Lifetime achievement award for Sadguru

Coimbatore: Founder of Isha Foundation, Sadguru Jaggi Vasudev, was honoured with lifetime achievement award by Maharashtra State Marathi Journalists Association for the foundation’s nation-wide ‘Rally for Rivers’ campaign. The award was presented by Union Minister Nitin Gadkari. The campaign to save India’s dying rivers was endorsed by 162 million Indians and the United Nations had begun to study the feasibility of implementation the effort in all tropical world countries.

Speaking on the occasion, Sadguru underlined the importance of protecting and enhancing the overall ecological wealth for sustainable development. “Water and soil are life-sustaining ingredients and we must take care of them; efforts should be made to improve the soil quality,” he said, adding that soil fertility is enhanced by absorption of rainwater, animal waste and dry leaves.