

Melody and message

LAUNCH

“Kalpavriksha – the power to create”

Phat Phish Records, launches a unique DVD package titled “Kalpavriksha - the power to create”.

The album includes “Earth Song” composed in Tamil and Hindi and sung by Kailash Kher, discourse videos and guided meditation by Sadhguru Jaggi Vasudev, founder, Isha Foundation. The package comes with a “Kalpavriksha book” and a lamp. The “Kalpavriksha” package has been inspired by Jaggi Vasudev’s Project Green Hands, that has taken great steps towards restoring the environment.

With global warming becoming a universal concern, the campaign will provide Phat Phish Records with the resources to take on more projects that will help raise awareness on various issues.

Every DVD pack of “Kalpavriksha” comes with a tree-planting coupon that can be posted to Project Green Hands which will plant and nurture a tree on behalf of the buyer.