

# Event Report

**Pilot Project to Promote Organic Consumption  
in the state of Rajasthan (ProOrganic)**

## **Partners' Feedback Meeting**

**October 27, 2015, Jaipur, Rajasthan**





## Background

India is mainly an agricultural country, where around 58 percent of the nation's population is dependent on agriculture for livelihood. There is huge untapped potential for organic farming in India. Organic farming emerged as a potential alternative for meeting increasing food demand, maintaining soil fertility and increasing soil carbon pool.

The promotion of organic consumption is directly related to consumer's safety in many ways. Use of pesticides and chemicals in agriculture production is one of the major causes of environmental degradation and is also hazardous for human health. The chemicals in food products adversely affect reproduction in women and girls.

Moreover, Indian societies being largely patriarchal, where needs of women are not prioritised, so these women are more prone to chemical contaminations in food. Thus adoption of organic consumption will benefit women and, especially girls.

## Insight into the Project

CUTS with financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden is implementing this two-year project 'ProOrganic'. The objective of the project is to promote organic consumption in the State of Rajasthan (India) covering six major agriculture potential districts by awareness generation, sensitisation, capacity-building and advocacy activities.

Increased awareness is expected to result in increased consumer demand, which will further push demand for availability and affordability of organic products contributing towards the decreasing health of the consumers.

Besides, in 1985, United Nations also recognised sustainable consumption as one of the consumer right under right to healthy environment in its guideline for consumer protection (UNGCP) and since organic consumption is the key to healthy environment and sustainable consumption so the issue of organic culture is considered as an issue of consumer protection. The project is expected to result in better informed consumers and farmers about organic

consumption and farming and framing better policies and enforcement thereof by sensitised policy-makers in the State. This will boost organic farming and consumption of the same in the State and in the long run will provide sustainable environment and lifestyle. The project aims to promote organic consumption in six major agriculture potential districts namely: Jaipur, Dausa, Chittorgarh, Pratapgarh, Udaipur and Kota.

The broader objectives of the whole project are:

- To generate awareness among the consumers about organic products
- To build capacity of the farmers to adopt organic farming
- To promote and increase consumers' demand for organic products
- To encourage consumers to shift towards the use of organic products and sustainable consumption and
- To advocate and sensitise the concerned stakeholders, including government agencies to promote organic products in the State of Rajasthan.

More details and updates of the project are available at the project web page:

[www.cuts-international.org/cart/proorganic](http://www.cuts-international.org/cart/proorganic)

## Objective of the Meeting

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

## Proceedings

### Inaugural Session

In the inaugural session, Deepak Saxena, Senior Programme Coordinator, CUTS welcomed all the project partners. He briefly introduced all the participants about the day's programme schedule.



### Introductory Remarks



George Cheriyan, Director, CUTS, in his introductory remarks shared the aims and objectives of the project. He also shared some of the major project findings like lack of availability and affordability of the consumers to buy organic products. In addition, the farmers were aware of *deshi* vegetables and were growing and using these using organic

pattern. He said that SSNC has extended the project for the year 2016 and also proposed to extend it up to 2020.

In his presentation George focussed on human right-based approach (HRBA) includes poverty perspective (food security, quality of life improved through adopting organic farming), environmental perspective (soil fertility and use of poisonous substances) and gender perspective (negative impacts on women due to environmental problem). Further, the relevance of the project was explained and how it helped the women and contributed to the society was also illustrated.

## Executed and proposed project activities

Deepak Saxena, Senior Programme Coordinator, CUTS presented completed tasks and upcoming activities under the project.

### *The project activities implemented comprise:*

Project Launch and Partner Orientation Meeting

- Base Line Survey under Action Research
- District-level Orientation with Farmer Groups
- Exposure Visits of Farmer Groups
- Village-level Awareness Campaign
- Annual Stakeholder Consultation and Feedback Meeting
- District-level Consultations and
- End Line Survey

### *Proposed activities comprise:*

- **Training of Farmers:** There will be six district-level training of farmers on next generation of organic issues, such as organic certification, market linkage etc.
- **Exposure Visits of Farmers:** There will be only exposure visits for around 20 farmers identified from six project districts to showcase those successful organic farming techniques and practices.
- **Awareness Campaign:** There will be awareness campaign in selected 102 *gram panchayats* of target districts.
- **Organic Fair:** In each of six districts, an organic fair to display and sell organic products and organic farming methods will be organised. This will provide an opportunity to all the stakeholders to come together to observe and discuss their issues.
- **Preparation of Information, Education and Communication (IEC) Material:** Hand-outs and posters in simple vernacular will be produced for distribution during the awareness generation programme.



- **Global Green Action Week:** The proposed activity is to enhance the consumption of organic vegetables and fruits by generating an increased demand of the same amongst the consumers of Jaipur city of Rajasthan. The project will cover 10 new localities in the urban area of Jaipur to awareness generation of the buyers and sensitise the line department to provide space for organic farm products among the urban consumers of Jaipur.
- **State-level Dissemination and Advocacy Meeting:** One such meeting will be organised to discuss various policies and schemes and the hindrances in enhancing use of organic products by consumers in Rajasthan.

## Dissemination of key findings of End Line Survey

Ram Kumar Jha, Policy Analyst, CUTS presented end line survey result of ProOrganic Project. The quantitative survey mainly focussed on two groups, i.e., Farmers/Producers and Consumers. This study has been conducted in the districts of Jaipur: Dausa, Udaipur, Chittorgarh, Pratapgarh and Kota. There are total 51 blocks in these selected districts having total 1757 *panchayats*, but for the study only two *gram panchayats* from each block were selected, so a total 102 *gram panchayats* were covered under the study. A total of 3122 sample stakeholders' feedback was collected from 102 *gram panchayats* of six selected districts of Rajasthan. Conscious efforts were made to target the stakeholders who responded in the baseline and participated in the project activities. Focus was made on gender perspective under the research in sampling and analysis. Out of the total samples, 1605 were farmer respondents while 1517 consumers were interviewed. Approximately, 40 percent respondents out of the total sample were women. Qualitative research was used to collect the responses of: 1) Policy-makers/concerned government agencies, 2) Subject experts and 3) Organisations/institutes working on organic farming and consumption issues in the State of Rajasthan.



Economic status has been captured through type of ration card and other documents like Below Poverty Line (BPL) card or on door marking or as per status claimed by the respondents. Accordingly, the respondents were classified into Above Poverty Line (APL) and BPL. It was observed that as mentioned on ration card 88.1 percent of respondents in Jaipur belonged to ABL whereas 68.2 percent of respondents in Udaipur belonged to BPL class. In Udaipur district, 93.8 percent of respondents were reported to use both (organic and chemical farming), whereas in Pratapgarh district 51.5 percent of respondents were reported for doing chemical base agriculture. It is an important finding that most of the farmers

(except in Pratapgarh district) were using a good proportion organic inputs or organic along with chemical inputs.

Further, it was observed that about 46.6 percent of the respondents used organic inputs for more profit, 87.1 percent for good health and 72.5 percent for good for soil. Among the farmer respondents 70.2 percent indicated that they were getting help from Non-government Organisations (NGOs) while only 10.4 percent farmers were acquiring motivation from agricultural departments for adopting organic farming. Motivational acquired from NGOs was found to be highest in Kota district i.e., 89.4 percent. About 46.2 percent of the total farmers were consuming their own organic produce while 42.2 percent of the total farmers were reported to be consuming and selling their produce. Out of the farmers adopting organic farming, there were only 11.6 percent farmers who sold their entire organic produce. Only 13.8 percent of the farmers had availed support in the form of subsidy and other inputs. Farmer respondents received support for promoting organic farming mainly from NGOs (54.6 percent) and NABARD (20.9 percent) although some of the farmers received support from the State Government (17.7 percent) and from Horticulture Mission (6.7 percent).

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

The most common perceptions regarding organic products were that their having more nutritious value (50.7 percent) and were good for health (45.6 percent). About 39.6 percent consumers stated that organic products are easily available in the market. About 49.5 percent consumers were satisfied with the quality of the organic products purchased while about 46.2 percent were fairly satisfied. About 74.7 percent was the total farmer's participation in the project. From the total farmer respondents, project participation was found to be maximum in Pratapgarh district (93.2 percent) followed by Dausa (86.3 percent). Analysing activity-wise farmers' highest participation in the project was at *Gram Panchyat*-level meetings though at this level, maximum numbers of meetings were conducted.

Talking about the impact created by the project interventions the fact emerged that due to the project intervention about 35.5 percent of farmers had increased their land area under organic farming. About 25 percent farmers started adopting only organic cultivation and 24 percent farmers started organic farming as backyard farming or kitchen gardening.

During the project period, effects on consumer's food habits were also found to be changed. It was noted that about 48 percent of the consumers started buying organic products, 23 percent consumers increased quantity of the produce and 20.4 percent consumers increased their frequency of buying organic products whereas 8.5 percent consumers started buying new products.

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

Most of the farmers mentioned that in adoption of organic farming, converting the entire field to organic farm for doing organic farming was in fact a long and tedious process of three-

years. This was one of the major hurdles for adopting organic farming. In some of the districts, unavailability of organic products was also reported to be another major problem in adopting organic farming.

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

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

### **Response of the partners on future activities**

Partners were actively participated and discussion has been took place on the future activities. Organic fair was the main focused and crux of the discussion is as following:

- Collaboration with *Krishi Vigyan Kendra* (KVK)
- Distribution of Organic fertilisers and other input material in the fair with the help of partners and
- Local language to be used to make the farmers and women aware

### **Vote of Thanks**

Dharmendra Chaturvedi, Project Officer summed up the days' proceedings by presenting vote of thanks to all the participants of the meeting. He also said that the partners will continue to meet the farmers regarding adoption of organic agriculture. This would eventually help CUTS taking its initiatives to acquire success and also to help in nurturing the ProOrganic project as a replicable model on organic farming issues. Varidhi Singh, Project Officer orchestrated the whole event.

## Programme Schedule

Time	Subject	Facilitator
12.00 pm	Arrival of the guests	
1.00 to 2.00 pm	Lunch with the ProOrganic team	
2.00 pm to 3.30 pm	Welcome of the Participants	Deepak Saxena (Sr. Programme Coordinator)
	Introduction and Defining the Objectives of the Meeting	George Cheriyan (Director)
	Presentation on the Project Activities Implemented with Key Highlights	Deepak Saxena (Sr. Programme Coordinator)
	Presentation on Dissemination of Key Findings of End Line Survey	Ram Kumar Jha (Policy Analyst)
	Feedback from Partners <ul style="list-style-type: none"> <li>• Partner's Experience in Organic Farming</li> <li>• Key Achievements</li> <li>• Partner's Expectations from the Post Project</li> <li>• Any Other Issue with the permission</li> </ul>	ProOrganic Team led by Deepak Saxena
3.30-3.45 pm	<b>Tea Break</b>	
3.45 pm to 5.00 pm	<b>Future Activities</b> Planning of Implementation of Activities (interaction with partners)	ProOrganic Team
5.00 pm (closing)	The Way Forward and Partner's Expectation from Future Activities	ProOrganic Team led by Dharmendra Chaturvedi (Project Officer)



## List of Participants

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