

**Annual Project Report**  
**Submitted to Swedish Society for Nature Conservation (SSNC)**

**Year 2015****General Information****1. Reporting organisation**

|   |  |
|---|--|
| Name of organisation                                      |  |
| Consumer Unity & Trust Society (CUTS International)       |  |
| Name of legal representative                              | Visiting address   |
| George Cheriyan   | D-217, Bhaskar Marg, Bani Park, Jaipur - 302016                            |
| Postal Address  | Web-address  |
| D-217, Bhaskar Marg, Bani Park, Jaipur - 302016           | <a href="http://www.cuts-international.org">www.cuts-international.org</a> |
| Telephone and fax   | E-mail   |
| 91.141.2282 062, 2282 823/2282 482<br>Fax:91.141.4015 395 | <a href="mailto:cart@cuts.org">cart@cuts.org</a>                           |

**2. Contact persons**

| Name and position | Telephone & cell phone                                | E-mail      |
|-------------------|---|-------------|
| George Cheriyan   | 91.141.2282 062, 2282 823/2282 482<br>91.141.4015 395 | gc@cuts.org |

**3. Title/name of the project, activities implemented during DDMMYY-DDMMYY**

|   |
|---|
| Title: Pilot Project to Promote Organic Consumption in the State of Rajasthan<br>Duration: 01/01/ 2015 to 31/10/ 2015 |
|---|

**4. Date, place and signatures**

|                                 |                           |
|---------------------------------|---------------------------|
| 30 <sup>th</sup> November, 2015 |                           |
| Jaipur, India                   | George Cheriyan, Director |

**The Annual Report includes:****Mandatory:**

|   |     |
|---|-----|
| General information                                 |     |
| Narrative report                                    | Yes |
| Financial report                                    | Yes |
| Financial Statement                                 | Yes |
| Audit report, including management letter           | Yes |
| List of implemented activities and outputs          | Yes |
| List of publications                                | Yes |
| Documents listed under Article 7.2 in the agreement | No  |

**Optional:**

|   |     |
|---|-----|
| Results matrix                              | Yes |
| Action-plan from system audits, evaluations | No  |

“This document has been produced with the financial contribution by Swedish Public Development Co-operation Aid through the Swedish Society for Nature Conservation, SSNC. The views herein shall not necessarily be taken to reflect the official opinion of SSNC or its donors.”

## Annual Report

### Part A: Narrative report

#### 1. Executive Summary

##### Give a brief overview of the project; its scope, objective, achievements and challenges.

The promotion of organic consumption is directly related to environment in many ways. It will drastically reduce use of pesticides and chemical in production, which is one of the major causes of environmental degradation along with unfit for human health. The chemical in food products adversely affects reproduction capabilities in women and girls. Moreover Indian societies being largely patriarchal women need are not in first priority, so they are more prone to chemical contaminations in food. So the adoption of organic consumption will benefit women and girl the most. Given our concern on sustainable consumption, it was observed that increasing use of chemicals in food items/farming is causing human and environmental hazards in the state of Rajasthan. Cost involved on recovering from chemical contaminated foods by consumers as well as the farmers is becoming a matter of global concern. Simultaneously, insects and diseases have become chemical prone resulting into an increase in the expenditure for curing farm and human health.

Therefore, to eliminate the adverse effect of toxic usage in farming for providing safe and sustainable food to consumers, CUTS in collaboration with Swedish Society for Nature Conservation (SSNC), Sweden, is implementing a two year Project "Pilot Project to Promote Organic Consumption in State of Rajasthan (ProOrganic)" in targeted six districts of Rajasthan, shown as shaded in the map given above. The project duration is 24 months striating from November 2013 till October 2015.

During the project duration implemented project activities helped to aware and informed consumers and farmers about organic consumption and farming; better policies and enforcement thereof by sensitised policy makers in the State. This will boost organic farming and consumption in the State and in the long run will provide sustainable environment and lifestyle. In ten months span, project has been able to bring in the different stakeholders at project platform and sensitise them to work collectively for promoting and protecting consumers and farmers. The stakeholders are NGOs working on the organic consumption issues, officials of line departments, farmers, agricultural researchers and various other link departments. (<http://cuts-international.org/cart/ProOrganic/index.html> )



#### Project Partners

| S.N. | District | Local Partner Organisations  |
|------|----------|--|
| 1.   | Dausa    | Hanuman Gram Vikas Samiti<br>A-4, Pratap Nagar, Somnath Nagar, Dausa-303303<br>Phone: +91.9413235328; E-Mail: <a href="mailto:hgvs.dausa@gmail.com">hgvs.dausa@gmail.com</a><br>URL : <a href="http://www.hgvs.co.in/">http://www.hgvs.co.in/</a>                        |
| 2    | Kota     | Ram Krishan Shikshan Sansthan<br>Near Chansi Kirana Store, Rangpur Road, Ward No. 42,<br>Bhadana Post Bhimganj Mandi, Tehsil: Ladpura, Kota-324 002<br>Mob No. +91.982963448, +91.9782245757<br><a href="mailto:yudhisterchansi@gmail.com">yudhisterchansi@gmail.com</a> |

|   |                            |  |
|---|----------------------------|--|
| 3 | Jaipur                     | CUTS Centre for Consumer Action, Research & Training (CUTS CART)<br>277, Sindhi Colony, Bhaskar Marg, Bani Park, Jaipur India<br>Ph:91.141.5133259,2282823/2282482<br>Fax:91.141.4015395; Email: <a href="mailto:cart@cuts.org">cart@cuts.org</a><br>Web: <a href="http://www.cuts-international.org/cart">www.cuts-international.org/cart</a> |
| 4 | Udaipur                    | Prayatna Samiti,<br>26-27, Mahaveer Colony, Behind Choudhary Complex,<br>Bedla Road, Udaipur-313 011<br>Mobile: +91.9649178668; Email: <a href="mailto:prayatnaudr@gmail.com">prayatnaudr@gmail.com</a>  |
| 5 | Chittorgarh and Pratapgarh | CUTS Centre for Human Development (CUTS-CHD)<br>Rawala, Village-Senthi, Chittorgarh-312 001<br>Phone: +91.1472.235472, 241472/Fax:+91.1472.241472<br>Email: <a href="mailto:dy@cuts.org">dy@cuts.org</a> ; <a href="mailto:chd@cuts.org">chd@cuts.org</a> ; <a href="mailto:mk@cuts.org">mk@cuts.org</a>                                       |

## 2. Internal Organisational Changes

In the given period, , from the negative angle, there has not been any changes within organisational level, which could put any adverse impact on the project implementation and the team dedicated for the project implementation is rigorously putting all its efforts to ensure a successful implementation of all the project activities. Organisation also perceives changes in its strategies, operational methods, and policies in order to provide a strong support to the project.

## 3. Developments and Challenges in the Context Affecting the Project Implementation

During the entire reporting of ten months, project team has successfully implemented the activities as per the time line and there were no such major challenge, which really had affected the project implementation but definitely, improper and in-efficient marketing and pricing pattern of organic products have been a major hurdle before consumers and farmers both, before they could really thing to switch over. This aspect need to be taken up in the next phase as an advocacy issue at the highest level.

## 4. Results during the Period

### a. What results have been achieved in relation to the planned project objective? Please include both expected and/or unexpected results.

In the prescribed period, the following activities got concluded:

1. Village Level Awareness Campaign
2. District Level Consultations
3. End line Survey
4. Green Action Week (GAW)
5. Partners' Feedback Meeting
6. State Level Advocacy cum Dissemination Meeting
7. Advocacy

#### 4.1 Activity and its Objective: Village Level Awareness Campaign

Village level awareness campaigns was another important activity, which got started in August 2014 but got completed in January 2015 and thus has been reportd again in the given reporting period. This campaign was done in selected two gram panchayats in each block of the districts. These villages (gram panchayats) are the same, where the survey was conducted in the initial period of the project.

The objective of organising these awareness camps was to bring forward the whole movement down the line through these awareness camps. As proposed, there was one awareness camp in each of selected gram panchayats to make consumers and farmers aware of organic products and to influence their buying/farming habits. There were different modes, through which the efforts were made to create awareness i.e. by way of organising street plays and other local means of cultural activities, fixing and displaying posters and distributing handouts etc., other local and traditional ways like Chaupal Baithaks (village meeting) or any other cultural modes like puppet shows etc.

The details of all the six districts are as below:

| S.N. | District     | G P A Programmes Conducted |
|------|--------------|----------------------------|
| 1.   | Jaipur       | 26                         |
| 2.   | Dausa        | 12                         |
| 3.   | Udaipur      | 22                         |
| 4.   | Pratapgarh   | 10                         |
| 5.   | Chittorgarh  | 22                         |
| 6.   | Kota         | 10                         |
|      | <b>Total</b> | <b>102</b>                 |

### Outcome

All the village level awareness campaign were conducted successfully within the stipulated timeline. The activity was conducted at village (gram panchayats), hence participants of the activity were the farmers, village level traders, students and elected representative. Directly, involved people in agricultural activities and consumers had also participated. Participants from earlier conducted activity i.e. district level farmer orientations were also involved in the awareness campaign along with local officials and experts. Around 50 participants on an average participated in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs etc. Media too played a vital role for wider outreach. The campaign duration was from August 2014 to January 2015 and all the 102 programmes as decided were conducted within the stipulated time frame. Since the topic to some farmers and consumers was new, so there was a zeal felt among the farmers, which showed their willingness to shift the mode.

*For more information related to village level awareness campaigns:* <http://cuts-international.org/cart/ProOrganic/pdf/Activity Report-Village Level Awareness Camps.pdf>

## 4.2 Activity and its Objective: District Level Consultations

### Objectives

During the start of the project, a survey was conducted in six districts under the action research component of the project with an objective to gauge the level of awareness among consumers and farmers on organic consumption and awareness. Thus, the objective of conducting these consultations in all six districts was to discuss the preliminary findings of this action research and to receive the inputs to be used in finalising and preparing the research report and the advocacy document as proposed in the project. The aim of the meeting was also to formulate the strategies for future with farmers so as to come out with much more focused work on the issue in future.

### The Methodology

The methodology of these consultations was focused on the presentation of these findings of the research survey followed with discussions and sharing of information on the project issues in order to invigorate the practice of organic farming in the territory. In the consultations, a project brief and the activities done so far were also showcased in order to let

those participants get acquainted, who had not attended earlier activities under the project. CUTS team along with other stakeholders did discuss about organic farming and its ground realities, which portrayed organic consumption and production in the six districts.

### **The Participants**

The participants of this one day event were all relevant stakeholders including common consumers, farmers and youth groups, SHGs, local CSOs, experts, concerned govt. officials etc. and most importantly, atleast two-four participants of each village targeted under the research action and have been part of village meetings as well, which enabled representation of all the targeted villages. Thus total participants targeted were around 50 on and average in each consultation.

### **List of district level consultation meetings**

| <b>Sr. No</b> | <b>District</b> | <b>Date</b>                  | <b>No. Of Participants</b> |
|---------------|-----------------|------------------------------|----------------------------|
| 1             | Dausa           | 27 <sup>th</sup> March, 2015 | 52                         |
| 2             | Pratapgarh      | 8 <sup>th</sup> April, 2015  | 50                         |
| 3             | Udaipur         | 15 <sup>th</sup> April, 2015 | 57                         |
| 4             | Chittorgarh     | 6 <sup>th</sup> May, 2015    | 55                         |
| 5             | Kota            | 14 <sup>th</sup> May, 2015   | 57                         |
| 6             | Jaipur          | 29 <sup>th</sup> May, 2015   | 55                         |

### ***Key suggestions emerges from District level consultation meetings***

Despite all positive efforts, less than 3% of farmers are engaged in organic farming in Rajasthan. There is lack of awareness among farmers and consumers as well about Organic Certification, Mix Farming, On Farm Trials, Intercropping, Simplification of Certification Process, Availability of Better Quality of Local Seeds, Adoption of Integrated Pest Management Techniques, Training on Organic Inputs Preparations, Food Processing, Awareness Creation of Government on-going schemes to Promote Organic Farming, Creation of Better Market Linkages emerged as key suggestions to Promote Organic Consumption and Production in the State.

***For more information related to district level consultation meetings:*** [http://cuts-international.org/cart/ProOrganic/pdf/Synthesis\\_Report-District\\_Level\\_Consultation.pdf](http://cuts-international.org/cart/ProOrganic/pdf/Synthesis_Report-District_Level_Consultation.pdf)

### **4.3 Activity and its Objective: End line Survey**

#### **Background**

To gauge the envisaged changes at the ground level on the realities of organic consumption and production in the targeted districts of state of Rajasthan after a thorough exercise of conducting number of activities over a period of two years, CUTS conducted an assessment study under the project. This being one of the key activity of the project.

#### **Coverage**

A total of 3122 samples of stakeholders' feedback were collected from 102 gram panchayats of 6 selected districts of Rajasthan. Conscious efforts were made to target the stakeholders, who responded in the baseline and took part in project activities. Special focus was made on gender perspective under the research in sampling and analysis. Out of the total samples, 1605 were farmer respondents, while 1517 consumers were interviewed. Approximately 40 percent respondents out of the total sample were women. Qualitative research was used to collect the responses of: 1) Policy makers / concerned govt. agencies, 2) Subject experts and 3)

Organizations / institutes working on organic farming and consumption issues in the state of Rajasthan.

### **Methodology**

The model adopted for this assessment included the finding of answers to three pertinent questions related to organic-farming:

- i. **Awareness levels:** To assess the existing awareness level on the benefits of organic products among stakeholders, i.e., farmers and consumers
- ii. **Current scenario of organic farming in the selected districts:** To assess stakeholders' involved in organic farming through Integrated Disbursement and Information System (IDIS).
- iii. **Relevance and feasibility:** To adopt capacity building, sensitisation and advocacy methods with stakeholders.

The above methodology came into action through a group of people forming the team of surveyors, which were initially given a thorough training at Jaipur and then field testing was conducting before moving to actual field along with project team members in the nearby villages of Jaipur district.

### **Outcome**

Economic status has been captured through type of ration card and other documents like Below Poverty Line (BPL) card or on door marking or as per status claimed by the respondents. Accordingly, the respondents were classified into Above Poverty Line (APL) and Below Poverty Line (BPL). It is observed that as mentioned on ration card 88.1 percent of respondents in Jaipur were of above poverty line whereas 68.2 percent of respondents in Udaipur were of below poverty. Udaipur district 93.8 percent of respondents have reported to use both (organic and chemical farming), whereas in Pratapgarh district 51.5 percent of respondents have reported for doing chemical base agriculture. It is a very important finding that most of the farmers (except in Pratapgarh district) are using a good proportion organic inputs or organic along with chemical inputs.

About 46.6 percent for more profit, 87.1 percent for good health and 72.5 percent for good for soil were the perception of respondent. Among the farmers respondent 70.2 percent responded that they are getting help from NGOs while only 10.4 percent farmers are getting motivation form agricultural departments for adopting organic farming. NGOs motivational force is highest in Kota district i.e., 89.4 percent. About 46.2 percent of total farmers are consuming their organic produce on their own, while 42.2 percent of total farmers are self-consuming as well as selling. Out of the farmers doing organic farming, there are only 11.6 percent farmers who sold their whole organic produce. Only 13.8 percent of the farmers had availed support in form of subsidy and other inputs. Farmer respondents received support for promoting organic farming mainly from NGOs (54.6 percent) and NABARD (20.9 percent), although some of the farmers received support from State Government (17.7 percent) and Horticulture Mission (6.7 percent) as well.

High level of awareness has been observed among respondents on ill effects of consuming fruits / vegetable grown through use of inorganic fertilizer, pesticides and other in farming. Source of information which made the consumers aware of the organic products, most of the respondents (close to 80%) credited this to the NGO working in their area on this issue.

The most popular perceptions were organic products having more nutritious value (50.7 percent) and are good for health (45.6 percent). About 39.6 percent consumers feel that organic products are easily available in the market. About 49.5 percent consumers are satisfied with the quality of organic products purchased while about 46.2 percent are somewhat satisfied. About 74.7 percent was the total farmer's participation in the project. Among the total farmer respondents' project participation was found to be maximum in Pratapgarh district (93.2 percent) followed by Dausa (86.3 percent). Activity wise farmer's highest participation in the

project was at Gram Panchyat level meetings though at this level maximum number of meetings was conducted. Activity wise consumer's highest participation in the project was at Gram Panchyat level meetings though at this level maximum number of meetings was conducted.

Talking about the impact created by the project interventions it has come out that due to project about 35.5 percent of farmers have increased their land size under organic farming. About 25 percent farmers have started doing only organic cultivation and 24 percent farmers have started organic farming as backyard farming or kitchen gardening.

During the project duration, effects on consumer's food habits have been changed. It is noted that about 48 percent of consumer's started buying organic products, 23 percent consumers increased products quantity and 20.4 percent consumers increased frequency of buying organic products while 8.5 percent consumers started buying new products.

There are a number of agencies including KVK, Agriculture Department, National Horticulture Mission, National Seed Certification Agency and various national and international organizations including NGOs working towards promotion of organic farming.

### **Hurdles**

Most of the farmers feel that in adoption of organic farming, converting the entire field to organic farm and a long process of 3 years for doing organic farming are the major hurdles for adopting organic farming. In some of the districts unavailability of organic products was also found to be one of the hurdles in adopting organic farming.

### **Suggestions**

Spreading awareness among farmers was the most popular suggestion provided by farmer respondents to promote organic production. Other prominent suggestions were spreading awareness among community and provision of assistance by the government.

Multiple responses were received to the question that what should be done to increase consumption of organic products. Most prominent strategies suggested by consumers are spreading farmers'/ producer's awareness and consumer awareness. Although other factors such as cost reduction and certification related issues are also considerable for increasing organic consumption.

***For more information related to End line Survey:*** [http://cuts-international.org/cart/ProOrganic/pdf/Research\\_Report\\_2015.pdf](http://cuts-international.org/cart/ProOrganic/pdf/Research_Report_2015.pdf)

### **4.4 Green Action Week**

Thus, in continuation with the last year campaigning, GAW 2015 aims to accelerate Consumer awareness on the need of incorporating organic farm products in their daily consumption pattern.

The proposed project is to enhance the consumption of organic vegetables and fruits by generating an increased demand of the same amongst the consumers of Jaipur city of Rajasthan. The project will cover 10 new localities in the urban area of Jaipur and a study to gauge the willingness to buy and consume organic farm products among the urban consumers of Jaipur.

### **Objectives**

- To generate awareness among consumers about organic food, specifically vegetable and fruits, that would encourage consumers to shift towards organic food products and sustainable consumption.
- To promote consumers' demand for organic food.

- To foster policy and practice for promoting the use of organic food products thereby contributing towards sustainable pattern of consumption.

## **Outcome**

### ***Survey Result***

A small survey of 150 samples was conducted. The objective was to gauge about the awareness, accessibility and the willingness to pay for organic food among the urban consumers of Jaipur. The male-female ratio of the sample was 69.3%:30.6%. The age group ranged from 18 years to 55 years and beyond. Through the survey, it came out that 30 per cent consumers of the sample size are not aware about the concept of organic food. Whereas 40 per cent of consumers said they are unable to buy organic food because of its unavailability in the market. Another 64 per cent says that they would prefer buying organic product if it is not very expensive. While, 28.6 per cent of peoples shared that NGOs are playing important role for disseminating importance of organic products.

### ***Cottage Meetings***

In order to sensitise and create awareness among the consumers on incorporating organic food in their consumption pattern, ten meetings were organised in different localities of Jaipur city. These awareness-generations cum sensitisation meetings were held in schools, colleges, various community halls and residential areas.

### ***Street Plays***

In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of organic products, ten street plays were organised at various market places of Jaipur. Through these street plays, the actors depicted the importance of consuming and producing organic fruits and vegetables.

### ***Signature Campaign***

With an aim to create such awareness that will translate into ownership that pressurises the government to act in favour of organic agriculture, a signature campaign along-with sensitisation meetings and street plays was organised at various places within the city.

### ***Stakeholders' Consultation***

A State-level Stakeholder Consultation on the theme "Organic food and farming for all" was organised on September 30, 2015 at Hotel Jaipur Palace, Jaipur. The aim of the consultation was to advocate for a shift in policy towards organic consumption and production. More than 70 representatives from civil society/consumer organisations, farmers' group, media and government departments participated in the consultation. The consultation generated a good public participation and was able to secure a good coverage in the Media as well.

### ***IEC (Information, Education and Communication)***

Varied posters and leaflets highlighting the benefits of producing and consuming organic vegetables were prepared and used during the various awareness campaign activities.

### ***Key Observations***

- **Awareness:** The awareness of consumers regarding organic food has definitely risen. Though a small part of the consumer group is still unaware about the concept of organic food and farming.
- **Affordability:** A major deterring fact against consumption of organic products is their exceptionally high market rate. Even though some people are aware of the health benefits of organic food, yet they feel that these products are unaffordable.



- **Accessibility:** Another major observation which came out during the campaign is the unavailability and inaccessibility of organic products in the common market places. There are only some retail stores in the city which only stocks some organic cereals and grains and other organic products having a greater shelf life. There is no easily identifiable place in the market where one could get organic vegetables and fruits.

### **Recommendations**

- An on-going awareness programme on the health benefits of organic products that would promote a shift towards organic consumption and production
- Mass awareness programmes with the farming community as well as with the consumers
- Government policies in favour of organic food and farming

### **For more information related to green action week activities report:**

[http://www.cuts-international.org/CART/ProOrganic/IEC\\_Material.htm](http://www.cuts-international.org/CART/ProOrganic/IEC_Material.htm)

### **4.5 Activity and its Objective: Partners' Feedback Meeting**

The purpose of the partner's feedback meeting held on Tuesday, October 27, 2015 was to present, discuss and evaluate the end line results along with disseminating and discussing the future project activities for the year 2016. Therefore, the meeting was focused on to formulate the strategies for future with all the stakeholders so as to come out with much more focused work on the issue in future. The event also witnessed the showcasing of key findings emerged out from the research study done, under the project as one of the major activity and provided a platform to all project partners to discuss these findings, which portrayed the ground realities of organic consumption and production in the six districts of Rajasthan.

George Cheriyan, Director, CUTS, in his introductory remarks shared aims and objectives of the project. He also shared the some of the major project findings like lack of availability and affordability of consumers to purchase organic products. On the other hand, farmers are aware of *deshi* (pure) vegetables and growing these with organic pattern for their own consumption. He said SSNC has extended the project for the year 2016 and also proposed to extent it up to 2020.

In his presentation Mr George focused on human right based approach (HRBA) includes poverty perspective (food security, quality of life improved through adopting organic farming), environmental perspective (soil fertility and use of poisonous substances) and gender perspective (negative impacts on women due to environmental problem). Further, question was raised that how project helped to the women and how project is contributed to the society?

Deepak Saxena, Senior Programme Coordinator, CUTS briefly introduced all the participants about the day's programme schedule. Ram Kumar Jha, Policy Analyst, CUTS has presented end line survey result of ProOrganic Project.

### **Outcome**

The event witnessed the showcasing of key findings emerged out from the research study done, under the project as one of the major activity and provided a platform to all the stakeholders to discuss these findings, which portrayed the ground realities of organic consumption and production in the six districts of Rajasthan. Among participants, officials from the State Government, consumer activists, scientists from research institutes, NGO (Non-government Organisations) representative and large number of progressive farmers were part of the programme, who all had shared their experience and willingness to move for organic mode.

**Feedback of partners on future activities**

Partners actively participated and discussed on future activities. The key points emerged out are:

- For organic fair
- Collaboration with Krishi Vigyan Kendra (KVK)
- Distribution of organic fertilizers and other input material in the fair with the help of partners was suggested.

*For more information related to partner's feedback meeting:* <http://www.cuts-international.org/CART/ProOrganic/pdf/Event Report Partners Feedback Meeting-ProOrganic.pdf>

**4.6 Activity and its Objective: State Level Advocacy cum Dissemination Meeting**

The purpose of the State Level Advocacy cum Dissemination Meeting held on 28th October, 2015 was to present, discuss and evaluate the activities conducted during the second year of the project in terms of both output and outcome. The aim of the meeting was to present end line survey results and formulates the strategies for future with all the stakeholders so as to come out with much more focused work on the issue in future. This event was considered as a platform to all the stakeholders to discuss these findings, which portrayed the ground realities of organic consumption and production in the six districts of Rajasthan.

**Outcome**

This constant and continued advocacy throughout the reporting period has resulted in building relations with all the stakeholders and there has been a strong feeling about CUTS presence in the organic farming area.

*For more information related to State Level Advocacy cum Dissemination Meeting:* <http://www.cuts-international.org/CART/ProOrganic/pdf/Event Report State Level Advocacy cum Dissemination Meeting-ProOrganic.pdf>

**4.7 Advocacy**

During the year, project team also advocated for policy framing in the state to support promotion of organic farming. For making advocacy effective project met with policy makers in the following organisations: Department of Agriculture, Government of Rajasthan; National Institute of Agricultural Marketing, Jaipur. The major objectives of the advocacy are to increase Agricultural production and income of farmers/farm labours, to promote sustainable use of Natural Resources such as Land and Water, to promote Soil Health Management and Integrated Nutrient Management, Promote Organic Farming, to reduce cost of cultivation and strive for holistic development of farmer.

Project team also met with agriculture minister of Rajasthan Shri Prabhu Lal Saini and shared present situation of organic farming in the selected districts of Rajasthan. On the basis of end line report finding project team urged for making better policy framework for promoting organic farming in the state.

**b. What expected results did you not achieve? Why? Has this affected the future project?**

There is nothing as such, which we could term it as unsuccessful and as anticipated, all the activities, whether in the form of research or some workshop or some village level meeting or an exposure visit or an outreach through literature and other publications were completed well

and within time frame. Not only that, these were able to extract out the result to betterment and wider dissemination of the issue and its importance. The activities also provided to the team, a platform through advocacy to come closer and interact with stakeholders associated with organic agriculture.

### **C. Please attach a list over implemented activities and outputs.**

#### **C.1 SSNC President Visit (January 15, 2015)**

Johanna Sandahl, new President of Swedish Society for Nature Conservation (SSNC), visited CUTS on January 15, 2015. ProOrganic project team accompanied her to *Krishi Vigyan Kendra*, Chomu campus to get an insight of the organic farming practices and interact with the farmers. The visit was followed by a meeting with CUTS Consumer Action Research and Training (CART) staff. Amarjeet Singh, Project Coordinator made a presentation about SSNC supported interventions.

#### **Outcome**

The purpose of the meeting was to strengthen the mutual cooperation and to analyse the ground realities of the implementation of projects. The main objective of the visit was to access the effectiveness of interventions, outcomes, achievements and the progress of the projects and the roadblocks faced.

#### **C.2 Study Tour (January 18-21, 2015)**

On invitation from SSNC, George Cheriyan, director visited Stockholm (Sweden) from January 18-21, for various meeting at SSNC, SIDA & ICLD and for speaking in a mini Seminar at SSNC.

George Cheriyan also visited SIDA office and met with Elisabet Montgomery (Advisor Market Development, Support Unit for Asia and MENA) and Ms. Esse Nilsson (Sr. Programme Manager, Regional Water Programmes, Unit for MENA) and had discussion about possible collaboration. He also met with Maria Larsson & Christer Akesson (Training Manager) from ICLD and discussed about the continued collaboration with ICLD.

#### **Outcome**

Besides meeting several officials in SSNC and SIDA office for discussing future strategies etc, George as the main speaker made a presentation on '*Organic gaining ground in India – how strategic interaction between consumers, producers and authorities creates change*' in Mini Seminar at SSNC and met with the members of 'Shop & Act Green' local network and addressed them.

#### **C.3 Strategy Planning Meeting (October 6-8, 2015)**

George Cheriyan visited Stockholm for the Strategy Planning Meeting held on October 6-8, 2015.

#### **Outcome**

The strategy meeting was an important part of the strategic planning of SSNC for the Global Program 2017-2020. The global cooperation of SSNC is in the present phase 2013-2015, is defined by thematic areas with their respective prioritized areas and goals. The thematic areas are agriculture, chemicals, climate, marine ecosystems and fisheries and forest. Sustainable consumption has been a cross-cutting issue and it has been decided to include as a new thematic area. The purpose of the meeting was to map the most important environmental issues during the coming 4-5 years with around twenty representatives from SSNC partner organisations and define prioritized areas and strategic issues for the SSNC global programme, define goals for the prioritized areas within the global program and to identify issues for joint campaigns.

#### C.4 Global Green Action Week Partners' Meeting in Brasilia (November, 15-21, 2015)

George Cheriyan visited Brasilia, Brazil to attend three back to back events as below:

- Global Green Action Week Partners' Meeting in Brasilia, Brazil from November 15-17, 2015

George Cheriyan, Director, CUTS International participated in the Global Green Action Week Partners' Meeting in Brasilia during November 15-17, 2015. The purposes of the meeting was mainly four: Evaluation of GAW so far, thematic development of organic food production and marketing, make a joint contribution to the development of future campaign organization and to make a joint contribution to thematic approach to GAW in future. The workshop started with a field visit to the rural Brazil and interaction with groups, involved in organic farming and women's groups involved in preparation of organic food. Two days were mainly for presentations and discussions on tackling different aspects of the four purposes. Sara & Eva from SSNC facilitated the meeting and about 10 representatives from various partners attended the meeting. George made 2 presentations and actively participated in the discussions and group activities.

- Consumer International World Congress in Brasilia, Brazil from November 18-20, 2015
- Consumer International General Assembly in Brasilia, Brazil on November 21, 2015

#### d. If you use a results matrix, please attach it!

The results/outcomes of the activities are mentioned along with details of the activity and we are not using separate result matrix yet for activities.

#### 5. How has the project contributed to and/or taken into account

|                                    |   |
|------------------------------------|---|
| a. Gender Equality?                | As per organisation's policy and also as laid down in project's priorities, efforts have been made throughout the project activities about gender participation in the stipulated time frame right from the starting activity i.e., research till the last activity of 2015 i.e., State Level Advocacy cum Dissemination Meeting. As a result of these efforts, there has been an extraordinary participation at many places, which has been reported in the activity report. |
| b. Democracy and Human Rights?     | As has been committed earlier also, every human has right to safe and sustainable environment and food. This project aims to contribute towards that.   |
| c. Strengthening of Civil Society? | Throughout the project activities, civil society organisations have been taken into loop for the purpose of not only their participation but also making them aware and building their capacities to enhance their knowledge on organic farming. At some places, organisations already involved into this have been associating as expert groups and thus contributing towards achieving the endeavour.   |
| d. Poverty Reduction?              | As has been earmarked earlier, this project focuses on poor and marginalized section of consumers and farmers, for whom organic consumption and farming is not an option but a necessity. For poor, it is the only way for healthy living unlike the rich, who can afford the luxury  |

|                  |   |
|------------------|---|
|                  | of even healthy living despite inorganic chemical intoxicated food products. Besides, poor farmers, who can afford to buy costly chemical manures are taught to go for much economical traditional manures, which will ultimately contribute towards organic farming as well. |
| e. HIV and Aids? | This is not relevant for the project point of view as the project areas are not HIV affected. However we believe in non-discrimination based on HIV/AIDS or any such ground.  |

## 5. Risk analysis and management

During ten months of the reporting time, no major risk as such was either felt or visible.

## 6. List of publications or other material (Enclosed)

**IEC Material:** Four types of pamphlets were published in Hindi on various agriculture system used during organic farming like wormi compost, herbal spray, pit composte, cow dung manure and many other things, which a famer can use with the most economic ways for cultivating an organic farm. Besides, organisations and its district partners have also been instrumental in showing film documentaories prepared by other producers but worth and beneficial to be shown to participants in almost all the activities.

Can be seen at: [http://cuts-international.org/cart/ProOrganic/IEC\\_Material.htm](http://cuts-international.org/cart/ProOrganic/IEC_Material.htm)





## GREEN ACTION WEEK - 2015 Organic Food and Farming for All

### Why you should look for the India Organic mark



This mark certifies that products conform to the National Standards for Organic Products established in 2000, ensuring that the product or the raw materials used were grown through organic farming without the use of chemical fertilizers, pesticides or induced hormones. The certification is issued by testing centres accredited by the Agriculture and Processed Food Products Export Development Authority (APEDA) under the National Programme for Organic Production of the government of India.

Other Organic certifiers





Co-funded by the Government of India

## GREEN ACTION WEEK - 2015 Organic Food and Farming for All









### We do not inherit the Earth from our Ancestors; we borrow it from our Children - Anonymous




Co-funded by the Government of India

## Promoting Organic Consumption An Assessment of Six Districts in Rajasthan





## Promoting Organic Consumption in Rajasthan

### A Communique

#### Accomplishments

**Partners' Orientation**

The orientation for district project partners under the project was held on December 23, 2013. Eight representatives from partner organizations and the project team attended the orientation. Dr. Ram Sharma, Professor, SOU University, Jaipur, and Hari Mohan Gupta, CEO, Society for Organic Agriculture Movement, Jaipur, attended as external resource persons and presented various aspects of organic farming. The formal agreements with each of the district partners was also signed at the occasion.



**Project Launch**

"Today's modern agriculture system and techniques have been continuously harming and adversely affecting human health and now the time has come to move backward to adopt organic farming culture in the country," said Jij Manman, Chief General Manager, Rajasthan Regional Office, National Bank for Agricultural and Rural Development. He was launching the project to commission National Consumer Day. He emphasized on the need to move towards sustainable agriculture and use natural resources, by adopting organic farming.



**Orientation and Exposure Visits**

Six District Level Orientation and Exposure Visits for farmer groups were conducted during April-June 2014 for motivating them to reduce chemical uses in farming and advocate organic farming. A total of 652 male and 100 female farmers participated in the event. During exposure visits, local organic farming sites were visited, which were managed by local agriculture farmers. Farmers provided their experiences in adopting organic farming and results in terms of monetary benefits, assets, quality and quantity of production and health aspects.





CUTS Center for Consumer Action, Research & Training (CART), 3rd Floor, Sector 10, IIT, Jaipur-302015, India. Email: info@cuts.org

Co-funded by the Government of India

## 7. Other comments

With a purpose to disseminate the project activities and also as a mean of transparency, a project webpage was developed as [www.cuts-international.org/cart/proorganic](http://www.cuts-international.org/cart/proorganic). It is being updated regularly and all project related information, news and reports are uploaded on the project webpage.

### Annual report

#### Part B: Financial report **(Enclosed)**

1. Please attach the Financial Statement in excel format in accordance with the Annex 2 of the agreement with column headings of a) budget, b) cost, c) balance/variation signed by an authorized person.
2. Budget deviations shall be explained.
3. The Financial Statement shall be supplemented by an audit, see agreement.
4. Fill in the table below:

|  |                |
|--|----------------|
| Amount of funding received from SSNC in foreign currency | SEK 335604     |
| Amount of funding by SSNC in national currency           | INR 2507378.37 |
| Currency in the financial report                         | INR            |
| Balance from previous reporting period                   | INR (99859.78) |
| Cost during the period                                   | 3199108.89     |
| Balance by the end of the period                         | 238604.11      |