

# Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in State of Rajasthan (ProOrganic-II)

## A Communique-III



**P**roOrganic project was initiated in November, 2013 to promote organic consumption in the State of Rajasthan. The objective of the project was to create demand among consumers for organic products and sensitise farmers for shifting towards organic farming and advocacy on issues related to organic farming. The project was concluded in March, 2017, with major activities getting accomplished in a span of three years like Awareness Generation Campaigns, Organic Fairs, Farmer's Training and Exposure Visits, Consultations apart from research components in the project area.

The project had a deep impact as a remarkable increase in the area of organic farming was observed in the State. In addition, there was also a hike in demand for organic products by the consumers. Looking at the success of Phase-I, the Swedish Society for Nature Conservation (SSNC) further agreed to extend its support for another four years to implement phase-II of the project entitled, 'Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan (ProOrganic-II)' from April 01, 2017 to March 31, 2021 at 192 *gram panchayats* (in 10 selected districts of Rajasthan). One of the basic ideas of the project is promoting sustainable consumption and production, which are important aspects of sustainable regime. This is largely consistent with the environmental and social factors and education and empowerment of consumers.

'ProOrganic-II' project mainly focuses on the aspect of sustainable food and farming, and to formulate an agenda to achieve the same. This will be acquired through promoting organic production of farm products on one hand, and promoting organic consumption, on the other. Consequently, this will also lead to sustainable development in Agriculture and Environmental sector, as a whole. The target group of the project comprises entire population of the selected 10 districts namely: Jaipur, Dausa, Chittorgarh, Pratapgarh, Bhilwara, Udaipur, Kota, Sawai Madhopur, Jhalawar, Jhodhpur; 96 blocks; and selected 192 *gram panchayats* of the districts covered of Rajasthan.

*Details about the project can be accessed at: <http://www.cuts-international.org/CART/ProOrganic-II/index.htm>*

## Accomplishments

### Partners' Orientation Meetings

Orientation meetings for the partners was organised to discuss the work plan and the objectives of the new project entitled, 'Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan' at Jaipur on April 26, 2017 and May 01, 2017 for nine District partners and eight block-level partners (covering all the 15 blocks of Jaipur district) respectively. In addition, the meeting was also to discuss the way forward to initiate the activities with work plan.

*Details can be accessed at: [http://www.cuts-international.org/CART/ProOrganic-II/pdf/Partner\\_Orientation\\_Meeting\\_%20April\\_26\\_2017.pdf](http://www.cuts-international.org/CART/ProOrganic-II/pdf/Partner_Orientation_Meeting_%20April_26_2017.pdf)*

*[http://www.cuts-international.org/CART/ProOrganic-II/pdf/Partner\\_Orientation\\_Meeting\\_May\\_01\\_2017.pdf](http://www.cuts-international.org/CART/ProOrganic-II/pdf/Partner_Orientation_Meeting_May_01_2017.pdf)*



## Phase-II of 'ProOrganic-II' Takes Off

To inform all concerned stakeholders about the project activities, objectives and their possible role for its successful implementation the 'ProOrganic-II' project was launched on June 22, 2017 at Hotel Radisson Green, Jaipur. Prabhu Lal Saini, Minister for Agriculture of Government of Rajasthan; Rao Rajendra Singh, Deputy Speaker of Vidhansabha; Vikas Sitarmji Bhale, Commissioner Agriculture of Government of Rajasthan, were present in the inaugural session. There were dignitaries in the technical session as well. The meeting was witnessed by more than 80 participants.

Details can be accessed at: [http://www.cuts-international.org/CART/ProOrganic-II/pdf/ProOrganic-II\\_Project\\_Launch\\_Event\\_Report\\_22June2017.pdf](http://www.cuts-international.org/CART/ProOrganic-II/pdf/ProOrganic-II_Project_Launch_Event_Report_22June2017.pdf)



## ProOrganic Voice Reaching at the Grassroots



### Village Level Awareness Campaign

To bring forward the whole movement down the line village level awareness campaigns have been an important activity, which were initiated in July 2017, and completed in January 2018. There were 192 village level awareness programme in all covering 192 *gram panchayats* in 10 districts. The purpose was to make consumers and farmers aware of organic products and to influence their buying/farming habits. Various modes to create awareness were organised. For example, street plays; showing a movie on organic farming and local cultural programmes; fixing, displaying posters; and distributing hand-outs. Besides, other local and traditional activities like *Chaupal Baithaks* (village meetings) and puppet shows, etc. were also organised.

## A Message to Urban Population

### Green Action Week

With the rationale of influencing consumer behaviour in favour of organic food, various activities in the form of kitchen gardening, cottage meetings, street plays, signature campaign and Stakeholder Consultation took place in various parts of Jaipur.

CUTS collaborated with several Civil Society Organisations (CSOs), consumer groups, producer groups, policymakers and media to lead towards enhanced availability, affordability and consumption of organic food products, while observing Green Action Week. This is an annual civil society campaign being organised in 29 countries with involvement of 53 CSOs. Moreover, the Green Action Week Campaign 2017– Safer, more Sustainable Food for All" aimed to facilitate awareness generation among the consumers of Jaipur – capital city of Rajasthan about organic food, specifically vegetables and fruits that would encourage consumers to shift towards sustainable pattern of consumption. The campaign was targeted at women and youth amongst the consumers. CUTS has succeeded in developing 100 kitchen gardens in Jaipur along with motivating several people, especially women and children who will lead the movement of change.



Details can be accessed at:

[http://www.cuts-international.org/CART/Green\\_Action\\_Week\\_2017-Organic\\_Food\\_and\\_Farming\\_for\\_All.htm](http://www.cuts-international.org/CART/Green_Action_Week_2017-Organic_Food_and_Farming_for_All.htm)

# Message of Organic Farming Goes Wider

## Green Action Week – India Campaign

The objective of this is to strengthen consumers by way of vibrant role of CSOs for raising awareness on environment and other areas of consumption, and promote and contribute to sustainable patterns of consumption amongst consumers, policymakers and other key stakeholders. Total 11 states namely Maharashtra, Bihar, Uttar Pradesh, Uttarakhand, Andhra Pradesh, Assam, Chattisgarh, Madhya Pradesh, Kerala, Orissa and Tripura were covered under the campaign, and the activities were successfully conducted with the help of 12 State partners.

Details can be accessed at: [http://www.cuts-international.org/CART/pdf/Narrative\\_Report\\_GAW\\_India2017.pdf](http://www.cuts-international.org/CART/pdf/Narrative_Report_GAW_India2017.pdf)



## Follow up on Human Rights Based Approach



As part of incorporating Human Rights-based Approach (HRBA) into CUTS management and programmes, SSNC has initiated an assessment of CUTS in the year 2015. The assessment was concluded with a workshop on HRBA for CUTS Staff and its partners. Hence, CUTS as part of its 'ProOrganic' project (Extension Phase) had organised a follow-up workshop on HRBA

to development programming in the bridging year i.e. 2016-2017.

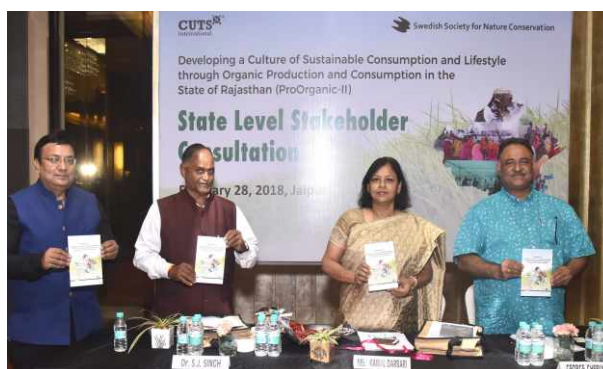
These workshops were organised keeping into three consideration the challenges faced by development professionals in the realm of gender equity and empowerment. Hence, in continuation, the workshop held on December 08, 2017 was a follow-up of earlier workshops held on Human Rights-based Approach. Since other organisations also had expressed interest in the workshop, it was decided to organise another workshop and invite other similar Civil Society Organisations (CSOs) and partner organisations to this workshop participating in the previous held National Workshop.

Details can be accessed at: [http://www.cuts-international.org/CART/ProOrganic-II/pdf/Follow\\_Up\\_Workshop\\_On\\_Human\\_Rights\\_Based\\_Approach\\_December\\_08\\_2017.pdf](http://www.cuts-international.org/CART/ProOrganic-II/pdf/Follow_Up_Workshop_On_Human_Rights_Based_Approach_December_08_2017.pdf)

## Stakeholders' Consultation and Stock Taking

Before embarking on the decisive stage of a project, it is quite apt to discuss the boons and banes of the activities done at the previous stage, so that the most efficient route to achieve the targets in an optimum way can be identified. The State Level Stakeholder Consultation was held at the completion of one year of the 'ProOrganic-II' on February 28, 2018 at Jaipur. The consultation was also aimed to showcase the key findings of the baseline survey, which was conducted during the said year. The event comprised two sessions, the inaugural session and the technical session. Neelkamal Darbari, Additional Chief Secretary, Agriculture was the Chief Guest. Total 81 participants comprising of 34 districts and block partners including their farmers; 29 other NGOs; five media persons and rest resource persons and team attended the event.

The Monograph of Baseline Survey was also released during the event.



Details can be accessed at:

[http://www.cuts-international.org/CART/ProOrganic-II/pdf/ProOrganic-Baseline\\_Survey\\_Monograph.pdf](http://www.cuts-international.org/CART/ProOrganic-II/pdf/ProOrganic-Baseline_Survey_Monograph.pdf)  
[http://www.cuts-international.org/CART/ProOrganic-II/pdf/Report-State\\_Level\\_Stakeholders\\_Consultation\\_Feb28-2018.pdf](http://www.cuts-international.org/CART/ProOrganic-II/pdf/Report-State_Level_Stakeholders_Consultation_Feb28-2018.pdf)

## Unplanned Activities/Initiatives

### SSNC Think Tank Group on 'Sustainable Consumption'

George Cheriyan attended the meeting of SSNC Think Tank Group on 'Sustainable Consumption' in Brighton on June 26, 2017. From June 27-29, He attended the international conference on 'Sustainable Lifestyles, Livelihoods and the Circular Economy' at the University of Sussex jointly organised by Institute of Development Studies (IDS) and the Science Policy Research Unit (SPRU). On June 30, He attended the continued meeting of Think Tank Group held at the office of Consumers International (CI) in London.



### Consultation Meeting on 'Science, Technology and Innovations in Agriculture'

Rajdeep Pareek attended meeting on Consultation on "Science, Technology and Innovations in Agriculture" on September 01, 2017 in Malviya National Institute of Technology. Chief Guest of the programme was Mohan Bhagwat, Minister of State of Agriculture, Government of India. Many scientists actively participated in the meeting.

### Meeting on 'Inclusive, Secure and Sustainable Agriculture in Rajasthan'

A meeting to discuss different integrated farming systems which can be implemented in rain fed areas of Rajasthan was organised by Vagdhara organisation at Hotel Arya Niwas. Rajdeep Pareek attended the meeting on September 03-04, 2017 and provided views on put such integrated farming systems to the Department of Agriculture to explore the possibilities to work with non-government organisations (NGOs).



### Workshop on 'Organic Farming and Animal Husbandry'

A two-day workshop on 'Organic Farming and Animal Husbandry' in Bikaner in collaboration with RAJUVAS (Rajasthan University of Veterinary and Animal Science, Bikaner), was organised on December 05-06, 2017. Currently, Bikaner district is not among the ten targeted districts.

Deepak Saxena and Rajdeep Pareek Assistant Director and Programme Officer of CUTS CART respectively attended the programme, and delivered sessions in the training. The event provided an exposure to the farmers of 'ProOrganic' districts. For the first time, a subject of organic farming has been clubbed with veterinary and animal science, which proved to be very useful to the participants. Total 102 participants from 10 districts of 'ProOrganic-II' project attended the workshop.

### Annual Organic Lunch

George Cheriyan attended the 'Annual Organic Lunch' organised by M R Morarka-GDC Rural Research Foundation on December 17, 2017 in Jaipur under the auspices of 'Morarka Organic'.

### Prakratik Khadyaan Mela

Prakritik Khadyaan Mela (Traditional Foodgrains Fair) was organised by Jamnalal Kaniram Bajaj Trust in Sikar on December 29, 2017. Total 50 stalls of organic products were displayed by farmers. Rajdeep Pareek visited the fair. They are introducing Zero Budget Natural farming by Shri Subhash Palekar in Sikar. More than 200 farmers have adopted this technique.

## Forest Food Festival

Deepak Saxena and Dharmendra Chaturvedi from CUTS CART attended a 'Forest Food Festival' jointly organised by Nature Club of Rajasthan and Department of Forest and Environment on January 28, 2018 at Vishwa Vaniki Udhyan in Jaipur

## Two Days' Farmers Training

Rajdeep Pareek and Dharmendra Chaturvedi attended A two-day Farmers' training on February 08-09, 2018 on Organic Farming in the capacity of Subject Trainer. The objective of training was to get acquaintance with the knowledge and technologies of organic farming with farmers. The programme was facilitated by Sree Ram Sansthan, in Ajmer, and was organised by Naval Singh and Bhanwar Singh – progressive farmers at Nawal Organic Farm, Jharana of Jaipur.

## Exposure Visit to Kitchen Garden

George Cheriyan, Director, CUTS along with his team members visited Oreaan Greens, a famous kitchen garden – developed by Neeta Upadhyay on February 09, 2018 in Jaipur. They observed and learned various techniques of organic farming, bonsai, etc.

## Project Team's Visit to Nawalgarh

Project Team's Visit to Nawalgarh Shekhawati Festival, which is organised annually in Nawalgarh (Jhunjhunu). George Cheriyan along with the project team visited the festival and interacted with farmers, organic producers and consumers to witness organic culture being adopted in the region. The team also visited Kan Singh Ki Dhani', which is an alternate home for living on February 17, 2018.



## Exposure Visit to Banswara and Dungarpur

There are multiple farmers, who are either practicing organic farming or have recently switched to organic production in Rajasthan. George Cheriyan, Rajdeep Pareek and Akanksha Chaudhary from CUTS CART along with Madan Lal Keer from CUTS centre for Human Development (CHD), Chittorgarh made exposure visits to many of these farmers in five districts (Bhilwara, Chittorgarh, Pratapgarh, Banswara and Dungarpur) of south-western Rajasthan on March 21-23, 2018. In Bhilwara, Chittorgarh, Pratapgarh and Banswara the team visited different organic farmlands whereas in Dungarpur, they interacted with officials of the Department of Agriculture to know the status and progress of 'Organic Dungarpur' which is declared as first Organic District of Rajasthan.

## Exposure Visit to Community Seed Banks in Uttarakhand

Community Seed Banks in Tehri Garhwal are considered an example for its preservation of seed genomes and efficient working. Rajdeep Pareek and Dharmendra Chaturvedi visited there on March 27-28, 2018 and met with Vijay Jardhari, who is a famous seed saver, environmentalist and the founder of 'Beej Bachao Andolan'.

Jardhari has collected different varieties of rajma, paddy and other minor millets as part of his research work. The team also visited two community seed banks in Quanli and Khalpali villages operated by village women group and supported by Mount Valley Development Association. They are using traditional methods to store the seeds and providing the same to others for use. Besides, this women group is also running a self-sustained dairy.



## Project Outputs

The project has been successful to bring all stakeholders on a common platform, to discuss issues related to organic consumption and farming. Related government officials, experts, organisations (consumers and farmers) working on issue are actively participating in the project events. In addition, more requests are being received to involve them in the project that has been successful in creating a positive environment in favour of organic farming and consumption. There is adequate support from government officials and they are invited as resource persons in all activities from time to time. The project activities were covered by local print and electronic media.

## Baseline Survey

The purpose of the baseline survey was to collect evidences about organic realities of organic consumption and production. The baseline survey revealed that nearly 86 percent consumers in the state are well aware of organic consumption and 91 percent farmers are aware of the adverse effects of the chemical farming. The survey was conducted amongst 1795 consumers and 644 farmers of 192 gram panchayats of selected 10 districts of Rajasthan. Details can be accessed at:

[http://www.cuts-international.org/CART/ProOrganic-11/pdf/Baseline\\_survey\\_Report-2017.pdf](http://www.cuts-international.org/CART/ProOrganic-11/pdf/Baseline_survey_Report-2017.pdf)

## Project in Media



**Fertiliser consumption in India up 25-fold since mid-sixties**  
By PTI | Published: 12th October 2017 07:32 PM |  
Last Updated: 12th October 2017 08:12 PM | A+ A- |



**Only 19% farmers practicing organic farming in Rthan: Survey**  
February 28, 2018  
UPDATED 23:00 IST

**Jaipur, Feb 28 (PTI)** Just 19 per cent farmers are practicing organic farming in Rajasthan even as 91 per cent were aware of the ill-effects of chemical farming, a survey has revealed.  
The fact came to the fore in a baseline survey conducted by CUTS International among 1,795 consumers, 644 farmers of 192 gram panchayats of 10 districts. As much as 86 per cent consumers in the state are well aware about organic consumption, the survey stated.  
Getting back to the Indian traditional organic farming is in the interest of the coming generations and is the (Agriculture) Neelkamal Darb

### जैविक खेती की दी जानकारी

दोसा @ प्रिंका. राजस्थान में प्रो. अर्जुन सिंह परियोजना के तहत अनुसंधान ग्राम विकास समिति दोसा एवं कटस इन्टरनेशनल के संयुक्त तत्वावधान में सोमवार को जैविक कृषि जागरूकता मिशन आयोजित किया गया। इसमें उपस्थित व्यक्तियों के माध्यम से जैविक खेती के नुकसान के बारे में जानकारी दी गई। साथ ही सरकार द्वारा जैविक खेती को प्रोत्साहित करने के लिए दी गई जानकारी के बारे में भी

**किशनॉं को जैविक खेती की ओर लौटना आवश्यक : प्रभुलाल सैनी**



जयपुर। "भारत देश को 1960 से पूर्व जैविक खेती के मायने में पूरी दुनिया में पहचान दी। इसके बाद से हरित क्रांति के दौर में खाद्यान्न को पुर्ण रूप से रासायनिक खेती को बढ़ावा दिया गया जिससे कि खाद्यान्न के उत्पादन को बढ़ावा जा सका। फिर से जैविक खेती को बढ़ावा देना आवश्यक है।"

**किशन गार्डन डेवलप करने के लिए 'ग्रीन एक्शन वीक' का आयोजन**



**कुंदपुर एवं कमाल में जागरूकता कार्यक्रम रासायनिक खेती से रीते जल के भंडार, किसान पारंपरिक खेती अपनाएं : विजय**



**राजस्थान जैविक खेती की ओर अग्रसर : आयुक्त कृषि**



**जैविक उत्पादों का उपयोग समय की जरूरत: डॉ. मेघवाला**

जयपुर। "राजस्थान में जैविक खेती को बढ़ावा देने के लिए जागरूकता कार्यक्रम आयोजित किया गया। इस कार्यक्रम में डॉ. मेघवाला ने कहा कि जैविक खेती को बढ़ावा देने के लिए हमें सरकार के साथ मिलकर काम करना चाहिए।"

**नवाचार | किसानों को मिलेगी जैविक खेती का ट्रेनिंग, बंजर जमीन की उर्वरता सुधारने की कवायद**

**16 पंचायत समितियों के किसान करेंगे रसायनमुक्त खेती**

**जैविक खेती आज के समय की आवश्यकता: गुप्ता**

**महिलाओं ने ली जैविक खेती की जानकारी**



**जैविक खेती के प्रति जागरूक करने गांव-गांव अभियान**

**ओर्गेनिक फूड पर कार्यशाला आयोजित**

**जयपुर। सत्यचिंत पुष्पानंद सामाजिक विकास संस्था के माध्यम से बुधवार को अशोक पुरा में, 100 महिलाओं के साथ एक ओर्गेनिक फूड के उपयोग कार्यशाला आयोजित**

**जैविक खेती में जागरूकता बढ़ाने के लिए सेमिनार आयोजित**

**कटस सेंटर फॉर कंज्यूमर एक्शन रिसर्च एंड ट्रेनिंग जयपुर द्वारा आयोजित कार्यशाला में खेराबाद पंचायत समिति के कुकड़ा खुर्द एवं मोड़क में ग्राम स्तरीय जागरूकता कार्यशाला आयोजित की गई। विद्यार्थि परियोजना अधिकारी धर्मन चतुर्वेदी ने कहा कि किसानों में जैविक खेती**

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