Al Nahayan**

**Minister of Tolerance, UAE**



*“Sadhguru has inspired me to think about soil very differently. On behalf of my nation, thank you for your efforts to address soil degradation.”*

**H.E. Mariam bint Mohammed Almheiri**

**Minister of Climate Change  
& Environment, UAE**



# Social Leaders



*"I welcome Sadhguru's initiative. We need to make it happen for the sake of coming generations."*

**Dr. Joachim von Braun**  
**President, Vatican's Pontifical Academy**



*"The Earth is who we are. In protecting the land, we protect ourselves and all life."*

**Rabbi David Wolpe**  
**Sinai Temple, Los Angeles**



*"The Muslim World League is completely ready to help you in whatever way possible. Save Soil."*

**H.E. Dr. Al-Issa, Secretary General**  
**Muslim World League, Saudi Arabia**



*"We all need to take care of this Earth, and think long term, not only about ourselves. And if our Mother Earth is not healthy, if soil is not healthy, our world cannot be healthy and we cannot be happy and healthy."*

**Michel Lenz Calmanowitz**  
**Buddhist Monk, Lama Gangchen,**  
**World Peace Foundation**



# Celebrities & Influencers

*“Sadhguru, I want to say thank you so much for mobilizing the Save Soil movement. Let’s make it happen.”*

**Rosario Dawson**  
**Actress & Producer**



*“I never thought that the soil was alive. After meeting Sadhguru, I was left with a big nugget of knowledge, a perspective that I’ve never really looked at the planet that way.”*

**will.i.am**  
**Award-winning Musician & Producer**



*“I was honored to have the opportunity to meet Sadhguru. It was so educational for me to learn facts and things to do as individuals and society to create change around saving soil.”*

**Toni Garrn**  
**German Model & Actress**



*“We are facing a crisis where in 50 years, we may run out of soil. Sadhguru, Save Soil, my friend.”*

**Trevor Noah**  
**Host of The Daily Show**



# Business Leaders



*"Thank you Sadhguru for your amazing work. This is not just saving soil, but seva [service to] soil. We all need to take it on."*

**Marc Benioff**

**Founder and CEO, Salesforce**



*"Let's endeavor and pledge to enrich this living soil and join together to build a Conscious Planet."*

**Kiran Mazumdar-Shaw**

**Executive Chairperson of Biocon Limited**



*"The World Economic Forum provides its full support to the Conscious Planet-Save Soil initiative. Every citizen of the world is asked to take part in this living soil initiative."*

**Klaus Schwab**

**Executive Chairman of the World Economic Forum**



*"Everything that we grow, everything that we eat comes from soil, and yet we've been very unconscious about it. I want to thank my friend Sadhguru, who's bringing your attention to this."*

**Tony Robbins**

**World Renowned Life and Business Strategist**



# Media Coverage

## Indischer Guru will mit seinem Motorrad den Planeten retten



### India's soil crisis: Land is weakening and withering

By 14 Rajshree, ET Bureau - Last updated 2 Jul 2021, 12:18 PM IST

Synopsis  
It is projected that India will face a soil crisis in the next 30 years. This has to come by...



Also, he says, when he ploughs and fall along the long furrows and the plough uproots a soil particle — from the earth. The

## Indian guru set to ride into Bahrain as part of 'Save the Soil' campaign

By Nand B. Shah - 10 Apr 2022



campaign and 30,000km motorcycle trip from the UK to India. Sadhguru is currently in Europe...

### Indian mystic Sadhguru on 100-day motorbike mission to save soil

Yoga guru will visit dozens of countries en route from London to India to highlight threat to one of nature's greatest resources

## Medidas de protecção e regeneração do solo "são insuficientes"

O presidente da Sociedade Portuguesa da Ciência do Solo, Carlos Alexandre, alerta para a perda de matéria orgânica na terra. Solos regenerados são parte da solução para problemas relacionados com agricultura ou impacto das secas, garantem especialistas.

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Maria José Roxo, professora catedrática da Universidade Nova, investigadora na área de regeneração de ecossistemas ou alterações climáticas, afirma: "O solo comunicado, que é incontestável a importância de um

### Sadhguru: Why I am riding motorcycle for 30,000 kms in 100 days



## Save Soil Movement : माती नसती तर मानवाचे अस्तित्वाही नसते

By श्रीराम शर्मा | Published: June 5, 2022 06:29 AM

Save Soil Movement : आज अशी या मातीला वाढत आहेत किती निर्मितीसाठी विचारना सगळे बरे सगळी भुज, पारलमणी स्टेट आणि अन्य वैश्विक घडणारे घडते केले.



Save Soil Movement: माती नसते तर मानवाचे अस्तित्वाही नसते

आपण काही काळ विचार करूयात. माती नसते तर मानवाचे अस्तित्वाही नसते. माती नसते तर मानवाचे अस्तित्वाही नसते.

### Ensure 3-6 % organic content in agri soil, says ISRA founder

PTI 11 May 2022 08:06 pm IST

### A sight to behold! Iconic locations lit up in support of Save Soil Movement | In Pics

At least 50 iconic locations, including the world's tallest skyscraper, Burj Khalifa, lit up in support of Sadhguru's Save Soil movement that intends to draw the world's attention towards the issue of soil degeneration.



### UK heading for 'disaster beyond imagination' – Sadhguru sends famine and civil war warning

THE UK is heading for "a disaster beyond imagination" that could involve famine and even civil war in the next 30 years, spiritualist and campaigner Sadhguru



### Matéria orgânica nos solos é fundamental para captar e reter água



### New ground as tech aims to help boost soil health



BBC NEWS

CNN PORTUGAL

THE INTERVIEW

### Indian spiritual leader Sadhguru on his journey from Europe to India to save our soil

Headed on 10/04/2022 - 14:19 - What's Hot 08/04/2022 - 14:19



FRANCE 24

### Soil conservation must be priority, says Isha Foundation campaign

By Anandharaman, Isha Foundation | 19 Apr 19, 2022



Sadhguru speaks: The intersection of life and soil  
An interview with the spiritual leader

Khaleji Times

INDIA TODAY

# Media Tweets

8970 media stories worldwide

691 events and interviews by Sadhguru during the Save Soil motorcycle journey

**Reuters** @Reuters  
WATCH: Sadhguru, an Indian spiritual leader, will travel over 18,000 miles across Europe, the Middle East and India on his motorcycle as part of his campaign to raise awareness about the state of the Earth's soil



809.7K views

**India Today** @IndiaToday  
From London to India: @SadhguruJV starts 100-day journey to 'Save the Soil'. Watch this report by @loveenatandon.

#ReporterDiary #Sadhguru #RE



**The Times Of India** @timesofindia  
Sadhguru rides bike kicking off 100-day tour to help save soil [toi.in/T88zua/a24gk](https://toi.in/T88zua/a24gk)



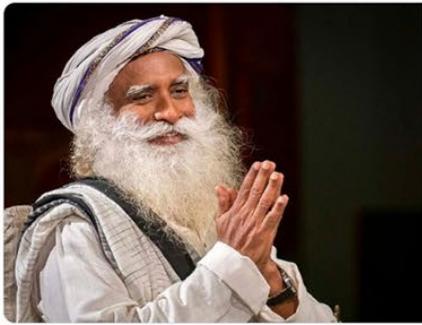
**EL PAÍS** @el\_pais  
Es el maestro espiritual más mediático del mundo. charlado con Will Smith, el Dalai Lama y el primer ministro indio, Narendra Modi. Ahora Sadhguru inicia un periplo en moto de Londres a India para denunciar la degradación del suelo agrícola en el mundo



**Daily Express** @Daily\_Express  
UK heading for 'disaster beyond imagination' – @SadhguruJV sends famine and civil war warning in exclusive interview



**Gulf News** @gulf\_news  
Save Soil: Sadhguru to arrive in the #UAE on May 17 as part of campaign  
Sadhguru speaks to Gulf News CEO in an exclusive interview  
[gn24.ae/d4f2e7a9a719000](https://gn24.ae/d4f2e7a9a719000)  
[@ishafoundation](https://twitter.com/ishafoundation) @AbdulHamidAhmad  
#SaveSoilMovement #SaveSoil



**DW News** @dwnews  
This influential Indian yoga guru is embarking on a 100-day motorbike journey spanning from Asia to Europe to send a message: Save the world's soil.



35.8K views 0:03 / 1:49

# Students

# Around 3 million children across 63 countries

have written letters to their national leaders, requesting them to take action for soil regeneration. Out of this, 1.5 million children in India have written letters to the Prime Minister of India.





[savesoil.org](https://savesoil.org)

   @ConsciousPlanetMovement

 @CPSaveSoil