

## A Study on Social Responsibility with Reference to ISHA Foundation

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### **ABSTRACT**

This project is a comprehensive analysis of the social responsibility initiatives of Isha Foundation, a non-profit spiritual organisation. The paper provides a detailed overview of Isha Foundation's approach to social responsibility, including Project GreenHands, Action for Rural Rejuvenation, Isha Vidhya, Rally for Rivers, Cauvery Calling and Save Soil initiatives.

The analysis draws on relevant frameworks to explain how Isha Foundation social responsibility initiatives are guided by the Triple Bottom Line, the Stakeholder Theory, and the United Nations Sustainable Development Goals. The project concludes with a discussion of the impact of Isha Foundation's social responsibility initiatives on the company's brand and on society at large.

**Keywords** → Corporate Social Responsibility, Isha Foundation, Isha Yoga, Project GreenHands, Save Soil, Isha Vidya, Rally for Rivers

## **INTRODUCTION**

Isha Foundation is a nonprofit, spiritual organisation that was founded in 1992 near Coimbatore, Tamil Nadu, India, by Sadhguru. The word 'Isha' means "the formless divine". It hosts the Isha Yoga Centre, which offers yoga programs under the name Isha Yoga. The foundation is run "almost entirely" by volunteers. This project would basically deal with various social responsibilities that the Isha Foundation organisation holds towards the society and environment like including Project GreenHands, Action for Rural Rejuvenation, Isha Vidhya, Rally for Rivers, Cauvery Calling and Save Soil initiatives.

### **Objective and Mission of Isha Foundation**

- (a) **Objectives** → Yoga, social upliftment and ecological conservation
- (b) **Mission**<sup>1</sup> → Isha Foundation is dedicated to raising human consciousness, and fosters global harmony through individual transformation. Guided by Sadhguru, it is an essential resource for exploring the ancient science of yoga in all its depth and dimensions. The foundation offers a variety of programs that provide methods for anyone to attain physical, mental and spiritual wellbeing. Its offerings allow participants to deepen their experience of life, and reach their ultimate potential.

### **Theoretical Framework**

The theoretical framework of social responsibility encompasses various perspectives and theories from the fields of sociology, ethics, economics, and management. Here is a key theoretical framework that contributes to understanding social responsibility of Isha Foundation

- **Corporate Social Responsibility (CSR)**: CSR refers to the voluntary actions taken by businesses to address social, environmental, and ethical concerns in addition to their legal obligations and economic objectives. The CSR framework emphasizes that businesses have responsibilities beyond maximizing profits and should contribute positively to society through various initiatives.

In this case study, the organisation which is chosen is Isha Foundation, which is run almost entirely' by the volunteers. This organisation particularly focusses on social issues like Project GreenHands, Action for Rural Rejuvenation, Isha Vidhya, Rally for Rivers, Cauvery Calling and Save Soil initiatives, which are explained in details in the project. Hence, the theoretical framework which the organisation follows is 'Corporate Social Responsibility', via which it conducts various social awareness and upliftment programs.

### Company Profile<sup>2</sup>

<b>Founded in</b>	1992 (32 years ago)	
<b>Ownership</b>	Sadhguru	
<b>Headquarters</b>	Coimbatore, Tamil Nadu, India	
<b>India Employee Count</b>	11-50	
<b>Global Employee Count</b>	501 – 1000	
<b>Volunteer Count</b>	17 million volunteers across 300 centres worldwide	
<b>Type of Company</b>	Corporate	
<b>Nature of Business</b>	B2B, B2C	
<b>Programs Offered<sup>3</sup></b>	<b>Inner Engineering</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/inner-engineering/">https://isha.sadhguru.org/yoga/yoga-programs/inner-engineering/</a>
	<b>Hatha Yoga</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/hatha-yoga-program/">https://isha.sadhguru.org/yoga/yoga-programs/hatha-yoga-program/</a>
	<b>Yogasanas</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/yoga-asanas/">https://isha.sadhguru.org/yoga/yoga-programs/yoga-asanas/</a>
	<b>Surya Kriya</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/surya-kriya/">https://isha.sadhguru.org/yoga/yoga-programs/surya-kriya/</a>
	<b>Bhuta Shuddhi</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/bhuta-shuddhi/">https://isha.sadhguru.org/yoga/yoga-programs/bhuta-shuddhi/</a>
	<b>Angamardana</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/angamardana/">https://isha.sadhguru.org/yoga/yoga-programs/angamardana/</a>
	<b>Upa Yoga</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/upa-yoga/">https://isha.sadhguru.org/yoga/yoga-programs/upa-yoga/</a>
	<b>Bhava Spandana</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/bhava-spandana/">https://isha.sadhguru.org/yoga/yoga-programs/bhava-spandana/</a>
	<b>Shoonya Intensive</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/shoonya-intensive/">https://isha.sadhguru.org/yoga/yoga-programs/shoonya-intensive/</a>
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<b>Guru Pooja</b>	<a href="https://isha.sadhguru.org/yoga/yoga-programs/guru-pooja/">https://isha.sadhguru.org/yoga/yoga-programs/guru-pooja/</a>	
<b>Social Initiatives<sup>4</sup></b>	Cauvery Calling, Farmer Producer Organisation, Isha Kayantha Sthanams, Isha Vidya, Project GreenHands, Action for Rural Rejuvenation, Rally for Rivers, Save Soil	
<b>Website</b>	<a href="http://isha.sadhguru.org/">http://isha.sadhguru.org/</a>	

## Analysis

The various social responsibilities of Isha Foundation are listed and described below: -

### **(a) Project GreenHands (25 million trees and counting!)<sup>5</sup>**

Project GreenHands (PGH) is a grassroots ecological initiative of Isha Foundation that has, since its inception on June 5 2004, enabled the planting of 23.81 million saplings by over 2 million volunteers across South India.

PGH had its root in the Vanashree Eco Project, which was started in 2002 to conserve and protect the Velliangiri Mountain range, where Isha Yoga Centres located. Isha volunteers have sown lakhs of seeds to propagate the native species in the area to revive the ecology and biodiversity of the mountains.

PGH's plan to plant millions of saplings can be expected to absorb nearly 150,000 tons of carbon, once the saplings mature. (A mature tree absorbs about 30 kilograms of CO<sub>2</sub> a year). Nearly 65,000 people's carbon footprint can be neutralized by this effort. (Each person generates around 2.3 tons of CO<sub>2</sub> in a year).

Here's a look at how PGH has grown over the years.

- **2005**
  - It was in December 2004 that Tamil Nadu, along with other states in India, witnessed major devastation in the coastal regions due to the tsunami.
  - Isha volunteers, who were rehabilitating the affected people, observed that coastal areas that had a healthy tree cover were damaged less as compared to those areas with less tree cover.
  - To rectify this situation and as an insurance for the future, PGH planted 25000 saplings on the seashores of tsunami-affected villages.
- **2006**
  - A landmark year for the organization, PGH planted 852,587 saplings in 6,284 locations across 27 districts in Tamil Nadu, over three days in the month of October, thus earning a Guinness World Record.
- **2007**
  - Over 4 million saplings produced by 427 volunteer nurseries, were planted by about 100,000 people all over Tamil Nadu and Pondicherry.
- **2008 – 2010**
  - Between 2008 and 2010, 5.5 million saplings were grown and planted in every district of Tamil Nadu and Pondicherry with the support of the district administrations and volunteers.
  - In 2010, PGH was awarded the highest environmental award in India – the Indira Gandhi Paryavaran Puraskar (for the year 2008) under the Organization Category by the Ministry of Environment and Forests, Central Government. The award was presented on World Environment Day, June 5 2010 by the former President of India, Dr. A.P.J. Abdul Kalam.

- On 30 September 2010, PGH received the “Sport for the Environment” award at the Beyond Sport Summit in Chicago. Beyond Sport is a global organization that promotes and funds the use of sport to create positive social change across the world.
- **2011 – 2014**
  - Every year since 2011, an average of 3.5 million trees have been planted by the project under 3 models.
    - **Trees for All**
      - In this model, saplings are handed out as part of the education programs teaching people about the multiple benefits that trees offer. Each year, millions of saplings are grown by an expanding network of volunteer-driven nurseries and handed out to anyone who pledges to care for each tree for a minimum of 2 years. Awareness programs are also organized in educational institutions, offices and public functions, and saplings are distributed.
      - 16.79 million saplings have been planted through this model thus far.
    - **Trees for Life**
      - This initiative promotes the planting of ecologically and economically beneficial tree saplings in farmlands, thereby offsetting or increasing farmers’ income. The trees’ yields reduce expenditures and offer the possibility of future income through small-scale forest enterprises.
      - To date, 3.84 million saplings have been planted through this initiative.
    - **Green School Movement**
      - The Green School Movement aims to create “green consciousness” in the younger generation by training them in sapling production and plantation through school nurseries. Right from sowing the seeds to finally growing it into a tree, children are involved in every aspect of the project. Environmental education is delivered as an experience, rather than something in a textbook.
      - 3.18 million saplings have been planted by students through the Green School Movement.
      - PGH was awarded the State Environmental Award by the Department of Environment, Tamil Nadu State Government on April 5 2012.
      - On 13th July, 2013, PGH received the LASSIB Society Honorary award on social responsibility for its valuable service in the field of environmental and ecological restoration.
- **Plan For 2015**
  - 5 million trees in 2015: The Hon'ble Minister of Environment, Forests & Climate Change, Shri Prakash Javadekar officially launched PGH’s planting season for 2015, by planting the first sapling at the Coimbatore nursery on May 26.

**(b) Action for Rural Rejuvenation<sup>6</sup>**

**"How deeply you can touch another life is how rich your life is." –**

Sadhguru

Action for Rural Rejuvenation (ARR) is a multi-pronged, holistic, outreach program which was established by Isha Outreach under the aegis of the foundation's social outreach wing, Isha Outreach. ARR's primary objective is to revitalize rural societies, create sustainable opportunities and transform the lives of rural poor. ARR takes a comprehensive approach to the complex challenges faced by rural communities by implementing a range of holistic health care, community revitalization, disaster management and livelihood programs.

**Impact since 2003**

- More than 7500 villages were covered in South India.
- Lives of 11.3 million people impacted.
- 5.2 million patients treated.
- Approximately 41,407 players participated in Gramotsavam, 2018.
- Involvement of 1063 farmers made Tamil Nadu 'The Number One' Farmers Producers Organisation (FPO).
- More than 486 toilets were constructed.
- Around 92,520 people learnt yoga.

**(c) Isha Vidya<sup>7</sup>**

Isha Vidhya is committed to raising the level of education and literacy in rural India and helping disadvantaged children realize their full potential. The project seeks to ensure quality education for children in rural areas, opening the door for them to participate in and benefit from India's economic growth.

Isha Vidhya's English-medium schools use innovative methods for the overall development and blossoming of each student. The schools empower rural children to meet future challenges.

**Impact since 1997**

- 10,000+ students educated.
- 48% of the total students were females, emphasizing on women literacy.
- 60% of the total students were on full scholarship.

## Major donors of Isha Vidya



## (d) Rally for Rivers<sup>8</sup>

### Problems identified via the project Rally for Rivers<sup>9</sup>

- Our Rivers Are Dying → India's rivers are undergoing a drastic change. Due to the pressures of population and development, our perennial rivers are becoming seasonal. Many of the smaller rivers have already vanished. Flood as well as drought are becoming increasingly frequent, as rivers turn unruly during the monsoon, and vanish once the rainy season is over.
- The Stark Facts
  - 25% of India is turning into desert.
  - In 15 years, we may have only half the water we need for our survival.
  - The Ganga is one of the most endangered rivers in the world.
  - The Godavari was dry along much of its length last year.
  - The Kaveri has lost 40% of its flow. Krishna and Narmada have lost around 60%.
  - In every state, perennial rivers are either becoming seasonal or totally going dry. In Kerala – the Bharatpuzha, in Karnataka – the Kabini, in Tamil Nadu – the Kaveri, Palar and Vaigai, in Odisha – the Musal, in Madhya Pradesh – the Kshipra. Many smaller rivers have already vanished.
  - Most major rivers are the subject of interstate water disputes.

- How This Affects Us
  - Estimates say 65% of our water needs are met by rivers.
  - 2 out of 3 major Indian cities already deal with daily water shortage. Many urban residents pay ten times the normal amount for a can of water.
  - We consume water not just to drink or for domestic purposes. 80% of water is used to grow our food. Each person's average water requirement is 1.1 million liters a year.
  - Flood, drought and rivers turning seasonal are increasingly leading to crop failure across the country.
  - Climate change is expected to cause worse floods and droughts within the next 25-50 years. During the monsoon, rivers will flood. The rest of the year, drought will follow. These trends are already beginning.

- Know Our Dying Rivers

Ganga	Godavari	Cauvery	Krishna
Narmada	Yamuna	Brahmaputra	Noyyal
Kabini	Musi	Bhima	Gomti
Mahanadi	Sabarmati	Thamirabarani	Vaigai

### Solution to the Problem<sup>10111213</sup>

Rally for Rivers is a movement to save India's lifelines. Sadhguru launched Rally for Rivers on September 3, 2017 to revitalize India's rapidly depleting rivers, and personally drove over 9300 kms through 16 states to raise awareness about the dire situation.

Drawing thousands of people at over 180 public events, the Rally became the largest public-endorsed, mass awareness campaign in history. Supported by over 162 million people, Rally for Rivers is the world's largest ecological movement today.

Rally for Rivers provides a comprehensive solution to save India's rivers, and is unique in its structure as a primarily economic program with a significant ecological impact.

The "Revitalization of Rivers in India" Draft Policy Recommendation was handed over by Sadhguru to Hon'ble Prime Minister Narendra Modi, after the culmination of the launch campaign on October 2, 2017.

Rally for Rivers is now focusing on rapid implementation of the solution through detailed studies and on-the-ground action in several states.

Draft Policy Recommendation was also proposed by the Isha Foundation.<sup>14</sup>

### (e) Cauvery Calling<sup>15</sup>

"Cauvery has been the source of wellbeing, prosperity and the very source of life for these lands. A forest-fed perennial river is fast becoming a seasonal stream as 87% of tree cover has been removed in 50 years. Cauvery is calling, do you have a heart to hear?" – Sadhguru

Cauvery Calling is a first of its kind campaign, setting the standard for how India's rivers – the country's lifelines – can be revitalized. It will initiate the revitalization of Cauvery River and transform the lives of 84 million people.

Cauvery Calling is a movement that germinated from a seed that was planted over two decades ago.

In 1998, a team of experts predicted that by 2025, nearly 60% of Tamil Nadu would become a desert. That this rich land, which has been farmed continuously for more than 12,000 years, could become a desert seemed inconceivable to Sadhguru, who, in his own words, does not like predictions. Sadhguru decided to drive around Tamil Nadu to assess the situation himself. He realized then that we might not even make it to 2025... Not only had small rivers dried up and homes been built on their riverbeds, there was not enough moisture in the soil for even palm trees – typical desert vegetation – to survive. It was evident that the rampant loss of tree cover was rapidly leaving the once-rich soil barren and turning the land into desert. It was at this point that the blueprint to bring back green cover and turn the tide for our soil and water was conceived.

### The Beginning

The initial years were spent in creating a core group of people with a deep understanding and concern for the environment. The very first activity we engaged in was to green our own backyard. The glorious Velliangiri Hills, which form the backdrop of the Isha Yoga Center, had been stripped bare, brown from years of illegal timber trade. Under Sadhguru's guidance, a few hundred volunteers joined forces. Over 22 days, using simple implements, they went up these hills and sowed close to six million seeds of native species. Today our Velliangiris are moist and green right through the torrid summer months. This momentum segued in 2002 into Vanashree Eco Center, a volunteer-driven tree planting initiative.

### Planting Trees in People's Minds

With desertification looming over the state, Sadhguru conceived and communicated the plan for Tamil Nadu to meet the national aspiration of 33% green cover. He estimated that close to 114 million trees would need to be planted across the state to achieve this goal. People around Sadhguru were flabbergasted: at the time, this felt like an impossibly ambitious task.

Sadhguru first set about "planting trees in people's minds" – the most difficult of terrains! Leading people through experiential processes where they were able to perceive how intimately our lives and our life-breath are connected to trees, Sadhguru opened their hearts to the vital need for restoration.

### The Formative Years

Project GreenHands (PGH) was launched in 2004 and, in many ways, it was the pilot and the proof-of-concept for the massive work that is underway today. PGH had many large-scale initiatives such as the Green School Movement and Trees for All to involve young, school-going children and the general public. It also had intensive programs to collaborate with farmers, including the Save Soil – Thaimann Kaakkum Vivasayam movement, based on the principles of organic farming, and Trees

for Life, an initiative based on the tree-based agriculture model. For these phenomenal efforts, and a Guinness record for the largest single-day tree plantation drive, Isha received India's highest environmental award, the Indira Gandhi Paryavaran Puraskar, in 2010.

### The Big Bang

Heartening as these achievements were, they still lacked the scale required to reverse the disastrous course we had set for India's rivers through our collective mismanagement. What was needed was drastic, wide-reaching awareness, a redirection of National Policy and urgent action on the ground. Sadhguru stepped forward to inspire this revolution. In 2017, leading the month-long "Rally for Rivers" through 16 Indian states governed by parties across the political spectrum, garnering the support of 162 million people, Sadhguru arrived in New Delhi and presented to the Prime Minister a 761-page report titled Revitalization of Rivers in India: Draft Policy Recommendation. This intensive and exhaustive document – prepared with inputs from various experts from diverse fields relating to forestry, soil, agriculture, governance, finance, corporate, education and development – was taken up for study and action with tremendous alacrity by the Central Government. Under the aegis of the NITI Aayog (a policy think tank of the Government of India, established to achieve Sustainable Development Goals), an inter-ministerial committee of government secretaries and experts evaluated the draft policy in detail, and then went on to issue a policy advisory to all 29 state governments about the principles and policies relating to river revitalization. Things started to look up when several state governments across the nation began to implement these recommendations.

More recently, the Ministry of Environment, Forest and Climate Change, Government of India, prepared Detailed Project Reports on rejuvenating 13 of the country's rivers in line with the Rally for Rivers draft policy recommendations and allocated Rs. 19,000 crores towards these projects.

### Cauvery is Calling

In the summer of 2019, the city of Chennai was hit by a water crisis of horrifying proportions. As with so many of India's large riverine systems, Cauvery, the lifeline of southern India, was rapidly dying. This crisis, in conjunction with several allied issues such as poor soil health, cycles of flood and drought, the resultant farmer distress and migration, was creating a situation of growing despair. Immediate action was called for.

At Isha, we were already aware that a large-scale demonstration of the recommended model of eco-restoration was vital to its widespread adoption. Therefore, when this crisis presented itself, it was the cue to embark on our mammoth on-ground demonstration for river revitalization through the "tree-based agriculture" model. Cauvery Calling – the world's largest farmer-driven eco-movement – was launched.

The ambition is to enable 5.2 million farmers to plant 2.42 billion trees in Cauvery basin in a span of 12 years. We are supporting the farmers in a multi-faceted way to adopt tree-based agriculture, and eventually bring one-third of the basin under tree cover. From the preparation of quality saplings to ensuring farmer interest, from farmer education to bringing about required government policy changes, from government incentives for farmers to partnering with like-minded NGOs – we are

working at every conceivable level to scale up this movement. This has included working extensively with the Central Government and the concerned State Governments, leading tangibly to several policy reforms. These reforms cover a broad range of aspects affecting the farmer - from reforms in agricultural practices at one end to helping make Farmer Producer Organizations (FPOs) viable and giving them tax incentives at the other.

The most fantastic part of this journey has been that we have succeeded in bringing together all stakeholders from every section of society, including farmers, scientists, civil society groups, state governments, the citizens and the media, and inspiring them to focus their energies on a common ecological goal. For the farmer, it is a highly lucrative economic model with significant ecological benefits. For the state and citizens, it is a double win.

The impact we have already seen in the pilot years in terms of soil quality, groundwater sequestration, improved farmer income and the benefits of increased green cover are all on road to being demonstrated exponentially with this massive on-ground movement. The vision is to establish a blueprint for tropical river restoration that can be replicated and implemented across the planet. The idea is to innovate, demonstrate, amplify and inspire planetary scale.

In this gargantuan endeavor, we hold an open door to anyone who wishes to work and support to make this happen. Individuals, governments, corporations, organizations, international entities – we seek, and welcome, and value your support. The true fruition of this project would be in humanity coming together to aid and amplify its success.

#### Progress so far.....

- 97.5 million living trees planted
- 192,000 farmers shifted to tree-based agriculture
- UN Convention to Combat Desertification (UNCCD) accreditation
- Observer status to the United Nations Environment Assembly (UNEA) of UNEP
- Rs. 19,000 crores (~2.5 billion USD) allocated by Govt. of India to revitalize 13 rivers in line with the Rally for Rivers draft policy recommendations

#### **(f) Save Soil<sup>16</sup>**

##### Why Save Soil?

Save Soil is a global movement launched by Sadhguru, to address the soil crisis by bringing together people from around the world to stand up for Soil Health, and supporting leaders of all nations to institute national policies and actions toward increasing the organic content in cultivable Soil.

The Crisis --52% of agricultural soils are already degraded.

- Food Crisis – In 20 years, 40% less food is expected to be produced for 9.3 billion people. Poor soil leads to poor nutritional value. Today's fruits and vegetables already

contain 90% fewer nutrients. 2 billion people suffer from nutritional deficiencies leading to multitude of disease.

- Water Scarcity -- Depleted soils cannot absorb and regulate water flows. Lack of water retention leads to water scarcity, droughts & floods. Organic matter can hold up to 90% of its weight in water and release it slowly over time. This is a big help in drought-prone areas.
- Loss of Bio-Diversity -- Scientists say that around 27000 species of life forms are becoming extinct every year due to loss of habitat. The crisis has reached a point where 80% of the insect biomass has gone. Loss of biodiversity further disrupts the soil habitat and prevents soil regeneration.
- Climate Change -- Carbon stored in soil is 3x that in living plants, and 2x that in the atmosphere, which means soil is crucial for carbon sequestration. If the world's soils are not revitalized, they could release 850 billion tons of carbon dioxide into the atmosphere contributing to climate change. This is more than all of humanity's emissions in the last 30 years combined.
- Loss of Livelihood -- Thousands of farmers are committing suicide due to depletion in soil. 74% of the poor are directly affected by land degradation globally. It is estimated that soil extinction is costing the world up to US\$ 10.6 trillion every year.
- Conflict and Migration -- Population growth, and food and water scarcity could cause over 1 billion to migrate to other regions and countries by 2050. Land issues have played a significant role in over 90% of major wars and conflicts in Africa since 1990. From the French Revolution to the Arab Spring, high food prices have been cited as a factor behind mass protest movements.

### The Solution

- BRING BACK AT LEAST 3-6% ORGANIC CONTENT IN THE SOIL -- By bringing the land under shade from vegetation & enriching the soil through plant litter and animal waste.
- THREE-PRONGED STRATEGY TO REVITALIZE AGRICULTURAL SOIL -- Presented by Sadhguru at UNCCD COP 15
- Incentivize farmers to increase organic matter.
- Make carbon credits accessible to farmers.
- Preferential marketing for produce from soil with higher organic matter.

### The Plan

- Soil health needs supportive policies in every nation.
- Policies need people's support
- People's support needs awareness

### Why policies matter?

If we act now, this crisis can be effectively reversed across the globe through policies that are created to safeguard soil health. Isolated individual actions are no longer sufficient to turn this around. To ensure soil health, collective participation of all citizens is needed, which can only be ensured by adopting the necessary policies in every nation of the world.

### The Action

Take the message to 4 Billion people, 60% of the world's electorate.

### Journey Taken

- 100-day Motorcycle Journey, from the United Kingdom to India. 27 Countries, 30,000 km.
  - Journey Video -- <https://youtu.be/6pPlyLHhMc?si=XFdQDe5Fem6CxyeG>
  - Journey Highlights -- <https://consciousplanet.org/en/save-soil/events>

### The Impact<sup>17</sup>

- 4 billion people reached
- 81 nations are in the process of framing soil policies.
- 691 events and interviews by Sadhguru
- 8970 media stories
- 50 iconic locations lit up for Save Soil
- 1150 corporates supported Save Soil
- 3 million children wrote to their national leaders
- 50 North American cities proclaim March 21 as “Save Soil Day”
- 1000+ sustainable soil management solutions catalogued, covering 193 nations

### Supporting Organizations



## Findings

- **Positive Impact on Reputation** -- Implementing corporate social responsibility initiatives can enhance a company's reputation, leading to increased brand loyalty and positive public perception.
- **Cost Savings through Efficiency** -- Companies often find that implementing sustainability measures can lead to cost savings through improved efficiency in operations, such as reducing energy consumption.
- **Access to Capital** -- Investors are increasingly considering a company's CSR practices when making investment decisions. Companies with strong CSR performance may find it easier to access capital and secure favorable financing terms. Isha Foundation is a NGO, completely run by volunteers.
- **Long-Term Sustainable Growth** -- Companies that integrate CSR into their business strategies often experience long-term sustainable growth by aligning their goals with societal and environmental needs, thus contributing to the well-being of communities and ecosystems.
- **Collaboration and Partnerships** -- Collaborating with stakeholders such as NGOs, governments, and other businesses can amplify the impact of CSR initiatives and create shared value for all parties involved. In this case, many organizations have sponsored and collaborated with Isha Foundation, helping them to initiate various campaigns.

## Conclusion

In conclusion, corporate social responsibility (CSR) has evolved from a mere philanthropic endeavor to an integral aspect of business strategy for companies worldwide. The findings suggest that CSR initiatives can yield numerous benefits for businesses, including enhanced reputation, increased consumer loyalty, cost savings, access to capital, and long-term sustainable growth.

As consumers, investors, and regulators continue to prioritize ethical and sustainable business practices, the importance of CSR will only grow. Companies that proactively embrace CSR not only fulfill their moral obligations to society and the environment but also position themselves for long-term success in a rapidly changing business landscape.

Therefore, integrating CSR into core business operations is essential for companies aiming to create shared value for stakeholders while contributing to the well-being of communities and ecosystems

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- <sup>13</sup><https://consciousplanet.org/rally-for-rivers/experts/>
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- <sup>15</sup><https://consciousplanet.org/en/cauvery-calling>
- <sup>16</sup><https://consciousplanet.org/en/save-soil>
- <sup>17</sup><https://consciousplanet.org/save-soil/assets/index/impact-report.pdf>