

# End Line Survey Report 2021

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## **ProOrganic-II**

Developing a Culture of Sustainable Consumption and  
Lifestyle through Organic Production and  
Consumption in the State of Rajasthan

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# End Line Survey Report 2021

## ProOrganic II

**Developing a Culture of Sustainable Consumption and Lifestyle  
in the state of Rajasthan, India with a Special Focus on  
Organic Consumption and Production**

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## Table of Contents

<b>List of Abbreviations .....</b>	<b>4</b>
<b>List of Charts .....</b>	<b>5</b>
<b>List of Tables .....</b>	<b>8</b>
<b>List of Maps .....</b>	<b>9</b>
<b>Executive Summary .....</b>	<b>10</b>
<b>Chapter 1: Introduction .....</b>	<b>14</b>
<b>Chapter 2: Findings: Quantitative Survey for Consumers .....</b>	<b>21</b>
<b>Chapter 3: Findings: Quantitative Survey for Farmers .....</b>	<b>43</b>
<b>Chapter 4: Key Findings of Qualitative Interviews.....</b>	<b>65</b>
<b>Chapter 5: Comparison with Baseline .....</b>	<b>70</b>
<b>Chapter 6: Recommendations .....</b>	<b>72</b>
 <b>Annexures</b>	
<b>Annexure-1: Tables.....</b>	<b>73</b>
<b>Annexure-2 Details of Respondents for qualitative interviews .....</b>	<b>90</b>
<b>Annexure- 3: Interview Schedules.....</b>	<b>93</b>

## List of Abbreviations

CUTS	Consumer Unity and Trust Society
CART	Consumer Action Research and Training
WCD	Women and Child Development
RD	Rural Development Department
SHG	Self Help Group
RRB	Regional Rural Banks
FPO	Farmer Producer Organisation
NGO	Non-Government Organization
INM	Integrated Natural Resource Management
PiD	Partners-In-Development Society
KVK	Krishi Vigyan Kendra
CAZRI	Central Arid Zone Research Institute
NABARD	National Bank for Agriculture and Rural Development
SDG	Sustainable Development Goals
SSNC	Swedish Society for Nature Conservation
RKVY	Rashtriya Krishi Vikas Yojana
PKVY	Paramparagat Krishi Vikas Yojana
NHM	National Horticulture Mission
RSOCA	Rajasthan State Organic Certification Agency
RSSOPCA	Rajasthan State Seed and Organic Products Certification Agency
PGS	Participatory Guarantee System
SIAM	State Institute of Agriculture Management
RACP	Rajasthan Agricultural Competitiveness Project
MPOWER	Mitigating Poverty in Western Rajasthan
MANAGE	National Institute of Agricultural Extension Management
GP	Gram Panchayat
POP	Package of Practice
BPL	Below Poverty Line
PDS	Public Distribution System

## List of Charts

Chart No.	Legend	Page No.
Chart 1	Respondent and gender distribution across districts (frequency)	21
Chart 2	Proportion of female respondents across districts	22
Chart 3	Gender wise distribution of consumer respondents	22
Chart 4	Consumer respondent distribution by Economic Category	23
Chart 5	Respondent distribution by education	23
Chart 6	Respondent distribution by household monthly income	24
Chart 7	Respondent distribution by household monthly expenditure on consumables	24
Chart 8	Decision making for purchase of food products	25
Chart 9	Gender wise awareness on hazards caused by chemical inputs	25
Chart 10	Education wise awareness of consumer respondents on ill effects of chemical inputs	26
Chart 11	Awareness of organic products	26
Chart 12	Source of information on organic products (respondent %)	27
Chart 13	Knowledge of particular organic store (%)	27
Chart 14	Knowledge of standard mark for organic	28
Chart 15	Perception on organic products being better	28
Chart 16	Reason for considering organic products better	29
Chart 17	Have purchased organic product ever	29
Chart 18	Reason for not purchasing organic product (respondent %)	30
Chart 19	Frequency for purchase of organic products (respondent %)	30
Chart 20	Type of organic product purchased	31
Chart 21	Point of purchase for organic products	31
Chart 22	Point of purchase for fruits/vegetables	32
Chart 23	District wise perception on comparison in price of organic products	32
Chart 24	Price comparison of organic products (respondent %)	33
Chart 25	How consumers identify genuine products	33
Chart 26	Ease in finding organic produce	34

Chart 27	Reason for not finding organic product easily in the market	34
Chart 28	Satisfaction with the quality of organic products (respondent %)	35
Chart 29	Suggestions to increase use of organic foods	35
Chart 30	Consumer awareness of ProOrganic project	36
Chart 31	Project involvement of consumers (respondent %)	36
Chart 32	Gender wise involvement of consumers in the project	37
Chart 33	Consumer participation in project activities	37
Chart 34	Is there impact of project on consumption pattern (respondent %)	38
Chart 35	Impact of project on consumption pattern of family	38
Chart 36	How project was beneficial for project	39
Chart 37	Increase in awareness on organic farming & consumption in last 3 years (respondent %)	39
Chart 38	New outlet opening for organic products in last 3 years	40
Chart 39	Purchase of organic products in comparison to 3 years back	40
Chart 40	Increase in number of farmers doing organic farming in last 3 years	40
Chart 41	Response on organic products being more affordable	41
Chart 42	Increase in media coverage of organic farming/products	42
Chart 43	Gender and district wise distribution of farmer respondents	43
Chart 44	Gender wise distribution of farmer respondents	44
Chart 45	Distribution of farmer respondents by economic category	44
Chart 46	Respondent distribution by education	45
Chart 47	Activity status of farmer respondents	45
Chart 48	Respondent distribution by household monthly income (%)	46
Chart 49	Respondent distribution by total cultivated land	46
Chart 50	Labour availability among farmer respondents	47
Chart 51	Farmer awareness on ill effects of chemical inputs	47
Chart 52	Type of farming farmers are engaged	48
Chart 53	Reason for using chemical inputs by farmers (%)	48
Chart 54	Reason for adopting organic farming	49
Chart 55	Source of motivation for organic farming (%)	49
Chart 56	Consumption or selling of organic produce	50
Chart 57	Preparation of organic inputs/manure on field (respondent %)	50
Chart 58	Type of support availed for organic farming	51

Chart 59	Source of support for organic farming (respondent %)	51
Chart 60	Availing certificate for organic farming	52
Chart 61	Whether faced problem in certification (%)	52
Chart 62	Whether farmer faced problem in marketing of organic produce	53
Chart 63	Getting higher price from market for organic produce (farmer %)	53
Chart 64	Reason for not getting higher price from market (respondent %)	54
Chart 65	Type of seeds being used by the farmers	54
Chart 66	Point of purchase for organic seeds (respondent %)	55
Chart 67	Farmer awareness on Community Managed Seed System (respondent %)	55
Chart 68	Availability of Community Managed Seed System in the village (respondent %)	56
Chart 69	Farmer satisfaction with Community Managed Seed System (respondent %)	56
Chart 70	Farmers willing to recommend organic farming to others	57
Chart 71	Barriers in organic farming	57
Chart 72	Farmers willing to adopt organic farming, if support provided	58
Chart 73	Suggestions to promote organic farming (respondent %)	58
Chart 74	Farmer awareness of the project	59
Chart 75	Farmers' involvement in the project (%)	59
Chart 76	Response on project making impact	60
Chart 77	Type of impact on farming pattern	60
Chart 78	Farmer participation in project activities	61
Chart 79	Response on project being beneficial for farmers (respondent %)	61
Chart 80	Type of impact of project on the farmers	62
Chart 81	Change in awareness on organic farming/consumption (respondent %)	62
Chart 82	Change in number of farmers/farming area	63
Chart 83	Increase in demand of organic products	63
Chart 84	Status of change in government support	64

## List of Tables

Table No.	Content	Page No.
Table 1	Respondent and gender distribution across districts	73
Table 2	Respondent distribution by economic category	73
Table 3	Respondent distribution by education	73
Table 4	Respondent distribution by Household Monthly Income	74
Table 5	Respondent distribution by monthly expenditure on	74
Table 6	Decision making on purchase of food items	74
Table 7	Awareness of Ill effects	75
Table 8	Awareness of organic products	75
Table 9	From where got to know about organic products	75
Table 10	Knowledge of any particular store selling organic products	76
Table 11	Knowledge of any standard mark about organic certification	76
Table 12	Perception on organic products being better	76
Table 13	Whether consumer purchased organic products ever	77
Table 14	Reasons for not purchasing organic products	77
Table 15	How often consumers buy organic products	77
Table 16	Which organic products do consumers mostly buy	78
Table 17	Point of purchase for buying organic products	78
Table 18	How do consumers identify genuine organic products	78
Table 19	Do consumers manage to find organic products easily	79
Table 20	Consumer satisfaction with the quality of organic products	79
Table 21	Consumer awareness of ProOrganic project	79
Table 22	Consumer involvement in the project	80
Table 23	Is there impact of project on consumption pattern	80
Table 24	Type of impact of project on consumption pattern of family	80
Table 25	Status of increase in awareness on organic farming & consumption	81
Table 26	Status of new outlet opening for organic products	81
Table 27	Status of more consumers purchasing organic products in comparison to three years back	81
Table 28	Gender wise distribution of farmer respondents	82
Table 29	Farmer respondent distribution by economic category	82

Table 30	Farmer respondent distribution by educational status	82
Table 31	Activity status of farmer respondents	83
Table 32	Distribution of farmer respondents by monthly household income	83
Table 33	Farmer awareness on ill effects of chemical inputs	83
Table 34	Type of farming farmers are engaged	84
Table 35	Response on the reasons for using chemical inputs	84
Table 36	Source of motivation for organic farming	84
Table 37	Whether farmers sell organic produce or use for own	85
Table 38	Whether farmers prepare organic inputs on their own	85
Table 39	Whether farmers availed support for organic farming	85
Table 40	From where farmers availed support for organic farming	86
Table 41	Farmer availing certificate for organic farming	86
Table 42	Whether farmers faced problem in marketing of organic	86
Table 43	Whether farmers getting higher price for organic produce from market	87
Table 44	Farmer awareness of Community Managed Seed System	87
Table 45	Availability of Community Managed Seed System in the village	87
Table 46	Farmer satisfaction with Community Managed Seed System	88
Table 47	Farmers' recommendation to others for doing organic farming	88
Table 48	Farmers willing to adopt organic farming if required support is provided	88
Table 49	Awareness among farmers about ProOrganic Project of CUTS	89
Table 50	Farmers' involvement in the project	89
Table 51	Farmer response on project making any impact	89

## List of Maps

S. No.	Map	Page No.
Map1	Geographical coverage of the project	13

## Executive Summary

### Project Background

Consumer Unity & Trust Society (CUTS International) in partnership with Swedish Society for Nature Conservation (SSNC) has been implementing a four years' project from 1st April 2017 to 31st March, 2021 to develop a culture of sustainable consumption and lifestyle in the State of Rajasthan with a special focus on organic consumption and production. In short, the project is titled as 'ProOrganic II'.

### End Line Survey

Present study is the end line evaluation of this project with a goal to assess the project effectiveness and to collect evidence of change due to the project intervention. Key objective of the study is to capture the perception/experience from various stakeholders about awareness, capacity, challenges, and suggestions etc. The study was conducted in 46 gram panchayats from 23 selected blocks of ten project districts of Jaipur, Dausa, Kota, Jhalawar, Udaipur, Jodhpur, Sawai Madhopur, Chittorgarh, Bhilwara and Pratapgarh.

Besides, the end line research also focussed to gauge the level of impact, which has been created in the last four years of intervention as part of project outcome with a focus on changes seen on organic consumption and production patterns in the targeted ten districts comparing these with the baseline results and findings.

### Study Methodology

Study methodology involved a mix of quantitative and qualitative research. Quantitative survey was mainly focused on two set of respondents, which were Consumers and Farmer producers. A total of 2390 sample stakeholders' feedback was collected from 46 gram panchayats of 10 districts of Rajasthan. Out of the total samples, 640 were farmer respondents, while 1750 consumers were interviewed. More than 40% respondents out of the total sample were women.

Survey of consumers and farmers was largely quantitative in nature; it has been supplemented by qualitative interviews with other relevant stakeholders including policy makers, concerned govt. agencies, subject experts and organizations/institutes working on organic farming and consumption issues in the state of Rajasthan. Survey also involved study of project related documents/reports etc.

Study instruments/questionnaires were originally developed in English but were translated and rendered in Hindi. Training for survey teams was conducted to brief investigators, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality. The data collected was disaggregated and analysed based at Geography and Gender. Analysis of the data was guided by the specified research objectives.

## Key Findings

### *Consumers*

- During the quantitative field survey, a total of 1750 consumer respondents were interviewed out of which 41.4% were female respondents. 38.6% of consumer households belong to Below Poverty Line (BPL) category. 29.6% respondents never attended school, while 30.8% are educated only up to primary level. Cumulatively 60.4% respondents were either uneducated or educated up to primary level only. Only 6.9% respondents were either graduate or post graduate.
- 69.4% of consumer respondents have their household income below 10 thousand per month. Only 2.2% respondents have their monthly household income more than 20 thousand. Low economic background of the respondents is further reflected in the fact that 32% households have less than a thousand rupees expenditure on food items. Only 4.9% households have monthly expenditure of more than 5 thousand rupees.
- Decision on what is to be purchased for consumption is taken majorly by male members of the households at 41.4% although in 32% households, the decision is taken jointly.
- 97.4% consumer respondents were found aware of the fact that chemical input-based food products are harmful for health compared to 86% consumers aware of this in the baseline.
- 94.7% consumer respondents reported general awareness about organic products in comparison to 84% consumers aware during the baseline.
- 66.8% of consumer respondents reported having purchased organic products ever. This is a huge difference from baseline as there were only 39% consumers reporting buying of organic products ever. More than half of the consumers purchasing organic products reported purchasing of grains while more than one third reported purchasing organic vegetables
- Only 26% (from 66.8%) of those purchasing organic products reported higher prices for organic products in comparison to more than half of the consumer respondents in the baseline. Majority of consumers buying organic products either trust the words of the Shopkeeper/Seller or identify the products based on its taste. Only 7.5% consumers look for description on labelling/packing of the product to identify genuine organic products while only 2.6% consumers go for branded shops.
- Only 40% consumer respondents reported facing difficulty in finding organic products against 68% of consumers reporting this during the baseline. Out of this, 39.8 cited higher prices as the reasons.
- It was found that 30.7% of consumer respondents were satisfied while 63% were partially satisfied with the quality of organic products they had purchased. This data is in comparison to 56% consumers reporting satisfaction and 34% consumers reporting partial satisfaction with the organic products in the baseline study. Lesser number of satisfied consumers in 2021 is due to the factors related to growing number of retailers in the market, which resulted into a competition affecting

consumers both in terms of price and quality of goods. Only 20.2% of the consumers were found having knowledge of any standard mark about organic certification.

- More than 70% of the consumer respondents were found aware about the ProOrganic project by way of their participation in project active in some or the other way. Here involvement in the project indicates that the consumer had participated in at least one of the activities of the project.

### *Farmers*

- A total of 640 farmers were covered during the field survey. Out of these 38% were female respondents. 33% respondents were from Below Poverty Line. 66% of the farmer respondents comprises of either never attended school, or studied till primary or are simply literate by definition. 11% have studied till middle level and rest 23% were Secondary or above. 71% were those having own agriculture land. 70% respondents had monthly income below 10 thousand.
- More than 97% of the respondents reported awareness on ill effects of farming based on chemical inputs, which was reported at 94% during the baseline.
- The percentage of farmers doing an organic farming has rose to 23% from 19% from the same set farmers in 2017. From the rest, 11% says that they are doing chemical, while 66% reported to be involved in doing both chemical and organic mix farming, which comparing the same data of 2017 baseline were 19% for complete organic, 55% for both and 26% respectively for chemical exclusive.
- Nearly 19% (66+11% of the above) of farmers doing chemical input based reported easy availability of chemical inputs as the reason of using chemical inputs against a 4% reporting easy availability in the baseline.
- Little more than 65% reported more production when using chemicals, while the remaining little more than 16% reported less price as the reason. For getting involved in the chemical based farming. (chart 53)
- Almost 32% respondents reported facing difficulty in selling their produce in the market against 28% of the farmers reported selling their organic produce in the baseline.
- Only 10.8% of organic farmers doing organic farming reported availing certificate for the same.
- 6.9% farmers reported purchasing organic seeds from the seed bank as only one-third of the farmer respondents reported awareness about the community managed seed system
- 98% respondents reported that they will motivate others to adopt organic farming as against 91% reporting it in the baseline.
- 79% of the farmer respondents were found aware about the ProOrganic project. Almost 70% of those aware were found involved in the project. Further out of the farmers aware about the project, 86.4% admitted that the project had made an impact on them.

## **Recommendations**

State Government should form a commission/corporation for promotion of organic farming and consumption in the state in a focussed manner.

Mission 'Organic Dungarpur' is a good initiative, however needs further strengthening and expansion to bring the desired outcome. It also needs institutional support and convergence with other departments in order to have wide outreach. State Government may also launch a "Mission Organic Rajasthan" on the side-lines of region-specific plans.

PKVY scheme need to be further strengthened and expanded. It also needs to be transitioned to incorporate all the components to provide support for organic farming and consumption including more focus on certification and marketing.

Producers/Farmers should be motivated to adopt organic farming in a phased manner i.e. the farmer should be first provided training and input support in a piece of land as a pilot and then should be incentivised to replicate it.

For marketing of organic produce, a separate agency on the lines of Agriculture Marketing Board should be constituted for development of market, access initiatives, pricing support and forward and backward linkages throughout the value chain. This agency would promote provisions of separate outlets/dedicated platforms for sale of organic grains/vegetables with premium pricing system. Minimum Support Prices (MSP) should be announced by the government for various organic gains/products.

Organic farming and consumption should be recognised and integrated in the policies of the government in the sectors such as Agriculture, Food Processing, Health and Environment which would ensure that all the issues to be properly addressed and considered in Union and State Government programmes budgets.

Convergence with departments such as Ministry of Small and Medium Enterprises (MSME) and Industry Bodies should be promoted to promote awareness on organic farming and consumption issues.

As a state level supplementary component to the PKVY scheme, state government should also adopt a cluster-based approach for promoting organic farming in different geographies to increase the area and generate marketable surplus.

Community Based Organisations such as Self-Help Groups (SHGs/Farmer Clubs/Cooperative Federations should be taken on board in convergence with the WCD/RD departments. Technological inputs should be promoted in organic farming and consumption space. Applications may be developed and cadres on the lines of Business Correspondents may be promoted. They may also facilitate provision of information and credit to the farmers through various banks and rural credit institutions such as RRBs.

## Conclusion in Crux

Survey findings indicate that the project has been successful in bringing out the desired outcome in the form of changes in awareness level of targeted stakeholders especially the farmers and consumers. The project has engaged a wide range of stakeholders including representatives from various government departments/ agencies and development and research organisations. It can be concluded that the project has made remarkable impact on many parameters. However, despite increase in the area of intervention and activities, the project interventions are limited considering the geographical area and population of the state. To sustain these efforts and strengthen the outcomes achieved through the two phases of the project, it will be imperative to make sustained efforts specially to promote and engage community institutions, who can strengthen the impact of the project and own the same in order to make it sustainable.

# 1

## Introduction

## Background

**CUTS International** (Consumer Unity & Trust Society) began its journey from a rural development communication initiative in Rajasthan, a wall newspaper Gram Gadar (Village Revolution). From a modest beginning in 1983, CUTS has achieved significant growth both geographically and in terms of functional areas. To contribute in its vision of CONSUMER SOVEREIGNTY, CUTS endeavours through the mission 'To enable consumers, particularly the poor and the marginalized to achieve their right to basic needs, sustainable development and good governance through strong consumer movement'.

CUTS International mainly works in five programme areas:

- i. Consumer Protection
- ii. International Trade & Development
- iii. Competition, Investment & Economic Regulation
- iv. Human Development
- v. Consumer Safety

CUTS Consumer Action Research and Training (CUTS CART) is one of the programmatic centres of CUTS. CUTS CART works mainly in three programmatic areas viz. Consumer Empowerment, Good Governance and Sustainable Development. Sustainable Consumption is one of the functional areas under Consumer Empowerment programme initiatives.

CUTS in partnership with Swedish Society for Nature Conservation (SSNC) had implemented a two-year pilot project to promote organic consumption which was

termed as ProOrganic project. As the second phase of the project CUTS along with its district level partners has been implementing a four years' project from April 1, 2017 to March 31, 2021 to develop a culture of sustainable consumption and lifestyle in the State of Rajasthan with a special focus on organic consumption & production. In short, this project is titled as 'ProOrganic II'.

## **Project Objective**

The basic idea of the project is to promote sustainable consumption and production, which are the important aspects of sustainable development. This is largely consistent with the environmental and social factors and education and empowerment of consumers. In ProOrganic II project, focus is on formulating an agenda to achieve the aspect of sustainable food and farming. This will be acquired through promoting organic production of farm products on one hand and promoting organic consumption on the other by way of keeping farmers, consumers and government officials into loop together as all are important stakeholders in this intervention. The project will be achieved together with a number of project partners.

The objectives and the expected results vis a vis challenges within the intervention are:

- To develop a culture of sustainable development through sensitization, which is being done by way of creating an enabling environment and established patterns of sustainable consumption leading to sustainable development awareness generation and education on organic consumption and production among urban & rural masses.
- To enhance area under organic farming both at farm and household level in the state of Rajasthan, which is being done through building capacities of farmers to adopt organic farming.
- To generate awareness and consciousness among consumers about organic products, their benefits, availability, hazardous effects of chemical-based farming etc. in order to ensure safety and quality in food products, which leads to increase in demand for organic products and will slowly encourage consumers to shift towards organic mode and sustainable consumption.
- To sensitize and advocate with the concerned producers and other stakeholders including government agencies to promote organic products in Rajasthan and also motivate in enhancing their knowledge on sustainable consumption.
- To advocate for reduction in taxes/subsidize organic products/inputs and reducing subsidy on chemical fertilizers and also lobbying for Minimum Support Price (MSP) with the government for major crops and developing special price driven markets.

It is indeed a challenge to achieve all the above objectives as mentioned in bullets and the organisation is striving hard in true sense to ensure that these are achieved in coming years. For more details about the project can be at:

<https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>

## Geographical Coverage

Geographical coverage of the project is spread to ten districts of Rajasthan state which are Jaipur, Dausa, Udaipur, Chittorgarh, Pratapgarh, Kota, Sawai Madhopur, Jodhpur, Jhalawar and Bhilwara. There are total 96 blocks in these 10 selected districts having total 3737 gram panchayats, but for the project, only 2 gram panchayats from each block are selected every year, so a set of total 192 gram panchayats are covered under the project and this set of 192 gram panchayats is replaced by a set of another 192 every year.

The study was conducted in 46 Gram Panchayats from 23 selected blocks of ten project districts of Jaipur, Dausa, Kota, Jhalawar, Udaipur, Jodhpur, Sawai Madhopur, Chittorgarh, Bhilwara and Pratapgarh. Two Gram Panchayats each were taken for survey from the selected 23 blocks of these districts.

### Map 1: Geographical Coverage of the Project



## Research Methodology

Survey methodology involved a mix of quantitative and qualitative research. Quantitative survey was mainly focused on two set of respondents which were Consumers and Farmer producers. A total of 2390 sample stakeholders' feedback was collected from 46 gram panchayats of 10 districts of Rajasthan. Out of the total samples, 640 were farmer respondents while 1750 consumers were interviewed. More than 40% respondents out of the total sample were women.

Survey of consumers and farmers was largely quantitative in nature; it has been supplemented by qualitative interviews with other relevant stakeholders including policy makers, concerned govt. agencies, subject experts and organizations/institutes working on organic farming and consumption issues in the state of Rajasthan. Survey also involved study of project related documents/reports etc.

Study instruments/questionnaires were originally developed in English but were translated and rendered in Hindi. Training for survey teams was conducted to brief investigators, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality. The data collected was disaggregated and analysed based at Geography and Gender. Analysis of the data was guided by the specified research objectives.

### **Team Composition**

For the study, a core team of four persons were deployed. This team included the Project Advisor, Project Coordinator, Research Manager and a Field Manager. Apart from the core team, one research executive, two supervisors and twenty investigators were deployed for the study.

For field data collection, research investigators having required experience were hired locally. The project was headed by a Project Coordinator, who was the chief functionary throughout the assignment. There was one Research Manager, who was in charge of research work in coordination with the project coordinator. Field Manager was responsible to manage the fieldwork and consistently report to core team comprising of Project Coordinator. Field Manager was the overall manager for the field operations and was responsible for coordination, planning and execution of main survey. The research executive was involved for quality control for field data collection and during the field work as well as data cleaning and analysis.

### **Training of Field Teams**

Training for survey teams was conducted to brief investigators, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality to ensure that all team members have a shared understanding of the study. Training of field teams was carried out before execution of actual field work and entire purpose of the survey was explained to them.

**Pic:**



**Training of Investigators in Jaipur**



### **Training of Investigators in Jodhpur**

The training was conducted in three phases in a decentralized manner at Jaipur on December 24, 2020, Chittorgarh on January 5, 2021 and in Jodhpur on of January 12, 2021. A total of 24 investigators were provided training in these trainings. Training was delivered by key team members and experience professionals including Prabhash Dubey and Vikas Ranga. CUTS representatives also participated in the trainings and provided valuable inputs to the study team.



### **Field Testing of Interview Schedules**

Field testing was also conducted in Dausa and Chittorgarh districts. During the first day of field work, the investigators were supported by Project Coordinator and Field Manager. After the first day of work, a debriefing session was also conducted. The debriefing session was aimed at appeasing all the doubts concerned to data collection.



**Debriefing Session During Field Testing in Chittorgarh**

### ***Quality Control***

Throughout the fieldwork, the Research Manager and Field Manager were responsible for observing interviews and carrying out field editing. By checking the interviewers' work regularly, they ensured that the quality of the data collection remains high throughout the survey.



**Data Collection in Field With Women Farmers**

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Some of the interviews were closely observed, to ensure that the interviewer is conducting well, asking the questions in the right manner, and interpreting the answers correctly. Spot checking was done of some of respondents selected for interviewing to be sure that investigator interviewed the right person.

For field work quality control and monitoring of data collection, rigorous field visits were conducted in all the field locations. These visits were carried out by key team members and supervisors. CUTS representatives also made monitoring visits in some of the field locations.

***Data Disaggregation and Analysis:***

The data collected was disaggregated and analysed at the following minimum level:

- Geography/District
- Gender

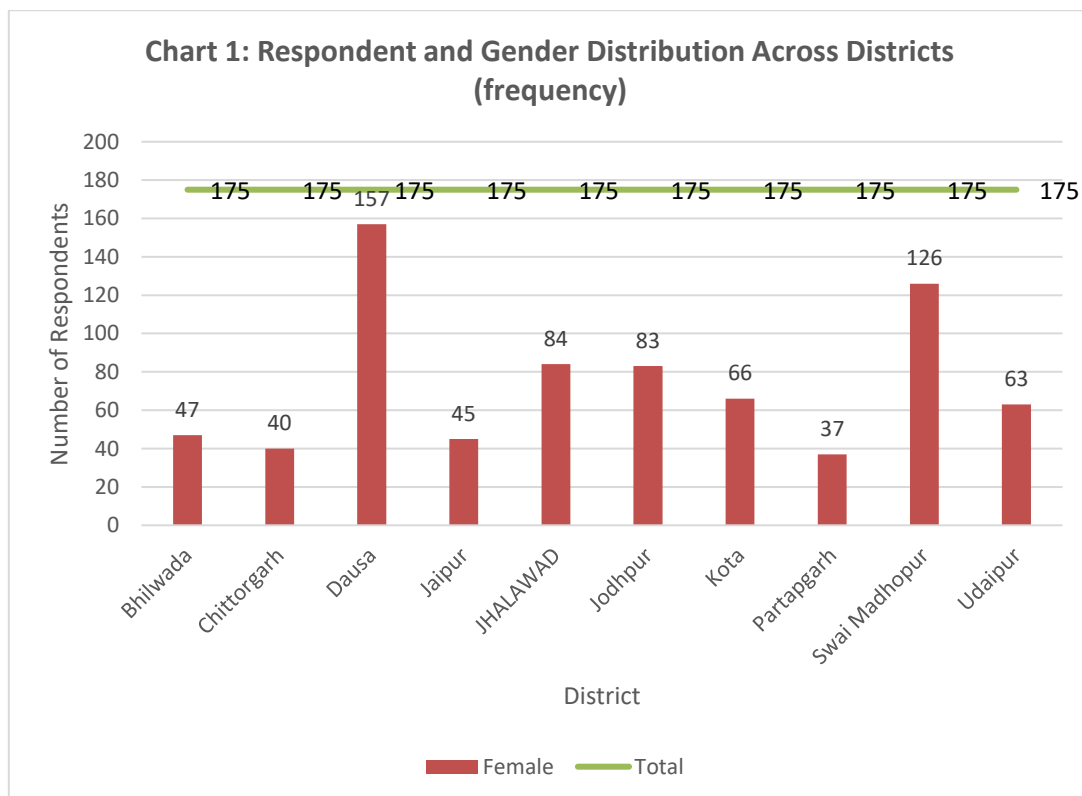
## 2

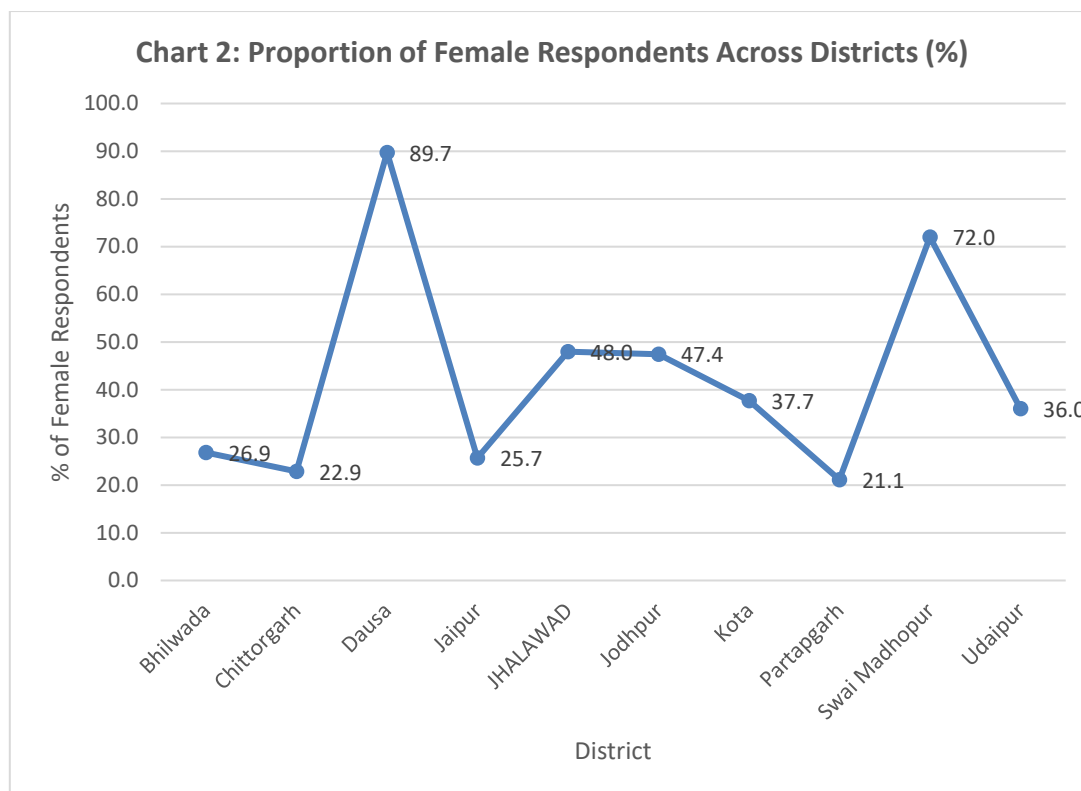
# Key Findings: Quantitative Survey of Consumers

## Section 2A: Respondent Profile

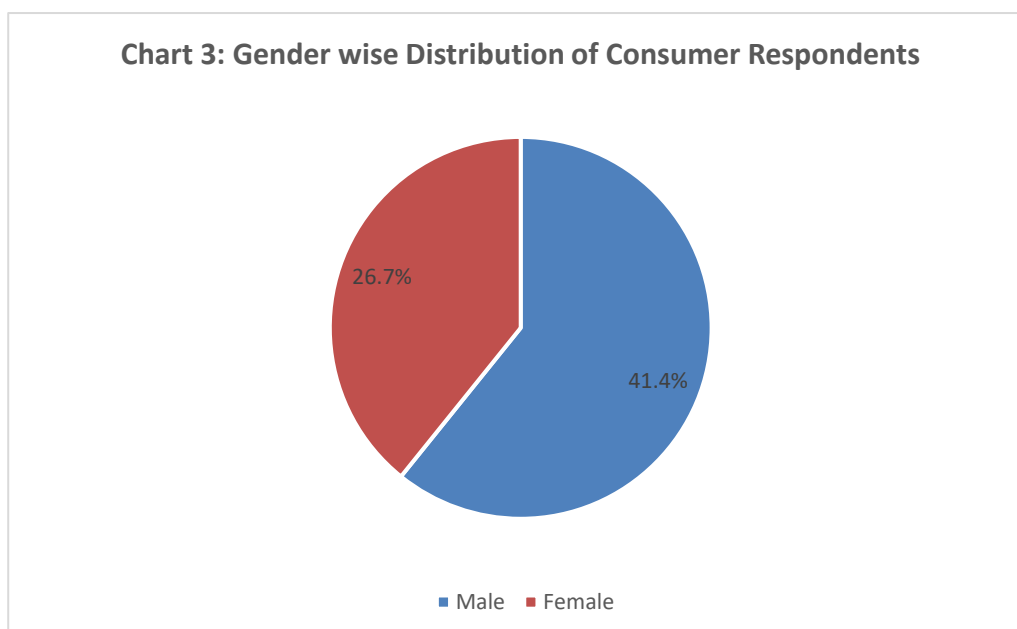
### 1. Distribution of Consumer Respondents Based on District and Gender:

A total of 1750 consumer respondents were interviewed during the study. The sample of consumers was equally divided among all ten study districts as 175 consumers were studied in each district. District and Gender wise break-up of the consumers studied has been provided below. (Chart 1 & Table 1)



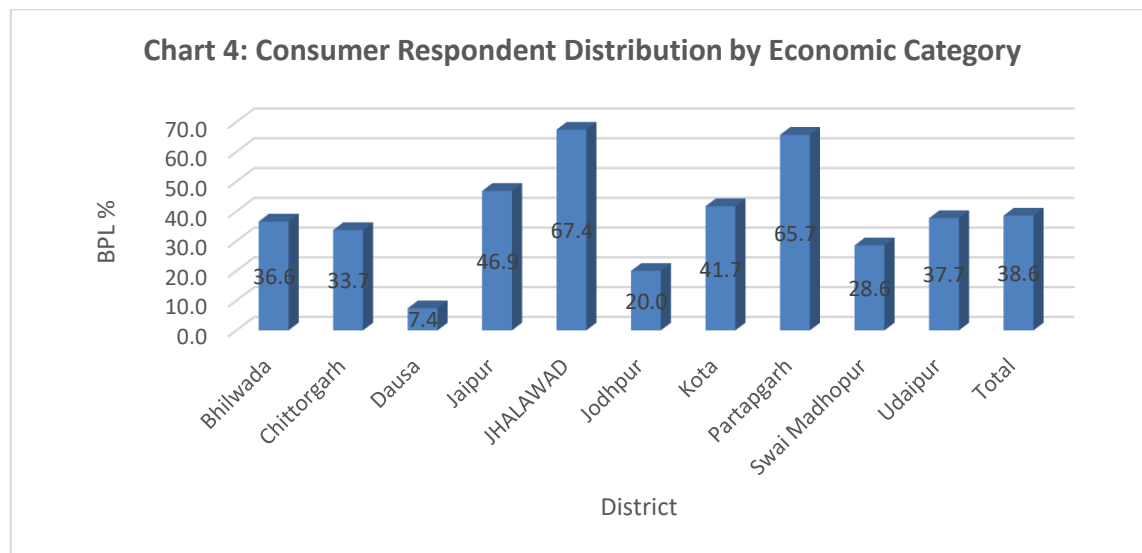


Cumulatively more than 42% of respondents interviewed were female. Proportion of female respondents was minimum in Chittorgarh (22.9%) and Pratapgarh (21.1%) districts while it was maximum in Dausa (89.7%) district. (Chart 2 & 3)



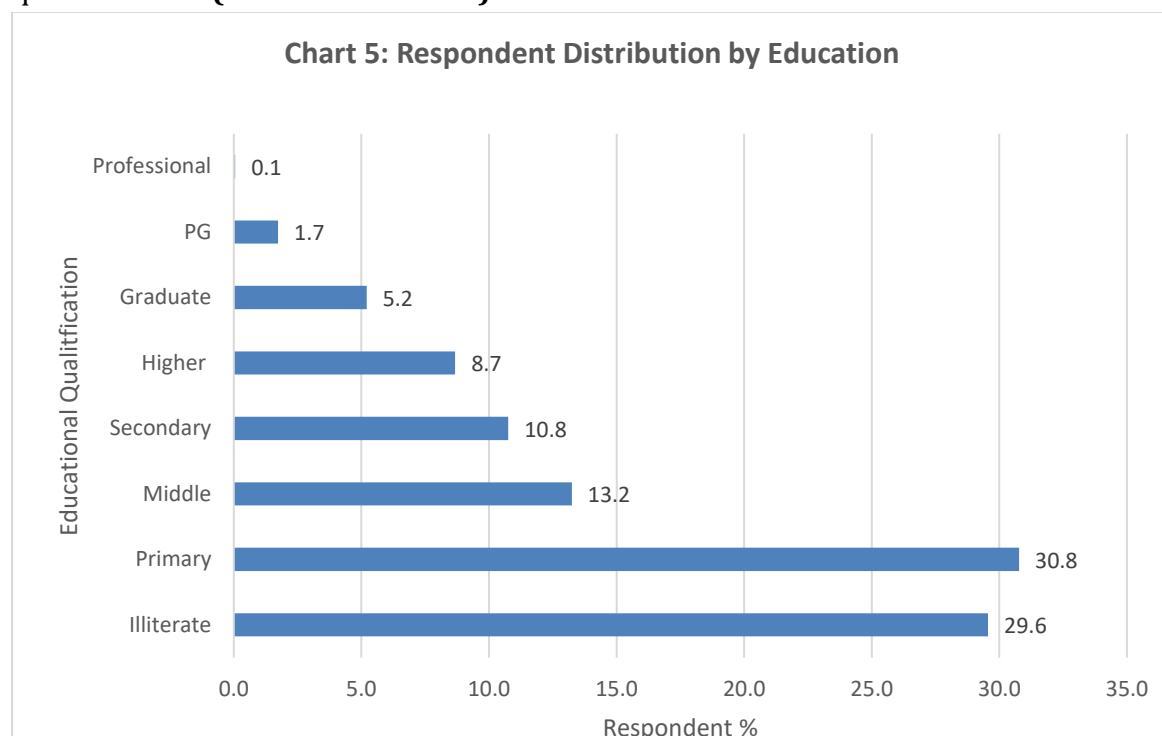
## 2. Distribution of Consumer Respondents by Economic Category:

Cumulatively more than one third (38.6%) of the consumer respondents belonged to the Below Poverty Line (BPL) category. Proportion of BPL respondents was minimum in Dausa, while maximum in Jhalawar district. (Chart 4 & Table 2)



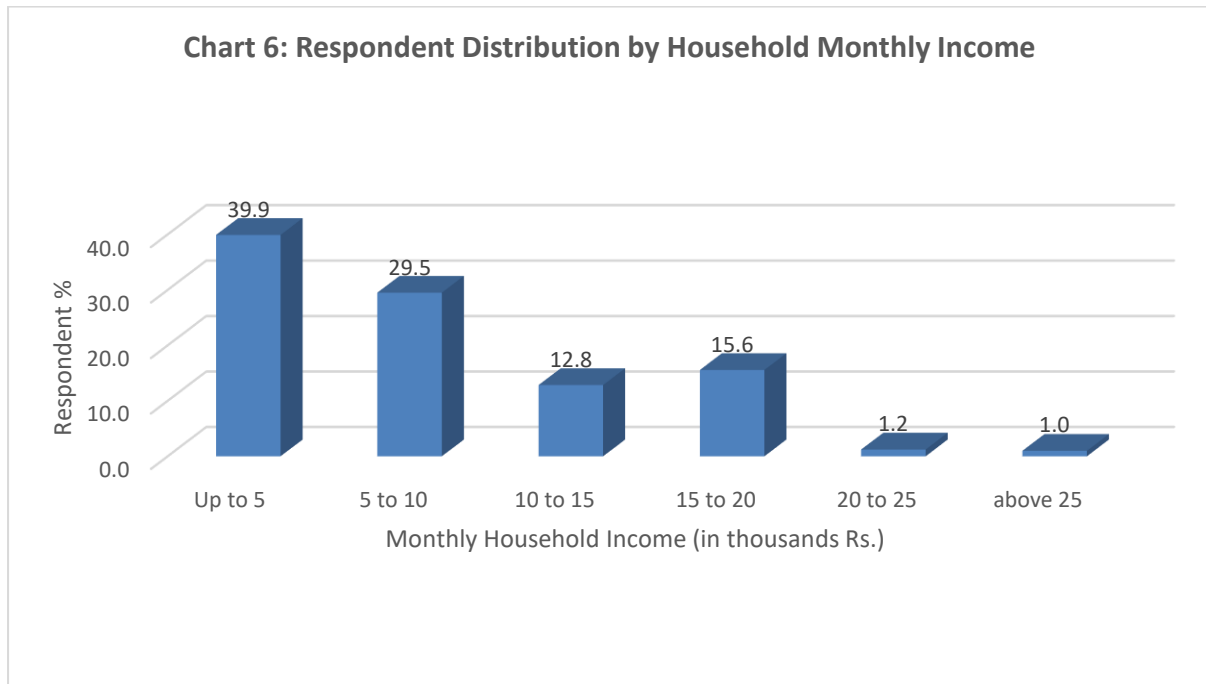
## 3. Respondent Education:

Most of the consumer respondents belonged to very low educational background. Only 7% respondents were either graduates/postgraduates or having professional/technical qualifications. (Chart 5 & Table 3)

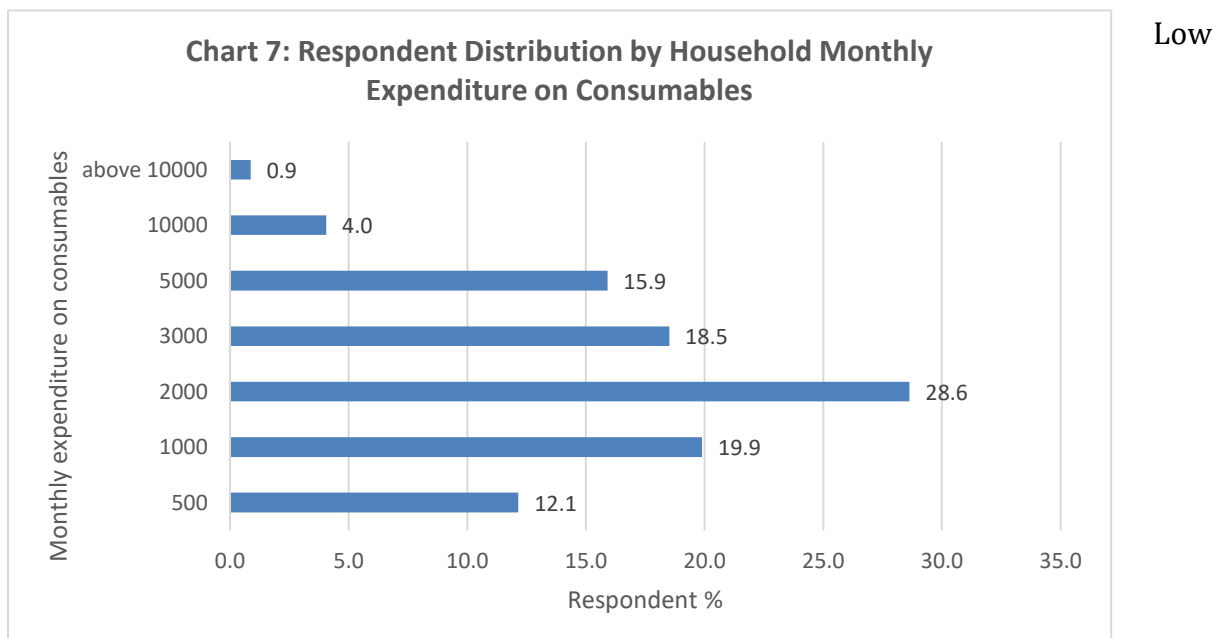


#### 4. Monthly Income of the Respondents:

More than two third (69.4%) consumer respondents were having monthly household income of less than 10 thousand. Only 2.2% respondents had their monthly household income more than 20 thousand. (Chart 6& Table 4)



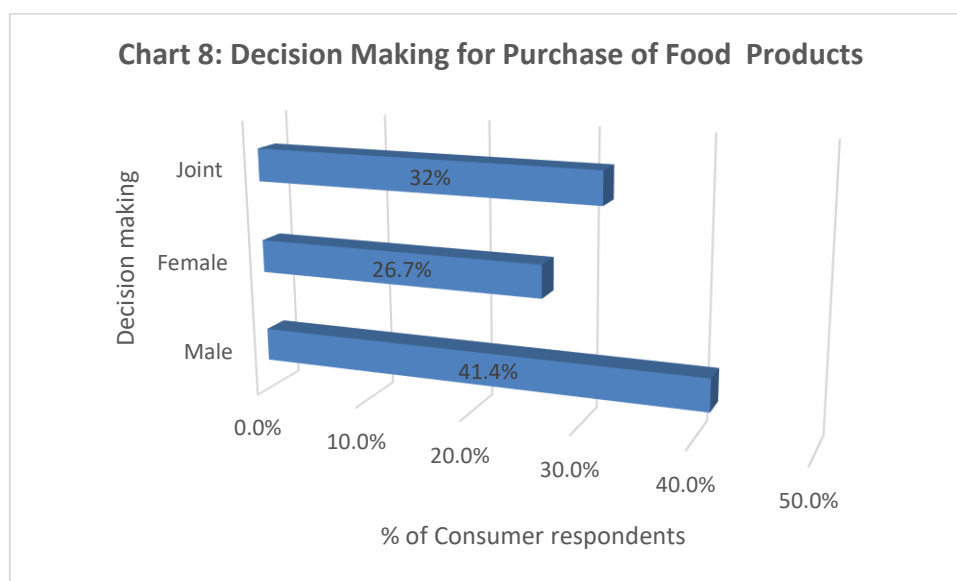
#### 5. Average Monthly Expenditure on Consumables:



Economic background of the respondents further reflects in very low monthly expenditure on consumables. Most of the respondents (95.1%) have their monthly expenditure on consumables below 5 thousand. (Chart 7 & Table 5)

## 6. Decision Making on Purchase of Food Items

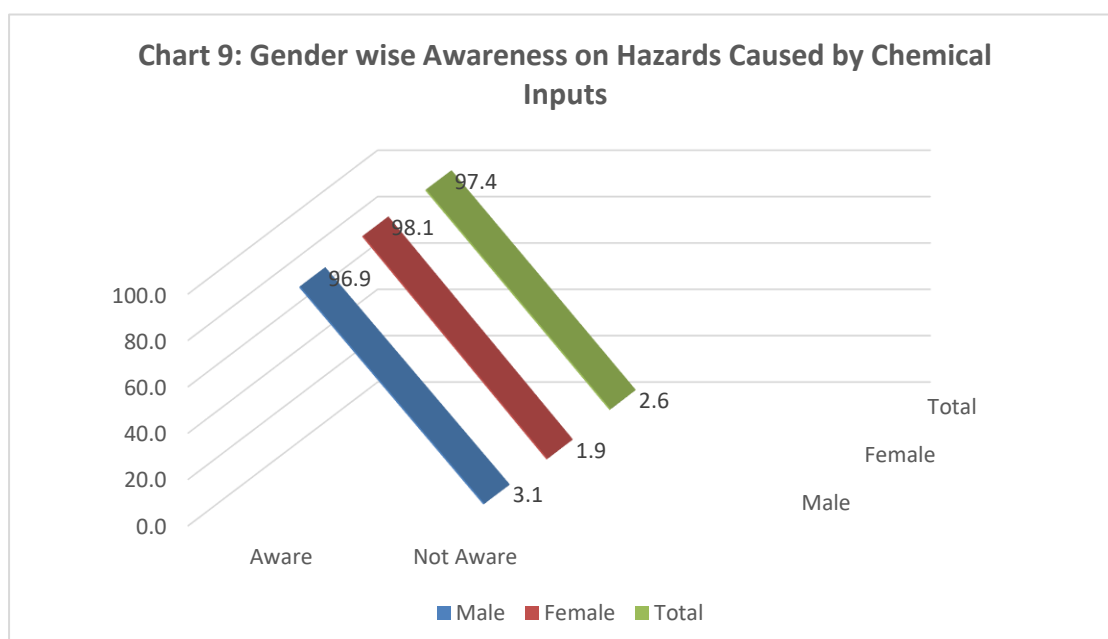
In the households studied, decision making on purchase of food items is dominated by male members although females also have their say in this decision. (Chart 8 & Table 6)



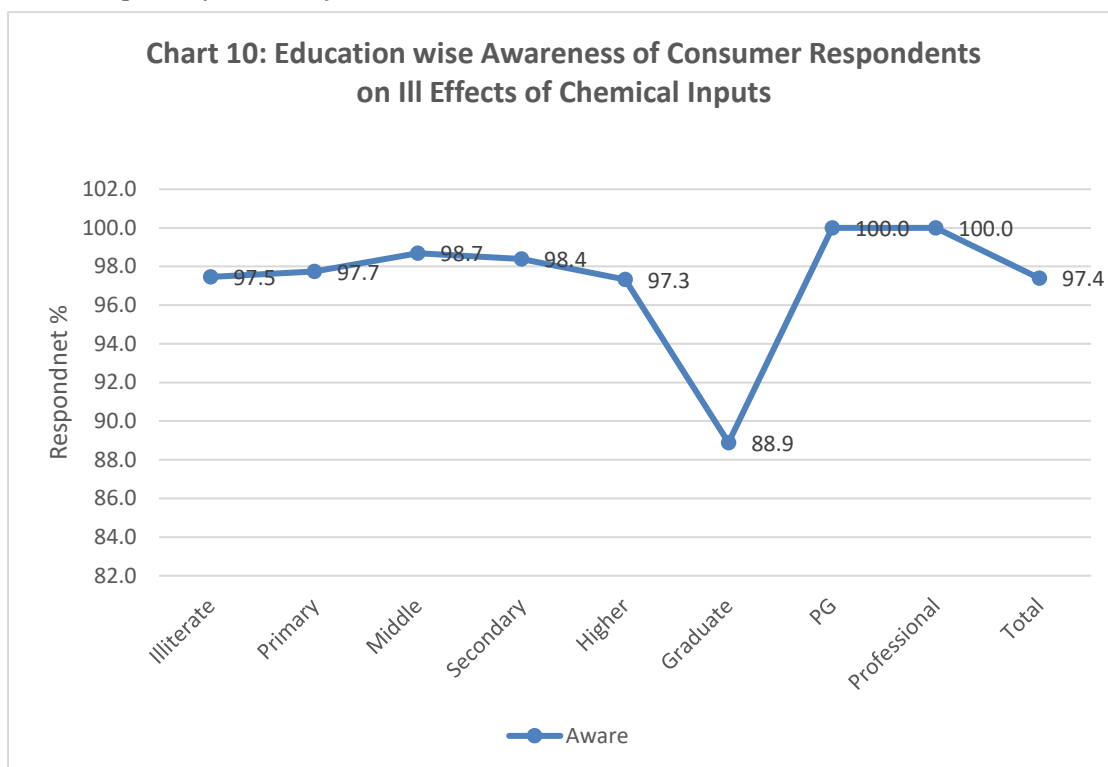
## Section 2 B: Knowledge and Practices

### 7. Awareness Regarding Hazards Caused by Chemical Inputs:

Majority of respondents are aware about the hazards caused by chemical inputs. In three districts, all the consumer respondents were found aware of this although in other districts also most of the consumers were found aware of this fact. Looking at it gender wise 96.9% male and 98.1% female respondents were found aware. (Chart 9).

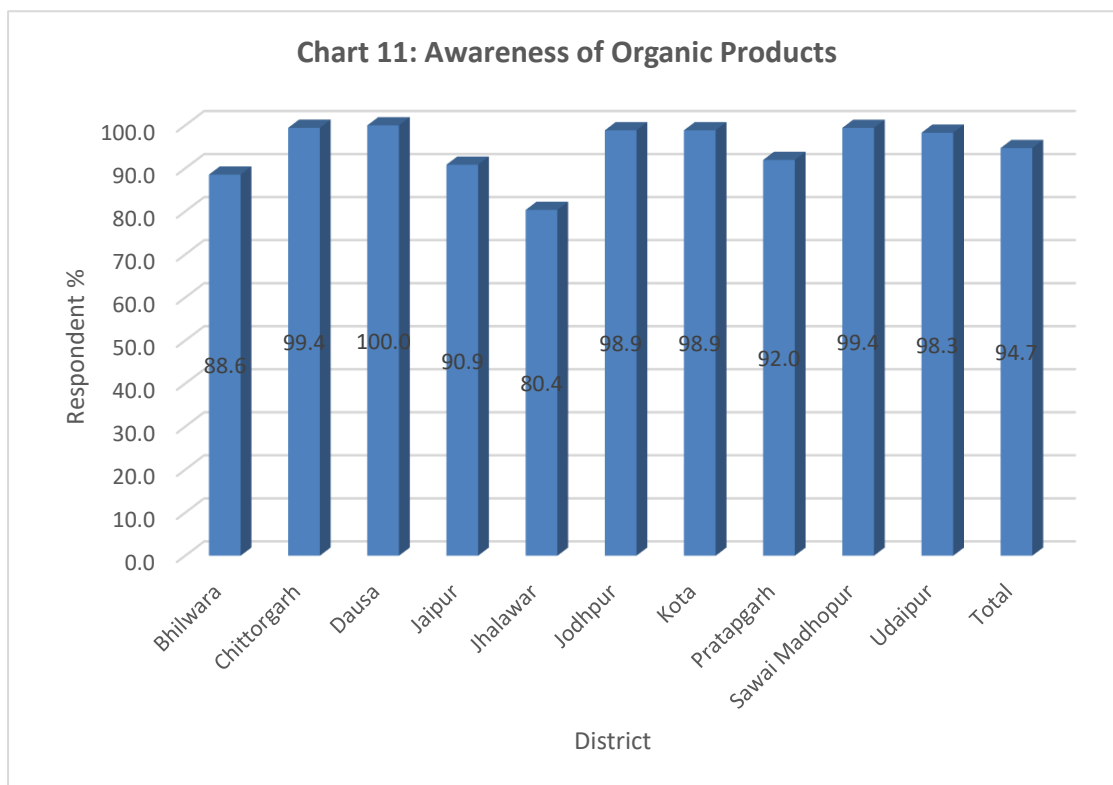


Education wise there is no major difference in the awareness on hazards caused by chemical inputs. (Chart 10)



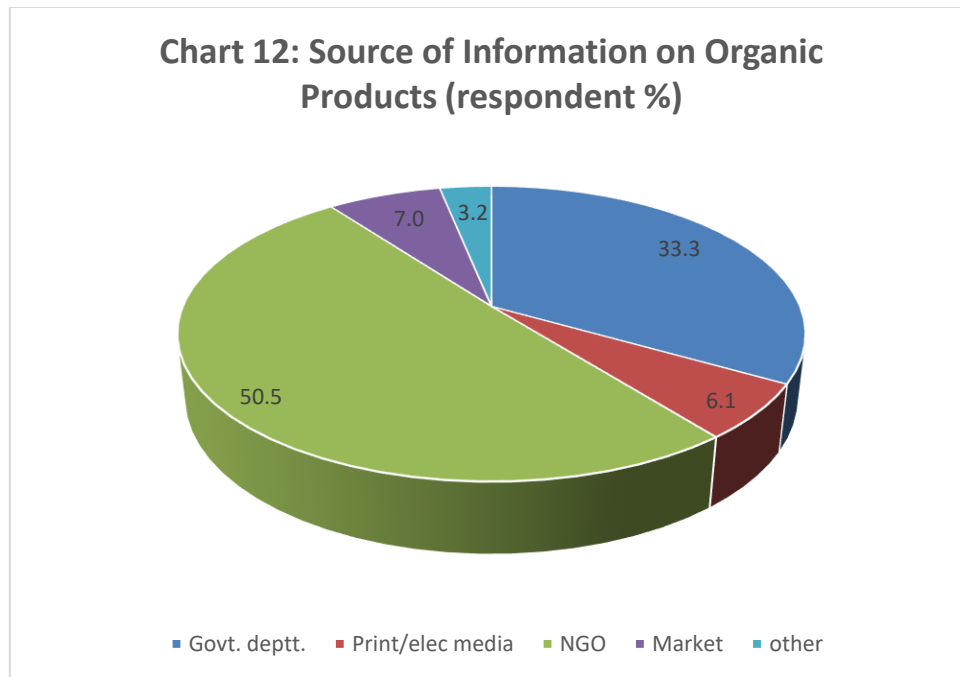
## 8. Awareness Regarding Organic Products:

Good number of responses on awareness on organic products.

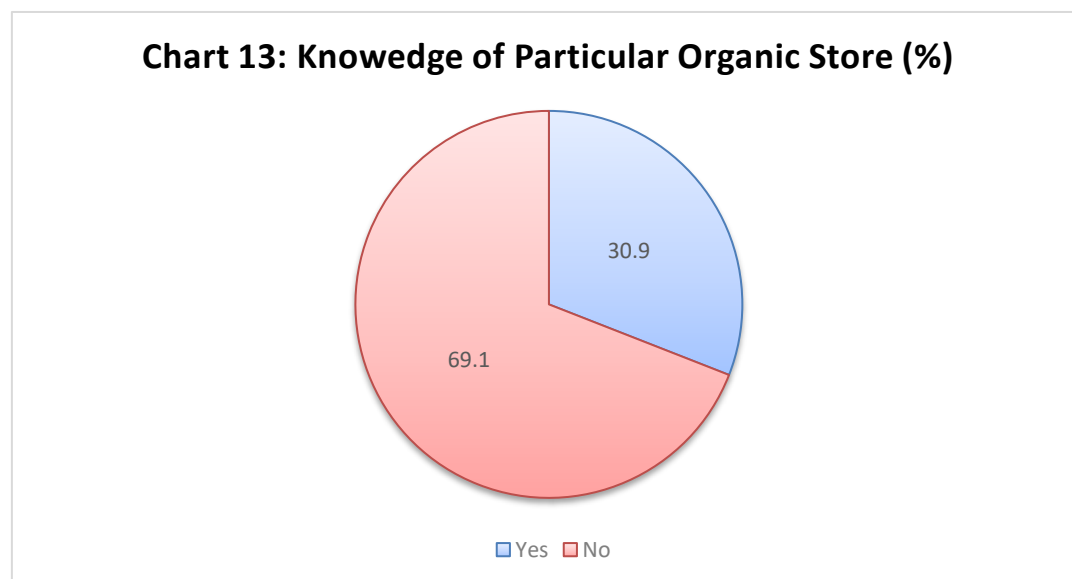


## 9. Institution Making Aware About Organic Products:

On asking what the source of information about the knowledge on organic products was, more than half of the respondents were found to get the information from the non-governmental organisations while one third of the consumer respondents attributed this to government departments. The role of media was found low at only 7%. (Chart 12)



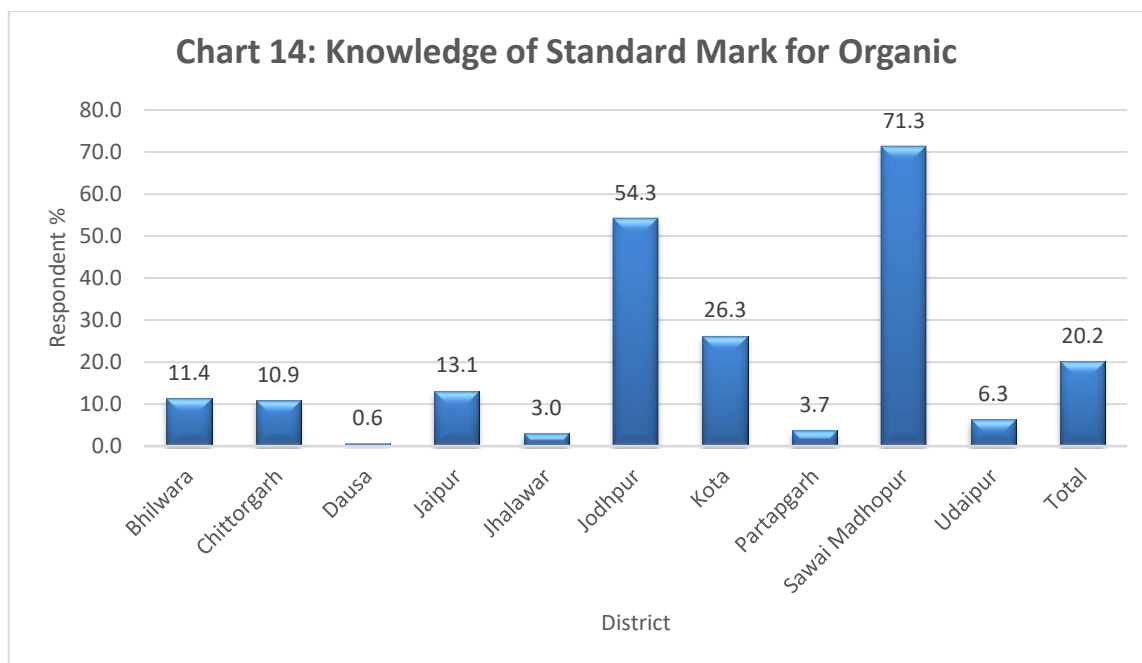
## 10. Whether Having Knowledge of Store/Vendor Selling Organic Products:



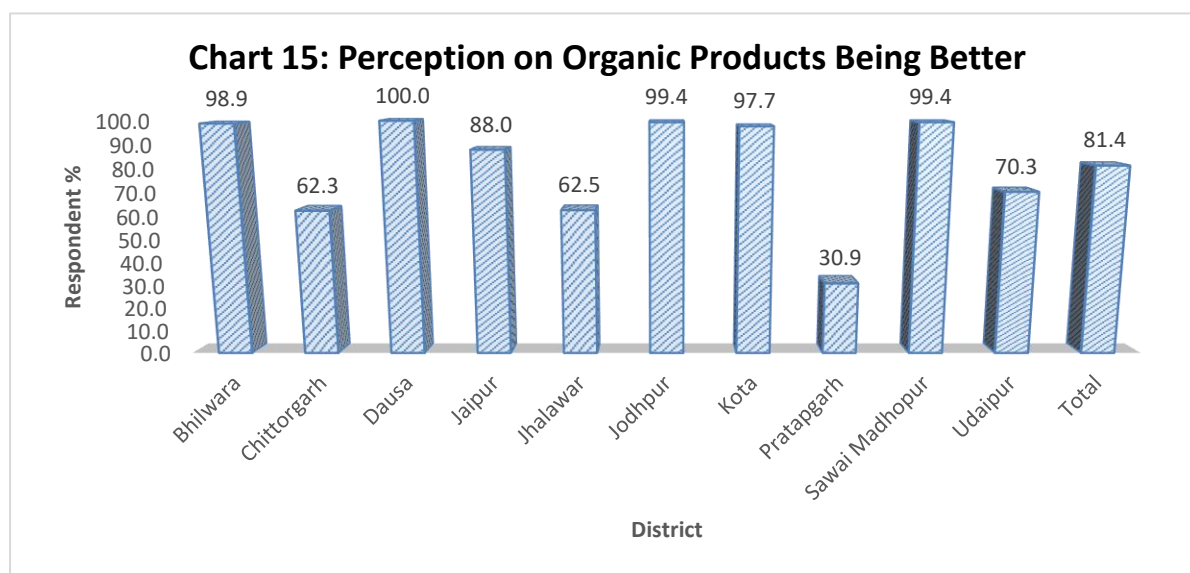
More than two-third of the respondents were found unaware about any store selling organic products. (Chart 13)

## 11. Whether Having Knowledge of Organic Certification Symbol:

Only 20.2% of the consumers were found having knowledge of any standard mark about organic certification.

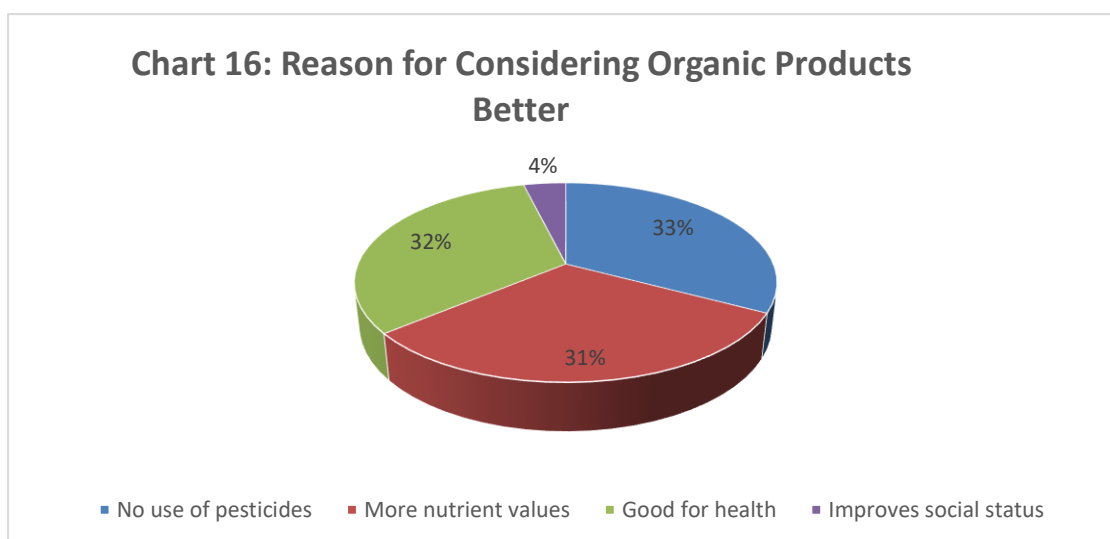


## 12. Whether Having Perception that Organic is Better Than Inorganic:



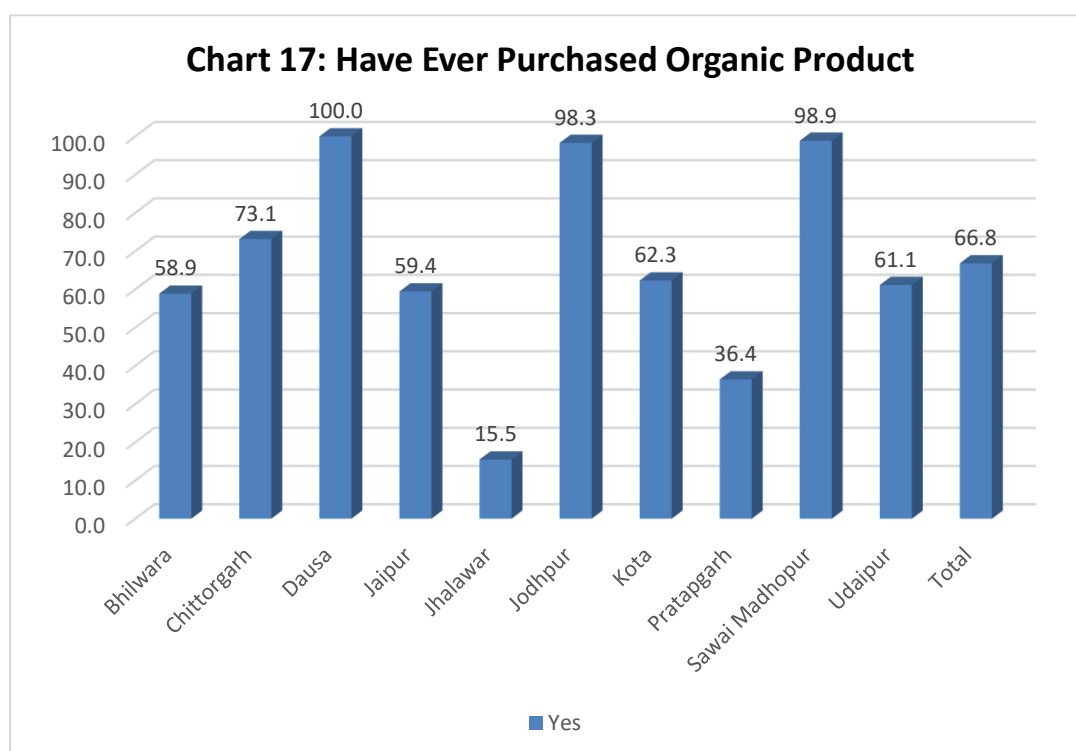
A good majority of respondent consumer acknowledged that they feel organic products to be better than chemical input-based products. Overall, 81.4% consumer respondents were having perception that organic products are better than chemical input-based products. (Chart 15)

### 13. Reason for Considering Organic Products Better



Consumers were found divided over the reason for considering organic products better than chemical input-based products almost equally among No use of pesticides, more nutrient values and organic products being Good for health. (Chart 16)

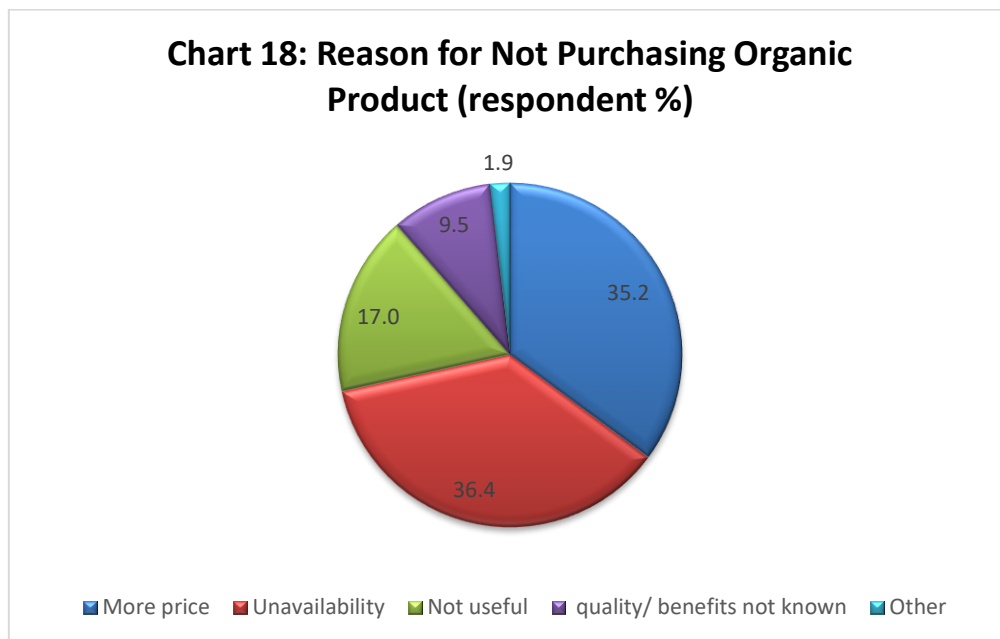
### 14. Whether, Have Ever Purchased Organic Product:



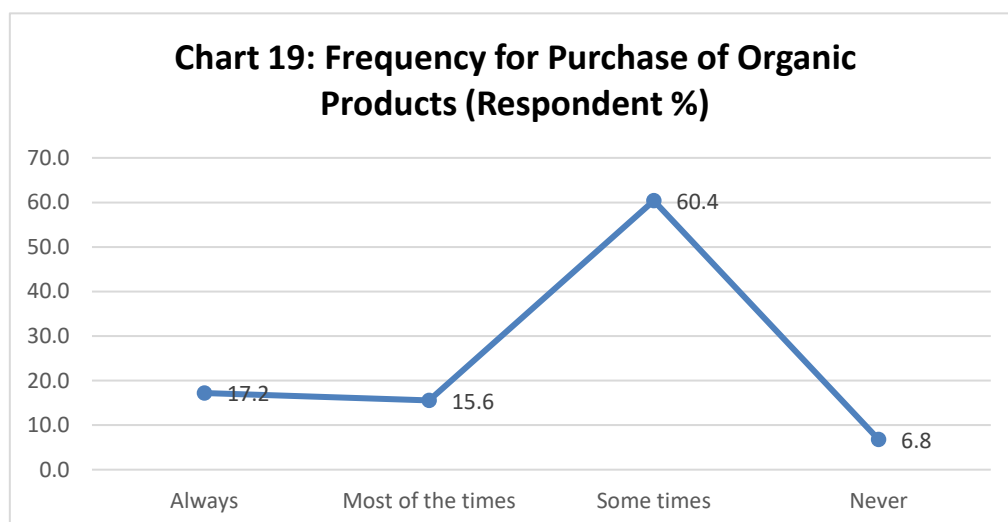
Approximately two third of the respondents reported having purchased organic products ever although one third reported that they have never purchased any organic product. (Chart 17)

### 15.If Not Purchased Any Organic Product, Reason Thereof:

Higher costs and lack of availability are the major reasons cited by the respondents behind not purchasing organic products. (Chart 18)

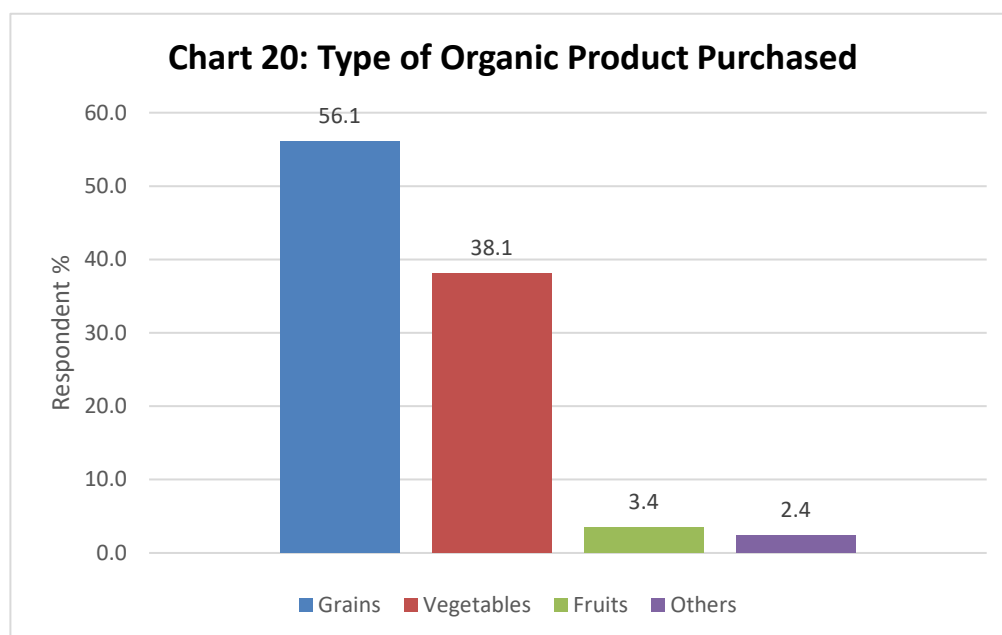


### 16.Frequency of Purchasing Organic Products:



More than 60% consumer respondents reported purchasing organic products on an intermittent basis. 17.2% Consumers reported that they buy organic products on a regular basis while 6.8% reported that they do never purchase organic products. (Chart 19)

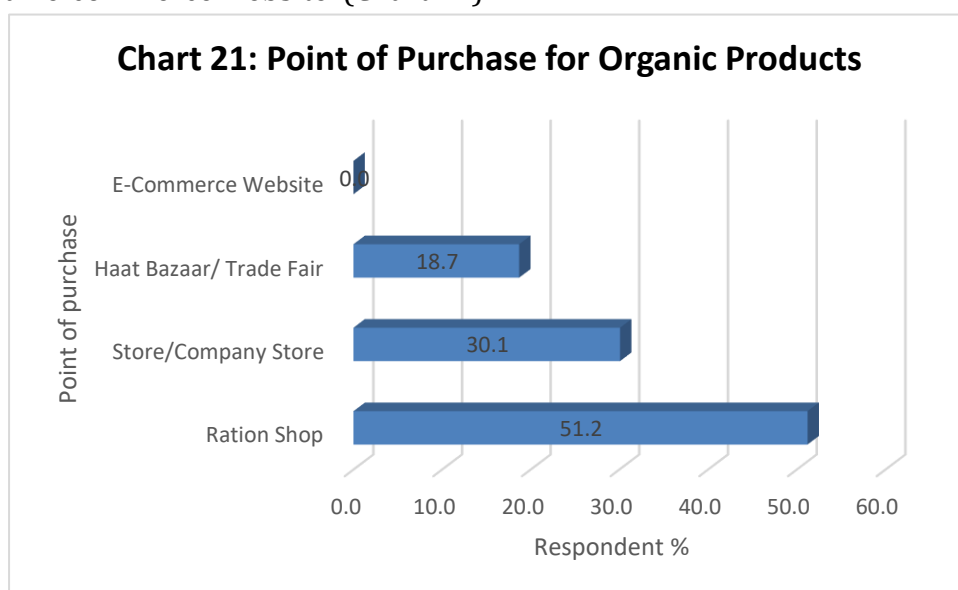
## 17.Type of Organic Product Purchased:



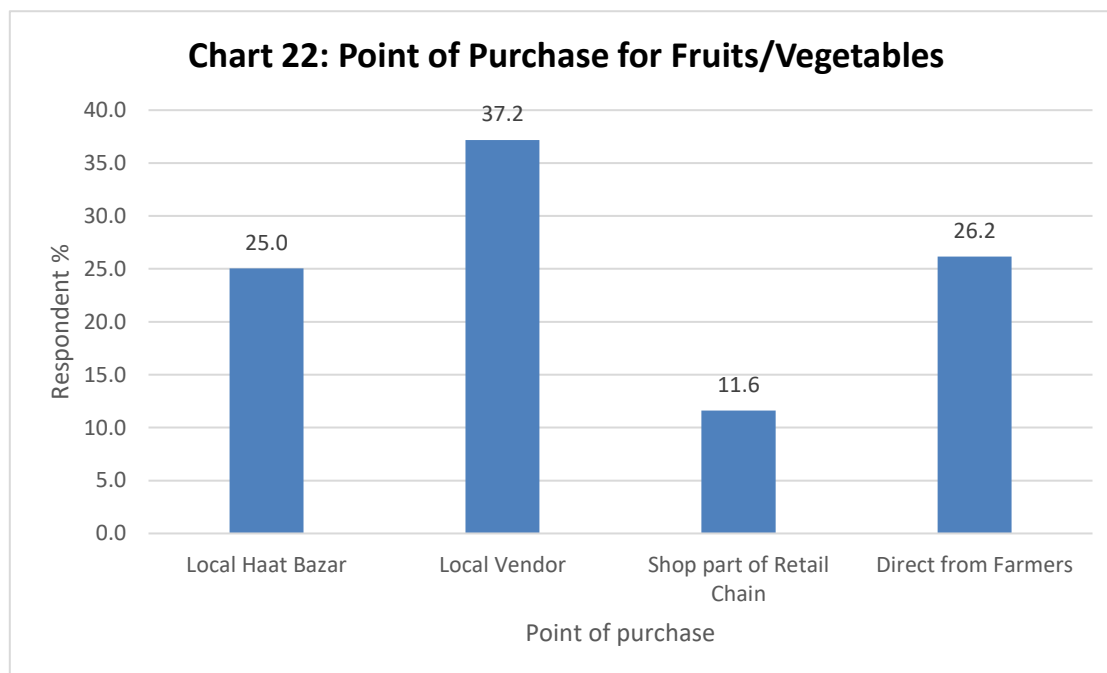
More than half of the consumers purchasing organic products reported purchasing of grains while more than one third reported purchasing organic vegetables. (Chart 20)

## 18.Point of Purchase for Organic Products:

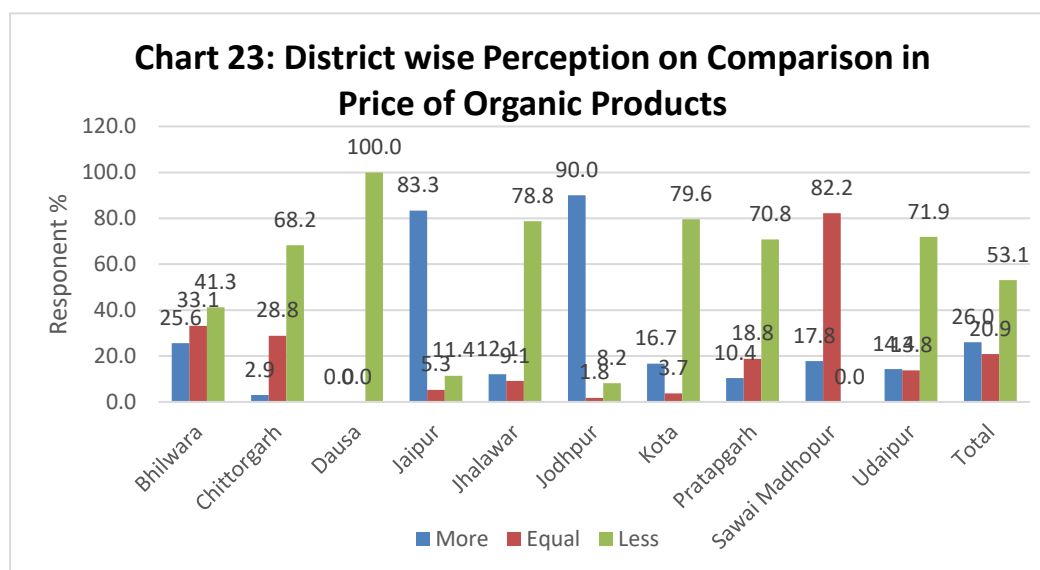
More than half of the consumers reported purchase of organic products from Ration Shops while more than 30% reported purchasing these products from the Stores/Company Stores. None of the respondents reported purchasing organic products from an e-commerce website. (Chart 21)



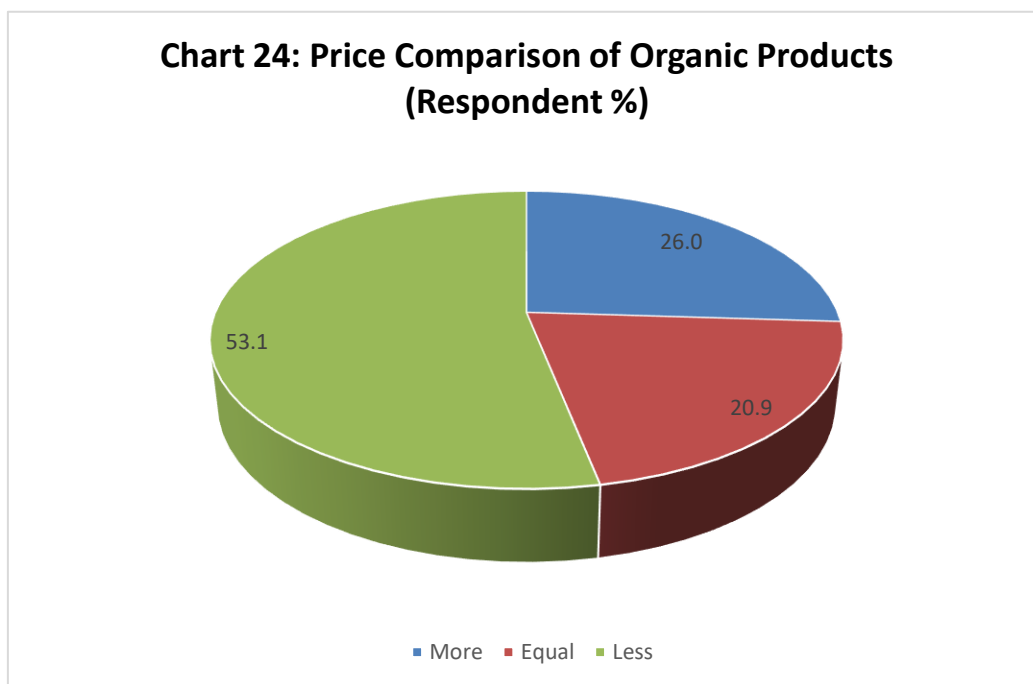
Local vendors are the most popular source for purchase of organic fruits/vegetables. (Chart 22)



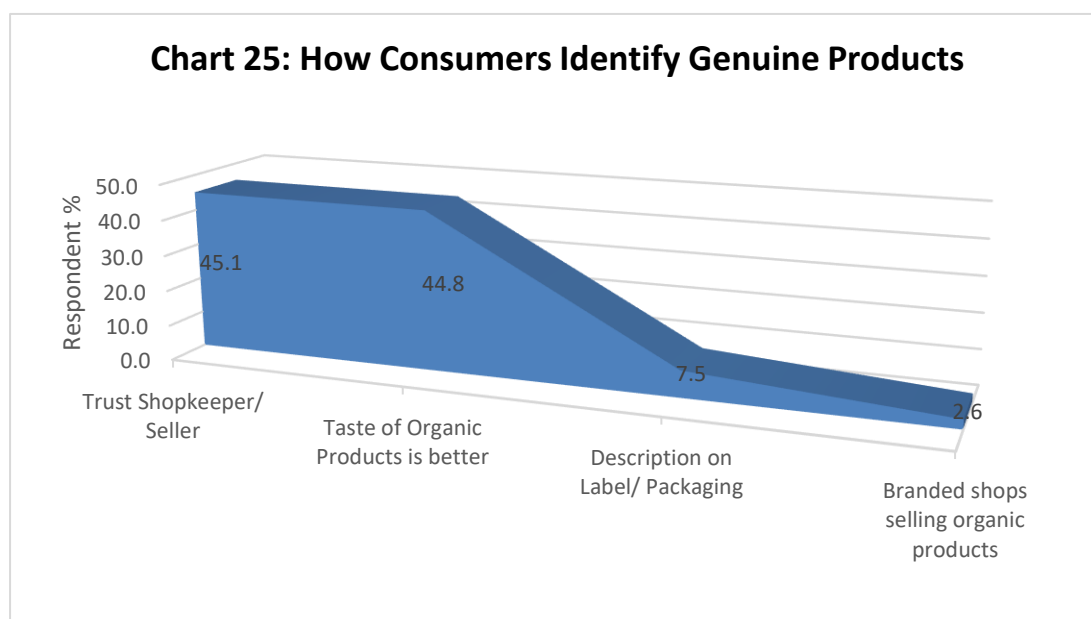
## 19.Price Comparison of the Products



When the consumers were asked to compare the prices of organic products more than half of the consumers reported them to be lower than the chemical input-based products. (Chart 23 & 24)

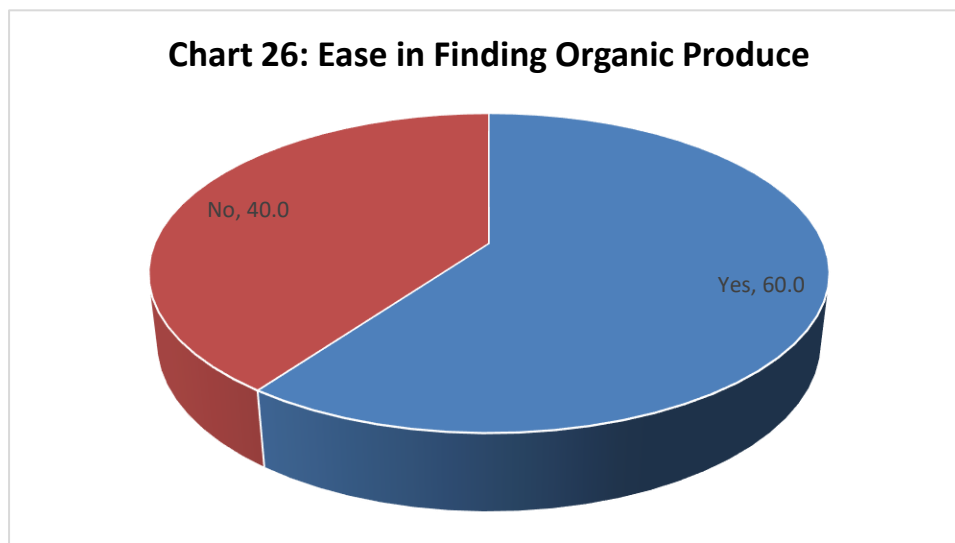


## 20. Identifying Genuine Organic Products:

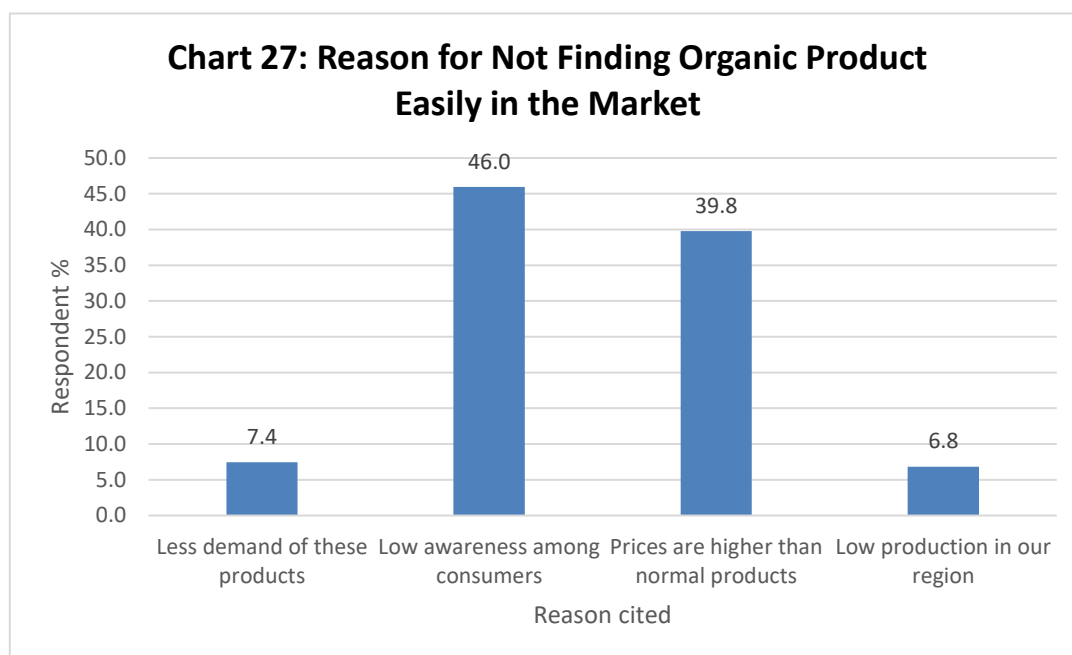


Majority of consumers buying organic products either trust the words of the Shopkeeper/Seller or identify the products based on its taste. Only 7.5% consumers look for description on labelling/packing of the product to identify genuine organic products while only 2.6% consumers go for branded shops. (Chart 25)

## 21.Ease in Finding Organic Products and Reason Thereof

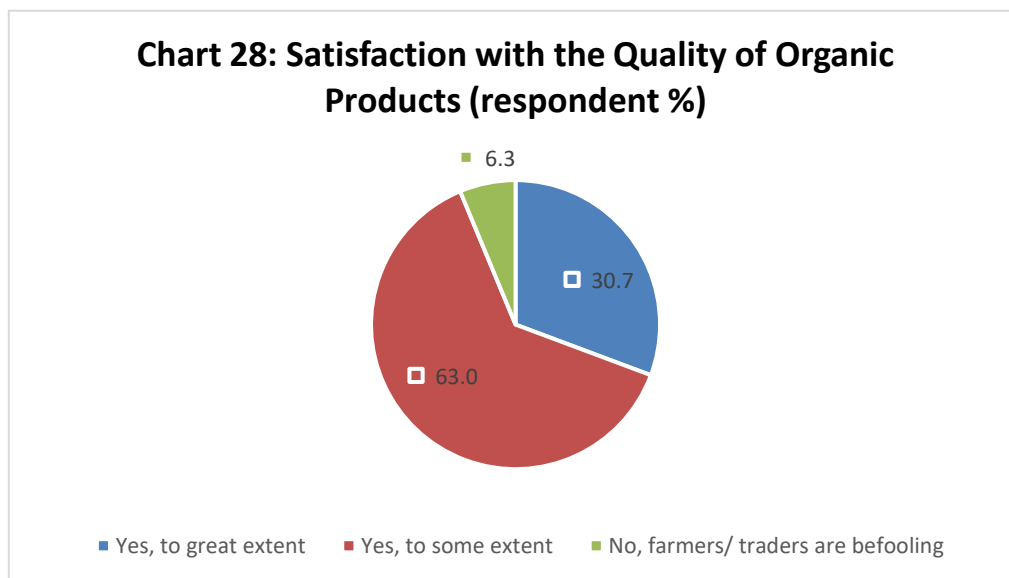


60% of the consumer respondents reported managing to find organic products easily. (Chart 26)



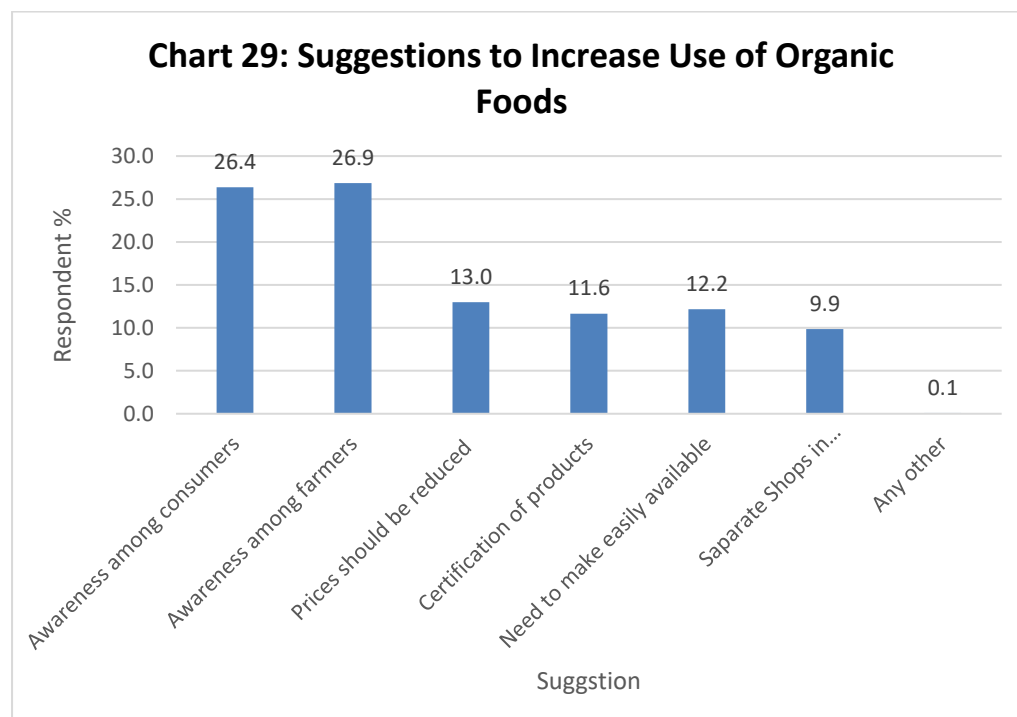
Those who do not find the organic product easily in the market cited low awareness among consumers as the major reason for this. (Chart 27)

## 22.Consumer Satisfaction with the Quality of Organic Products:



Talking about the satisfaction level of the consumers, it has been found that a majority of 93.7% consumers are satisfied either to great extent or to some extent. (Chart 28)

## 23.Suggestions to Increase Use of Organic Foods

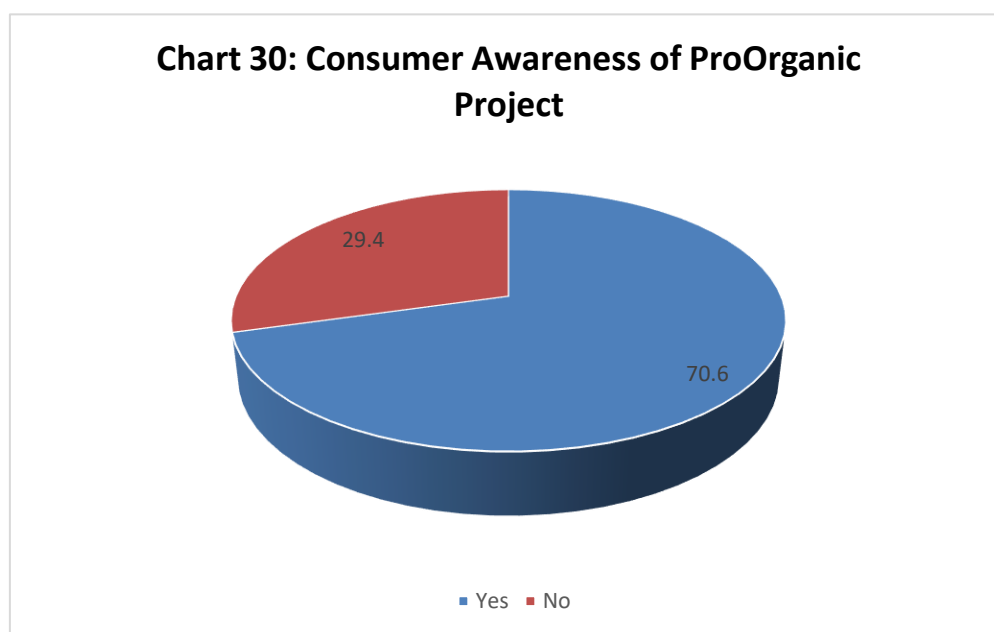


Most of the consumer respondents were of the opinion that to increase use of organic foods, consumers and farmers shall be made aware on the same. (Chart 29)

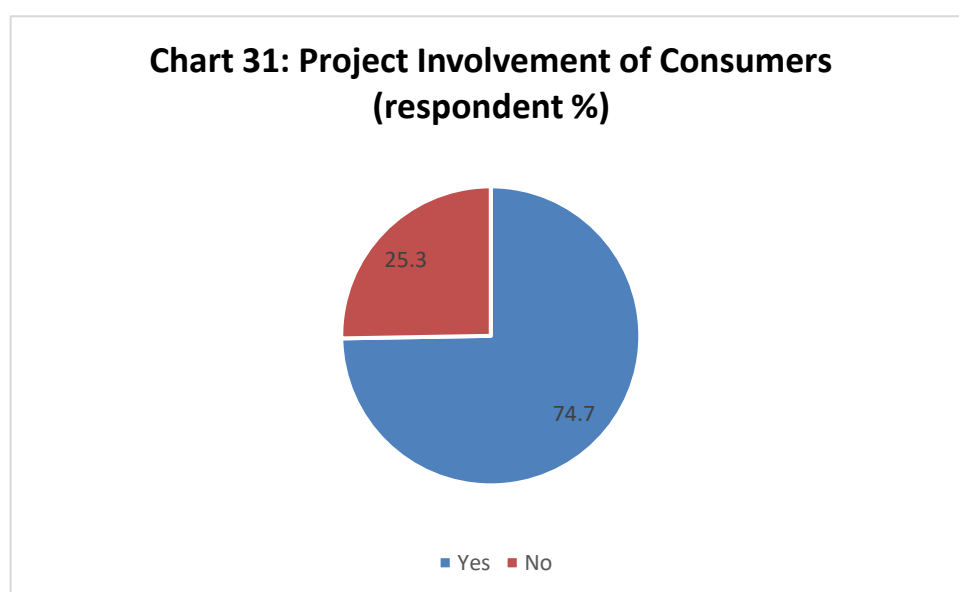
## Section 2 C: Project Involvement and Experiences

### 24.Consumer Awareness of ProOrganic Project:

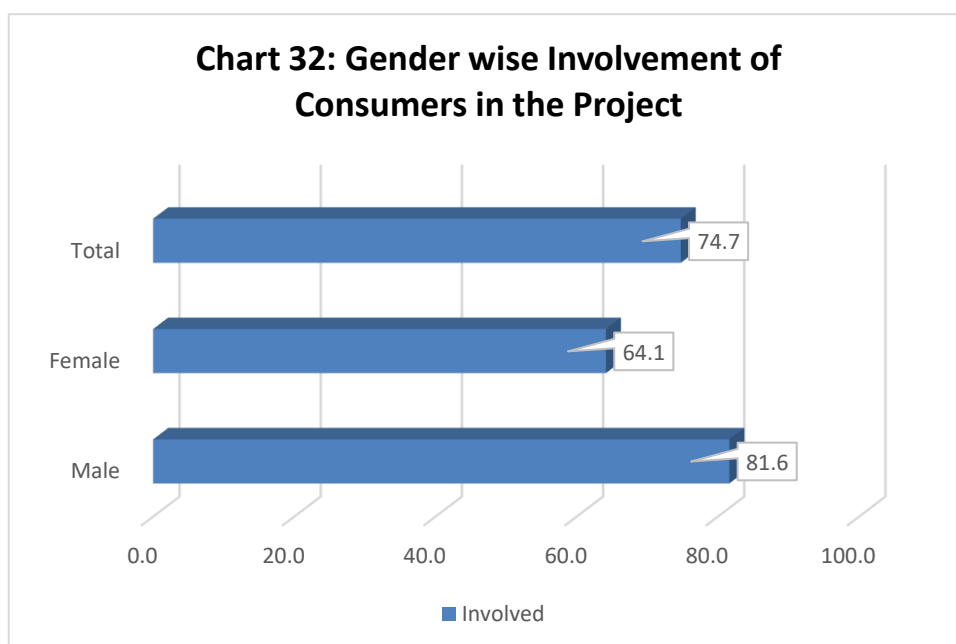
A good majority of 70% of the consumer respondent reported that they have either heard about the ProOrganic project being implemented by CUTS or have participated in an event organised by it. (Chart 30)



### 25.Consumer Involvement in ProOrganic Project:



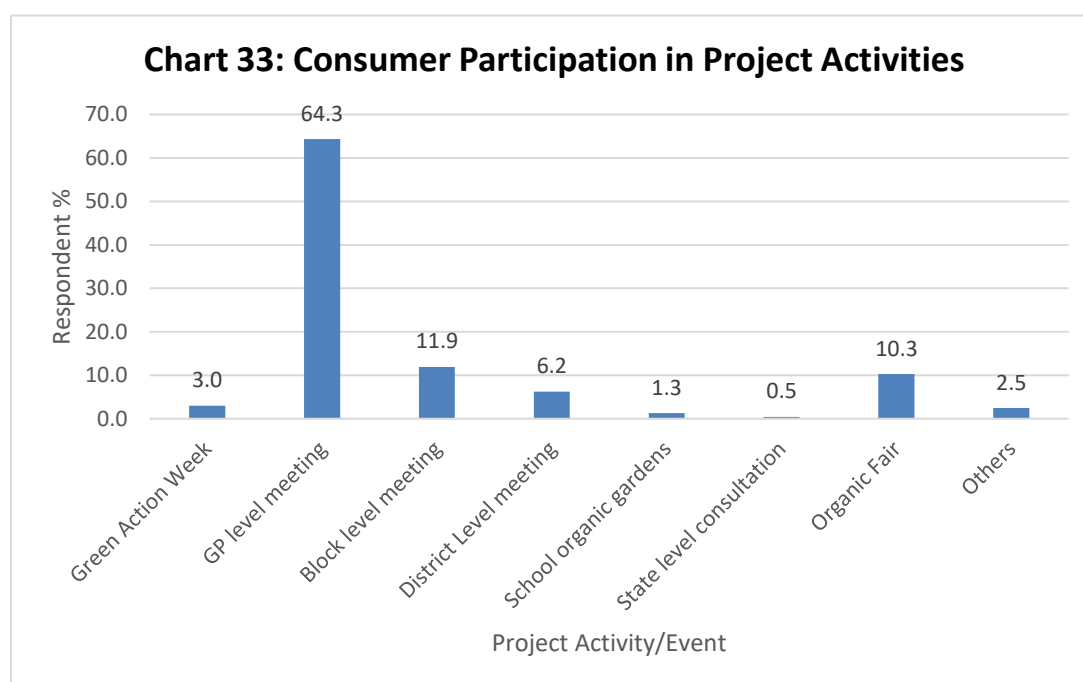
Of those, who have heard about the project, almost three fourth have reported involvement in the project in some or the other way. (Chart 31)



Out of the male consumers who have heard about the project, 81.6% were found involved in the project while out of the female consumers aware of the project 64.1% were involved in the project activities. (Chart 32)

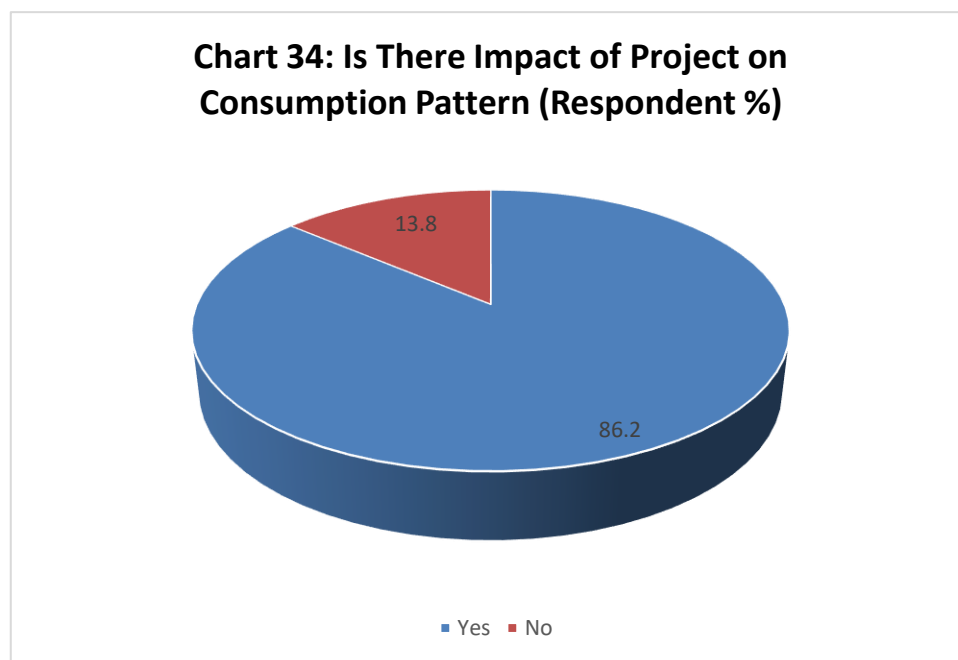
### Consumer Participation in the Project Activities

Gram Panchayat level awareness meeting were found to be the most participative wherein 64.3% respondents took part. (Chart 33)



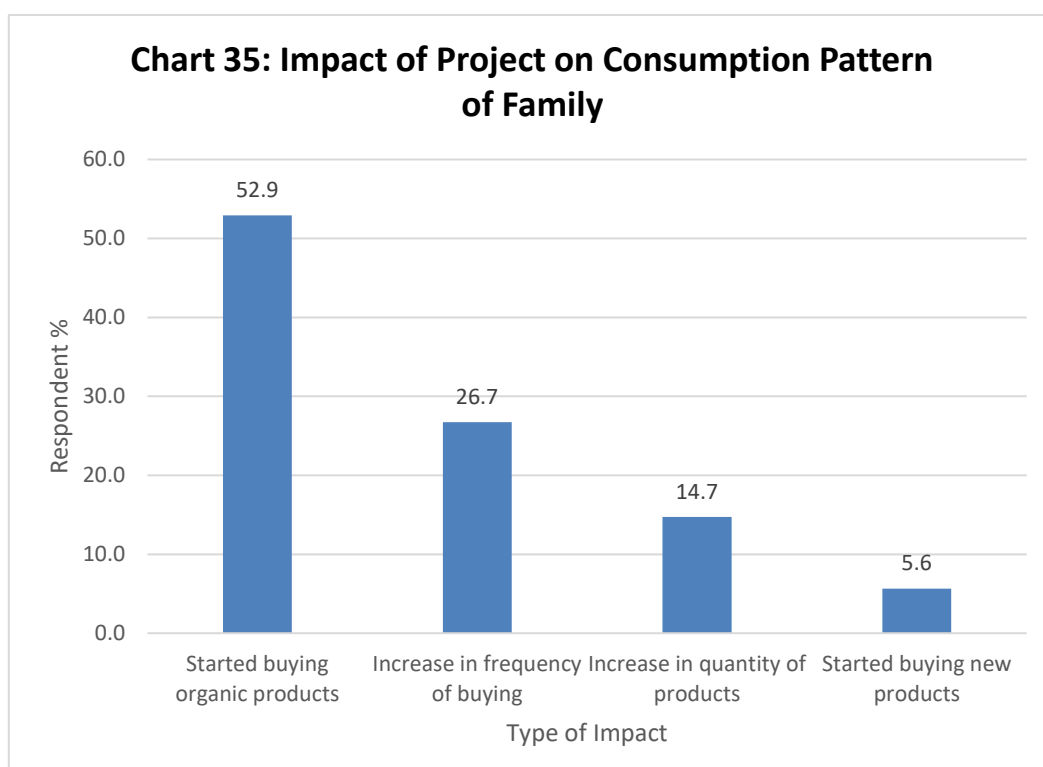
## 26. Is there Any Impact of the Project on Consumption Pattern?

86.2% of the consumer respondents who had been involved in the project reported that the project had made an impact on their consumption pattern. (Chart 34)

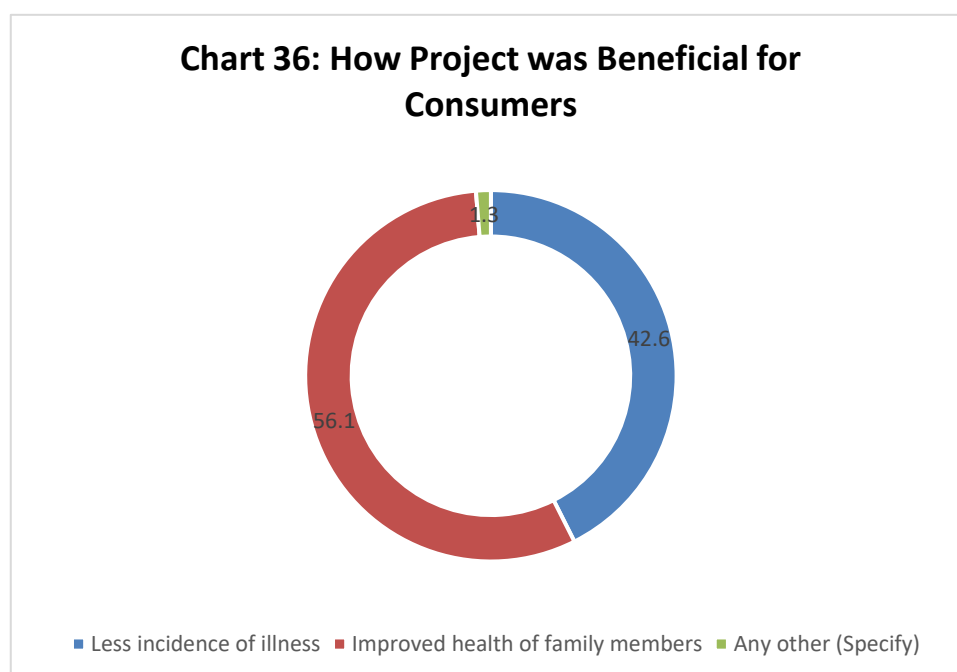


## 27.Type of Impact of the Project

More than half of the consumer respondents reported that they have started buying organic products due to the project while a quarter of them reported increase in frequency of buying. (Chart 35)

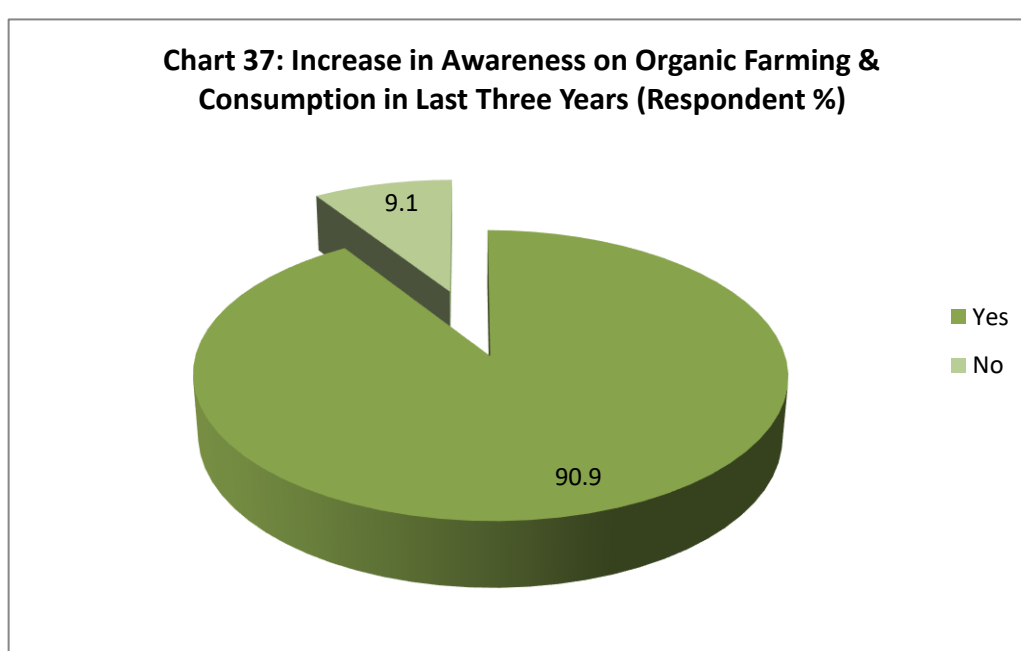


The respondents cited less incidences of illness followed by improved health of family members as the benefits of the project for them. (Chart 36)



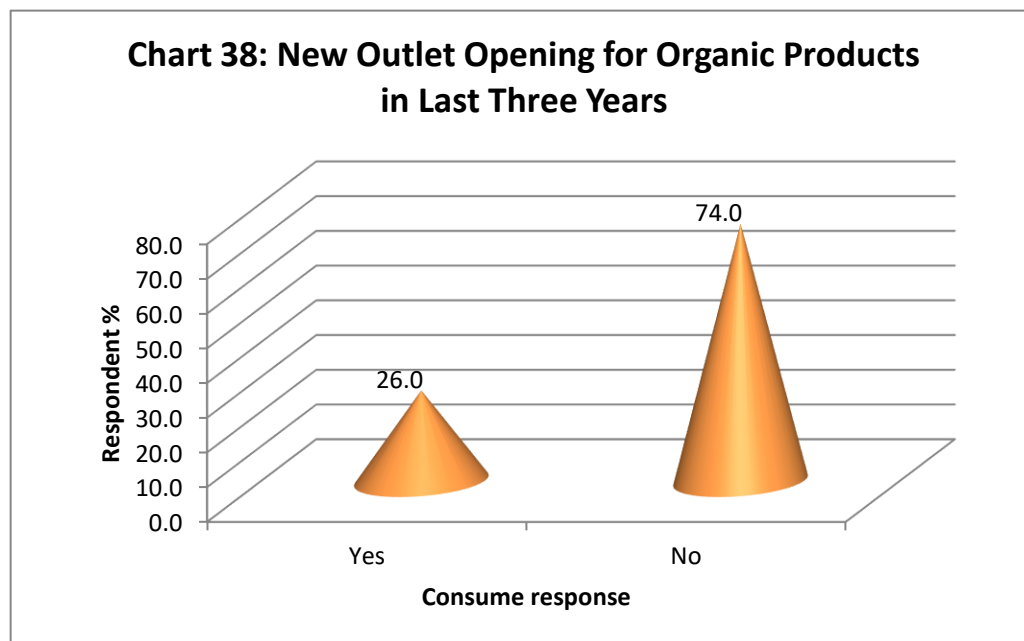
## 28. Status of Increase in Awareness on Organic Farming & Consumption:

More than 90% respondents reported that they feel there is an increase in awareness on organic farming and consumption. (Chart 37)

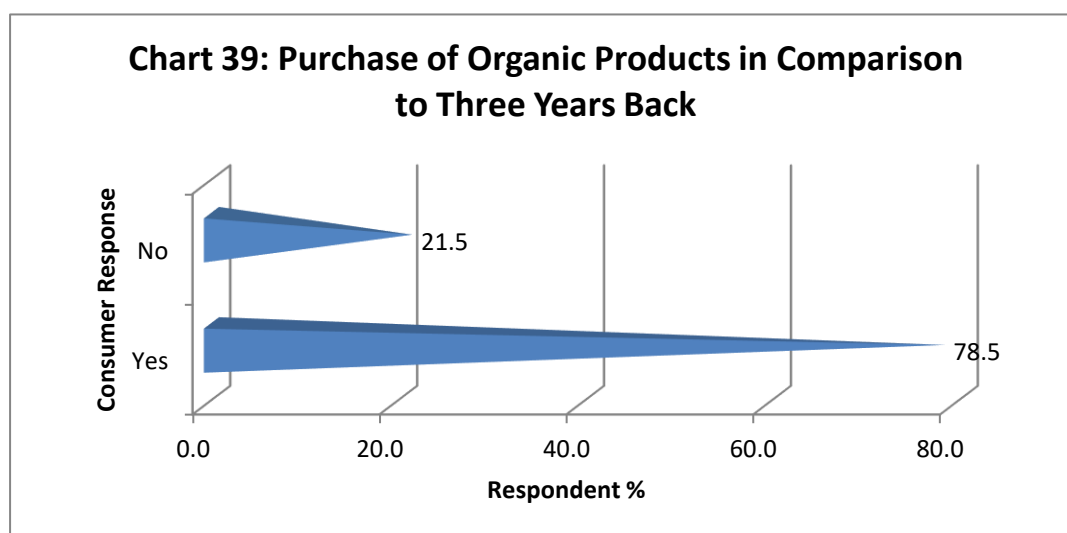


### 29. Status of New Outlet Opening for Organic Products:

26% respondents report new outlet opening for organic products in their area in the last 3 years. (Chart 38)



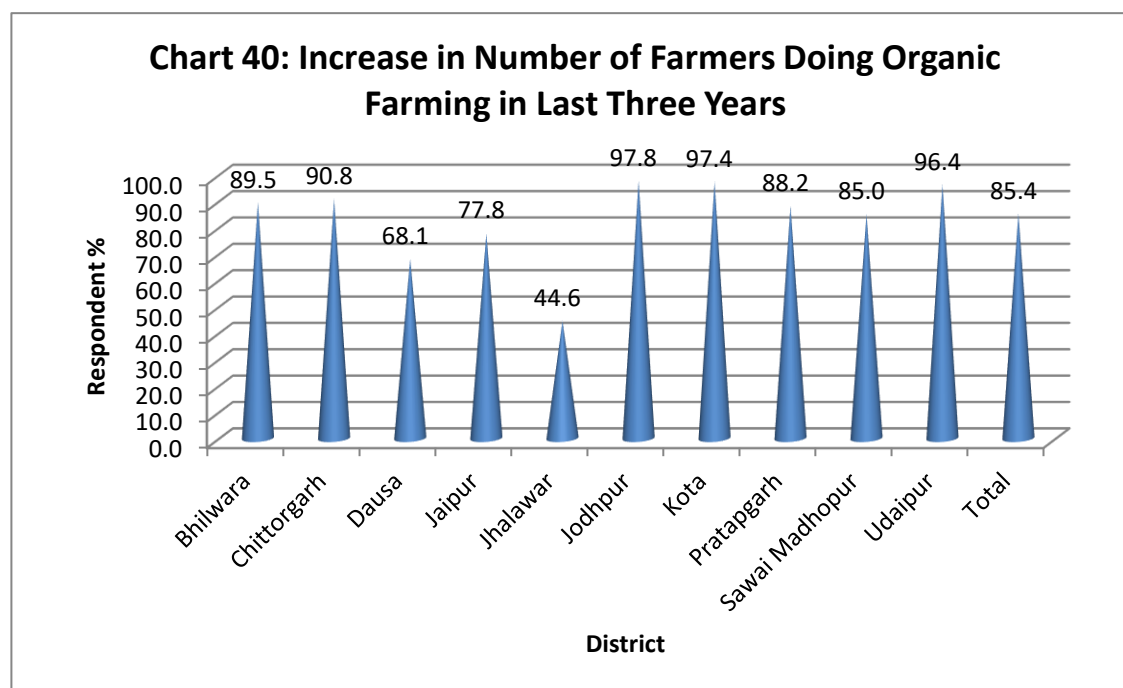
### 30. Status of Consumers Buying Organic Products:



More than three fourth of the consumer respondents (78.5%) reported that there are more consumers purchasing organic products now in comparison of three years back. (Chart 39)

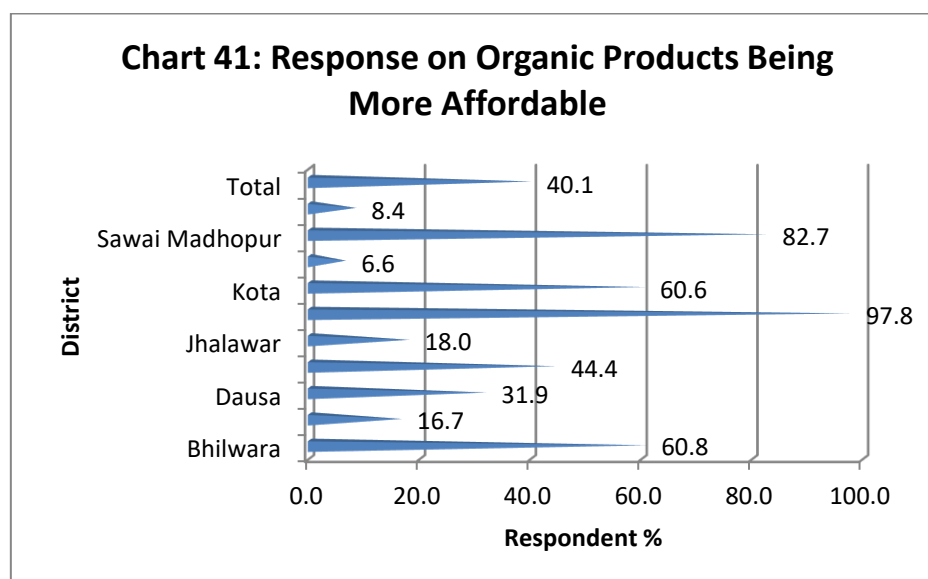
### 31. Increase in Number of Farmers Doing Organic Farming in Last Three Years

85.4% respondents reported increase in number of farmers doing organic farming in their area during the last 3 years. (Chart 40)



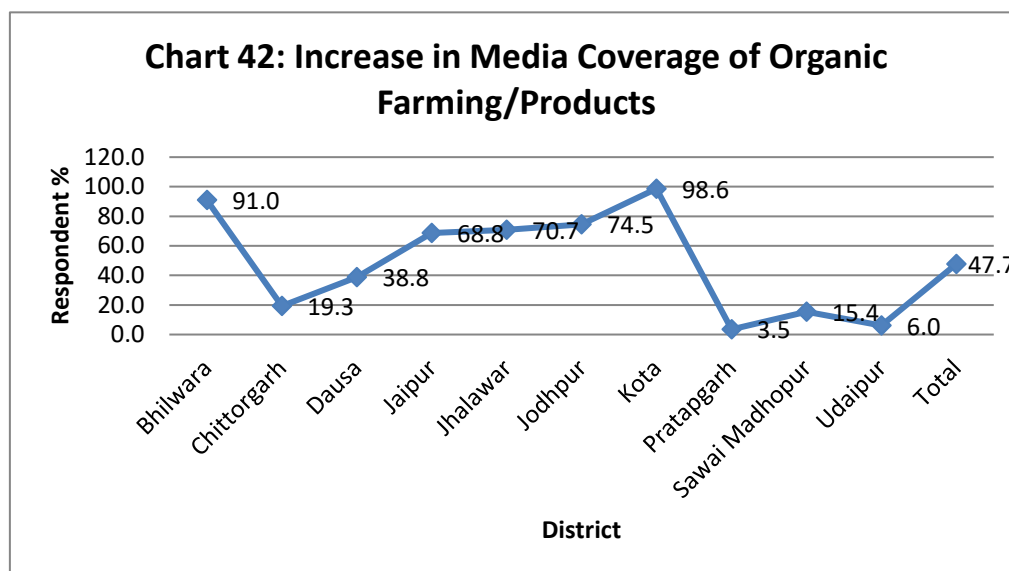
### 32. Status of Organic Products Being More Affordable in Last 3 Years

Approximately 40% respondents reported organic products becoming more affordable in the last 3 years. However, there was a huge difference in opinion on this in the districts as most of the respondent (97.8%) in Jodhpur reported this while in Pratapgarh and Udaipur very less respondents reported this. (Chart 41).



### 33. Increase in Media Coverage of Organic Farming/Organic Products in Last Three Years

District wise consumer responses were highly divided over the increase in media coverage of organic farming/organic products in the last 3 years. (Chart 42)



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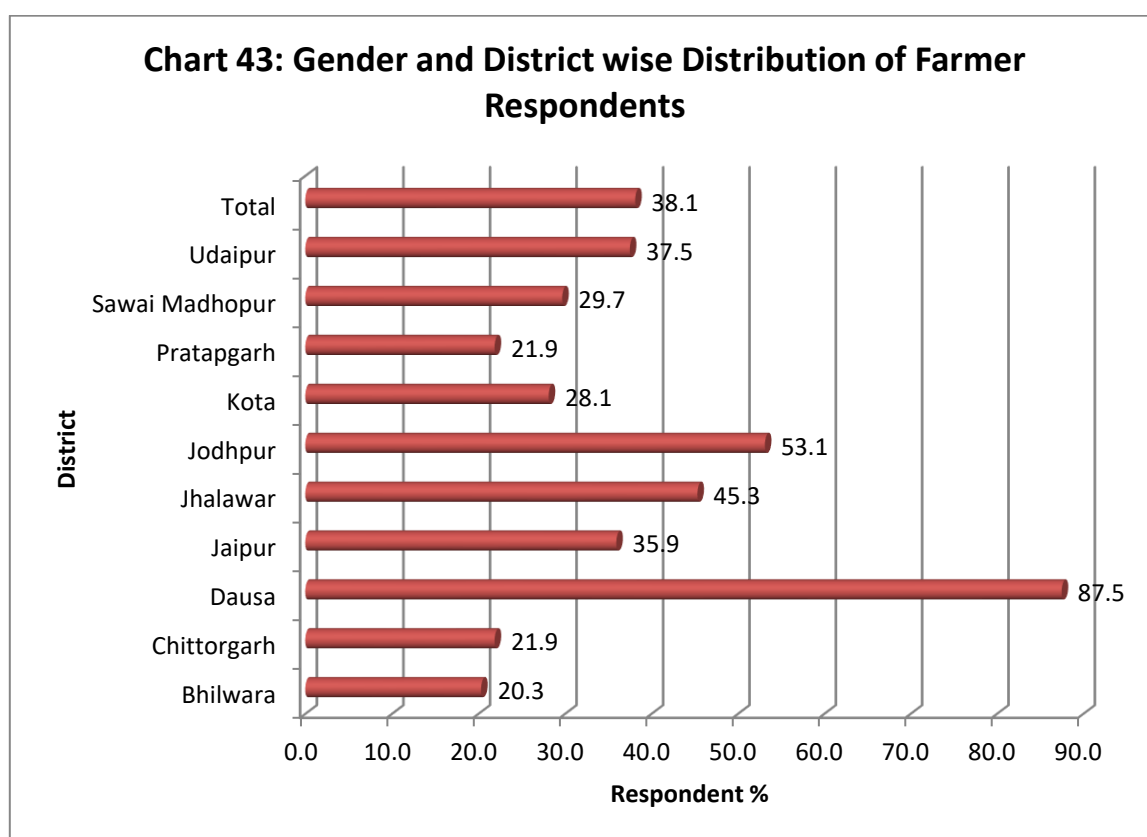
# 3

## Findings: Quantitative Survey of Farmers

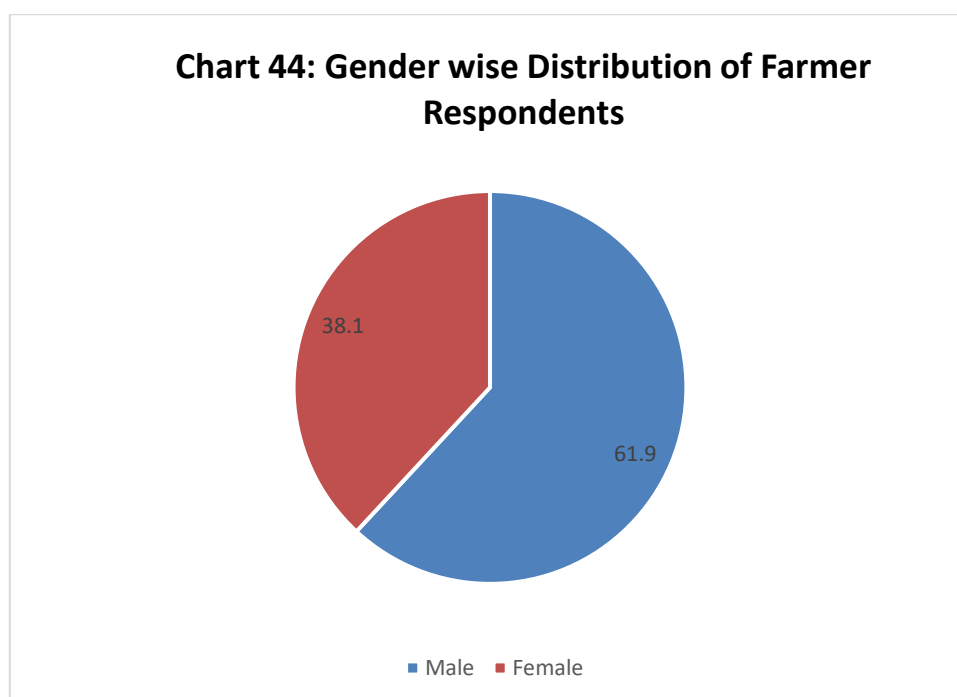
### Section 3A: Respondent Profile

#### 1. Respondents Distribution by District and Gender:

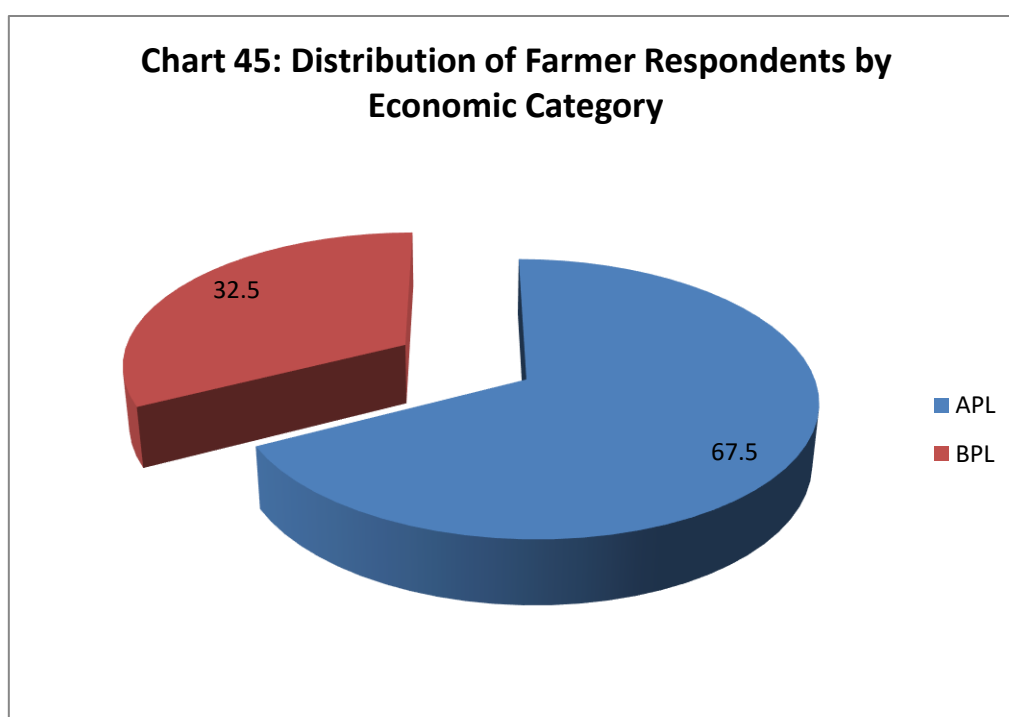
640 farmers were interviewed during the survey. District wise 64 farmers were interviewed in each of the 10 project districts. Bhilwara has the lowest number of female respondents (20.3%) while Dausa has the highest proportion of female respondents. (Chart 43)



Overall a total of 38.1% of the farmers interviewed were female. (Chart 44)



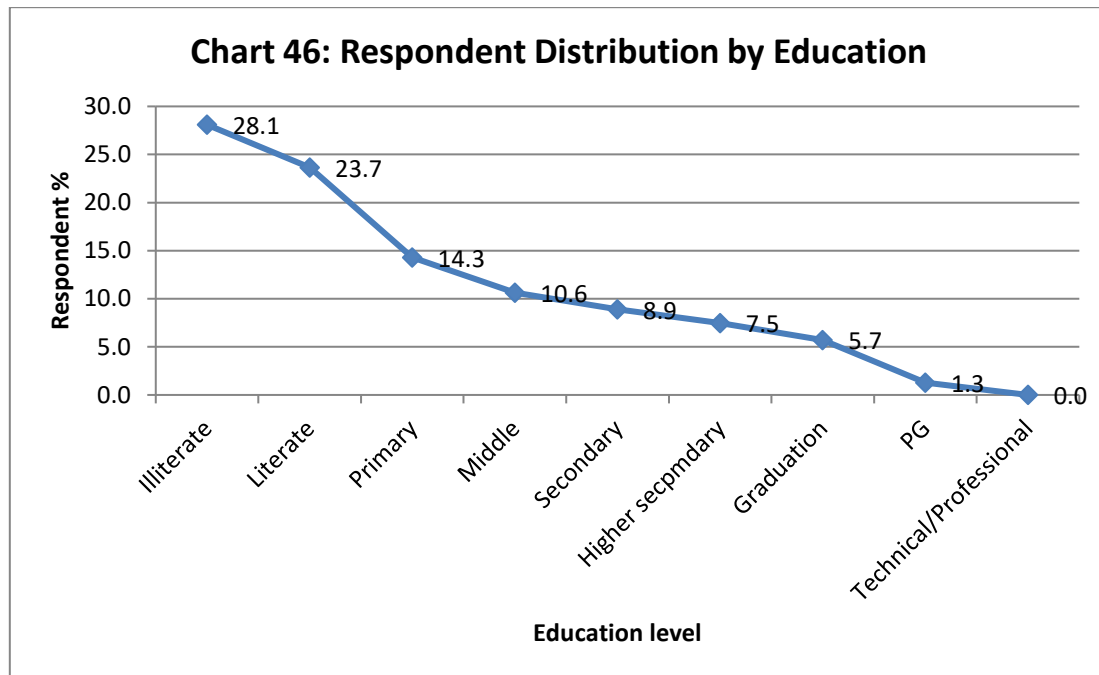
## 2. Respondent Distribution by Economic Category:



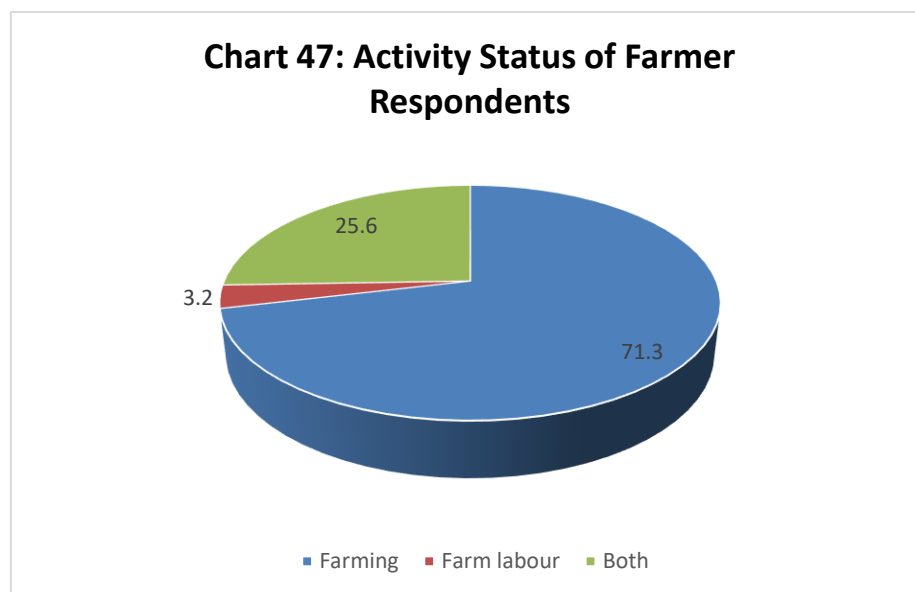
Almost one third of the farmer respondents interviewed belonged to the Below Poverty Line economic category. (Chart 45)

### 3. Educational Status of Respondents:

More than half of the farmers interviewed were those who have either not attended any school or are just literate. Only 7% farmer respondents were either graduate or post graduate. (Chart 46)

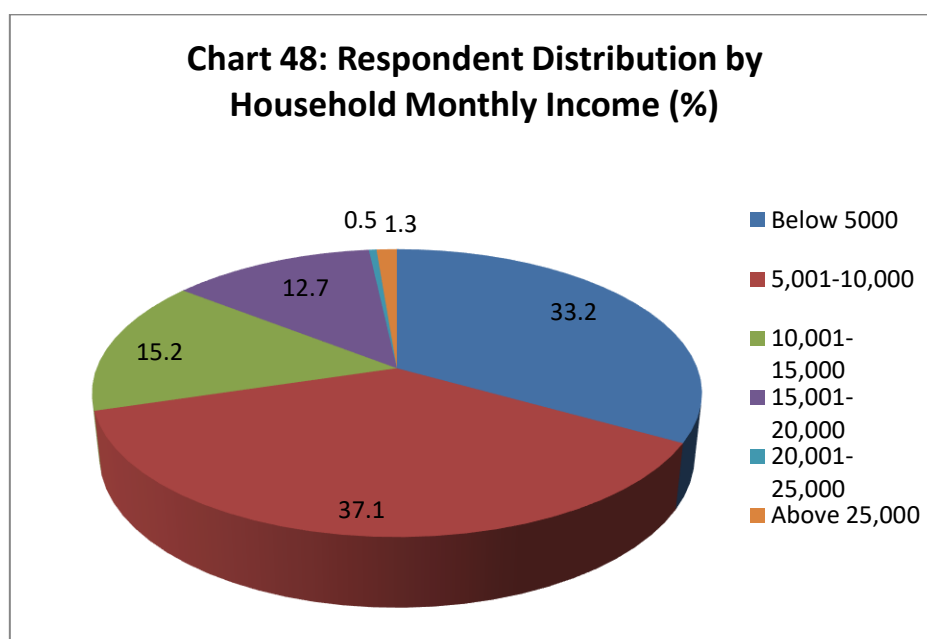


### 4. Activity Status of Farmer Respondents:



Most of the respondents (71.3%) are into farming while almost one fourth were found doing farming as well as farm labour. (Chart 47)

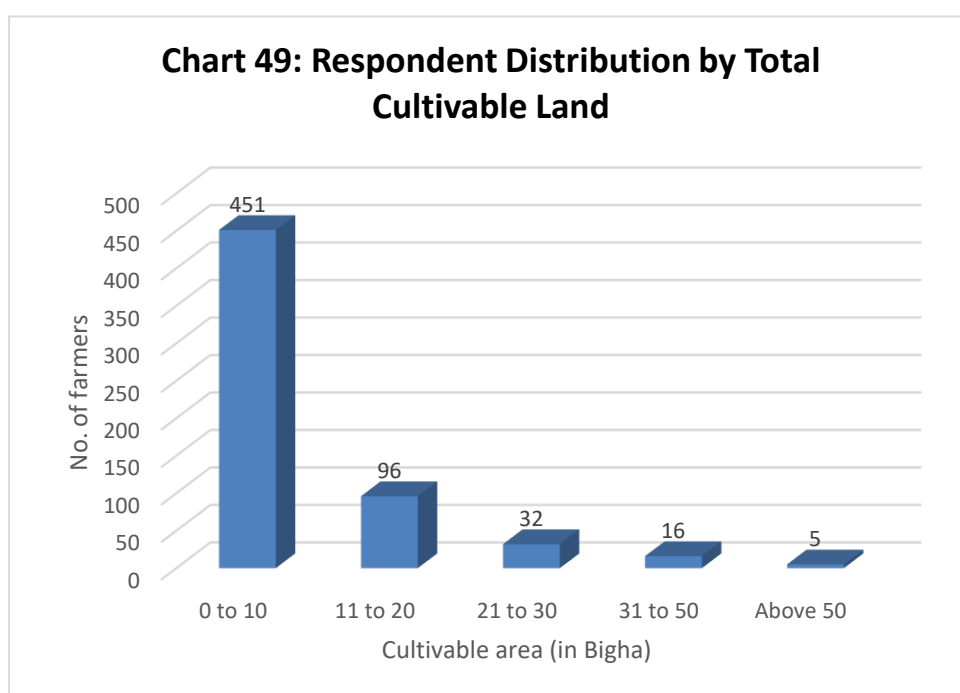
## 5. Respondent Distribution by Household Income:



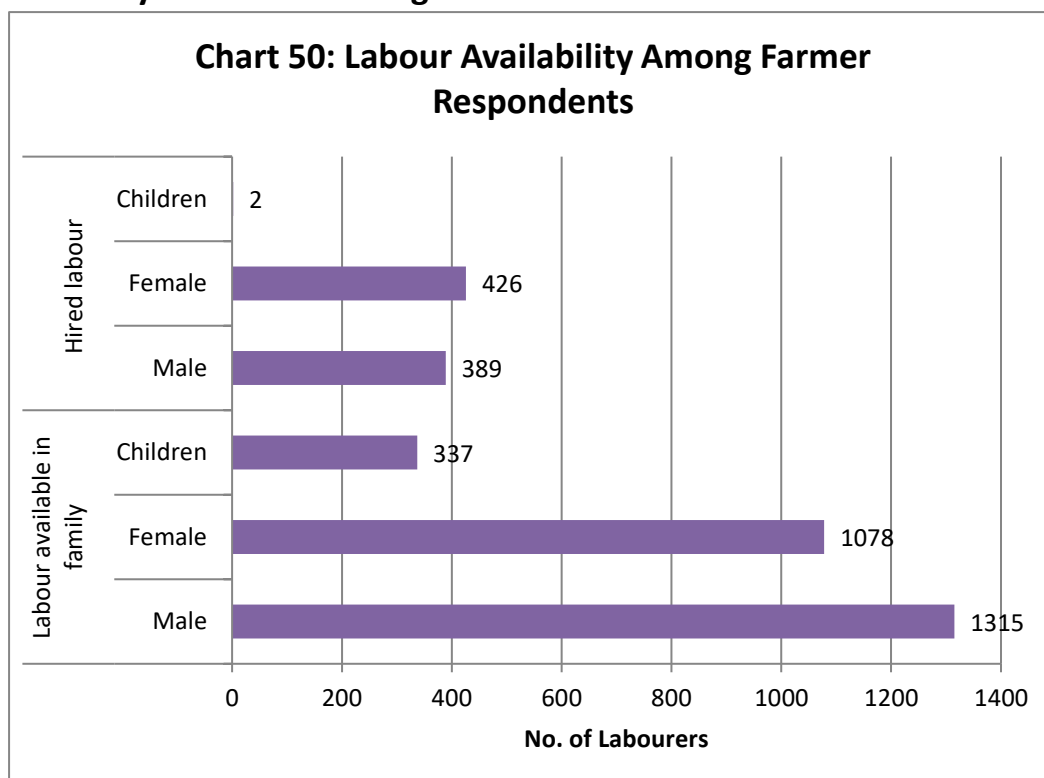
More than two-thirds of the farmer respondents reported their monthly family income below 10 thousand rupees. Only 1.8 % of the respondents reported their family income more than 20 thousand per month. (Chart 48)

## 6. Respondent Distribution by Total Cultivable Land

451 out of 640 farmers belong to very poor background as they possess only 0 to 10 bighas of total cultivable land. (Chart 49)



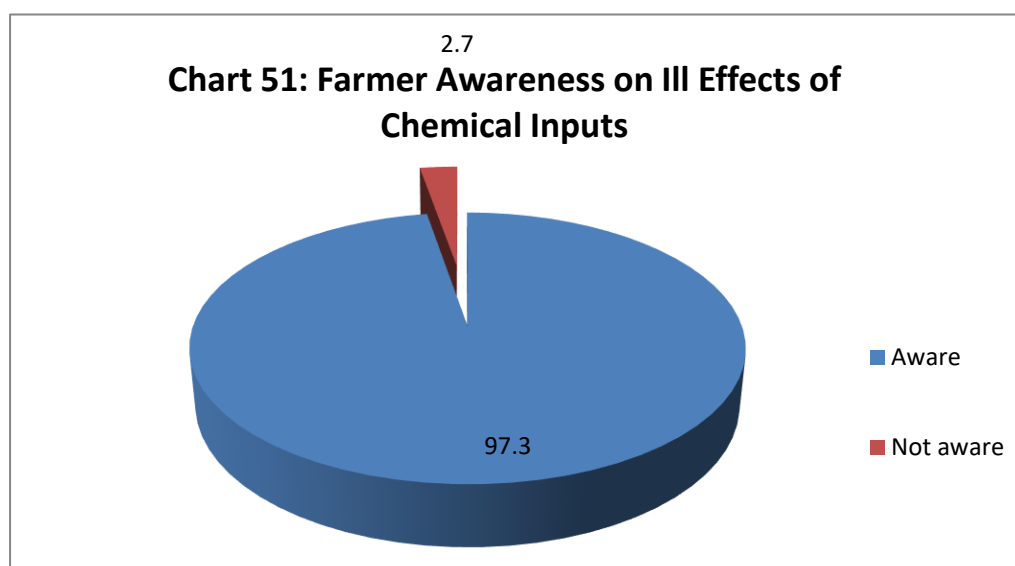
## 7. Availability of Labour Among Farmer Households



Above chart shows the availability of labour in the family as well as hired labour. Child labour is available in the family to a large extent although there is hardly any hired child labour. (Chart 50)

## Section 3B: Knowledge and Practices

### 8. Farmer Awareness on Ill Effects of Chemical Inputs:

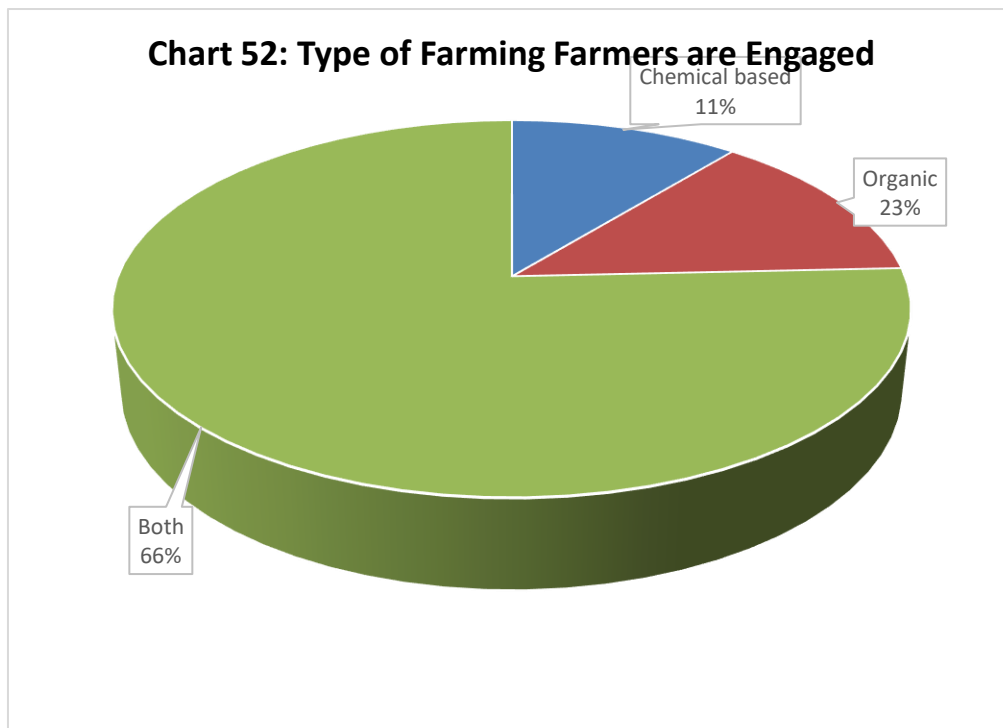


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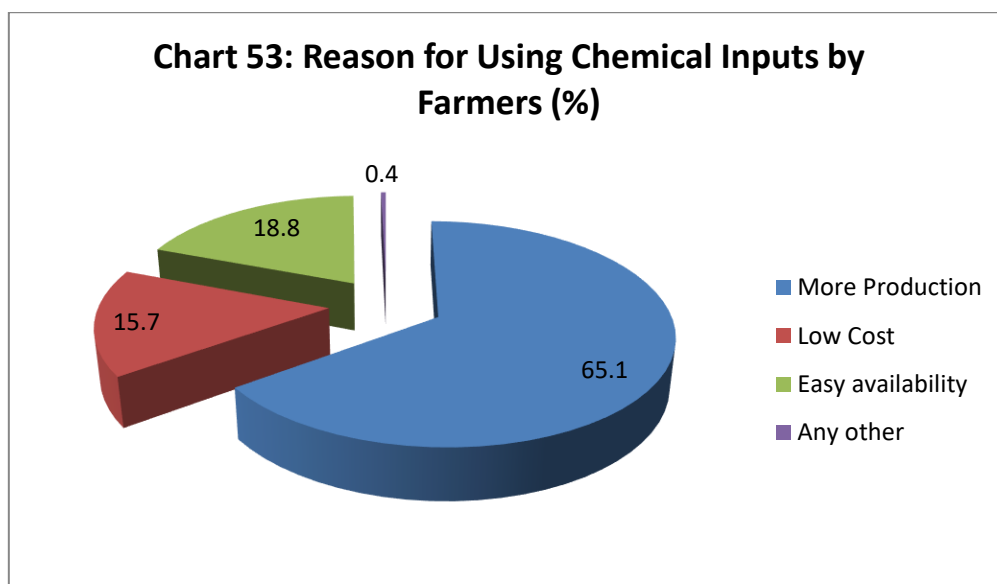
whopping majority of 97.3% respondents interviewed reported that they are well aware of the ill effects of chemical input-based food products. (Chart 51)

## 9. Type of Farming Respondents Are Engaged:

Maximum farmers interviewed reported that they are engaged in a farming pattern, which is a mix of organic and chemical input base. (Chart 52)

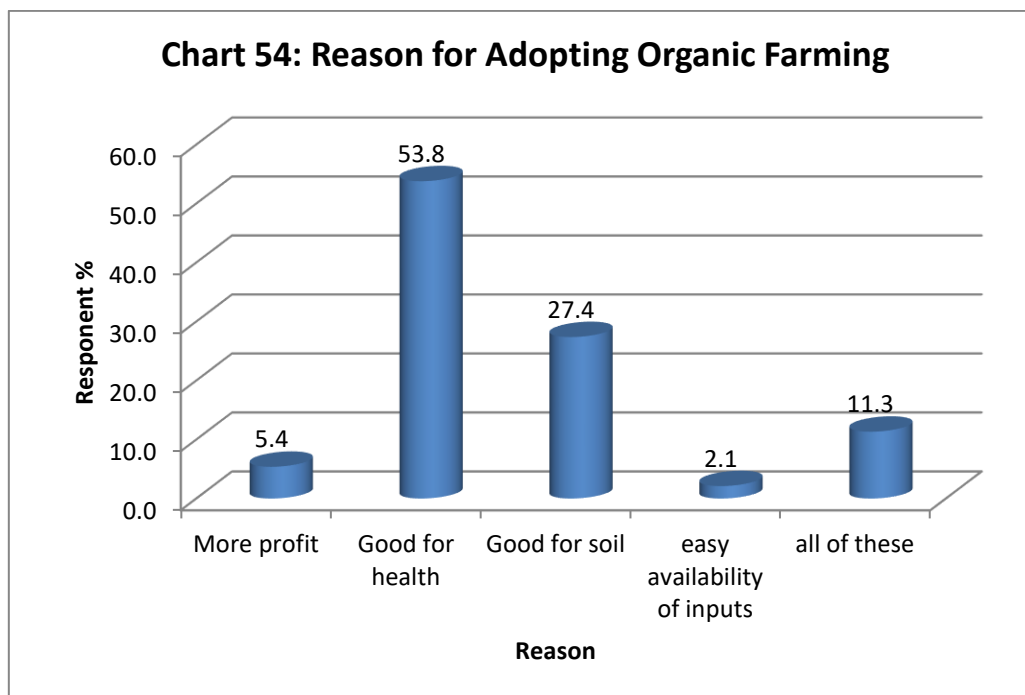


## 10.Reasons for Usage of Chemical Inputs:



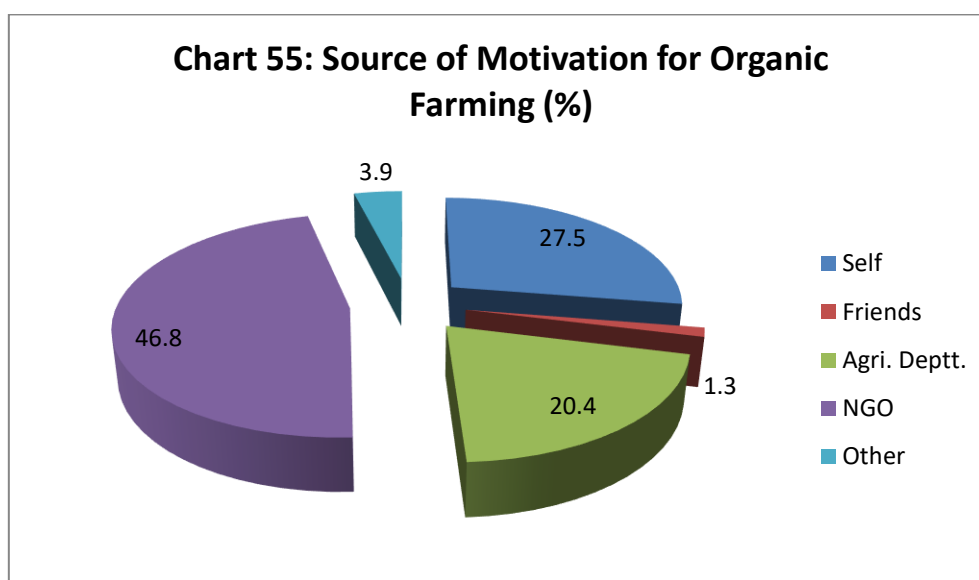
More than 65% farmers reported more production as the sole reason for using chemical inputs for their farming. (Chart 53)

## 11.Reason for Adopting Organic Farming



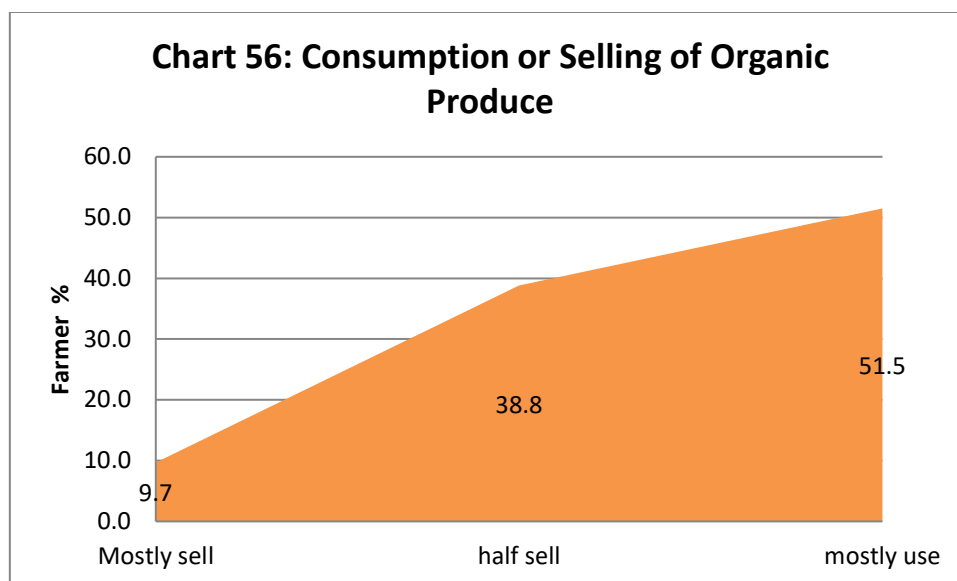
More than half of the respondents cited good for health as the reason for adopting organic farming. (Chart 54)

## 12.Source of Motivation for Organic Farming:



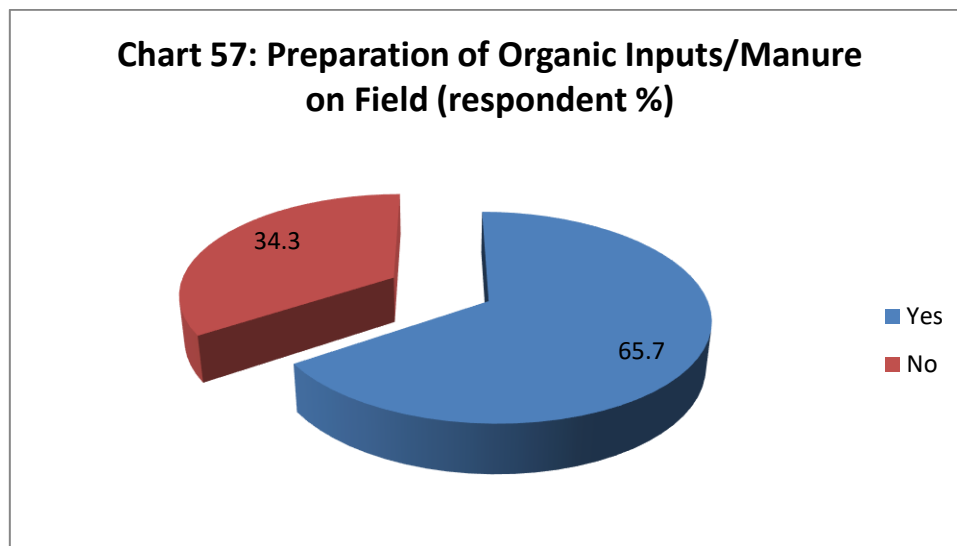
Civil society organisations or Non-Governmental Organisations have been reported as a major source of motivation for organic farming. (Chart 55)

### 13. Whether Farmers Sell Organic Produce or Use for Own Consumption:



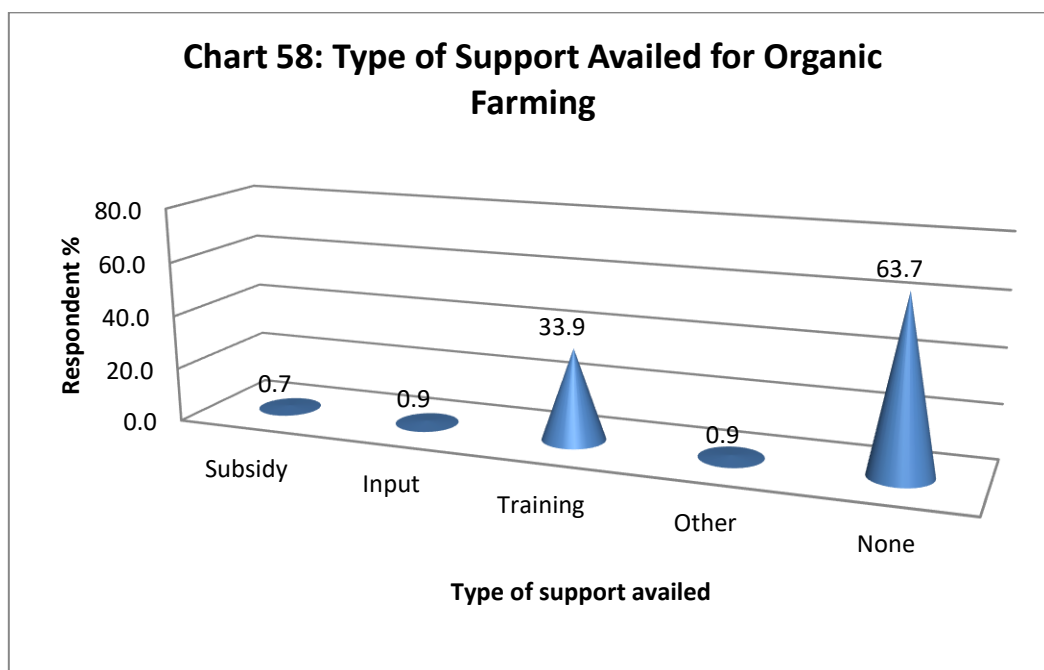
More than half of the farmers interviewed reported that they do mostly use the organic produce for own consumption. (Chart 56)

### 14. Preparation of Organic Inputs by Farmers:



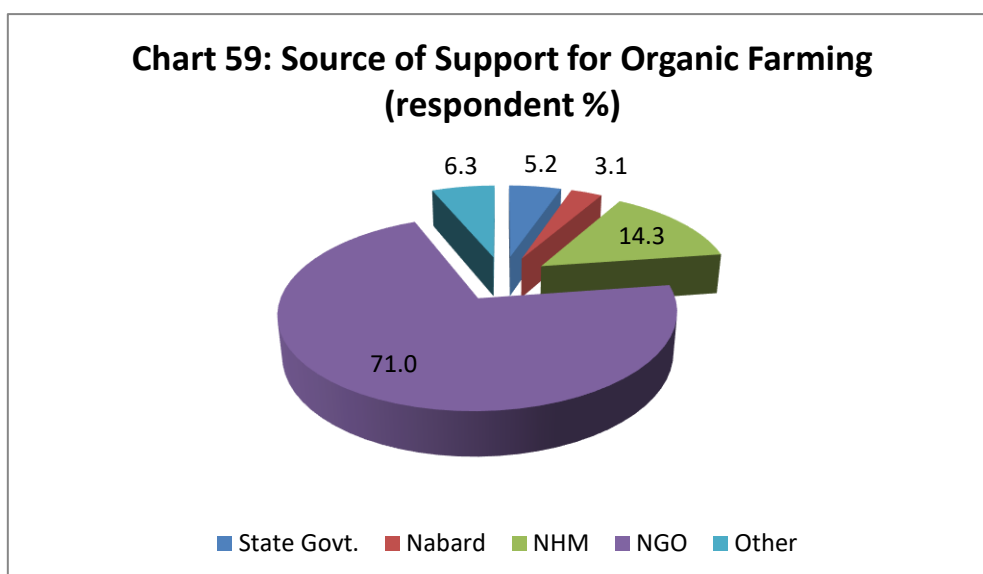
65.7% of the farmers reported that they prepare organic input on their field itself. (Chart 57)

## 15.Support for Organic Farming:



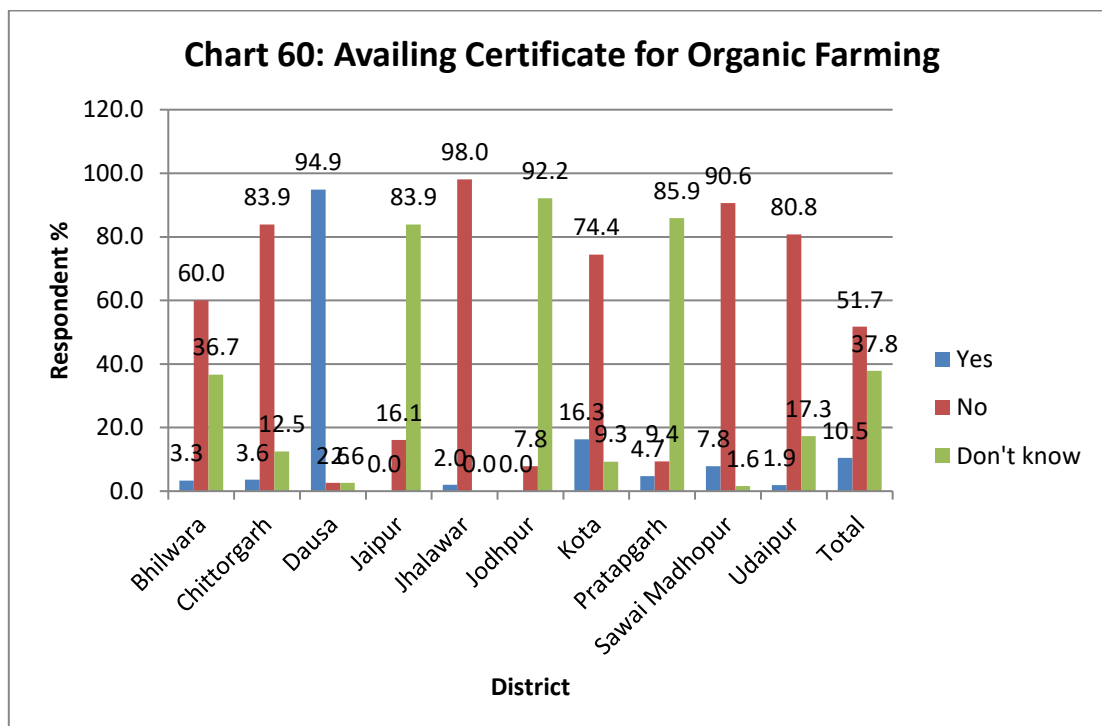
Of the farmers doing organic farming, one third reported receiving support in the form of training while a majority of 63.7% reported receiving no support at all. (Chart 58)

## 16.Source of Support for Organic Farming:

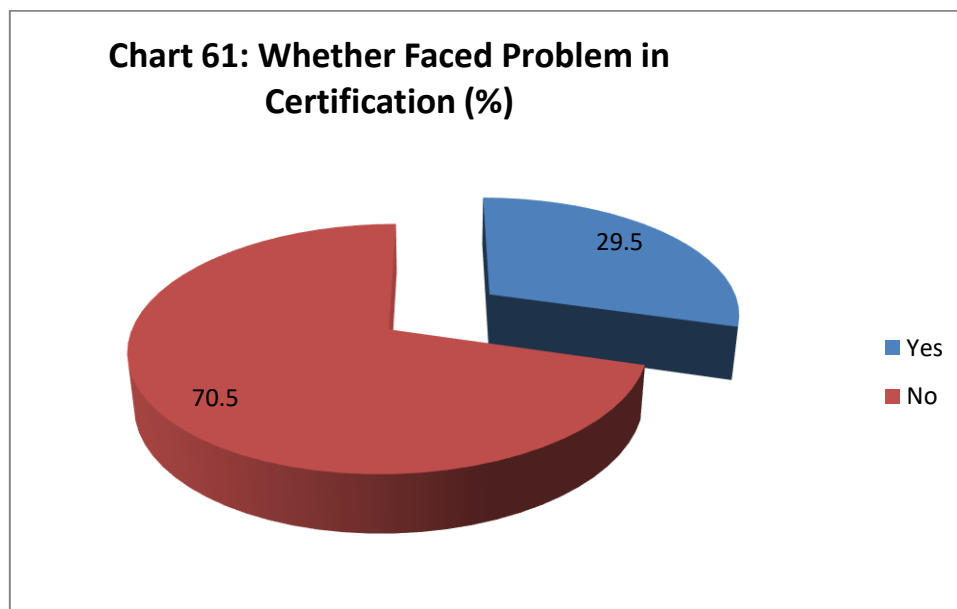


NGOs are a major source for providing support to the farmers doing organic farming. National Horticulture Mission (NHM) comes second at 14.3%. (Chart 59)

## 17. Availability of Certificate for Organic Farming:

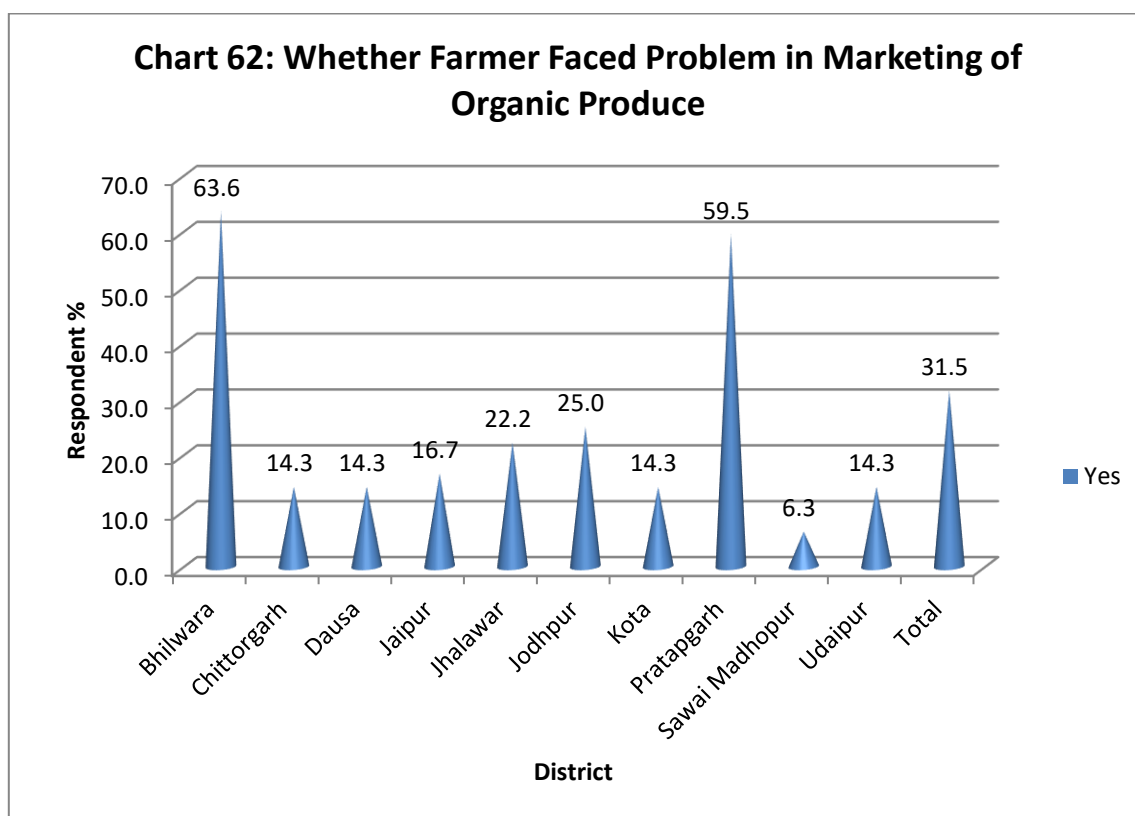


Only 10.8% of organic farmers doing organic farming reported availing certificate for the same. (Chart 60)



Almost 30 % of the farmers availing certificate for organic farming reported facing problems in availing the certificates. (Chart 61)

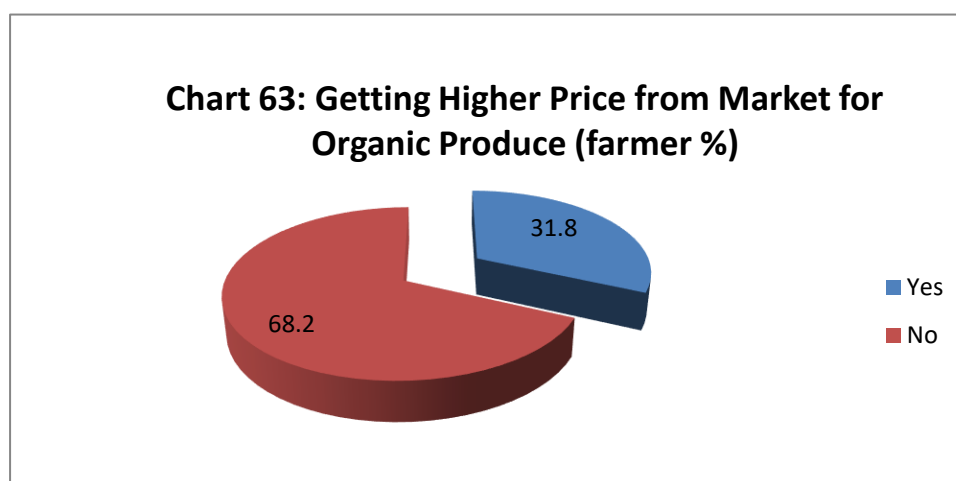
## 18. Status of Problems in Marketing of Organic Produce:



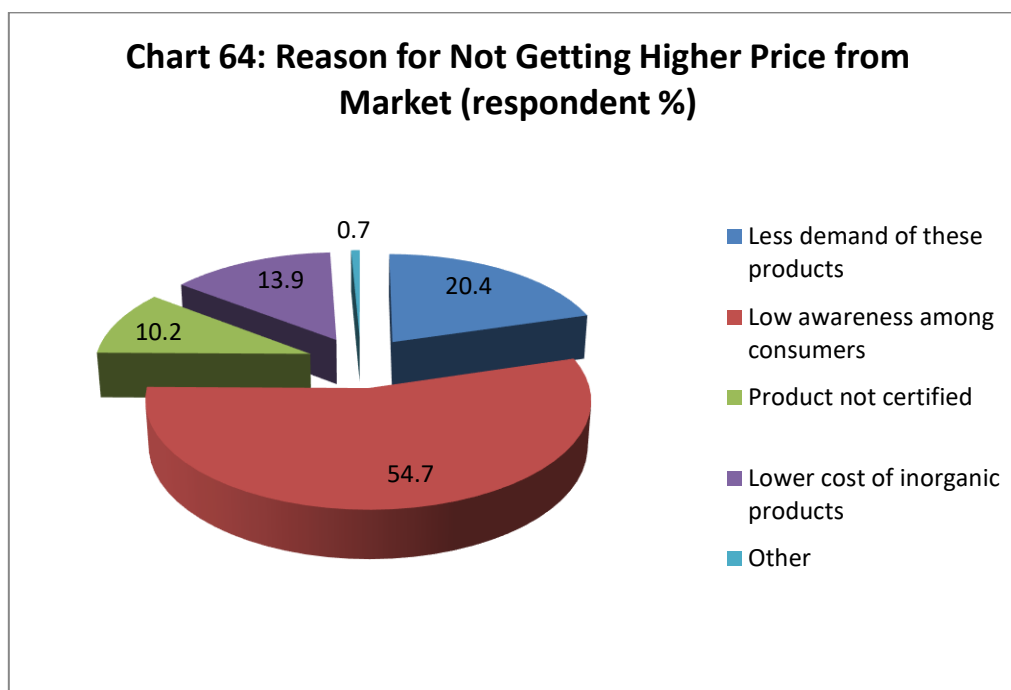
Less than one third of the farmers doing organic farming reported that they had faced problem in marketing of their organic produce. (Chart 62)

## 19. Comparative Prices for Organic Produce and Reason for Not Getting Higher Price from Market:

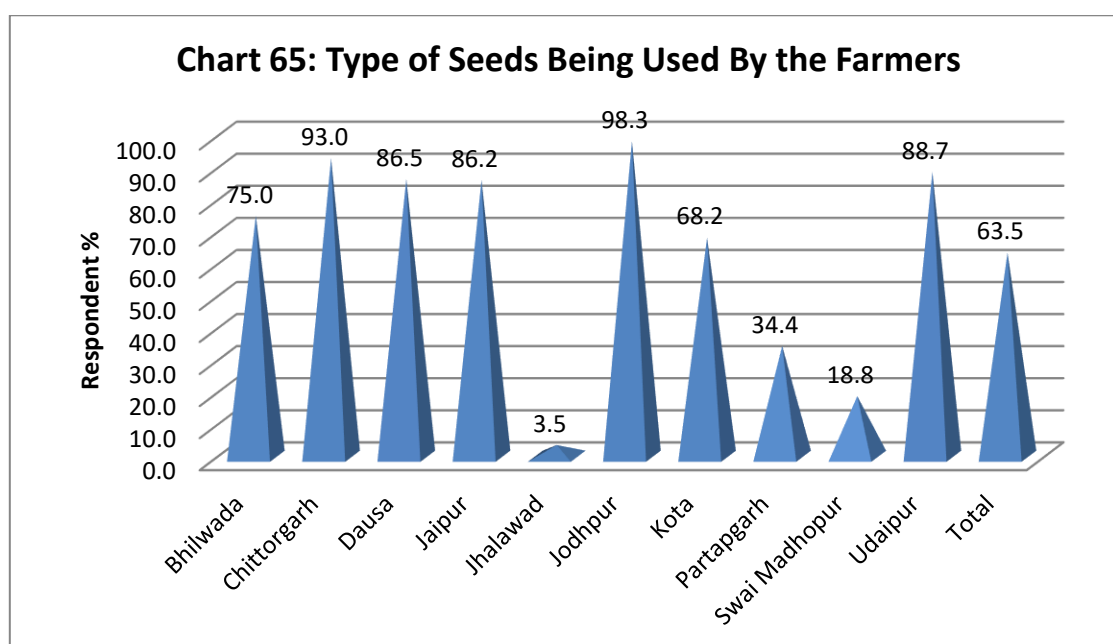
Further to the above question when it was asked whether the farmers are getting higher price of their organic produce from the market, more than two third of the respondents reported that they are not getting higher prices. (Chart 63)



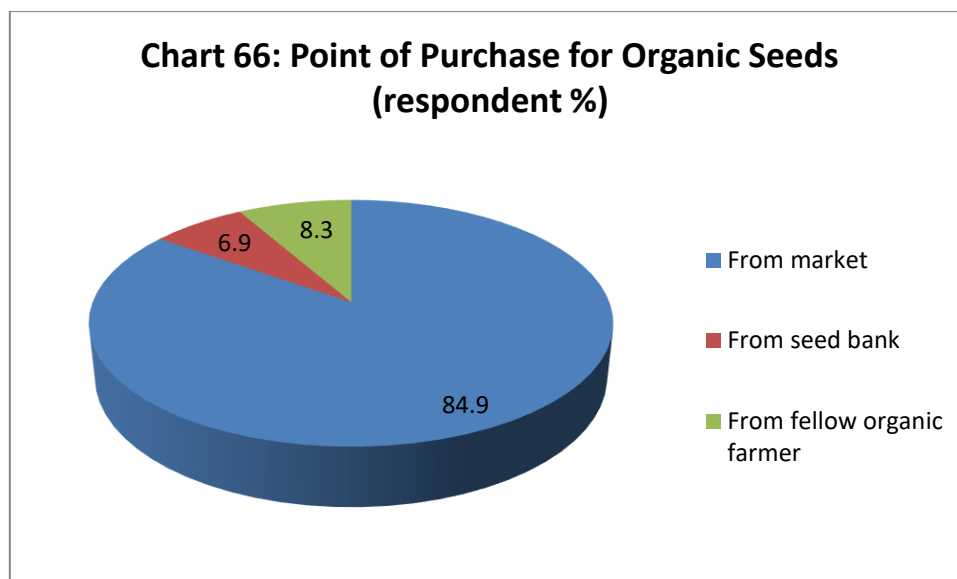
More than half of the farmers reported low awareness among the consumers as the major reason for not getting higher prices from the market. (Chart 64)



## 20.Type of Seeds Being Used by the Farmers and Point of Purchase

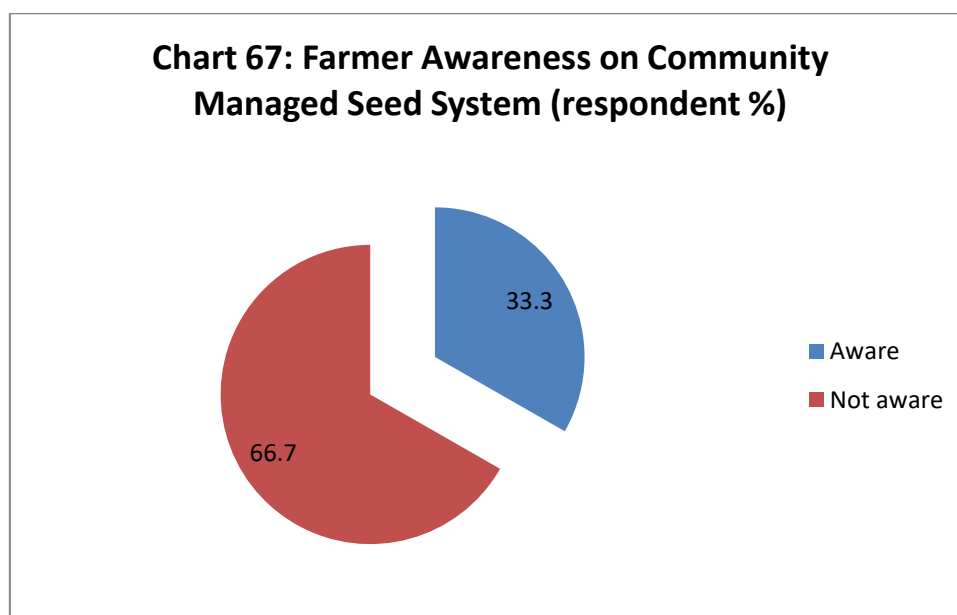


(Chart 65) 63.5 % farmers are using organic seeds and 84.9 % purchasing from market.



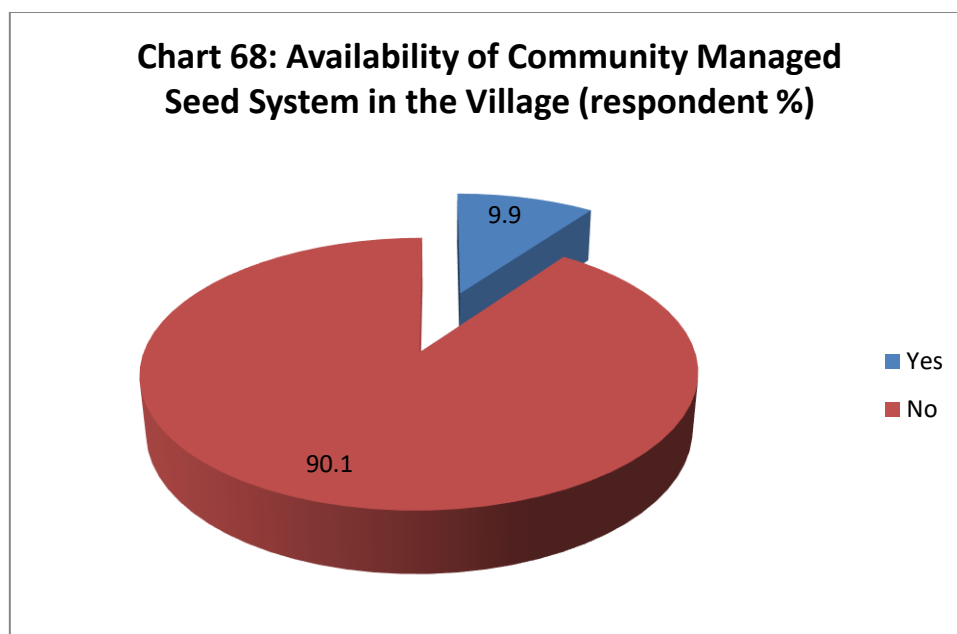
Only 6.9% farmers reported purchasing organic seeds from the seed bank. (Chart 66)

## 21. Awareness on Community Managed Seed System:



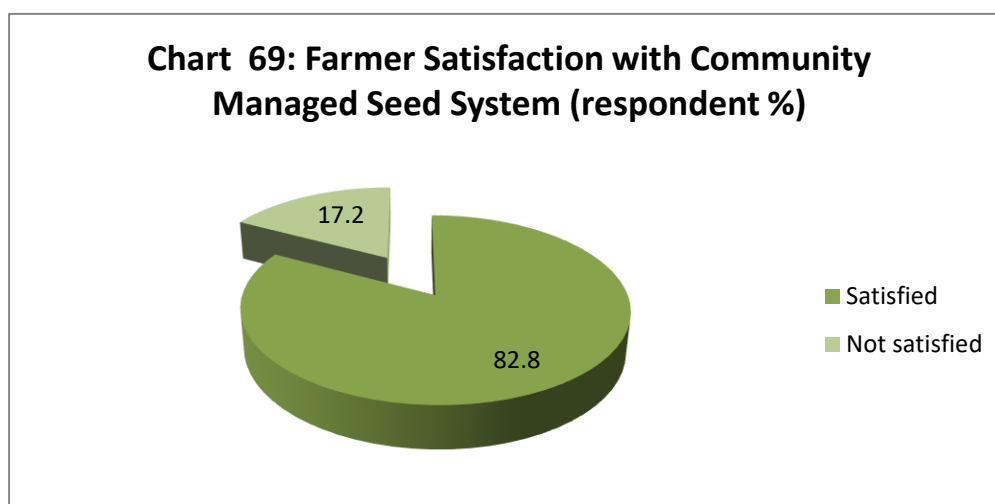
Only one-third of the farmer respondents reported awareness about the community managed seed system. (Chart 67)

## 22.Availability of Community Managed Seed System in the Villages:



Out of the farmers reporting awareness about the community managed seed system, more than 90% reported that there is no existence of Community Managed Seed System in their village. 10 % farmers are aware about existence of community managed seed system in the village. (Chart 68)

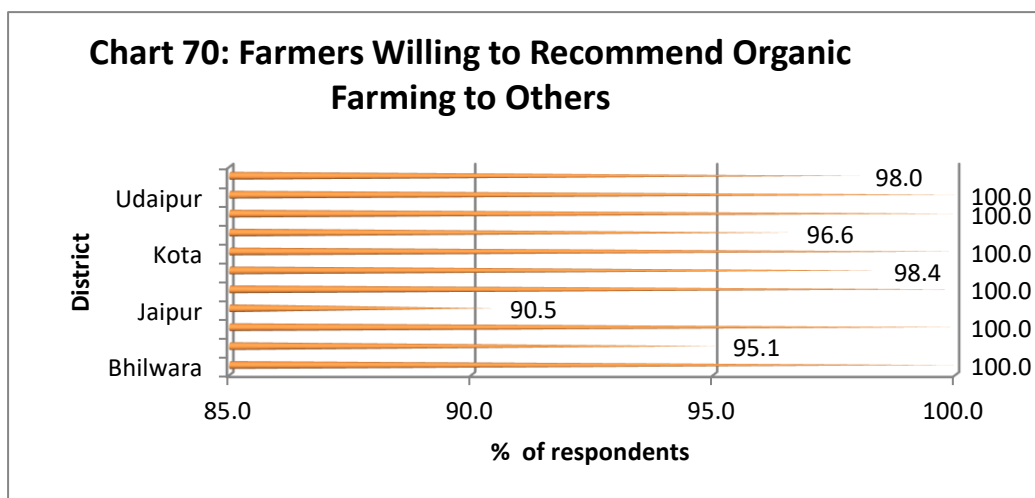
## 23.Farmer Satisfaction with Community Managed Seed System:



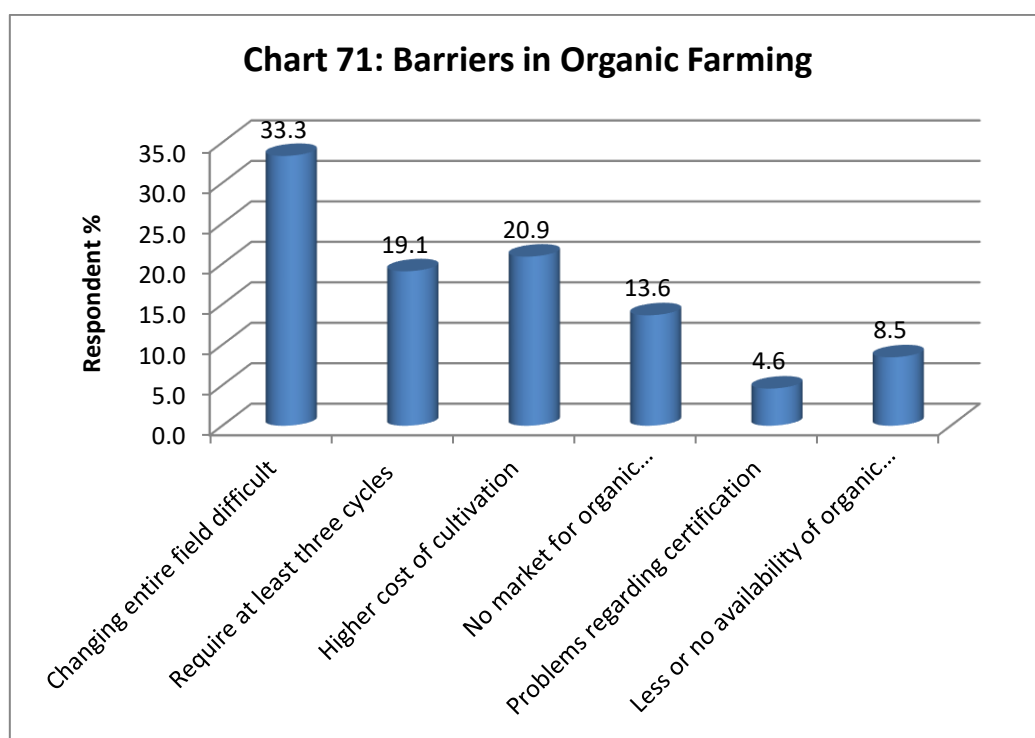
Out of the farmers reporting the existence of community managed seed system in their village, a majority (82.8%) reported satisfaction with the system. (Chart 69)

## 24. Farmer Willing to Recommend Others for Organic Farming:

A whopping majority of 98% farmer respondents believed they would recommend organic farming to other farmers. (Chart 70)

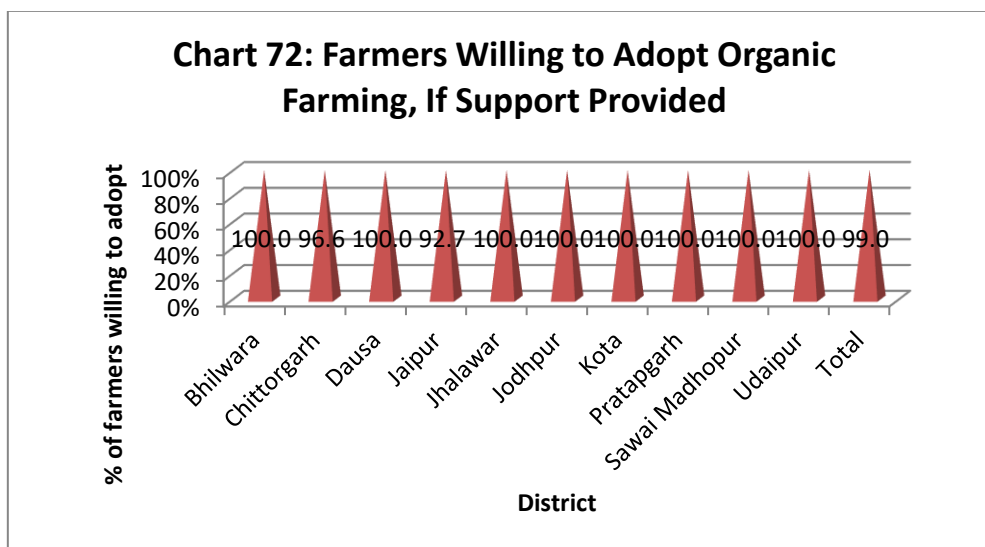


## 25. Barriers in Organic Farming



Changing entire field is the prominent barrier in the organic farming cited by one third of the farmer respondents. (Chart 71)

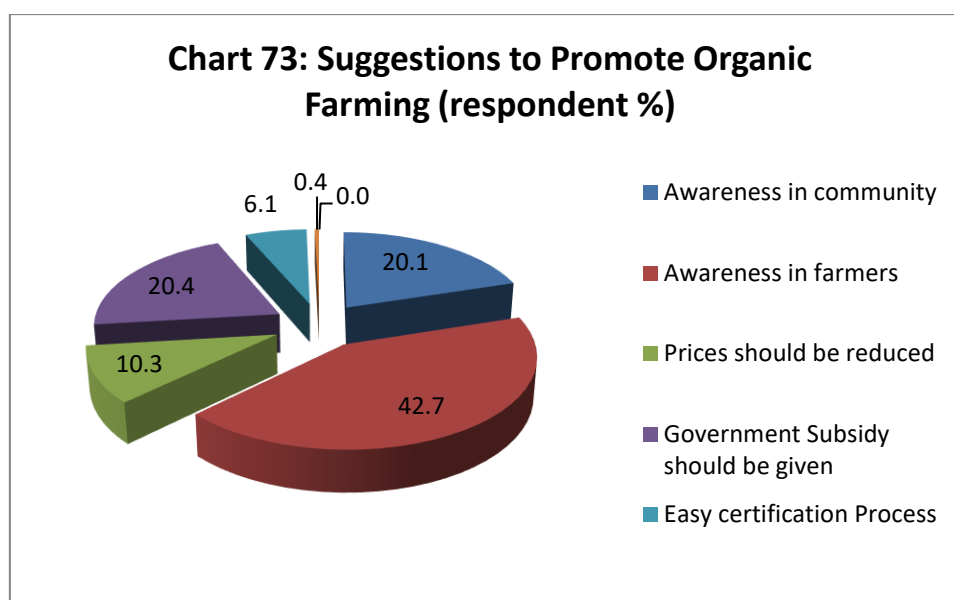
## 26. Farmers Willing to Adopt Organic Farming If Support Provided:



Of the farmers presently not into organic farming almost all (99%) reported willingness to adopt organic farming, if required support is provided. (Chart 72)

## 27. Suggestions to Promote Organic Farming

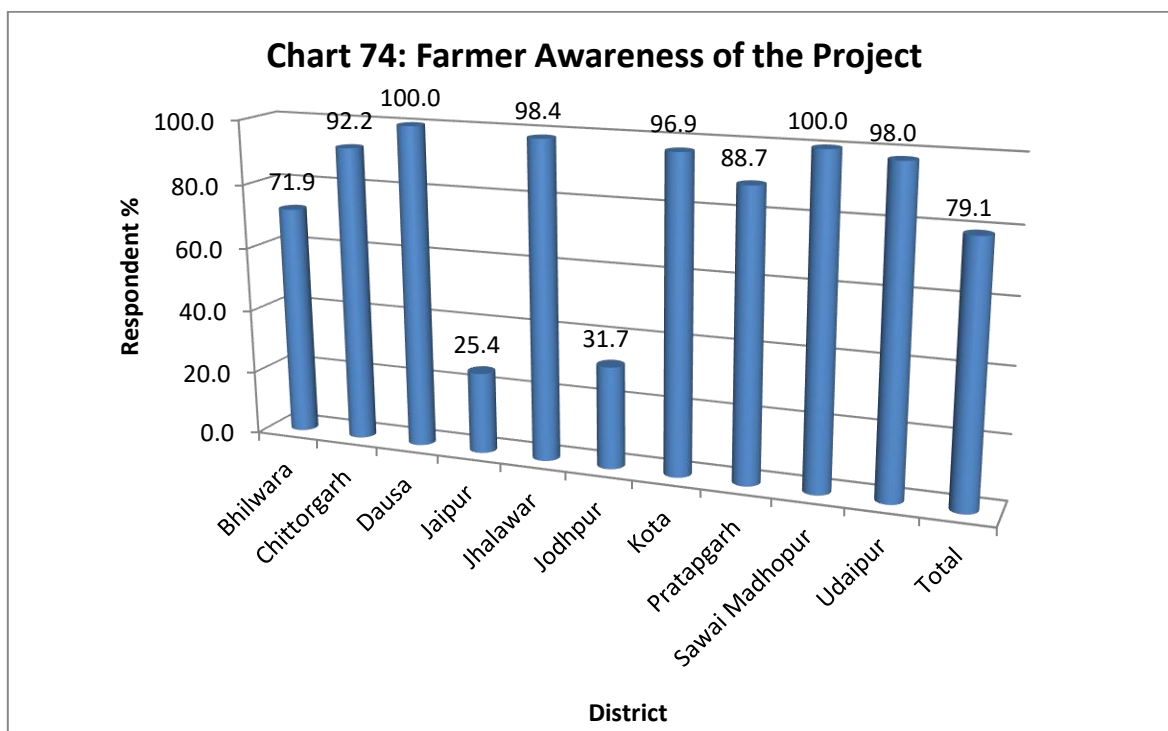
Awareness among farmers is the suggestion provided by a majority of respondents. (Chart 73)



## Section 3 C: Project Involvement and Experiences

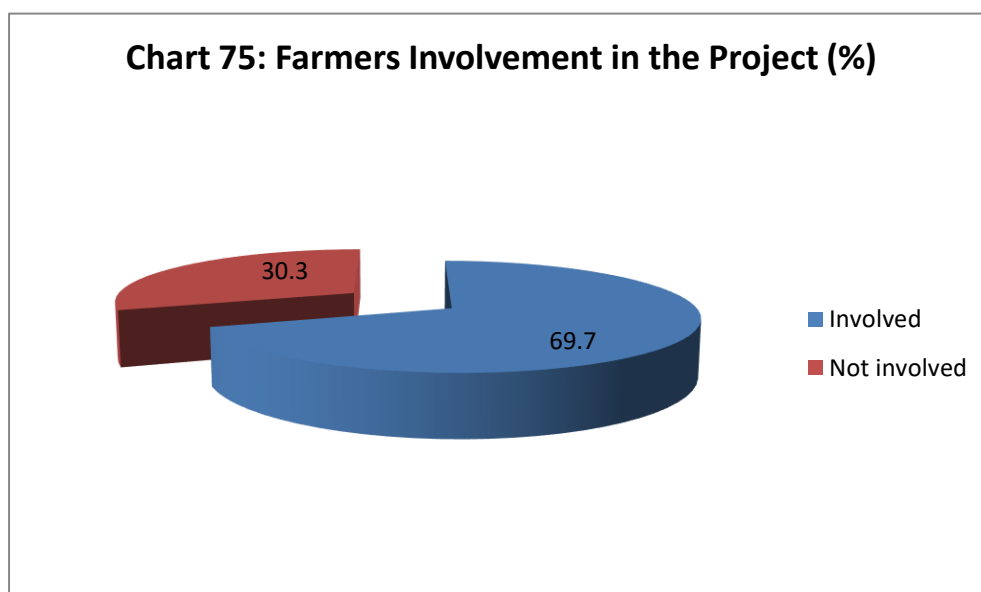
### 28.Awareness About the ProOrganic Project:

79.1% of the farmer respondents reported awareness about the CUTS supported ProOrganic project. (Chart 74)



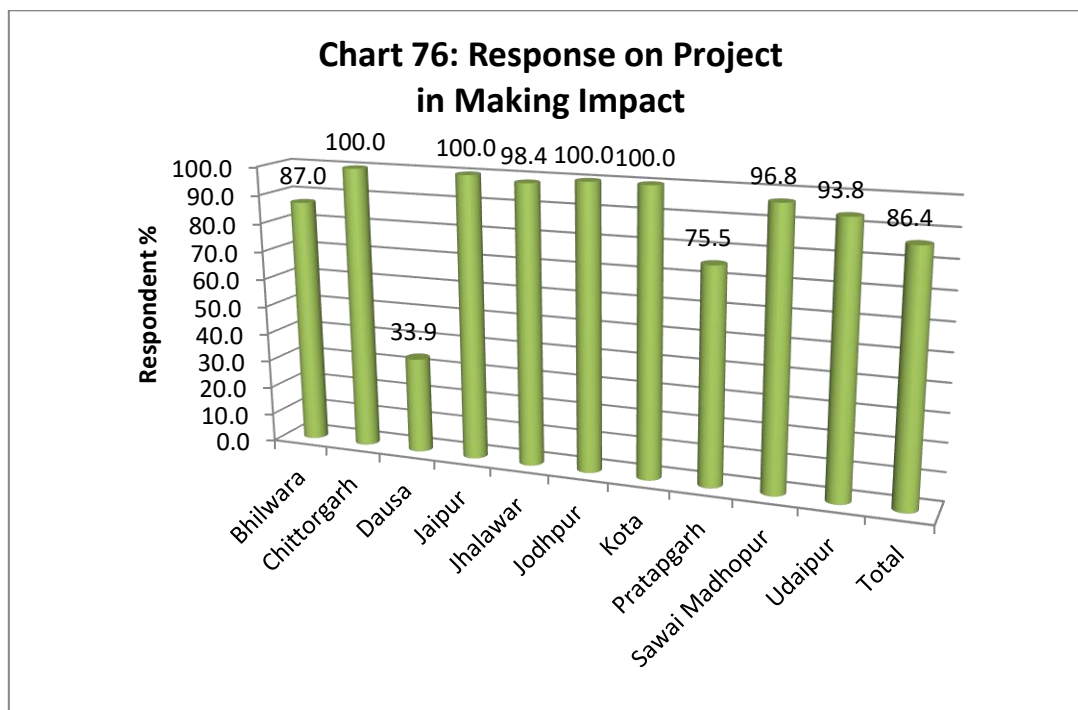
### 29.Farmers' Involvement in the Project:

Out of the respondent aware about the project, more than two third reported that they have been involved in the project. (Chart 75)

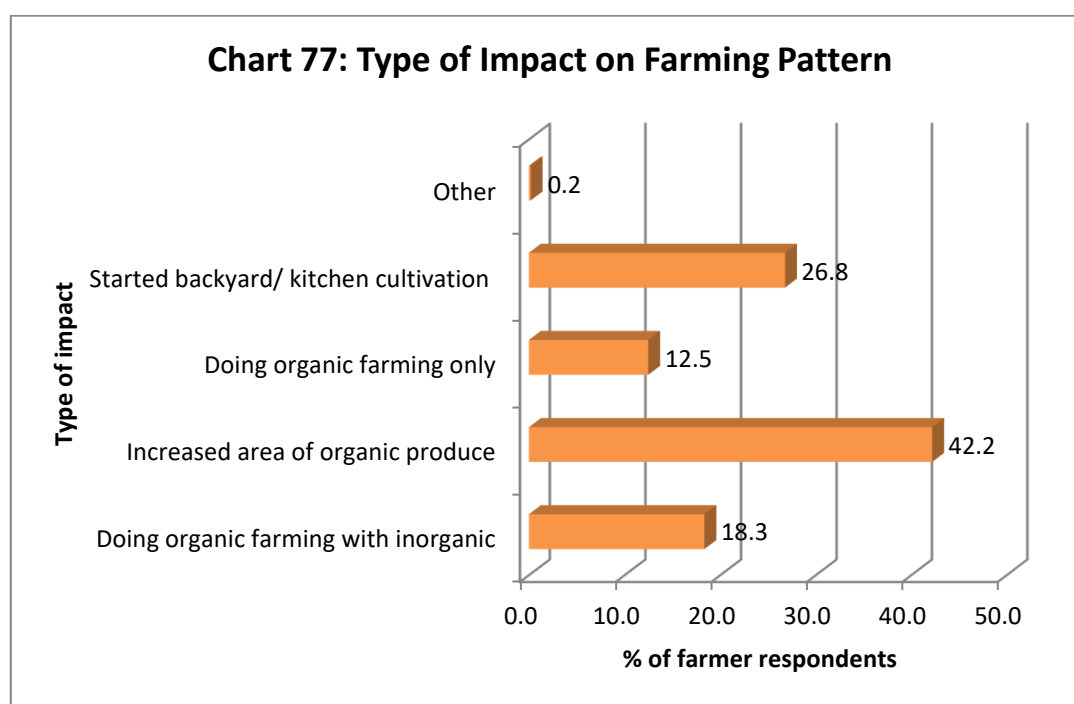


### 30. Farmers' Response on Project Making Any Impact:

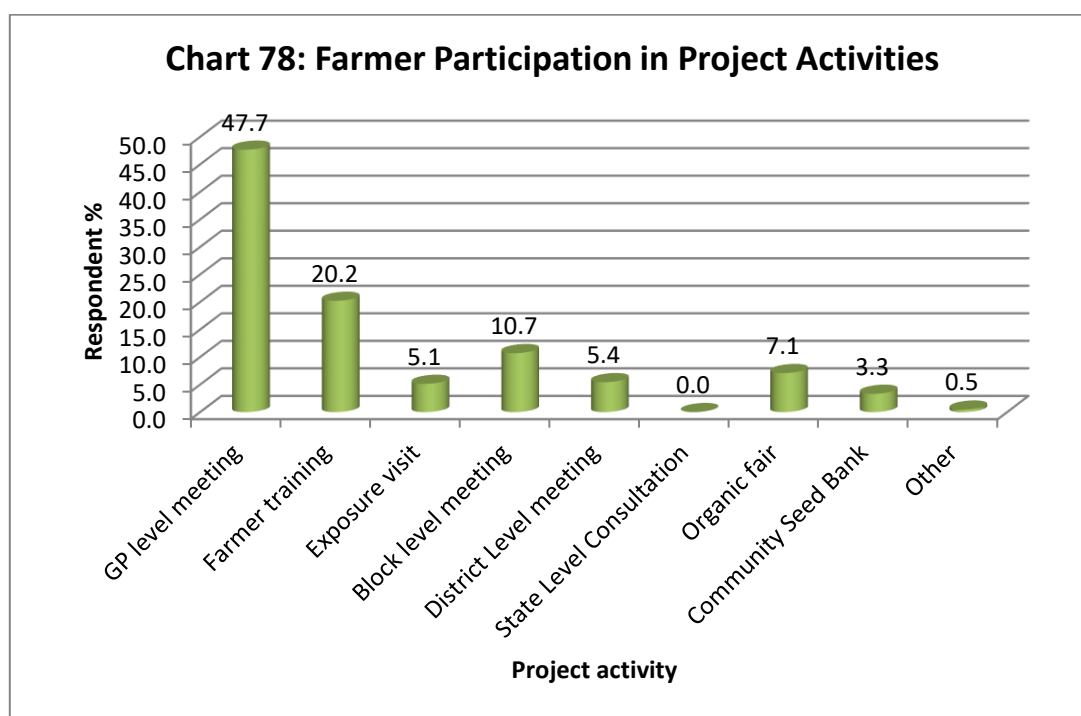
Out of the respondents reporting involvement with the project, a majority (86.4%) reported that the project had made an impact on them. (Chart 76)



Increased area of organic produce is the major impact of project followed by starting backyard/kitchen cultivation. (Chart 77)

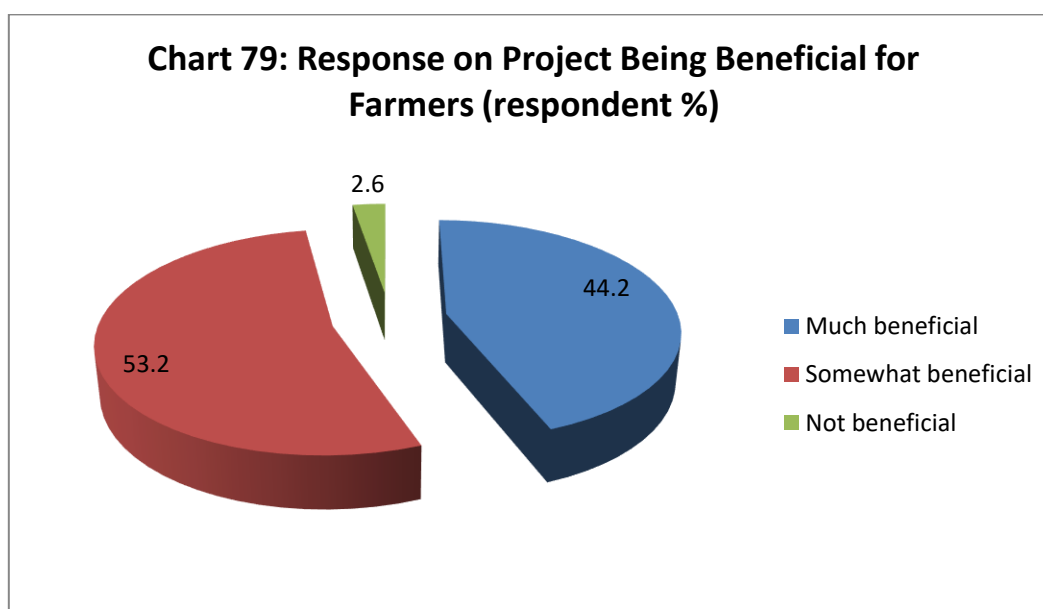


### 31. Farmers' Participation in Project Activities

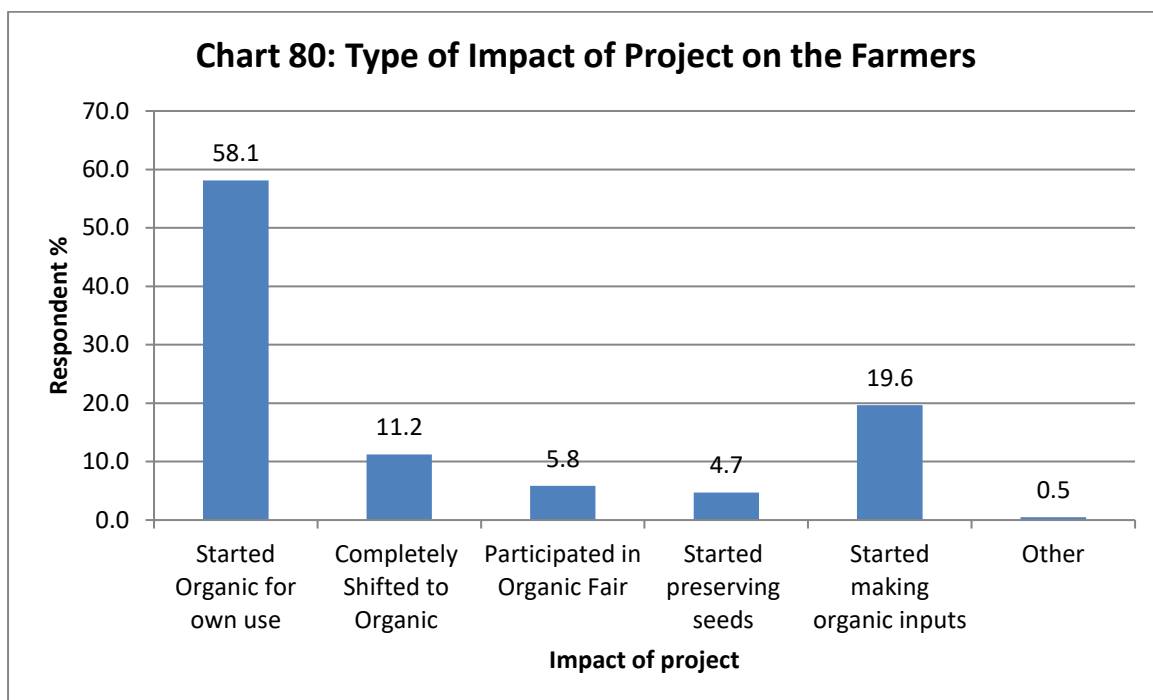


Little less than half of the respondents reported participating in the GP level awareness meeting. (Chart 78)

### 32. Status of Project Being Beneficial and Type of Impact

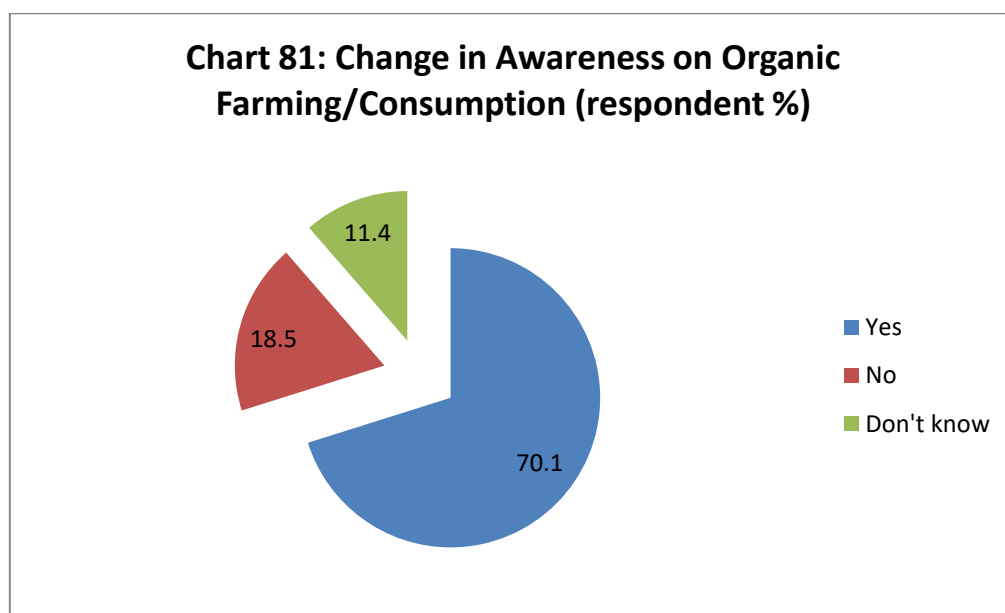


Around 53% said that the project activities have been beneficial to them, whereas, 44.2% said that these were very much beneficial to them. (Chart 79)



58.1% of the farmers on whom project has made impact admitted starting organic farming for own consumption. (Chart 80)

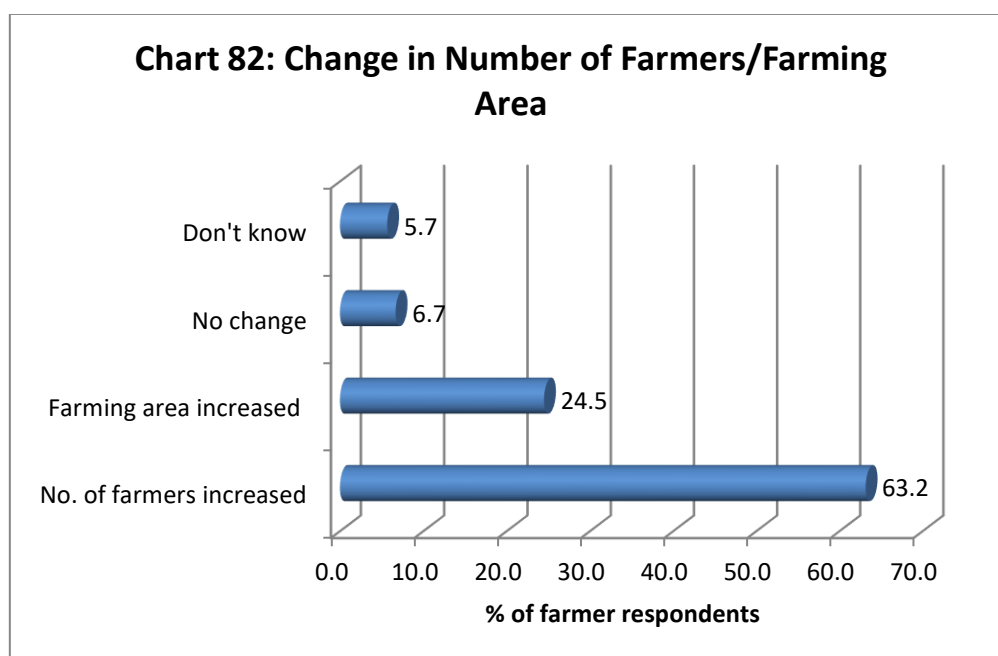
### 33.Change in Awareness Levels on Organic Farming/Consumption in Last Three Years



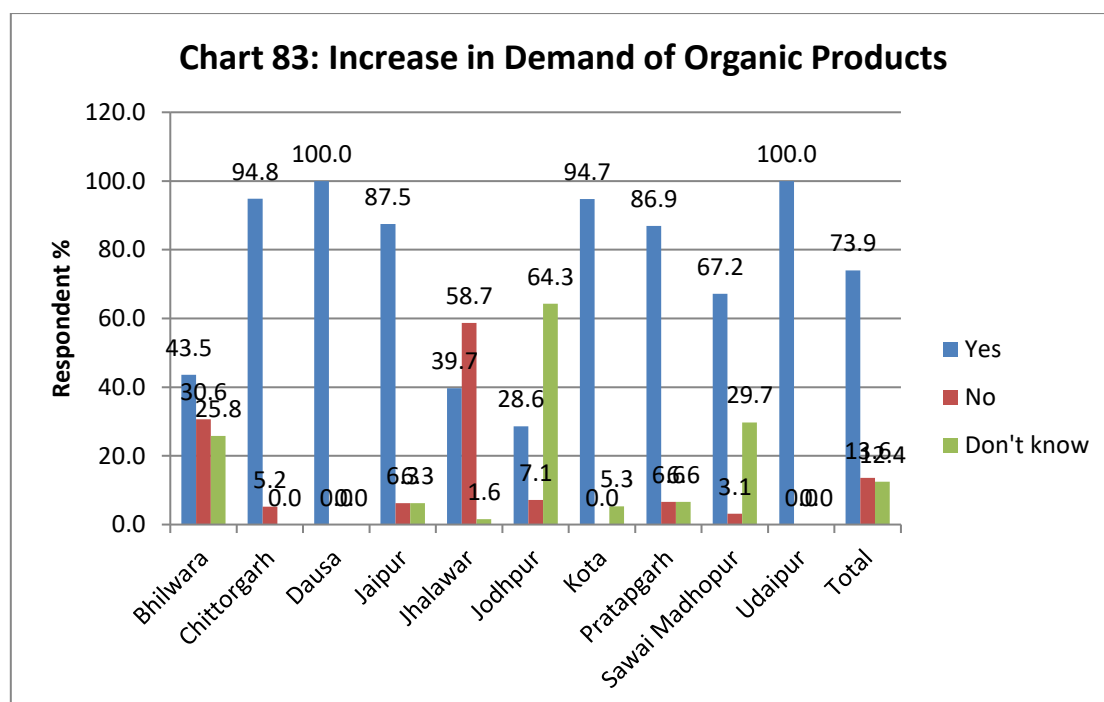
More than 70% farmers reported that there is an increase in awareness on organic farming/consumption in the last 3 years. (Chart 81)

### 34.Change in Number of Farmers/Farming Area for Organic in Last Three Years

63.7% of the respondents reported that there is an increase in the number of farmers doing organic farming over the last 3 years. (Chart 82)

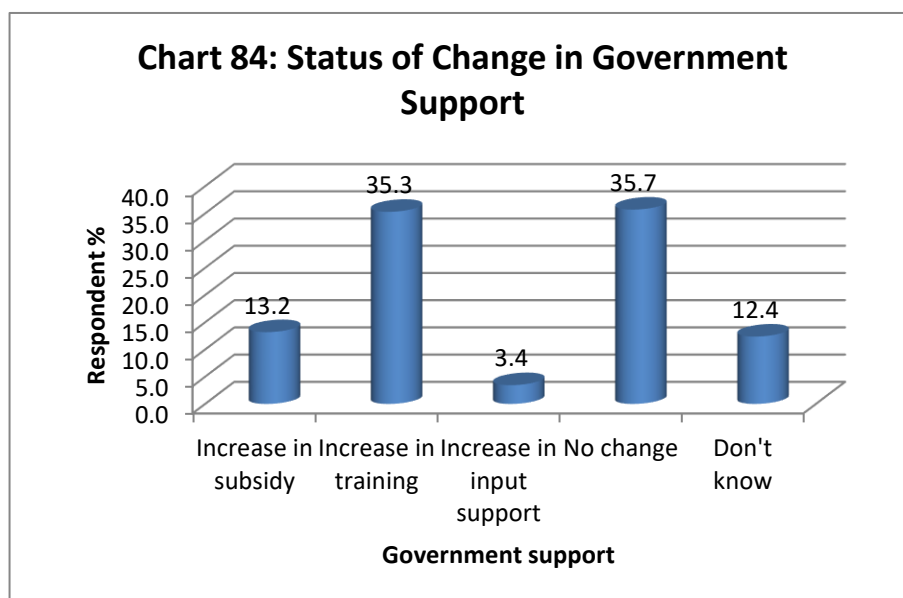


### 35.Increase in Demand of Organic Products



Overall, 73.9% respondents reported an increase in the demand of organic products. (Chart 83)

### 36. Status of Change in Government Support for Organic Farming in Last Three Years



More than one third of the respondents reported that there is an increase in the government support for training on organic farming in the last 3 years. (Chart 84)

# 4

## Key Findings of Qualitative Interviews

<b>Findings: In Depth Interviews of Govt. Officials/Subject Matter Experts/Organizations Working on Organic Farming and Consumption Issues</b>	
<b>1.</b>	<b>Organizations/Departments/Agencies Working on Organic Farming and Consumption Issues</b>
	<ul style="list-style-type: none"> <li>• There are many organizations, agencies and departments of central and state government working on the issues related to organic farming and consumption.</li> <li>• The prominent agencies of Government of India include the 'Department of Agriculture and Farmer Welfare' Department of Horticulture, National Horticulture Board, National Center of Organic Farming (under the aegis of Ministry of Agriculture and Farmers' Welfare) and National Bank for Agriculture and Rural Development (NABARD).</li> <li>• Agencies under Government of Rajasthan include Agriculture Department, Department of Horticulture, Rajasthan State Seed and Organic Certification Agency (RSSOCA) including Rajasthan State Organic Certification Agency (RSOCA).</li> <li>• Other agencies include Indian Council of Agricultural Research (ICAR), Krishi Vigyan Kendra, agencies such as Central Arid Zone Research Institute (CAZRI), NGOs, Corporate foundations such as Ambuja Cement Foundation etc. Prominent central sector schemes include National Horticulture Mission, Rashtriya Krishi Vikas Yojna (RKVY), Zero Budget Natural Farming Scheme, National Food Security Mission, Paramparagat Krishi Vikas Yojana (PKVY) etc.</li> </ul>
<b>2.</b>	<b>Main Functions/Activities of Organisations/Departments/Agencies Related to Organic Farming</b>
	<ul style="list-style-type: none"> <li>• Agriculture and Horticulture departments are providing in campus and off campus training to the farmers on various issues related to organic farming and consumption.</li> <li>• Agriculture department is conducting training sessions for farmers and extension workers and also provides vermi beds for organic farming.</li> <li>• Rajasthan State Organic Certification Agency (RSOCA), which is an integral part of Rajasthan State Seed and Organic Certification Agency (RSSOCA) is doing Certification of organic produce and seeds and conducting research activities on the subject in consultation with the line departments.</li> </ul>

	<ul style="list-style-type: none"> <li>• Krishi Vigyan Kendra (KVKs) are organizing campus and off campus trainings. KVKs are also organizing camps in the villages to promote organic farming.</li> <li>• NABARD is promoting Farmer Producer Organisations (FPOs), Farmers Clubs and Self-Help Groups (SHGs) and also providing other support through various schemes and programmes.</li> <li>• Banks and Micro Credit Agencies are providing financial support to the farmers. Regional Rural Banks are doing commendable work in this regard.</li> </ul>
<b>3.</b>	<b>What Organizations/Agencies Doing to Reduce/Control Harmful Effects of Chemical-Based Fertilizers/Pesticides/Weedicides etc.</b>
	<ul style="list-style-type: none"> <li>• NGOs are organizing periodic meetings with farmers about organic farming especially vermin compost making.</li> <li>• Some of the organisations/institutes are providing training on preparing vermi beds and also arrange for verms for vermi compost preparation.</li> <li>• In Sawai Madhopur district approximately 2600 farmers are doing organic farming under PKVY. Agriculture department is providing on campus and off campus training and have made 60 clusters around 1200 hectares of area for organic farming. The department has trained the farmers on preparation of organic manure and inputs.</li> <li>• In Jhalwar 29 farmers are doing organic farming on 20 hectares of agriculture land with support of agriculture department. Similar initiatives have been taken up in all the project districts.</li> </ul>
<b>4.</b>	<b>Programmes/Schemes of Departments/Agencies for Promoting Organic Farming and Consumption</b>
	<ul style="list-style-type: none"> <li>• <b>Paramparagat Krishi Vikas Yojana (PKVY)</b> is a sub-component of <b>Soil Health Management (SHM)</b> scheme under <b>National Mission of Sustainable Agriculture (NMSA)</b>. PKVY scheme promotes cluster based organic farming with PGS certification. Cluster formation, training and marketing are supported under the scheme.</li> <li>• PKVY is also promoting organic certification under <b>Participatory Guarantee System (PGS)</b>. Union Agriculture Ministry introduced PGS to incentivize more farmers to grow organic food. PGS is a process in which people in similar situations (small producers) assess, inspect, &amp; verify the production practices of each other &amp; take decisions on organic certification.</li> <li>• PKVY is being implemented in some of the districts. Agriculture department is promoting this scheme. Next phase of PKVY is being implemented from 2020-2023 in many districts of the state. It aims at development of organic farming through a mix of traditional wisdom &amp; modern science. It aims to ensure long term soil fertility; resource conservation &amp; helps in climate change adaptation &amp; mitigation.</li> </ul>

	<ul style="list-style-type: none"> <li>• The organic e-commerce platform <a href="http://www.jaivikkheti.in">www.jaivikkheti.in</a> has been promoted for directly linking organic farmers with the buyers.</li> <li>• Paramparagat Krishi Vikas Yojana promotes cluster based organic farming with PGS (Participatory Guarantee System) certification. Cluster formation, training, certification and marketing are supported under the scheme. Assistance of Rs. 50,000 per ha /3 years is provided out of which Rs. 31,000/- is given as incentive to a farmer towards organic inputs.</li> <li>• <b>Capital Investment Subsidy Scheme (CISS) under Soil Health Management Scheme</b> provides 100 percent assistance to government agencies and up to 33 percent of cost limit as capital investment for setting up of mechanised fruit and vegetable market waste, agro waste compost production units.</li> <li>• <b>National Food Security Mission (NFSM) provides</b> financial assistance for promotion of bio-fertiliser (Rhizobium/PSB) at 50 percent of the cost limited to Rs 300 per hectare.</li> <li>• State agencies, <b>Primary Agricultural Credit Societies (PACS), Farmer Producer Organisations (FPOs)</b>, entrepreneurs among others can avail loans for setting up of post-harvest infrastructure for value addition to organic produce under 1 lakh crore <b>Agriculture Infrastructure Fund (AIF) of Aatmanirbhar Bharat</b>.</li> <li>• <b>National Project on organic Farming (NPOF)</b> aims to promote organic farming through capacity building of various stakeholders, technical aid for research and development in organic inputs and development of market and supply chain of organic products.</li> <li>• <b>National Horticulture Mission</b> is a central scheme aiming to provide financial assistance for adoption of organic farming, preparing vermi compost units and organic certification.</li> <li>• <b>National Project on Management of Soil Health and Fertility</b> focuses on supporting and promoting integrated nutrient management through less use of chemical inputs with proper use of organic manure and fertilizers for improving soil health and productivity.</li> <li>• <b>Network project on organic farming:</b> This is a joint project initiated by ICAR and Indian Institute for farming systems research. To focus on productivity, profitability, sustainability, quality and inputs of different crops and cropping systems.</li> </ul>
5.	<b>Organic Kitchen Gardens/Poshan Vatika concept in the Govt. schools or Aanganwadis</b>
	<ul style="list-style-type: none"> <li>• Kitchen gardens are being developed Under MGNREGA scheme. The workers have been involved in the development of Kitchen Gardens in the empty spaces of government schools and aanganwadis. The initiative is reducing malnutrition and is also improving the quality of mid-day meals as the vegetables such produced are supplied as part of mid-day meals.</li> </ul>

	<ul style="list-style-type: none"> <li>Poshan Vatika (Nutri garden) scheme of the Women and Child Development department, Government of Rajasthan was initiated to provide nutritious food to the children in the Aanganwadi centers. However, this scheme has not been able to be implemented fully as only 300 nutri gardens could be promoted so far in out of the 6200 aanganwadi centers in the state.</li> </ul>
<b>6.</b>	<b>Place of Organic Farming and Consumption the Activity Planning and Stakeholder Engagement</b>
	<p>Organic farming and consumption hold a very prominent place in the activity planning and stakeholder engagement nowadays. It is emerging as one of the important policy issues in the planning of government departments/agencies and agriculture research institutes.</p> <p>Despite inclusion of this aspect in the policies and planning much focus need to be provided to adhere to this while doing execution of these policies and plans.</p> <p>Promotion of organic farming and consumption need to be taken up as a priority and need to be included in the plans such as Annual Credit and Livelihood Plans prepared by lead district banks and Potential Linked Plans (PLPs) prepared by NABARD.</p> <p>Very limited farmers are involved in organic production and consumer's demand for organic is not visible. A big proportion of farmers doing organic farming is either doing it along with the chemical input-based farming or doing it just for self or local consumption. Organic farming on commercial basis is yet to be taken up on large scale.</p>
<b>7.</b>	<b>Percentage of Farmers/Farming Area Shifted/Covered Under Organic Farming and Receptivity of Farmers/Consumers</b>
	<ul style="list-style-type: none"> <li>Based on the responses, it is estimated that approximately 40% of the farmers have shifted to organic farming with the efforts of various government and non-government organizations/agencies. Although most of the farmers are doing organic farming only on partial basis and mostly for own consumption or to fulfil local and confirmed demand.</li> <li>Organic farming on commercial basis/to sell the produce in open market is very limited. One of the reasons for farmers not being interested in the organic farming is lack of organized market for organic produce.</li> </ul>
<b>8.</b>	<b>Challenges in Promoting Organic Farming and Suggestions for Government/Policy Makers and NGOs to Improve the Situation of Organic Farming and Consumption in Rajasthan</b>
	<ul style="list-style-type: none"> <li>One of the major challenges faced in promoting organic farming is that there is no designated market for farmers to sell their organic produce.</li> <li>One of the suggestions for government/policy makers is that they should hold the meeting with farmers at village level and aware the farmers for adopting organic farming. Further the concerned</li> </ul>

	<p>government officers should remain present in the village level meetings to motivate the farms and spread the word about the government schemes for promotion of organic farming.</p> <ul style="list-style-type: none"> <li>• One of the suggestions was that similar to the subsidy on chemical inputs, government shall provide subsidy/training/other support for organic inputs/organic farming.</li> </ul>
<b>9.</b>	<b>Opinion on whether “Organic Dungarpur” Scheme of Rajasthan Govt. is Successful and Reasons</b>
	<ul style="list-style-type: none"> <li>• Organic Dungarpur has been referred to as a successful model. ‘Organic Dungarpur’ scheme of the Government of Rajasthan has been hailed as a very pro-active approach to promote organic farming by most of the respondents.</li> <li>• On farm training of farmer couples to undertake organic farming on one acre of their land and involving 2500 farmers by benefiting them under various schemes has been considered as a very good move. It has been recommended to expand this scheme to the whole state and involve more and more farmers in such way.</li> </ul>
<b>10.</b>	<b>Knowledge and Involvement of ProOrganic Project and Opinions/Suggestions/Feedback About the Project</b>
	<ul style="list-style-type: none"> <li>• Most of the stakeholders interviewed were found aware of the project and its activities. The respondents appreciated the initiatives taken up through the project for organic farming and consumption. However, many of them were of the opinion that for the impact to be sustainable in the long run, project should spread its geography and expand its gamut of activities.</li> <li>• Suggestions for project functionaries of CUTS International include the continuing efforts to improve their functions and keep organizing regular meeting about organic farming and consumption.</li> <li>• It was suggested that CUTS should organize regular monthly meeting to continuously motivate the farmers about organic farming and should also provide the training to farmers.</li> </ul>

# 5

## Comparison with Baseline Survey Findings

### Comparison Between Baseline and End Line Survey Findings in Crux

Comparative Assessment of Findings Against the Baseline Indicators			
S. N.	Parameter	Baseline Status	End line Status
1	Awareness among consumers on ill effects of chemical input-based food products	86% consumers were aware of this in the baseline.	97.4% consumer respondents were found aware of this.
2	Awareness about organic products	84% consumers were found aware.	94.7% consumer respondents reported awareness.
3	Consumers buying of organic products ever	Only 39% consumers reported buying of organic products ever.	66.8% of consumer respondents reported having purchased organic products ever
4	Those purchasing organic products (from above 66.8%) reporting higher prices for organic products	More than 50% of the consumer respondents reported this.	Only 26% consumer respondents reported higher prices of organic products.
5	Consumer respondents facing difficulty in finding organic products.	68% of consumers reported difficulty in finding organic products.	40% consumer respondents reported facing difficulty in finding organic products.
6	Complete and partial satisfaction with the quality of organic products.	56% consumers were satisfied while 34 % were partially satisfied with the quality of organic products.	30.7% were satisfied and 63% respondents were somewhat satisfied with the quality of organic products. <i>(could be other factors for lesser number in complete satisfaction like market force, competition and quality etc.)</i>
7	Farmer awareness on ill effects of farming based on chemical inputs	94% farmers were aware.	More than 97% of the respondents reported awareness on ill effects of farming based on chemical inputs.

8	Farmers doing farming based on chemical inputs only	19% farmers reported doing farming based on chemical inputs only. 55% were involved in mix and 26% doing chemical.	Only 23% farmers reported doing farming based on chemical inputs only. 11% says that they are doing chemical based farming, while 66% says that they do mix.
9	Reason cited by the Farmers doing chemical input-based farming behind using chemical inputs	4% respondents reported easy availability of chemical inputs as the reason.  Others reported other reasons like more production and less price.	19% (from above 66+11) reported easy availability of chemical inputs as the reason of using chemical inputs. 66% reported more production, while 15% reported less price as the reason. <i>(higher number for easy availability as compared to baseline is that all those, who had reported more production and less price in 2017 have shifted to easy availability in end line survey.)</i>
10	Farmers doing organic farming have difficulty in selling their organic produce.	28% reported difficulty in selling their organic produce.	32% respondents reported difficulty in marketing of organic produce. <i>(higher number in end line is because the number of organic growers have increased now as compared to 2017 data)</i>
11	Do farmers get higher price for their organic produce from the market.	32% reported getting higher price.	More than half (52%) respondents reported getting higher price for their organic produce.
12	Farmers willing to motivate others to adopt organic farming.	91% respondents were found willing to motivate others.	98% reported that they will motivate others to adopt organic farming.

## 6

## Recommendations

- State Government should form a commission/corporation for promotion of organic farming and consumption in the state in a focussed manner.
- Mission 'Organic Dungarpur' is a good initiative, however needs further strengthening and expansion to bring the desired outcome. It also needs institutional support and convergence with other departments in order to have wide outreach. State Government may also launch a "Mission Organic Rajasthan" on the side-lines of region-specific plans.
- PKVY scheme need to be further strengthened and expanded. It also needs to be transitioned to incorporate all the components to provide support for organic farming and consumption including more focus on certification and marketing.
- Producers/Farmers should be motivated to adopt organic farming in a phased manner i.e. the farmer should be first provided training and input support in a piece of land as a pilot and then should be incentivised to replicate it.
- For marketing of organic produce, a separate agency on the lines of Agriculture Marketing Board shall be constituted for development of market, access initiatives, pricing support and forward and backward linkages throughout the value chain. This agency shall promote provisions of separate outlets/dedicated platforms for sale of organic grains/vegetables with premium pricing system. Minimum Support Prices (MSP) should be announced by the government for various organic gains/products.
- Organic farming and Consumption shall be recognised and integrated in the policies of the Government in the sectors such as Agriculture, Food Processing, Health and Environment which will ensure that all the issues to be properly addressed and considered in Union and State Government programmes budgets.
- Convergence with departments such as Ministry of Small and Medium Enterprises (MSME) and Industry Bodies shall be promoted to promote awareness on organic farming and consumption issues.
- As a state level supplementary component to the PKVY scheme, state government shall also adopt a cluster-based approach for promoting organic farming in different geographies to increase the area and generate marketable surplus.
- Community Based Organisations such as Self-Help Groups (SHGs/Farmer Clubs/Cooperative Federations shall be taken on board in convergence with the WCD/RD departments.
- Technological inputs shall be promoted in organic farming and consumption space. Applications may be developed and cadres on the lines of Business Correspondents may be promoted. They may also facilitate provision of information and credit to the farmers through various banks and rural credit institutions such as RRBs.
- Community managed seed cells should be promoted at government level and separate planning should be made by the department.

## Annexure-1: Tables

Table 1: District and Gender wise Distribution of Consumer Respondents				
District	Male	Female	Total	Female %
Bhilwara	128	47	175	26.9
Chittorgarh	135	40	175	22.9
Dausa	18	157	175	89.7
Jaipur	130	45	175	25.7
Jhalawar	91	84	175	48.0
Jodhpur	92	83	175	47.4
Kota	109	66	175	37.7
Pratapgarh	138	37	175	21.1
Sawai Madhopur	49	126	175	72.0
Udaipur	112	63	175	36.0
<b>Grand Total</b>	<b>1002</b>	<b>748</b>	<b>1750</b>	<b>42.7</b>

Table 2: Respondent Distribution by Economic Category			
District	APL	BPL	BPL %
Bhilwara	111	64	36.6
Chittorgarh	116	59	33.7
Dausa	162	13	7.4
Jaipur	93	82	46.9
Jhalawar	57	118	67.4
Jodhpur	140	35	20.0
Kota	102	73	41.7
Pratapgarh	60	115	65.7
Sawai Madhopur	125	50	28.6
Udaipur	109	66	37.7
<b>Total (N=1750)</b>	<b>1075</b>	<b>675</b>	<b>38.6</b>

Table 3: Respondent Distribution by Education								
District	Never Attended School	Primary	Middle	Secondary	Higher Secondary	Graduate	Post Graduate	Technical/ Professional
Bhilwara	12.0	24.6	21.7	21.7	9.7	8.0	1.7	0.6
Chittorgarh	38.3	29.7	16.6	8.0	4.0	2.9	0.6	0.0
Dausa	0.0	98.9	0.6	0.6	0.0	0.0	0.0	0.0
Jaipur	25.1	12.6	13.1	22.9	16.0	10.3	0.0	0.0
Jhalawar	18.5	28.0	17.3	7.7	23.2	2.4	3.0	0.0
Jodhpur	54.9	27.4	8.0	2.3	4.6	0.6	2.3	0.0
Kota	9.1	20.0	26.3	14.9	9.1	13.1	7.4	0.0
Pratapgarh	26.5	24.7	14.8	17.3	12.3	4.3	0.0	0.0
Sawai Madhopur	59.2	19.5	1.1	6.9	5.7	5.7	1.7	0.0
Udaipur	51.4	21.7	13.1	5.7	2.9	4.6	0.6	0.0
<b>Total (N=1750)</b>	<b>29.6</b>	<b>30.8</b>	<b>13.2</b>	<b>10.8</b>	<b>8.7</b>	<b>5.2</b>	<b>1.7</b>	<b>0.1</b>

Table 4: Respondent Distribution by Household Monthly Income						
District	Up to 5000	5001 to 10000	10001 to 15000	15001 to 20000	20001 to 25000	above 25000
Bhilwara	44.6	29.7	13.7	9.7	1.1	1.1
Chittorgarh	91.4	6.9	1.1	0.6	0.0	0.0
Dausa	0.0	0.0	0.0	99.4	0.6	0.0
Jaipur	17.1	47.4	9.7	14.9	6.3	4.6
Jhalawar	23.2	63.7	13.1	0.0	0.0	0.0
Jodhpur	5.1	20.0	52.0	20.0	2.3	0.6
Kota	22.3	36.0	30.9	8.0	1.1	1.7
Partapgarh	85.8	13.6	0.6	0.0	0.0	0.0
Sawai Madhopur	38.5	59.2	2.3	0.0	0.0	0.0
Udaipur	73.7	18.9	4.0	1.1	0.6	1.7
<b>Total (N=1750)</b>	<b>39.9</b>	<b>29.5</b>	<b>12.8</b>	<b>15.6</b>	<b>1.2</b>	<b>1.0</b>

Table 5: Respondent Distribution by Monthly Expenditure on Consumables							
District	500	1000	2000	3000	5000	10000	above 10
Bhilwara	2.9	14.3	26.9	17.1	33.1	2.3	3.4
Chittorgarh	41.1	37.7	17.7	2.9	0.6	0.0	0.0
Dausa	0.0	0.6	99.4	0.0	0.0	0.0	0.0
Jaipur	8.0	37.1	20.6	13.1	11.4	5.1	4.6
Jhalawar	3.0	36.3	13.7	19.0	27.4	0.6	0.0
Jodhpur	0.0	0.6	4.6	10.3	54.9	29.1	0.6
Kota	1.1	6.3	17.1	52.0	21.7	1.7	0.0
Pratapgarh	27.8	28.4	39.5	4.3	0.0	0.0	0.0
Sawai Madhopur	0.6	0.6	27.0	63.2	7.5	1.1	0.0
Udaipur	37.7	38.3	20.0	2.3	1.7	0.0	0.0
<b>Total (N=1750)</b>	<b>12.1</b>	<b>19.9</b>	<b>28.6</b>	<b>18.5</b>	<b>15.9</b>	<b>4.0</b>	<b>0.9</b>

Table 6: Decision Making on Purchase of Food Items			
District	Male	Female	Joint
Bhilwara	48.0	22.9	29.1
Chittorgarh	51.4	4.6	44.0
Dausa	0.6	99.4	0.0
Jaipur	84.6	1.7	13.7
Jhalawar	86.3	1.2	12.5
Jodhpur	4.0	60.0	36.0
Kota	32.6	12.6	54.9
Pratapgarh	63.0	7.4	29.6
Sawai Madhopur	2.3	47.7	50.0
Udaipur	44.0	6.9	49.1
<b>Total (N=1750)</b>	<b>41.4</b>	<b>26.7</b>	<b>32.0</b>

Table 7: Awareness of Ill Effects		
District	Yes	No
Bhilwara	94.9	5.1
Chittorgarh	100.0	0.0
Dausa	100.0	0.0
Jaipur	96.6	3.4
Jhalawar	94.6	5.4
Jodhpur	98.3	1.7
Kota	100.0	0.0
Pratapgarh	93.2	6.8
Sawai Madhopur	98.3	1.7
Udaipur	97.7	2.3
<b>Total (N=1750)</b>	<b>97.4</b>	<b>2.6</b>

Table 8: Awareness of Organic Products		
District	Yes	No
Bhilwara	88.6	11.4
Chittorgarh	99.4	0.6
Dausa	100.0	0.0
Jaipur	90.9	9.1
Jhalawar	80.4	19.6
Jodhpur	98.9	1.1
Kota	98.9	1.1
Pratapgarh	92.0	8.0
Sawai Madhopur	99.4	0.6
Udaipur	98.3	1.7
<b>Total (N=1750)</b>	<b>94.7</b>	<b>5.3</b>

Table 9: Source of Knowledge About Organic Products					
District	Govt. Deptt.	Print/Electronic Media	NGO	Market	Other
Bhilwara	30.3	9.7	48.6	1.1	10.3
Chittorgarh	18.3	0.6	73.7	2.3	5.1
Dausa	99.4	0.6	0.0	0.0	0.0
Jaipur	9.7	3.4	43.4	40.0	3.4
Jhalawar	6.5	5.4	87.5	0.0	0.6
Jodhpur	8.6	13.7	76.6	1.1	0.0
Kota	17.1	18.9	63.4	0.6	0.0
Pratapgarh	62.3	5.6	25.3	1.9	4.9
Sawai Madhopur	74.7	0.0	2.3	22.4	0.6
Udaipur	6.9	2.9	83.4	0.0	6.9
<b>Total(N=1658)</b>	<b>33.3</b>	<b>6.1</b>	<b>50.5</b>	<b>7.0</b>	<b>3.2</b>

<b>Table 10: Knowledge of Any Particular Store Selling Organic Products</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	33.7	66.3
Chittorgarh	11.4	88.6
Dausa	0.0	100.0
Jaipur	60.0	40.0
Jhalawar	22.6	77.4
Jodhpur	33.7	66.3
Kota	18.3	81.7
Partapgarh	29.0	71.0
Sawai Madhopur	81.0	19.0
Udaipur	19.4	80.6
<b>Total (N=1658)</b>	<b>30.9</b>	<b>69.1</b>

<b>Table 11: Knowledge of Any Standard Mark About Organic Certification</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	11.4	88.6
Chittorgarh	10.9	89.1
Dausa	0.6	99.4
Jaipur	13.1	86.9
Jhalawar	3.0	97.0
Jodhpur	54.3	45.7
Kota	26.3	73.7
Pratapgarh	3.7	96.3
Sawai Madhopur	71.3	28.7
Udaipur	6.3	93.7
<b>Total (N=1658)</b>	<b>20.2</b>	<b>79.8</b>

<b>Table 12: Perception on Organic Products Being Better</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	98.9	1.1
Chittorgarh	62.3	37.7
Dausa	100.0	0.0
Jaipur	88.0	12.0
WJhalawar	62.5	37.5
Jodhpur	99.4	0.6
Kota	97.7	2.3
Pratapgarh	30.9	69.1
Sawai Madhopur	99.4	0.6
Udaipur	70.3	29.7

<b>Total (N=1658)</b>	<b>81.4</b>	<b>18.6</b>
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<b>Table 13: Whether Consumer Purchased Organic Products Ever</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	58.9	41.1
Chittorgarh	73.1	26.9
Dausa	100.0	0.0
Jaipur	59.4	40.6
Jhalawar	15.5	84.5
Jodhpur	98.3	1.7
Kota	62.3	37.7
Pratapgarh	36.4	63.6
Sawai Madhopur	98.9	1.1
Udaipur	61.1	38.9
<b>Total (N=1658)</b>	<b>66.8</b>	<b>33.2</b>

<b>Table 14: Reasons for Not Purchasing Organic Products</b>					
<b>District</b>	<b>More Price</b>	<b>Unavailability</b>	<b>Not Useful</b>	<b>Quality/ Benefits Not Known</b>	<b>Any Other</b>
Bhilwara	10.8	74.2	3.2	9.7	2.2
Chittorgarh	7.6	36.4	54.5	1.5	0.0
Dausa	8.6	27.1	54.3	2.9	7.1
Jaipur	66.2	20.6	4.4	2.9	5.9
Jhalawar	73.0	0.0	0.0	27.0	0.0
Jodhpur	8.6	27.1	54.3	2.9	7.1
Kota	42.3	53.8	0.0	3.8	0.0
Pratapgarh	9.1	43.2	41.7	4.5	1.5
Sawai Madhopur	100.0	0.0	0.0	0.0	0.0
Udaipur	24.0	54.7	16.0	0.0	5.3
<b>Total (N=550)</b>	<b>35.2</b>	<b>36.4</b>	<b>17.0</b>	<b>9.5</b>	<b>1.9</b>
<b>Table 15: How Often Consumers Buy Organic Products</b>					
<b>District</b>	<b>Always</b>	<b>Often</b>	<b>Sometimes</b>	<b>Never</b>	
Bhilwara	23.9	6.1	57.7	12.3	
Chittorgarh	29.3	21.6	32.3	16.8	
Dausa	0.0	0.0	100.0	0.0	
Jaipur	24.1	24.1	51.9	0.0	
Jhalawar	1.3	15.9	82.8	0.0	
Jodhpur	39.0	39.0	22.1	0.0	
Kota	5.6	26.2	68.2	0.0	
Pratapgarh	5.9	7.8	62.7	23.5	
Sawai Madhopur	9.2	10.3	79.9	0.6	
Udaipur	31.1	11.0	45.7	12.2	
<b>Total (N=1108)</b>	<b>17.2</b>	<b>15.6</b>	<b>60.4</b>	<b>6.8</b>	

Table 16: Which Organic Products Do Consumers Mostly Buy				
District	Grains	Vegetables	Fruits	Others
Bhilwara	30.0	46.3	18.1	5.6
Chittorgarh	97.6	0.6	0.0	1.8
Dausa	0.0	99.4	0.6	0.0
Jaipur	15.3	75.7	8.1	0.9
Jhalawar	91.8	7.5	0.7	0.0
Jodhpur	100.0	0.0	0.0	0.0
Kota	49.4	49.4	1.2	0.0
Pratapgarh	85.6	12.3	2.1	0.0
Sawai Madhopur	11.5	87.9	0.6	0.0
Udaipur	74.1	8.0	3.7	14.2
<b>Total (N=1108)</b>	<b>56.1</b>	<b>38.1</b>	<b>3.4</b>	<b>2.4</b>

Table 17: Point of Purchase for Buying Organic Products				
District	Ration Shop	Store/Company Store	Haat Bazaar/ Trade Fair	E-Commerce Website
Bhilwara	52.2	34.8	13.0	0.0
Chittorgarh	50.0	30.0	20.0	0.0
Dausa	50.0	38.2	11.8	0.0
Jaipur	40.0	40.0	20.0	0.0
Jhalawar	66.7	22.2	11.1	0.0
Jodhpur	58.3	25.0	16.7	0.0
Kota	29.8	25.5	44.7	0.0
Pratapgarh	64.0	28.0	8.0	0.0
Sawai Madhopur	56.5	30.4	13.0	0.0
Udaipur	56.8	32.4	10.8	0.0
<b>Total (N=1108)</b>	<b>51.2</b>	<b>30.1</b>	<b>18.7</b>	<b>0.0</b>

Table 18: How Do Consumers Identify Genuine Organic Products				
District	Trust Shopkeeper/ Seller	Taste of Organic Products is Better	Description on Label/ Packaging	Branded Shops Selling Organic Products
Bhilwara	21.3	63.4	12.2	3.0
Chittorgarh	20.2	77.5	2.3	0.0
Dausa	96.0	4.0	0.0	0.0
Jaipur	63.7	31.9	3.5	0.9
Jhalawar	53.7	35.2	0.6	10.5
Jodhpur	26.5	28.8	43.5	1.2
Kota	23.2	58.0	4.5	14.3
Pratapgarh	24.5	74.2	1.3	0.0
Sawai Madhopur	98.3	1.2	0.6	0.0
Udaipur	18.1	78.4	3.5	0.0
<b>Total (N=1108)</b>	<b>45.1</b>	<b>44.8</b>	<b>7.5</b>	<b>2.6</b>

Table 19: Do Consumers Manage to Find Organic Products Easily		
District	Yes	No
Bhilwara	42.1	57.9
Chittorgarh	86.3	13.7
Dausa	97.5	2.5
Jaipur	71.4	28.6
Jhalawar	4.9	95.1
Jodhpur	34.7	65.3
Kota	6.3	93.7
Pratapgarh	49.3	50.7
Sawai Madhopur	98.9	1.1
Udaipur	91.2	8.8
<b>Total (N=1108)</b>	<b>60.0</b>	<b>40.0</b>

Table 20: Consumer Satisfaction With the Quality of Organic Products			
District	Yes, to Great Extent	Yes, to Some Extent	No, Farmers/Traders are Befooling
Bhilwara	40.0	45.3	14.7
Chittorgarh	35.4	64.6	0.0
Dausa	0.0	99.4	0.6
Jaipur	43.7	49.5	6.8
Jhalawar	2.5	97.5	0.0
Jodhpur	32.4	42.9	24.7
Kota	32.1	56.6	11.3
Pratapgarh	14.8	78.5	6.7
Sawai Madhopur	72.4	27.0	0.6
Udaipur	37.2	62.8	0.0
<b>Total (N=1108)</b>	<b>30.7</b>	<b>63.0</b>	<b>6.3</b>

Table 21: Consumer Awareness of ProOrganic Project		
District	Yes	No
Bhilwara	65.6	34.4
Chittorgarh	90.7	9.3
Dausa	0.6	99.4
Jaipur	23.2	76.8
Jhalawar	90.9	9.1
Jodhpur	50.9	49.1
Kota	97.6	2.4
Pratapgarh	92.1	7.9
Sawai Madhopur	98.8	1.2
Udaipur	94.7	5.3
<b>Total (N=1658)</b>	<b>70.6</b>	<b>29.4</b>

Table 22: Consumer Involvement in the Project		
District	Yes	No
Bhilwara	58.4	41.6
Chittorgarh	96.8	3.2
Dausa	100.0	0.0
Jaipur	65.8	34.2
Jhalawar	72.3	27.7
Jodhpur	97.6	2.4
Kota	76.1	23.9
Pratapgarh	88.4	11.6
Sawai Madhopur	29.3	70.7
Udaipur	94.4	5.6
<b>Total (N=1171)</b>	<b>74.7</b>	<b>25.3</b>

Table 23: Is There Any Impact of Project on Consumption Pattern		
District	Yes	No
Bhilwara	69.3	30.7
Chittorgarh	93.8	6.3
Dausa	0.0	100.0
Jaipur	91.4	8.6
Jhalawar	73.3	26.7
Jodhpur	100.0	0.0
Kota	94.2	5.8
Pratapgarh	84.1	15.9
Sawai Madhopur	98.8	1.2
Udaipur	82.3	17.7
<b>Total (N=875)</b>	<b>86.2</b>	<b>13.8</b>

Table 24: Type of Impact of Project on Consumption Pattern of Family				
District	Started Buying Organic Products	Increase in Frequency of Buying	Increase in Quantity of Products	Started Buying New Products
Bhilwara	28.0	24.8	44.8	2.4
Chittorgarh	29.7	56.6	11.0	2.8
Dausa	74.7	6.3	0.0	18.9
Jaipur	51.7	37.9	6.9	3.4
Jhalawar	85.8	10.4	0.0	3.7
Jodhpur	21.2	28.2	31.8	18.8
Kota	74.7	6.3	0.0	18.9
Pratapgarh	50.0	40.7	7.1	2.1
Sawai Madhopur	73.8	2.3	19.2	4.7
Udaipur	50.0	38.5	9.6	1.9
<b>Total</b>	<b>52.9</b>	<b>26.7</b>	<b>14.7</b>	<b>5.6</b>

<b>Table 25: Status of Increase in Awareness on Organic Farming &amp; Consumption</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	62.1	37.9
Chittorgarh	91.9	8.1
Dausa	76.7	23.3
Jaipur	81.1	18.9
Jhalawar	98.8	1.2
Jodhpur	98.9	1.1
Kota	96.9	3.1
Pratapgarh	96.7	3.3
Sawai Madhopur	89.0	11.0
Udaipur	98.2	1.8
<b>Total (N=875)</b>	<b>90.9</b>	<b>9.1</b>

<b>Table 26: Status of New Outlet Opening for Organic Products</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	4.5	95.5
Chittorgarh	17.9	82.1
Dausa	4.5	95.5
Jaipur	18.9	81.1
Jhalawar	55.4	44.6
Jodhpur	4.5	95.5
Kota	21.7	78.3
Pratapgarh	35.5	64.5
Sawai Madhopur	53.8	46.2
Udaipur	3.0	97.0
<b>Total (N=875)</b>	<b>26.0</b>	<b>74.0</b>

<b>Table 27: Status of More Consumers Purchasing Organic Products in Comparison to Three Years Back</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	65.6	34.4
Chittorgarh	90.7	9.3
Dausa	72.2	27.8
Jaipur	72.2	27.8
Jhalawar	33.7	66.3
Jodhpur	96.6	3.4
Kota	97.4	2.6
Pratapgarh	84.4	15.6
Sawai Madhopur	83.8	16.2
Udaipur	91.0	9.0
<b>Total (N=875)</b>	<b>78.5</b>	<b>21.5</b>

Table 28: Gender wise Distribution of Farmer Respondents		
District	Male	Female
Bhilwara	79.7	20.3
Chittorgarh	78.1	21.9
Dausa	12.5	87.5
Jaipur	64.1	35.9
Jhalawar	54.7	45.3
Jodhpur	46.9	53.1
Kota	71.9	28.1
Pratapgarh	78.1	21.9
Sawai Madhopur	70.3	29.7
Udaipur	62.5	37.5
<b>Total (N=640)</b>	<b>61.9</b>	<b>38.1</b>

Table 29: Farmer Respondent Distribution by Economic Category		
District	APL	BPL
Bhilwara	60.9	39.1
Chittorgarh	60.9	39.1
Dausa	95.3	4.7
Jaipur	65.6	34.4
Jhalawar	51.6	48.4
Jodhpur	78.1	21.9
Kota	90.6	9.4
Pratapgarh	31.3	68.8
Sawai Madhopur	68.8	31.3
Udaipur	72.2	27.8
<b>Total(N=640)</b>	<b>67.5</b>	<b>32.5</b>

Table 30: Farmer Respondent Distribution by Educational Status									
District	Never Attended School	Literate	Primary	Middle	Secondary	Higher	Graduation	PG	Tech./ Prof.
Bhilwara	9.4	20.3	17.2	12.5	10.9	14.1	15.6	0.0	0.0
Chittorgarh	28.1	10.9	21.9	15.6	14.1	6.3	3.1	0.0	0.0
Dausa	15.6	84.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaipur	35.9	26.6	9.4	9.4	3.1	6.3	7.8	1.6	0.0
Jhalawar	12.5	28.1	31.3	9.4	10.9	4.7	1.6	1.6	0.0
Jodhpur	54.7	20.3	15.6	3.1	0.0	3.1	3.1	0.0	0.0
Kota	1.6	7.8	3.1	20.3	25.0	17.2	17.2	7.8	0.0
Pratapgarh	23.4	21.9	10.9	18.8	12.5	10.9	1.6	0.0	0.0
Sawai Madhopur	67.2	3.1	23.4	0.0	1.6	3.1	1.6	0.0	0.0
Udaipur	33.3	11.1	9.3	18.5	11.1	9.3	5.6	1.9	0.0
<b>Total (N=640)</b>	<b>28.1</b>	<b>23.7</b>	<b>14.3</b>	<b>10.6</b>	<b>8.9</b>	<b>7.5</b>	<b>5.7</b>	<b>1.3</b>	<b>0.0</b>

Table 31: Activity Status of Farmer Respondents			
District	Farming	Farm Labour	Both
Bhilwara	67.2	1.6	31.3
Chittorgarh	89.1	0.0	10.9
Dausa	100.0	0.0	0.0
Jaipur	98.4	1.6	0.0
Jhalawar	50.0	9.4	40.6
Jodhpur	18.8	1.6	79.7
Kota	82.8	1.6	15.6
Pratapgarh	32.8	10.9	56.3
Sawai Madhopur	96.9	1.6	1.6
Udaipur	77.8	3.7	18.5
<b>Total (N=640)</b>	<b>71.3</b>	<b>3.2</b>	<b>25.6</b>

Table 32: Distribution of Farmer Respondents by Monthly Household Income						
District	Below 5 Thousand	5001 to 10000	10001 to 15000	15001 to 20000	20001 to 25000	Above 25000
Bhilwara	65.6	18.8	10.9	1.6	0.0	3.1
Chittorgarh	92.2	1.6	6.3	0.0	0.0	0.0
Dausa	1.6	0.0	0.0	98.4	0.0	0.0
Jaipur	15.6	56.3	25.0	3.1	0.0	0.0
Jhalawar	10.9	73.4	14.1	1.6	0.0	0.0
Jodhpur	3.1	34.4	56.3	6.3	0.0	0.0
Kota	3.1	50.0	20.3	14.1	4.7	7.8
Pratapgarh	68.8	23.4	7.8	0.0	0.0	0.0
Sawai Madhopur	4.7	93.8	1.6	0.0	0.0	0.0
Udaipur	72.2	16.7	9.3	0.0	0.0	1.9
<b>Total (N=640)</b>	<b>33.2</b>	<b>37.1</b>	<b>15.2</b>	<b>12.7</b>	<b>0.5</b>	<b>1.3</b>

Table 33: Farmer Awareness on Ill Effects of Chemical Inputs		
District	Yes	No
Bhilwara	96.9	3.1
Chittorgarh	82.8	17.2
Dausa	98.4	1.6
Jaipur	100.0	0.0
Jhalawar	98.4	1.6
Jodhpur	98.4	1.6
Kota	100.0	0.0
Pratapgarh	100.0	0.0
Sawai Madhopur	100.0	0.0
Udaipur	98.1	1.9
<b>Total (N=640)</b>	<b>97.3</b>	<b>2.7</b>

Table 34: Type of Farming Farmers are Engaged			
District	Chemical based	Organic	Both
Bhilwara	4.7	32.8	62.5
Chittorgarh	4.7	9.4	85.9
Dausa	0.0	0.0	100.0
Jaipur	7.8	50.0	42.2
Jhalawar	0.0	1.6	98.4
Jodhpur	1.6	3.1	95.3
Kota	21.9	0.0	78.1
Pratapgarh	64.1	0.0	35.9
Sawai Madhopur	1.6	0.0	98.4
Udaipur	1.9	40.7	57.4
<b>Total (N=640)</b>	<b>11.4</b>	<b>23.4</b>	<b>66.4</b>

Table 35: Response on the Reasons for Using Chemical Inputs				
District	More Production	Low Cost	Easy Availability	Any other
Bhilwara	86.0	0.0	11.6	2.3
Chittorgarh	4.4	86.7	8.9	0.0
Dausa	78.7	16.4	4.9	0.0
Jaipur	62.2	27.0	5.4	5.4
Jhalawar	98.4	0.0	1.6	0.0
Jodhpur	100.0	0.0	0.0	0.0
Kota	86.8	3.8	9.4	0.0
Pratapgarh	66.1	22.6	11.3	0.0
Sawai Madhopur	3.2	0.0	96.8	0.0
Udaipur	51.9	18.5	29.6	0.0
<b>Total (N=555)</b>	<b>65.1</b>	<b>15.7</b>	<b>18.8</b>	<b>0.4</b>

Table 36: Source of Motivation for Organic Farming					
District	Self	Friends	Agri. Deptt.	NGO	Other
Bhilwara	6.3	3.1	26.6	54.7	9.4
Chittorgarh	22.0	3.4	5.1	69.5	0.0
Dausa	10.6	9.1	18.2	53.0	9.1
Jaipur	55.6	1.6	6.3	31.7	4.8
Jhalawar	3.2	0.0	4.8	91.9	0.0
Jodhpur	46.7	0.0	3.3	25.0	25.0
Kota	0.0	0.0	38.3	60.0	1.7
Pratapgarh	64.4	5.1	16.9	13.6	0.0
Sawai Madhopur	0.0	1.6	90.6	7.8	0.0
Udaipur	32.7	0.0	3.8	63.5	0.0
<b>Total (N=570)</b>	<b>27.5</b>	<b>1.3</b>	<b>20.4</b>	<b>46.8</b>	<b>3.9</b>

<b>Table 37: Whether Farmers Sell Organic Produce or Use for Own Consumption</b>			
<b>District</b>	<b>Mostly Sell</b>	<b>Half Sell</b>	<b>Mostly Own Use</b>
Bhilwara	6.3	39.1	54.7
Chittorgarh	16.4	77.0	6.6
Dausa	38.3	60.0	1.7
Jaipur	23.4	43.8	32.8
Jhalawar	0.0	19.0	81.0
Jodhpur	1.6	23.4	75.0
Kota	0.0	8.0	92.0
Pratapgarh	4.9	27.9	67.2
Sawai Madhopur	0.0	12.5	87.5
Udaipur	4.0	82.0	14.0
<b>Total (N=570)</b>	<b>9.7</b>	<b>38.8</b>	<b>51.5</b>

<b>Table 38: Whether Farmers Prepare Organic Inputs on Their Own</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	96.7	3.3
Chittorgarh	57.1	42.9
Dausa	84.1	15.9
Jaipur	57.8	42.2
Jhalawar	100.0	0.0
Jodhpur	25.0	75.0
Kota	87.5	12.5
Pratapgarh	14.5	85.5
Sawai Madhopur	93.8	6.3
Udaipur	45.1	54.9
<b>Total (N=570)</b>	<b>65.7</b>	<b>34.3</b>

<b>Table 39: Whether Farmers Availed Support for Organic Farming</b>					
<b>District</b>	<b>Subsidy</b>	<b>Input</b>	<b>Training</b>	<b>Other</b>	<b>None</b>
Bhilwara	1.8	0.0	36.8	1.8	59.6
Chittorgarh	0.0	0.0	81.0	1.6	17.5
Dausa	0.0	0.0	100.0	0.0	0.0
Jaipur	0.0	1.6	32.8	0.0	65.6
Jhalawar	0.0	0.0	0.0	0.0	100.0
Jodhpur	0.0	0.0	34.4	1.6	63.9
Kota	3.6	3.6	14.3	0.0	78.6
Pratapgarh	1.6	3.2	1.6	3.2	90.3
Sawai Madhopur	0.0	0.0	10.9	0.0	89.1
Udaipur	0.0	0.0	56.0	0.0	44.0
<b>Total (N=570)</b>	<b>0.7</b>	<b>0.9</b>	<b>33.9</b>	<b>0.9</b>	<b>63.7</b>

Table 40: From Where Farmers Availed Support for Organic Farming					
District	State Govt.	NABARD	NHM	NGO	Other
Bhilwara	4.0	0.0	4.0	76.0	16.0
Chittorgarh	0.0	1.8	1.8	94.5	1.8
Dausa	0.0	0.0	66.1	33.9	0.0
Jaipur	0.0	0.0	4.3	95.7	0.0
Jhalawar	0.0	50.0	0.0	50.0	0.0
Jodhpur	0.0	4.2	0.0	87.5	8.3
Kota	31.3	6.3	0.0	31.3	31.3
Pratapgarh	18.2	0.0	4.5	72.7	4.5
Sawai Madhopur	31.3	6.3	0.0	31.3	31.3
Udaipur	0.0	0.0	0.0	100.0	0.0
<b>Total (N=162)</b>	<b>5.2</b>	<b>3.1</b>	<b>14.3</b>	<b>71.0</b>	<b>6.3</b>

Table 41: Farmer Availing Certificate for Organic Farming			
District	Yes	No	Don't know
Bhilwara	3.3	60.0	36.7
Chittorgarh	3.6	83.9	12.5
Dausa	94.9	2.6	2.6
Jaipur	0.0	16.1	83.9
Jhalawar	2.0	98.0	0.0
Jodhpur	0.0	7.8	92.2
Kota	16.3	74.4	9.3
Pratapgarh	4.7	9.4	85.9
Sawai Madhopur	7.8	90.6	1.6
Udaipur	1.9	80.8	17.3
<b>Total (N=570)</b>	<b>10.5</b>	<b>51.7</b>	<b>37.8</b>

Table 42: Whether Farmers Faced Problem in Marketing of Organic Produce		
District	Yes	No
Bhilwara	63.6	36.4
Chittorgarh	14.3	85.7
Dausa	14.3	85.7
Jaipur	16.7	83.3
Jhalawar	22.2	77.8
Jodhpur	25.0	75.0
Kota	14.3	85.7
Pratapgarh	59.5	40.5
Sawai Madhopur	6.3	93.8
Udaipur	14.3	85.7
<b>Total</b>	<b>31.5</b>	<b>68.5</b>

<b>Table 43: Whether Farmers Getting Higher Price for Organic Produce from Market</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	63.6	36.4
Chittorgarh	14.3	85.7
Dausa	0.0	100.0
Jaipur	0.0	100.0
Jhalawar	22.2	77.8
Jodhpur	0.0	0.0
Kota	14.3	85.7
Pratapgarh	67.6	32.4
Sawai Madhopur	6.3	93.8
Udaipur	14.3	85.7
<b>Total (N=570)</b>	<b>31.8</b>	<b>68.2</b>

<b>Table 44: Farmer Awareness of Community Managed Seed System</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	35.2	64.8
Chittorgarh	25.0	75.0
Dausa	37.3	62.7
Jaipur	19.7	80.3
Jhalawar	15.0	85.0
Jodhpur	0.0	100.0
Kota	64.9	35.1
Pratapgarh	3.9	96.1
Sawai Madhopur	96.8	3.2
Udaipur	23.8	76.2
<b>Total (N=570)</b>	<b>33.3</b>	<b>66.7</b>

<b>Table 45: Availability of Community Managed Seed System in the Village</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	7.7	92.3
Chittorgarh	0.0	100.0
Dausa	0.0	100.0
Jaipur	30.8	69.2
Jhalawar	11.5	88.5
Jodhpur	0.0	100.0
Kota	30.8	69.2
Pratapgarh	3.6	96.4
Sawai Madhopur	9.4	90.6
Udaipur	0.0	100.0
<b>Total (N=190)</b>	<b>9.9</b>	<b>90.1</b>

<b>Table 46: Farmer Satisfaction with Community Managed Seed System</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	75.8	24.2
Chittorgarh	0.0	100.0
Dausa	96.5	3.5
Jaipur	77.8	22.2
Jhalawar	75.8	24.2
Jodhpur	0.0	0.0
Kota	100.0	0.0
Pratapgarh	9.1	90.9
Sawai Madhopur	95.3	4.7
Udaipur	71.4	28.6
<b>Total (N=19)</b>	<b>82.8</b>	<b>17.2</b>

<b>Table 47: Farmers' Recommendation to Others for Doing Organic Farming</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	100.0	0.0
Chittorgarh	95.1	4.9
Dausa	100.0	0.0
Jaipur	90.5	9.5
Jhalawar	100.0	0.0
Jodhpur	98.4	1.6
Kota	100.0	0.0
Pratapgarh	96.6	3.4
Sawai Madhopur	100.0	0.0
Udaipur	100.0	0.0
<b>Total (N=570)</b>	<b>98.0</b>	<b>2.0</b>

<b>Table 48: Farmers Willing to Adopt Organic Farming If Required Support is Provided</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	100.0	0.0
Chittorgarh	96.6	3.4
Dausa	100.0	0.0
Jaipur	92.7	7.3
Jhalawar	100.0	0.0
Jodhpur	100.0	0.0
Kota	100.0	0.0
Pratapgarh	100.0	0.0
Sawai Madhopur	100.0	0.0
Udaipur	100.0	0.0
<b>Total(N=70)</b>	<b>99.0</b>	<b>1.0</b>

<b>Table 49: Awareness Among Farmers About ProOrganic Project of CUTS</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	71.9	28.1
Chittorgarh	92.2	7.8
Dausa	100.0	0.0
Jaipur	25.4	74.6
Jhalawar	98.4	1.6
Jodhpur	31.7	68.3
Kota	96.9	3.1
Pratapgarh	88.7	11.3
Sawai Madhopur	100.0	0.0
Udaipur	98.0	2.0
<b>Total (N=640)</b>	<b>79.1</b>	<b>20.9</b>

<b>Table 50: Farmers' Involvement in the Project</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	67.7	32.3
Chittorgarh	98.3	1.7
Dausa	2.7	97.3
Jaipur	31.3	68.8
Jhalawar	96.6	3.4
Jodhpur	100.0	0.0
Kota	88.3	11.7
Pratapgarh	77.0	23.0
Sawai Madhopur	15.6	84.4
Udaipur	92.6	7.4
<b>Total (N=506)</b>	<b>69.7</b>	<b>30.3</b>

<b>Table 51: Farmer Response on Project Making Any Impact</b>		
<b>District</b>	<b>Yes</b>	<b>No</b>
Bhilwara	87.0	13.0
Chittorgarh	100.0	0.0
Dausa	33.9	66.1
Jaipur	100.0	0.0
Jhalawar	98.4	1.6
Jodhpur	100.0	0.0
Kota	100.0	0.0
Pratapgarh	75.5	24.5
Sawai Madhopur	96.8	3.2
Udaipur	93.8	6.3
<b>Total (N=353)</b>	<b>86.4</b>	<b>13.6</b>

## Annexure-2:

### List of Respondents for Qualitative Survey

S. N.	Name of Respondent	Designation/Organisation	District
1	Shri Amit Dubey	District Manager, National Rural Livelihood Mission	Bhilwara
2	Shri Anant Dadhich	Senior Manager, Bandhan Bank	Bhilwara
3	Ms. Sneha Chaudhary	Secretary, Vithika Sansthan	Bhilwara
4	Shri R. K. Mala	Assistant Director-Horticulture Department	Bhilwara
5	Shri G.L. Chawla	Project Director, AATMA, Agriculture Department	Bhilwara
6	Shri Rampal Khatik	Deputy Director, Agriculture	Bhilwara
7	Shri Manik Lal Sharma	Assistant Director, Agriculture Department	Bhilwara
8	Dr. Ratan Lal Solanki	Programme Coordinator, Krishi Vigyan Kendra	Chittorgarh
9	Dr. Suresh Jonagar	Scientist, Krishi Vigyan Kendra	Chittorgarh
10	Dr. Rajesh Jalvaniya	Scientist, Krishi Vigyan Kendra	Chittorgarh
11	Dr. Hemraj Meena	Agriculture Specialist, Agriculture Department	Chittorgarh
12	Dr. Puspendra Kumar Choudhary	District Coordinator, RACP, Horticulture Department	Chittorgarh
13	Dr. Joginder Singh Ranawat	Assistant Director Agriculture (Extension), Begun	Chittorgarh
14	Dr. Sonu Kumawat	AAO Horticulture	Chittorgarh
15	Mr. Amit Chourey	Programme Manager, Foundation for Ecological Security	Chittorgarh
16	Mr. Girdhari Lal Verma	Programme Manager, Foundation for Ecological Security	Chittorgarh
17	Mr. Hariom Singh	Arpan Seva Sansthan, District Coordinator, Chittorgarh	Chittorgarh
18	Dr. B.L. Jaat	Senior Scientist and Head, Krishi Vigyan Kendra	Dausa
19	Dr. Motiram Dhakad	Farm Manager, Agriculture Department	Dausa
20	Shri Anil Sharma	Assistant Director, Agriculture Department	Dausa
21	Dr. Akshay Chittora	Subject Matter Specialist- Horticulture, Krishi Vigyan Kendra	Dausa
22	Shri Hari Ram	Secretary, Gramin Vikas and Environment Sanstha	Dausa
23	Shri Niranjana Sharma	Agriculture Extension Officer	Dausa
24	Dr. R. N. Sharma	Agriculture Scientist	Dausa
25	Shri Ram Dayal Sain	Secretary, Samajik Yuva Sangthan Sansthan	Dausa
26	Shri Lakshmi Kant Soni	Livestock Expert	Dausa

S. N.	Name of Respondent	Designation/Organisation	District
27	Shri Manoj K. Agarwal	Vice-President-Livelihood, Microware Computing & Consulting	Jaipur
28	Shri Anees Rizwi	Consultant, Agriculture Department	Jaipur
29	Shri Surendra K. Verdia	Vice-President, Access Development Services	Jaipur
30	Dr. R. K. Khichar	Deputy Director-Horticulture (Extension), Horticulture Department	Jaipur
31	Shri H. S. Shekhawat	Project Coordinator-Horticulture, RACP	Jaipur
32	Shri Abhishek Prakash	State Head (FPO), Samunnati	Jaipur
33	Shri Manoj Gupta	Deputy Director, Sadguru Foundation	Jaipur
34	Shri Uma Shankar Bhardwaj	Joint Director, National Horticulture Board	Jaipur
35	Shri Chandra Kant Sharma	Deputy Director, Agriculture Department	Jaipur
36	Shri K.C. Meena	Joint Director, RKVY, Agriculture Department	Jaipur
37	Shri Ramniwas Jat	Agriculture Officer, Horticulture Department	Jaipur
38	Dr. Neetu Pareek	Agriculture Officer, State Institute of Agriculture Management	Jaipur
39	Shri Dileep Gupta	Programme Coordinator, ARAVALI	Jaipur
40	Shri K.P. Shrimal	Secretary, Gramoday Samajik Sansthan	Jaipur
41	Shri Lalit Tripathi	Consultant, National Rural Health Mission	Jaipur
42	Shri Akhilesh Sharma	District Project Manager, National Rural Health Mission	Jaipur
43	Shri Sheopal Meena	Chief Manager, Bank of Baroda	Jaipur
44	Dr. Sevaram Rundhla	Soil Research Scientist, Krishi Vigyan Kendra	Jhalawar
45	Shri Arvind Sharangi	Secretary, Aawas Sansthan	Jhalawar
46	Mr. Vaishnav	Deputy A.C.O, Seed Certification Organisation	Jhalawar
47	Shri Ram Kalyan	Programme Coordinator, Indian Institute of Rural Development	Jhalawar
48	Dr. Babu Lal Meena	Assistant Director, Agriculture Department	Jhalawar
49	Ms. Geeta Rajpal	President, Payal Sansthan	Jhalawar
50	Shri Harchand Ram Meena	Agriculture Officer, Agriculture Department	Jhalawar
51	Dr. Arun Kumar	Scientist, Krishi Vigyan Kendra	Jhalawar
52	Dr. Ram Raj Meena	Scientist, Krishi Vigyan Kendra	Jhalawar
53	Shri Hukum Chand Patidar	President, Akshay Jaivik Sansthan	Jhalawar
54	Shri J.R. Bhaker	Deputy Director, Agriculture Department	Jodhpur
55	Shri Bhana Ram Vishnoi	Assistant Director, Agriculture Department	Jodhpur
56	Shri Bharat Singh Rajpurohit	Director, AB Agro Dairy Pvt. Ltd.	Jodhpur
57	Shri Yamlay Khan	District Manager, National Rural Livelihood Mission	Jodhpur
58	Shri Rajkumar	Sr. Project Consultant, Yuva Pahal	Jodhpur
59	Shri Gajendra Kumar Vyas	General Manager, MPOWER	Jodhpur
60	Dr. Praveen Kumar	Head, Integrated Farming System, CAZRI	Jodhpur
61	Dr. B. S. Rathore	Programme Coordinator, Krishi Vigyan Kendra	Jodhpur
62	Dr. Pratibha Tiwari	Incharge-Training Division, CAZRI	Jodhpur
63	Dr. Rakesh Bairwa	Assistant Professor, Krishi Vigyan Kendra	Kota

S. N.	Name of Respondent	Designation/Organisation	District
64	Shri Anil Kumar Agrawal	Agriculture Research Officer, Agriculture Department	Kota
65	Ms. Geeta Dadhich	President, Paryavaran Parishad	Kota
66	Dr. Mahendra Singh	Senior Scientist, Krishi Vigyan Kendra	Kota
67	Shri Ram Niwas Paliwal	Deputy Director, AATMA, Agriculture Department	Kota
68	Smt. Kalpana Jain	Program Manager, Indian Farm Forestry Development Cooperative	Kota
69	Dr. Mukesh Kumar Goyal	Scientist, Agriculture Extension	Kota
70	Shri Satya Prakash Meena	Agriculture Officer, Agriculture Department	Kota
71	Shri Radha Krishan Sharma	Agriculture Officer, Agriculture Department	Kota
72	Shri Sunil Tiwari	District Project Manager, National Rural Livelihood Mission	Pratapgarh
73	Dr. Yogesh Kanojia	Scientist, Krishi Vigyan Kendra	Pratapgarh
74	Dr. Balveer Singh Baghala	Scientist, Krishi Vigyan Kendra	Pratapgarh
75	Ms. Shweta Sharma	Director, Srijan Sewa Sansthan	Pratapgarh
76	Shri Jeetmal Nagar	Project Coordinator, Srijan Sewa Sansthan	Pratapgarh
77	Shri Heera Lal Solanki	Samagra Jagriti Evam Vikas Sansthan	Pratapgarh
78	Shri Ramesh Kumar Jaroli	Deputy Director, Agriculture Department	Pratapgarh
79	Shri Goptal Nath Yogi	Assistant Director, Agriculture Department	Pratapgarh
80	Shri C. P. Badaya	Assistant Director, Agriculture Department	Sawai Madhopur
81	Shri Santosh	Secretary, Appurna Krishak Sevak	Sawai Madhopur
82	Dr. B.C. Meena	Assistant Director-Horticulture, Agriculture Department	Sawai Madhopur
83	Dr. Bharat Lal Meena	Senior Scientist, Krishi Vigyan Kendra, Karmoda	Sawai Madhopur
84	Shri Vijay Jain	Agriculture Extension Officer	Sawai Madhopur
85	Shri Durga Shanker Kumar	Research Officer, Flowrist (Certificate of Excellent Flower)	Sawai Madhopur
86	Shri Lakshpat Lal Meena	Deputy Director, Flowrist (Certificate of Excellent Flower)	Sawai Madhopur
87	Shri Ramesh Sharma	Gyanodaya Gramin Vikas Evam Shikshan Sansthan	Sawai Madhopur
88	Shri Alok Kumar	Secretary, Organic Farming Programme	Sawai Madhopur
89	Shri J. P. Sharma	Program Head, Bharatiya Agro Industries Foundation	Udaipur
90	Ms. Santosh	Program Head, IFFDC	Udaipur
91	Shri Ravindra Verma	Project Director, AATMA, Agriculture Department	Udaipur
92	Shri D. K. Parmar	Director, Bharatiya Shodh Sansthan	Udaipur
93	Ms. Lalita Ameta	Programme Coordinator, CECOEDECON	Udaipur
94	Ms. Gunmala Chelawat	Secretary, Manu Sewa Sansthan	Udaipur
95	Dr. A.S. Jodha	Scientist, Krishi Vigyan Kendra	Udaipur
96	Shri Kamalendra Singh	Secretary, Samarthak Samiti	Udaipur
97	Shri Bhagwati Purohit	Jagaran Jan Vikas Samiti	Udaipur

## Annexure-3: Interview Schedule

### End Line Evaluation: ProOrganic II Project

Interview Schedule: Consumers

FOR RESEARCH  
PURPOSE ONLY

#### *Statement of Confidentiality*

This end line survey is a part of CUTS supported Pro-organic II Project (Developing a Culture of Sustainable Consumption and Lifestyle Through Organic Production and Consumption in the state of Rajasthan) to assess the project effectiveness and also to collect evidence of change due to the project intervention in your district. All information gathered is confidential and will be used only for research. Some of the questions are about your household, and some about your own views and experience. The identity of the respondents or households will not be revealed to anyone. Nobody will be able to identify you or use the information against you.

***For the interviewer:** The above statement of confidentiality was read to the respondent and the respondent has agreed to participate in the interview.*

Please tick the box.

☐

Date of Interview:

Interviewer Signature:

Name of Interviewer:

Questionnaire No.	
District	
Block	
Gram Panchayat	
Village	

Section A. Respondent Profile				
Q. No.	Description	Options	Response Code	Skip
Q.1	Name of the Respondent			
	Respondent Mobile No.			
Q.2	Age (in Completed years)			
Q.3	Gender	Male	1	
		Female	2	
		Other	3	
Q.4	Economic Category	APL	1	
		BPL	2	
Q.5	What is your educational qualification?	Never attended School	1	
		Primary	2	
		Middle	3	
		Secondary	4	
		Senior Secondary	5	
		Graduate	6	
		Post Graduate	7	
		Technical/Professional	8	
Q.6	What is the number of members in your family?			
	Adult Males			
	Adult Females			
	Children			
Q.7	What is your per month family income?	BELOW 5000	1	
		5,001-10,000	2	
		10,001-15,000	3	
		15,001-20,000	4	
		20,001-25,000	5	
		ABOVE 25,000	6	
Q.8	Average Monthly House hold Expenditure on Grocery items / Vegetables/ fruits (In Rupees)	BELOW 500	1	
		500 -1000	2	
		1000 -2000	3	
		2000 – 3000	4	
		3000 – 5000	5	
		5000 - 10000	6	
		MORE THAN 10000	7	

Section B. Knowledge and Practices				
Q.9	Who in the family take decision on purchase of what food items to be purchased?	Male	1	
		Female	2	
		Joint decision	3	
Q.10	Are you aware about the ill effects of vegetable/fruits and other farm products which is grown with high application of chemical manure/pesticides/ insecticides?	Yes	1	
		No	2	
Q.11	Do you know about organic products? (Please explain) For interviewer	Yes	1	
		No	2	End Interview
Q.12	From where did you get to know about organic products?	Government department	1	
		Print/Electronic Media	2	
		NGO	3	
		From Market	4	
		Any other (specify)	5	
Q.13	Do You know any particular store/ retail shop, which sells organic food?	Yes	1	
		No	2	
Q.14	Do you know about any standard mark for organic products?	Yes	1	
		No	2	
Q.15	Whether you think organic products are better than inorganic?	Yes	1	
		No	2	
Q.16	If yes, why is Organic produce better than inorganic produce? (multiple response possible)	No use of harmful pesticides	1	
		Having more nutrients values	2	

		Good for Health	3	
		It improves our social status	4	
Q.17	Have you ever purchased any organic product?	Yes	1	Skip to 19
		No	2	
Q.18	If no, what are the reasons for not purchasing organic product?	High Price	1	Skip to 29
		Non-Availability	2	
		Not useful	3	
		Not sure of actual quality/benefit	4	
		Any other (Specify)	5	
Q.19	How often do you buy organic foods?	Always	1	
		Most of the times	2	
		Some times	3	
		Never	4	
Q.20	Which organic products do you mostly buy?	Grains	1	
		Vegetables	2	
		Fruits	3	
		Any other (specify) -----	4	
Q.21	From where do you purchase organic products?	From Grocery Shop	1	
	(multiple response)	From Store / Company store	2	
		From Haat Bazaar/ Trade Fair	3	
		From E-commerce website (online)	4	

Q.22	Where do you buy your vegetables/ Fruits items from?  (multiple response)	Local Haat Bazar	1	
		Local Vendor	2	
		Shop part of Retail Chain	3	
		Direct from Farmers	4	
		From E-commerce website (online)	5	
Q.23	How did you find the prices of organic product compared to inorganic?	Higher	1	
		Same	2	
		Lower	3	
Q.24	How do you identify genuine organic foods?	Belief in retailer/ vendors statement	1	
		Flavour /taste of organic produces is better than inorganic produces	2	
		Details available like certification mark on the label/ packing of the produce	3	
		Available only in branded shops/ outlets known for selling organic produces	4	
Q.25	Do you manage to find the organic produce easily in the market?	Yes	1	
		No	2	
Q.26	If No in the above question, what are the reasons	Less demand of these products	1	
		Low awareness among consumers	2	
		Prices are higher than normal products	3	
		Low production in our region	4	

Q.27	Are you satisfied with the quality of organic produces, you purchased?	Yes, to a greater extent	1	
		Yes, to a certain extent	2	
		No, farmers/vendors are befooling	3	
Q.28	What are your suggestions to increase use of organic foods?  (multiple responses possible)	Create awareness among consumers	1	
		Create awareness among farmers/producers	2	
		Prices of these produces should be reduced	3	
		Certification on all available organic produces	4	
		Need to make organic products easily available	5	
		Separate Shops for organic products in mandis/markets	6	
		Any other (Please Specify)  -----	7	
Section C. Project Involvement and Experiences				
Q.29	Have you heard of ProOrganic Project or have you attended any activity within project?  (Please explain)	Yes	1	End Interview
		No	2	
Q.30	Have you been involved in this project in any way?	Yes	1	
		No	2	
Q.31	If yes, did you participate in any one of these events/meetings?	Green Action Week	1	
		GP level meeting	2	
		Block level meeting	3	

		District Level meeting	4	
		School organic gardens	5	
		State level consultation	6	
		Organic Fair	7	
		Any other (Specify) -----	8	
Q.32	Had the project made any impact on your consumption pattern?	Yes	1	
		No	2	
Q.33	What is the impact of project on your/your family consumption pattern?	Started purchasing organic products	1	
		Increased frequency of purchase	2	
		Increased quantity of products	3	
		Purchased new products	4	
Q.34	How was it beneficial for you/your family?	Less incidence of illness	1	
		Improved health of family members	2	
		Any other (Specify)	3	
Q.35	Is there an increase in awareness on organic farming/consumption in your area in the last three years? (If yes, specify details)	Yes	1	
		No	2	
Q.36	Is there any new outlet of organic products opened in your area in last three years? (If yes, specify details)	Yes	1	
		No	2	
Q.37	Are more consumer purchasing organic products now than three years back? (If yes, specify details)	Yes	1	
		No	2	
Q.38	Is there an increase in number of farmers doing organic farming in your area in last three years?	Yes	1	
		No	2	

	(If yes, specify numbers)			
Q.39	Have the organic products become more affordable to consumer in the last three years? (If yes, specify details)	Yes	1	
		No	2	
Q.40	Do you feel there is an increasing coverage of organic farming/products in the media in last few years?	Yes	1	
		No	2	
		Not sure	3	
Q.41	How would you narrate your experiences with regard to Pro-Organic Project?			Ask only if involved in the project.
Q.42	Do you have any feedback/Suggestions for project functionaries?			

**Any Additional Information/Suggestions**

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## End Line Evaluation: ProOrganic II Project

Interview Schedule: Farmers

FOR RESEARCH

### *Statement of Confidentiality*

This end line survey is a part of CUTS supported Pro- organic II project (Developing a Culture of Sustainable Consumption and Lifestyle Through Organic Production and Consumption in the state of Rajasthan) to assess the project effectiveness and also to collect evidence of change due to the project intervention in your district. All information gathered is confidential and will be used only for research. Some of the questions are about your household, and some about your own views and experience. The identity of the respondents or households will not be revealed to anyone. Nobody will be able to identify you or use the information against you.

***For the interviewer:*** The above statement of confidentiality was read to the respondent and the respondent has agreed to participate in the interview.

Please tick the box.

☐

Date of Interview:

Interviewer Signature:

Name of Interviewer:

Questionnaire No.	
District	
Block	
Gram Panchayat	
Village	

Section A. Respondent Profile					
Q. No.	Description		Options	Response Code	Skip
Q.1	Name of the Respondent Respondent Mobile No.				
Q.2	Age (in Completed years)				
Q.3	Gender		Male	1	
			Female	2	
			Other	3	
Q.4	Economic Status		APL	1	
			BPL	2	
Q.5	What is your educational qualification?		Illiterate	1	
			Literate	2	
			Primary	3	
			Middle	4	
			Secondary	5	
			Senior Secondary	6	
			Graduate	7	
			Post Graduate	8	
			Technical/Professional Degree	9	
Q.6	What is your current activity status?		Farming	1	
			Farm Labour	2	
			Both of above	3	
Q.7	What is your monthly income?		Below 5000	1	
			5,001-10,000	2	
			10,001-15,000	3	
			15,001-20,000	4	
			20,001-25,000	5	
			Above 25,000	6	
Q.8 Farm Size					
S.N.	Category	Area (Bighas)	Irrigated (I)	Unirrigated (UI)	Source of irrigation
1.	Owned				
2.	Leased in				
3.	Leased out				
4.	Total Cultivated				

Q.9. Labour availability				
S.N.	Category	Men	Women	Children
1.	Family labour available for farming			
2.	Hired Labour			
Section B. Knowledge and Practices				
Q.10	Are you aware that chemical fertilizers/ pesticides/ weedicides have bad effect on soil and quality of crop produce?	Yes	1	
		No	2	
Q.11	What type of farming are you engaged in?	Chemical based only	1	
		Organic only	2	Skip to 13
		Both of above	3	
		Please name the inputs being used -----		
Q.12	Why are you using chemical inputs?	Gives high yield	1	
		Low Cost	2	
		Available Easily	3	
		Any other (Specify)-----	4	
Q.13	If doing organic farming, what are the reasons?	More profitable	1	
		Good for health	2	
		Good for soil	3	
		Easy availability of organic inputs	4	
		All of the above	5	

Q.14	What are the types of crops/vegetables or fruits that you are growing? (Describe)			
Q.15	Who motivated you to take up organic farming?	Self	1	
		Friends	2	
		Department of Agriculture	3	
		NGO	4	
		Any other (Specify)----- -----	5	
Q.16	Whether you sell the organic products or use it for own consumption	Most of the produce sold in market	1	
		Half of the produce sold in market and rest use for own consumption	2	
		Most of the produce used for own consumption	3	
Q.17	Do you prepare organic inputs /manure on the farm itself?	Yes	1	
		No	2	Skip to 19
Q.18	If yes, which inputs?	1.		
		2.		
		3.		
		4.		
Q.19	Since when are you using organics inputs like bio pesticides /vermi compost / manure in the field?	Year		
Q.20	Have you availed any support for organic farming?	Subsidy (specify amount in Rs.)	1	
		Inputs	2	
		Training	3	

		Others (Specify)	4	
		No support	5	Skip to 22
Q.21	From where did you receive this support?	State Government	1	
		NABARD	2	
		National Horticulture Mission	3	
		NGO	4	
		Other (Specify)	5	
Q.22	Have you taken an organic certificate for your farm products/land?	Yes	1	
		No	2	
		Don't know about certification	3	Skip to 29
Q.23	If yes, which agency has certified your products/land? (observe certificate)	Name of the agency:		
		Town/City:		
		Contact Number:		
Q.24	Have you faced any problem in getting certification?	Yes	1	
		No	2	
Q.25	Have you faced any problem or challenge in marketing/selling your organic products?	Yes	1	
		No	2	Skip to 27
Q.26	If yes, please specify -----			
Q.27	Are you getting a higher price from market for your organic produce?	Yes	1	Skip to 31
		No	2	
Q.28	If No in the above question, what are the reasons?	Less demand of these products	1	

		Low awareness among consumers	2	
		Product not certified	3	
		Lower cost of inorganic products	4	
		Any other (Specify)	5	
Q. 29	Presently, what seed you are using and from where you procure these?	Organic		
		Non-Organic		
Q.30	If, organic, then from where you procure these	From market	1	
		From seed bank	2	
		From fellow organic farmer	3	
Q.31	Do you know about community Managed Seed System?	Yes	1	
		No	2	If No Skip to 36
Q.32	Is there any community Managed Seed System in your village?	Yes	1	
		No	2	
Q.33	What Type of Seeds you get from Seed System? (Please mention the name of seeds)			
Q.34	Are you satisfied with this system?	Yes	1	
		No	2	
Q.35	If No please mention the reasons?			
<b>Section C. Challenges and Suggestions</b>				
Q.36	Do you recommend organic farming to others?	Yes	1	
		No	2	
Q.37		Changing the entire field is difficult	1	

	What according to you are the barriers in adoption of organic farming?	Require at least three cycles of organic inputs for getting 100% organic outputs	2	
		Higher cost of cultivation	3	
		No market for organic produce/no price appreciation	4	
		Problems regarding organic certification	5	
		Less or no availability of organic manure/pesticides	6	
Q.38	Would you like to adopt organic farming, if required support will be provided?	Yes	1	Ask only if Farmer is NOT following organic farming
		No	2	
Q.39	What are your suggestions to increase Organic cultivation among farmers?	Create awareness in community	1	
		Create awareness in farmers	2	
		Prices of these produces should be reduced	3	
		Government Subsidy should be given for conversion of normal land into organic	4	
		Easy certification Process for the farmers.	5	
		The supply chain should be improved to ensure the organic produce reaches the market fresh	6	
		Any other (Please Specify)	7	

Section D. Project Involvement and Experiences				
Q.40	Have you heard of Pro-Organic project being implemented by CUTS (please explain)	Yes	1	
		No	2	End interview
Q.41	Have you been involved in this project in any way?	Yes	1	
		No	2	Skip to 49
Q.42	If yes, had the project made any impact on you?	Yes	1	Skip to 44
		No	2	
Q.43	If no, what are the reasons? -----			
Q.44	What is the impact of project on your farming pattern?  (multiple responses possible)	Doing organic farming along with inorganic	1	
		Increased area of organic produce/Land	2	
		Doing organic farming only	3	
		Started backyard/ kitchen cultivation of organic produce	4	
		Any other	5	
Q.45	Did you participate in any one of these events/meetings?  (multiple responses possible)	GP level awareness	1	
		Farmer Training	2	
		Exposure visit	3	
		Block level meeting	4	
		District Level meeting	5	
		State Level Consultation	6	
		Organic fairs	7	
		Community Managed Seed Bank	8	
		Any other (Specify) -----	9	
Q.46		Very useful	1	

	Did you find this event/meeting useful?	Somewhat useful	2	
		Not useful	3	Skip to 49
Q.47	How did the participation in CUTS event/meeting impacted you?  (Multiple responses possible)	Started Organic farming for own Consumption	1	
		Completely Shifted to Organic	2	
		Participated in Organic Fair	3	
		Started preserving seeds	4	
		Started making organic inputs	5	
		Any Other (Please specify) ----- -----	6	
Q.48	What is the impact of project other than on your farming pattern? (Please detail)			
Q.49	Is there a change in the last three years in the awareness level about organic farming and consumption in your area?	Yes	1	
		No	2	
		Don't know	3	
Q.50	Is there an increase in the last three years in the number of farmers or farming area in organic farming?	Number of farmers increased	1	
		Farming area increased	2	
		No change	3	
		Don't know	4	
Q.51	Is there an increase in the demand of organic products in your area in the last three years?	Yes	1	
		No	2	
		Don't know	3	
Q.52	Is there a change in government support to promote organic farming in your area?	Increase in subsidy	1	
		Increase in training	2	
		Increase in input support	3	
		No change	4	
		Don't know	5	

Q.53	How would you narrate your experience with regard to Pro-Organic II Project?			
Q.54	Do you have any feedback/Suggestions for project functionaries?			

**Any Additional Information/Suggestions**

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