

GOVERNMENT OF ANDHRA PRADESH

Office of the  
Commissioner of Technical Education  
Andhra Pradesh :: Vijayawada

CTE-16/6/2017-E SEC-CTE

02/10/2017

Sub: Technical Education – Academics – Isha  
Foundation regarding awareness generation  
for River Revival - Reg.

Ref: Govt. Memo. No. 3853/EC/2017, dt: 31.08.2017,  
of Higher Education (EC) Department, Andhra Pradesh  
along with the letter of Mr. Sadhguru, Isha Foundation.

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In the reference cited, the Government while forwarding a letter of Mr. Sadhguru, Isha Foundation, regarding awareness generation for River Revival and requested to take necessary action in matter.

In the letter, Mr. Sadhguru, Isha Foundation, has stated that, India's rivers are at a dangerous level of deletion. Major perennial rivers are turning seasonal and minor rivers already vanished. To create awareness in the public domain, the "Rally for Rivers" campaign has been launched. The simplest way to participate is to give a missed call to 80009 80009. Every missed call counts as a vote for a positive River Policy and contributes towards the movement to save our rivers. The Rally will culminate in Delhi on 2<sup>nd</sup> October. Therefore, the Isha Foundation, has requested to support every student in Andhra Pradesh.

In this connection, while enclosing the reference cited, the Principals of all the Polytechnics are requested to take necessary action, in the matter, under intimation to this office.

Encl: as above

To

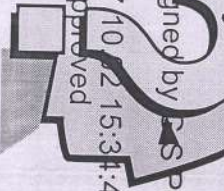
The Principals of the all Polytechnics.  
Copy to RJDTE, Kakinada, Tirupati.

**G S PANDA DAS IAS**  
**COMMISSIONER**



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Date: 2017.10.02 15:31:44 IST  
Reason: Approved





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Memo.No.3853/EC/2017

Sub: - Higher Education - Isha Foundation regarding awareness generation for River Revival - Reg.

Ref: - From Dr.B. Sailaja email dated.29.08.2017

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A copy of the reference cited, together with its enclosures is enclosed herewith to the Commissioner of Collegiate Education, A.P, Commissioner of Technical Education, A.P, Vijayawada and the Secretary, APSCHE, Guntur and they are requested to take necessary action in the matter.

Y. VENKATAPATHI RAO  
DEPUTY SECRETARY TO GOVERNMENT

To,  
The Commissioner of Collegiate Education, A.P Vijayawada  
The Commissioner of Technical Education, A.P, Vijayawada  
The Secretary, APSCHE, Tadepalli, Guntur

//FORWARDED BY ORDER//

K. Padmanabhi  
SECTION OFFICER





RallyForRivers.org

GIVE A MISSED CALL  
SAVE OUR RIVERS  
800009 80009

To,  
The Special Chief Secretary to the Government,  
Department of Education (SE, IE, PE & SSA),  
AP Secretariat,  
Velagapudi,  
Guntur District.

As you must be aware, India's rivers are at a dangerous level of depletion. Major perennial rivers are turning seasonal and minor rivers have already vanished. This spells disaster for our country. Studies estimate that by 2030, we will have only 50% of the water we need for our survival. We can no longer ignore these warning signs.

Deforestation is a leading factor in the diminution of our rivers, as they are forest-fed. Trees ensure there is adequate moisture in the soil, which is the only way that rivers can be nourished and can flow year-round. One very simple yet effective means to replenish these rivers is to create a kilometer-wide green cover on riversides (and half a kilometer for tributaries) which will increase ground water through tree-root percolation, as well as normalize precipitation, and eliminate floods and droughts. Government lands on river sides can have forests, while private land can transition to tree-based agriculture. This can easily double farmers' income, when provided the necessary subsidies initially.

To make this solution into reality, what is needed is an urgent government policy that carries public support. To create this awareness in the public domain, the "Rally for Rivers" campaign has been launched. The simplest way to participate is to give a missed call to 80009 80009. Every missed call counts as a vote for a positive River Policy and contributes towards the movement to save our rivers.

The month-long "Rally for Rivers" kicks off on 3rd September 2017, with Sadhguru personally driving through 16 states, from Kanyakumari to the Himalayas. Along the way, there will be 22 major events and a host of awareness campaigns, both on-line and off-line, to touch every segment of the society. The Rally will culminate in Delhi on 2nd October, where a comprehensive policy recommendation, drawn up by an expert committee of environmental scientists and lawmakers, will be presented to the government.

We as a responsible generation of people, who care about the future of our children, must act now to revive our rivers before it is too late. It is imperative that we make an effort to educate, inspire and rally the community towards this cause. In your capacity as a leader and decision-maker, I urge you to help shape the future of our nation by supporting this initiative.

In particular, we seek your support in taking this forward to every student of all the School in Andhra Pradesh which will allow them to be aware of the cause, the solution and also enlist their support for this cause. (Annexure attached for detailed plan)

For further details please contact Dr.Sailaja Bitragunta | +919908092288 | [sailaja.bitragunta@ishafoundation.org](mailto:sailaja.bitragunta@ishafoundation.org)

For Isha Outreach

Pranam

"This is not a protest. This is not an agitation. This is a campaign to raise awareness that our rivers are depleting. Everyone who consumes water must Rally For Rivers."

- Sadhguru





RallyForRivers.org

GIVE A MISSED CALL  
SAVE OUR RIVERS  
☎ 80009 80009

## COLLEGE ACTIVITY LIST

### CREATING AWARENESS

1. **Send an Email, WhatsApp & SMS:** The entire student and faculty community could be sent the campaign email, WhatsApp and SMS. (Templates for all three are in the "College Kit")
2. **Social Media Awareness:** Spread awareness about the campaign through Facebook, Twitter and other social media platforms. Come up with different kinds of posts/videos/blogs and **share them on social media platforms** with the hash tag **#RallyForRivers**.
3. **Posters :** With the help of the college's creative team, **posters and sketches** can be made. Install these posters on various notice boards across the college campus and the whole city. We should have the missed call number (80009 80009) written on these posters.

### ENGAGING COLLEGE STUDENTS

**Selfie Stand:** Create a Selfie Stand for your college using your creativity and innovation (can use cardboard, thermocol, chart papers etc). Identify a high foot fall place in your college, where you can place the selfie stand and encourage students to click selfies with it, to show their support. They can do in their own innovative way. They can share in on Facebook, Twitter, WhatsApp or other social media platform with the hash tag #RallyForRivers.

**School Module:** The College volunteer team should contact a minimum of **10 schools to spread the awareness for the campaign**. Schools can take part in various activities listed in the "School Kit" which can be downloaded from the website [www.RallyForRivers.org](http://www.RallyForRivers.org).

**Mini-Parliamentary Discussion:** Organize **college-level debates/discussion rooms** on the theme "Rally for Rivers". Participants can discuss the topic of the depletion of India's rivers, its impact on the future of our nation, and how we can effectively implement the solution of planting trees on either side of river banks, which in turn will increase the livelihood for the farmers in the next 5-6 years.

Note: You can get the material that was used for the awareness campaign to the September 1<sup>st</sup>.

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- Sadhguru





RallyForRivers.org

**GIVE A MISSED CALL  
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**ONLINE VIDEO SUBMISSION**

Get maximum participation from your college for the grand Online Video Submission powered by INOX. Individuals or groups of students could produce *short videos* themed on Rivers of India. Participants can win prizes worth up to **INR 5 Lakhs**. Winners will also get a chance to work with some of the **India's most reputed movie directors**. You can put up promotional posters on notice boards across the campus. Please refer to the enclosed *Video Submission posters* to get more details.

**RALLY FOR RIVERS – September 1<sup>st</sup>**

On September 1<sup>st</sup>, people all over the country will gather in different locations to create awareness. Students from your college can also be a part by standing at major crowded spots in the city. They could hold “Rally for Rivers” placards/ posters to explain to people what the cause is about and inspire them to give a missed call. The designs for these placards are included in the “College Kit”. Alternately, students are welcome to express their creativity by making their own designed posters/banners for Rally for Rivers.

*Note: Our aim is not to create an atmosphere of agitation. It is of paramount importance that this is peaceful process of spreading the awareness*

**PARTICIPATION IN THE EVENT**

As part of the “Rally for Rivers” awareness campaign, Sadhguru, founder of Isha Foundation, will himself be driving across 16 states with over 20 events in major cities from 3 September to 2 October, 2017. When the Rally hits your city, it would be wonderful if students from your college can support and be part of the event. The event date for each city can be found in the “College Kit.”

**Sending the Update:**

After you conduct the awareness campaign please update, send a message (and a few photographs/videos, if possible) via WhatsApp to 80009 80009 in the following format:

**RFR-COLLEGE-[DISTRICT NAME]-[COLLEGE NAME]-[NUMBER OF PEOPLE REACHED]**  
(e.g. RFR-COLLEGE-MUMBAI-IT BOMBAY-2000)

This will help us know how many people we have reached out to. Every college that responds will be acknowledged for their contribution towards this movement on our social media.

*Note: Please stick to the given format while sending the update message.*

“This is not a protest. This is not an agitation. This is a campaign to raise awareness that our rivers are depleting. Everyone who consumes water must Rally For Rivers.”

– Sadhguru