

TRANSFORMING LIVES

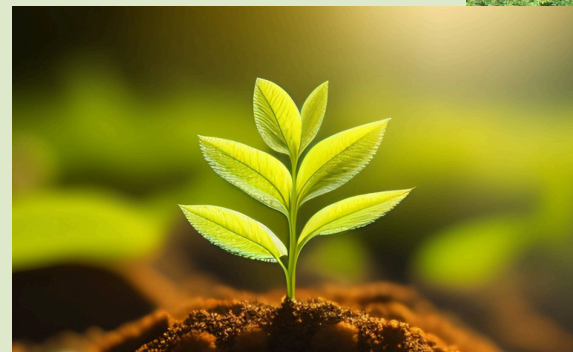


Focus - Afforestation/Environment

Sowing Hope: The Art of Living's Solution-Oriented Afforestation Journey

In the relentless face of pollution and the alarming decline of our natural resources, The Art of Living community, driven by the visionary ideals of Gurudev Sri Sri Ravi Shankar, has embarked on a transformative journey with a series of impactful projects to combat environmental crises.

During a recent interview at the COP28 UN Climate Conference in Dubai in December 2023, Gurudev Sri Sri Ravi Shankar emphasised the importance of environmental mindfulness. His clear-sighted guidance includes promoting the planting of region-appropriate trees that demand minimal groundwater, a significant step toward sustainable conservation. For city dwellers, Gurudev Sri Sri Ravi Shankar suggested engaging in terrace gardening and creating small gardens on balconies.



The Delicate Balance

The delicate balance between humans and the environment relies on the essential components of water and forests. Unfortunately, the global forest supply has dwindled by 32%, and urban pollution is on the rise, leading to the deterioration of water sources. In response to these challenges, The Art of Living has undertaken a global tree plantation initiative over the past two decades. The primary objectives include reviving arid water bodies, mitigating carbon dioxide (CO₂) levels, enhancing soil quality for the regeneration of vanishing forests, and combating desertification. (cont. on pg. 2,3, & 4)

We need to protect the environment - this is our first and foremost duty as citizens of this world. If we take care of the environment, it will take care of us and bring us health, prosperity and happiness.

- Gurudev

Mission Green Earth: Nurturing the Roots of Change

To combat the pervasive environmental decline, The Art of Living initiated a large-scale project named 'Mission Green Earth' with the aim of inspiring individuals to engage in tree planting. In collaboration with the United Nations Millennium Campaign (UNMC) and the United Nations Environment Program (UNEP), this effort led to the successful planting of 8.12 crore trees worldwide.

Significant initiatives encompass the planting of 1 lakh trees in Ladakh, contributing over 7,00,000 trees for river revitalisation, and planting 90,000+ trees around recharge structures for water conservation. Afforestation efforts target areas with decreasing tree numbers, transforming disappearing forests into thriving ones. These activities extend to barren and semi-fertile lands, emphasising region-specific planting of medicinal, fruit bearing trees and also trees that can survive harsh conditions.

The 90% tree survival rate owes its success to three crucial principles: utilising drip irrigation in tree planting, excavating deep trenches for protection in forest areas, and daily monitoring of vulnerable locations to prevent unforeseen accidents.

Mission Green Earth stands out as one of the most significant endeavours against global warming, highlighting the collective impact of people taking action.



The 'Mission Green Earth' initiative - motivating people to take an active role in preserving the environment.

The Preservation of the Sundarbans is Just One of Several Case Studies

To combat land erosion in the Sundarbans (May 2022), The Art of Living launched a project to plant Vetiver, Mangroves, and Citronella. These efforts protect the ecosystem and provide income for locals. With over 2,40,000 Vetiver and 60,000 mangrove saplings planted, the initiative impacts 44 villages and 1.75 lakh people. Collaboration with Swapnapuron NGO, the West Bengal Forest Department, and the Border Security Force was key to its success.

Another Narrative is the Custard Apple Tree Plantation Initiative in Maharashtra

The Art of Living and the Maharashtra government collaborated on a significant custard apple tree plantation initiative in Satara and Latur, Maharashtra.

1,00,000 plants sourced as seeds (desi) and nurtured in a local nursery were strategically planted on hills belonging to the government in Satara. This programme is aimed at water conservation and soil erosion prevention. Additionally 40,000 high quality seeds and grafted saplings were planted in fields across Latur. The objective of this exercise was income generation for local farmers - with a projected annual income of 1 to 1.5 lakh.

The Art of Living and the Maharashtra government launched a custard apple plantation project in Satara and Latur. In Satara, 1,00,000 plants sourced as seeds (desi) were planted on government hills for water conservation and soil erosion prevention. Additionally, 40,000 high-quality seeds and grafted saplings were planted in Latur.

The objective of this exercise was to boost farmers' income, projected at 1 to 1.5 lakh annually.



Accord Spurs Corporate Interest in Tree Planting

A seven-year agreement between the Maharashtra Government, The Art of Living, and the Hariyali Foundation spans 33 acres dedicated to tree planting. So far, 14,500 trees from 80 species have been planted, supported by 3 check dams and 18 low dams. Drip irrigation ensures efficient water use and soil erosion prevention, achieving a 90% tree survival rate. The project's success has attracted corporate interest, with Crisil volunteering to enhance its impact.

Ecological Diversity in Action: Exploring Varied Forestry Practices

- Community-Engaged Forestry
- Integrated Agriculture and Forestry
- City Greening Initiatives
- Lush Forest Plantation/Miawalki
- Wetland and River Basin Plantations

Strategies for Sustainable Impact

Identifying Stakeholders: Knowing the stakeholders and planting trees accordingly.

Protective Measures: Digging deep trenches to protect the area from animals.

Sustainable Maintenance: Regular monitoring for sustainable maintenance of tree plantations.

The Art of Living is collaborating with



Safexpress Pvt. Ltd, Gurgaon, on the Healing Forest Walkway initiative.



The CSR wing of the State Bank of India on the Aranya Mission for a Green Earth.



Ashirvad by Aliaxis joined hands with The Art of Living for various environment conservation initiatives.



Atlas Copco-Fodder Groves at the College of Veterinary & Animal Sciences in Udgir.



Notably, a Tripartite agreement has been signed between the SBI Foundation, Maharashtra Forest Dept (MFD), and The Art of Living.



Quick Statistics and Beneficiaries

- 9,12,00,000+ Trees planted
- 96,00,000+ Trees planted under Mission Green Earth

I Testimonial

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Mission Green Earth is truly the most inspirational movement that the country has ever seen. A people's movement that worked its way up from the grassroots level, influencing the common man and the leader alike. Hundreds of volunteers all over the country worked in institutions, organisations and communities to spread the message of a Green Earth to a country with the largest carbon footprint in the world. The campaign was endorsed by UNEP, UNDP, and International Humanitarian City. It was also supported by Dubai Municipality, Abu Dhabi Municipality, Sharjah Municipality and Dubai Electricity and Water Department. This is a new beginning for a Greener UAE.

Rugmani Prabhakar / Vanya Vora, UAE

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The plantation sites that have been created in Nagzari and Takali villages shall be very beneficial for the environment and local atmosphere. Moreover, our kids can eat the native varieties of fruits grown in these plantations.

Sriram Pawar, Sarpanch, Nagzari, Maharashtra

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Empowering Sustainability: Ashirvad by Aliaxis Joins Hands with The Art of Living to Plant 1,250 Fruit-Bearing Trees

As part of their CSR initiative, a passionate team of over 200 employees from Ashirvad by Aliaxis joined hands to plant more than 1,250 fruit-bearing trees, enriching the green landscape around The Art of Living International Centre. This meaningful contribution aligns with The Art of Living's global environmental mission, which has led to the successful plantation of over 812 million trees worldwide, significantly boosting efforts towards a greener, more sustainable planet.

Committed to an ongoing mission of tree plantation, The Art of Living invites everyone to join in creating a movement during this phase of the Art of Living, contributing to the gift of greenery for the future.

The Earth is once again being embraced by the renaissance of tree plantation, and collective efforts are essential for fostering a greener planet.



Ashirvad Team at The Art of Living International Center for the tree plantation drive. They planted more than 1,250 trees.

Unlocking Agricultural Potential through Multilayer Farming

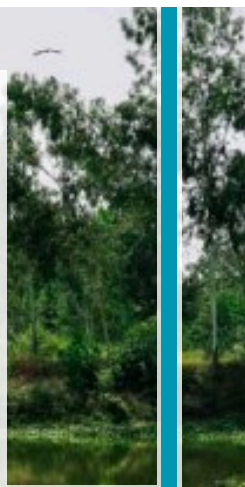
The Art of Living has pioneered a groundbreaking approach to farming known as multilayer farming, aimed at maximising yields within limited land space. This innovative model, implemented at The Art of Living International Center in Bengaluru, demonstrates how five acres' worth of produce can be cultivated within just one acre. Unlike traditional mixed cropping methods that divide land and limit yield potential, multilayer farming involves growing multiple crops in distinct layers simultaneously. For instance, underground turmeric is complemented by leafy greens like methi or fenugreek at ground level, while crops such as karela (bitter gourd) and tendli (ivy gourd) thrive at varying heights above.

This strategic arrangement not only optimises space utilisation but also creates a natural canopy, shielding delicate crops from harsh sunlight and reducing the need for expensive pest control measures. Additionally, the model incorporates sustainable farming practices, including the use of natural fertilisers like Jeevamrut and vermicompost, as well as eco-friendly insecticides such as Neemastra, Agniastra, and Brahmastra. By providing comprehensive training in natural farming techniques, The Art of Living empowers farmers to achieve higher yields with minimal investment, ensuring long-term profitability and environmental stewardship.



River rejuvenation in Uttar Pradesh- Kosi River

To revive the Kosi river and its tributaries, we conducted a thorough investigation of the situation, analysing surface and water levels, and reasons for the inefficiency of existing structures. We devised an innovative solution, the Subsurface Dyke, to convert floodwater and post-monsoon base flow into groundwater. After constructing the subsurface dyke on the Kosi river in U.P. and recharge shafts in ponds, groundwater status in 2 blocks improved significantly. Chamraua progressed from 'critical' to 'semi-critical', and Saidnagar improved from 'semi-critical' to 'safe', as per the Central Ground Water Board's 2022 report.



Youth Benefit with Multi-Skill Training Initiatives in Jharkhand

Electrician, Tailoring and Computer Skill Centres in Jharkhand.

New skill centres opened at Sri Sri Vidya Mandir High School, Kudri, Khunti campus on May 13, 2023, aim to empower youth with vocational skills. Esteemed dignitaries, including VVKI Chairman Shri Prasana Prabhu and Shri Mahesh Poddar, Ex. MP Rajya Sabha, attended. Skill development is crucial for rural youth, offering pathways to employment and fostering self-reliance.

A Stitch Towards Economic Independence:

The Impact of Tailoring Training for Women.

The Tailoring Skill Center, inaugurated on May 13, 2023, with the support of Shri Ummed Mal Jain, Chairman of Vedika Credit Capital Ltd., acknowledges the vital role of women in society. Equipped with tailoring machines, it empowers women to achieve economic independence and respect while managing familial responsibilities. The centre trains groups of 20 or more women and girls in tailoring theory and practical skills, aiming to produce commercially viable apparel and improve the local economy and community's quality of life.



Bridging the Digital Divide with a Computer Training Centre.

In addition to the electrician and tailoring centres, a Computer Skill Training Center was inaugurated in Jharkhand with MECON's support. MECON personnel, including Shri Sanjit Dash, Shri Vikash Thakur, and Shri Yashraj Kumar Sinha, were instrumental in curriculum development, faculty training, and monitoring. MECON will also conduct exams and issue certificates, benefiting students greatly. This centre will enhance digital literacy, improving employability and creating career opportunities.

Enriching Tribal Communities in Jharkhand & Chhattisgarh through CoE

The Art of Living, in collaboration with the Ministry of Tribal Affairs (MoTA), is dedicated to the welfare and upliftment of tribal communities. Significant strides have been made through the Center of Excellence (COE) established in Jharkhand and Chhattisgarh. Training sessions for Panchayati Raj Institution (PRI) members have been conducted to enhance governance awareness, focusing on Tribal Acts, Rules, and accessibility to welfare schemes. Moreover, ST youths have been equipped with leadership skills to serve as youth leaders, fostering community engagement and social responsibility.



Empowering tribal communities by providing leadership training, and improving access to welfare schemes

The Art of Living, in collaboration with the Ministry of Tribal Affairs (MoTA), is dedicated to the welfare and upliftment of tribal communities. This comprehensive initiative aims to cultivate informed tribal leaders who actively advocate for their community's well-being and ensure that tribal families in their districts are well informed about government schemes.



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My son is a 3rd standard student at The Art of Living Free School (Sri Sri Vidya Mandir). When he spoke to me about the school's tailoring unit, I saw it as a wonderful opportunity to contribute to my family's income. Now, I proudly work in the unit, stitching uniforms for the children. I am deeply grateful to Gurudev Sri Sri Ravi Shankar Ji for bringing hope into our lives.

Kavita Gope, Ghatshila, Tailoring Training

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44,000+ Women Write a Story of Hope and Resilience

Harnessing the Strength of Women in Tamil Nadu

Members of The Art of Living Water Conservation Projects team witnessed the struggles faced by women in the Naganadhi river basin and decided to empower them as agents of change. Through capacity building activities including yoga, pranayama, and meditation sessions, these women were equipped with self confidence and stress management tools, fostering a newfound sense of confidence and unity within the community.

Transformation and Empowerment

The women embraced their newfound strength and embarked on the monumental task of rejuvenating the Naganadhi river. With unwavering determination, they inspired others to join their cause, igniting a ripple effect of positive change throughout the region.

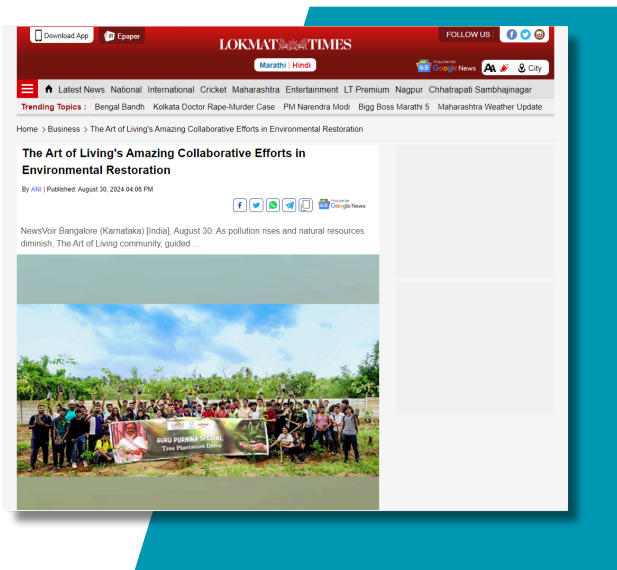
Achieving the Impossible

Through their collective efforts and perseverance, these empowered women achieved what seemed impossible: the restoration of the once-depleted Naganadhi river flowing perennially since 2022. Their journey stands as a testament to the power of community-driven initiatives and the resilience of the human spirit.



Through their unwavering efforts, these empowered women accomplished the seemingly impossible: restoring the Naganadhi River.





Transforming Landscapes: The Art of Living's Inspiring Collaborative Efforts in Environmental Restoration.

आदिवासी समुदायों का सशक्तिकरण: सतत विकास की ओर अग्रसर एक यात्रा

Prasana Prabhu, Chairman, The Art of Living Social Projects joined Ahmed Al-Mubaraq, Hon. Minister of Youth & Sports @ International Youth Day in Iraq. Focus was on youth's role in peace & climate action; with discussions on digital security, environmental leadership & green tech.



Prasana Prabhu, Chairman, The Art of Living Social Projects engages with Iraq's Youth at IDY Conference.

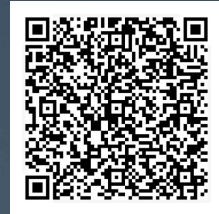
Dharma Sthambha Yojana

Gurudev Sri Sri Ravi Shankar's vision of a stress-free society is the founding vision behind The Art of Living and its sister organisations.

Gurudev's vision translates into action in two important ways: powerful personal development courses at the individual level and various large-scale social transformation projects at the community level. These projects go a long way in empowering our people and country in a sustainable manner.



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Dharma Sthambha Yojana (DSY) connects social service projects with socially conscious individuals to drive positive change. It transforms financial contributions into catalysts for uplifting individuals and society, supporting initiatives like Water Conservation, Education, Women Empowerment, Skill Training, and more to ensure national sustainability.