

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

Partners' Orientation Meeting

Event Report



Friday, April 30, 2016, Jaipur

Background

With the support from Swedish Society for Nature Conservation (SSNC), CUTS implemented a project entitled, 'Promote Organic Consumption in the State of Rajasthan' (ProOrganic) from November 01, 2013 to October 31, 2015 in 102 *gram panchayats* of six selected districts of Rajasthan. The project has been extended for another year, i.e. FY 2016-2017 with the purpose of fulfilling identified gaps and sustaining the gained momentum in order to achieve expected outcomes of better ecosystem through promotion of organic consumption.

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 project are to:

- sensitising awareness and education on organic consumption and production;
- building capacity of farmers to promote organic farming; and
- advocating promotion of policies in favour of organic farming.

Objective

The purpose of the meeting was to discuss the selection of new *gram panchayats* in blocks along with modalities etc. for conducting village-level activities and also to be part of other activities proposed under the project.

Another objective was to work out a plan as well as to finalise the tentative schedule of awareness campaign at *gram panchayat* and block level in Jaipur.

Proceedings

Inaugural Session

Deepak Saxena, Senior Programme Coordinator, CUTS welcomed all the project partners. He briefly introduced all the participants and district project partners about the day's programme schedule and objective of the workshop to implement project activities.

District Project Partners

- *Gramin Aarthik Samudaik Puna Nirman evam Vikas Sansthan*, Jaipur (Block-Sanganer & Bassi)
- *Sapana Vikas Sansthan*, Sankotra, Jamwa Ramgarh, Jaipur (Block Jamwa Ramgarh)
- Awareness Training & Motivation for Action (ATMA), Jagmalpura, Jorpura, Jobner, Jaipur (Block Sambhar and Jhotwara)
- *Sangrash Sansthan*, Dhandholi, Dudu, Jaipur (Block Dudu)
- Centre for Rural Development & Consultants Society, Thali, Chaksu, Jaipur (Block Chaksu)
- *Shree Dev Gou Seva Evam Gramin Vikas Samiti*, Heerapura, Chittora Renwal, Phagi, Jaipur (Block Phagi)
- *Manav Sewa Nari Utthan Samiti*, Gordhanpura, Kotputali, Jaipur (Block-Kotputli)

- *Nehru Yuva Mandal*, Anantpura, Jaitpura, Chomu, Jaipur (Block Govindgarh)
- *Shorya Samaj Sevi Avam Sway Vayavsay Prashikashan Sansthan*, Tonk Phatak, Jaipur (Block Amer)
- *Lok Sahbhagi Sansthan*, Kooploda, Med, Viratnagar, Jaipur (Block Virat Nagar)

Introductory Remarks

Rajdeep Pareek, Project Officer, CUTS International delivered a presentation on ProOrganic 2016 project objectives, activities and work plan. He stated that 102 new *gram panchayats* will be taken up for implementing project activities in same districts, one awareness campaign in each block and two at district level respectively.



Project Activities

- **Trainings of Farmers:** There will be six district-level training of farmers on next generation 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 Campaigns:** There will be awareness campaigns continued in selected 102 gram panchayats of target districts.
- **Organic Fair:** In each of six districts, an organic fair will be organised to display and sell organic products and farming methods. This will provide an opportunity to all stakeholders to come together under a common umbrella and not only to see but also discuss their issues pertaining to the subject.
- **Preparation of Information, Education and Communication (IEC) materials:** Hand-outs and posters in simple vernacular will be produced for distribution during the activities for awareness generation.
- **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 urban areas of Jaipur to generate awareness to buyers and sensitise the line department to provide space for organic farm products among the urban consumers of Jaipur.
- **State Level Dissemination & Advocacy Meeting:** One such meeting will be organised to discuss various policies and schemes as well the hindrances in enhanced use of organic products by consumers in Rajasthan.

Partner's Feedback

In the feedback session with partners, the existing partners, who were involved in the 2013-15 phase activities shared their experiences with new partners, to provide them an idea about the programme activities. Newly selected partners also shared their work experiences and activities they have conducted in their areas.



Sukhpal Dhabai and Atma Ram having good experience of organic farming also shared their experiences in vermicomposting technology and other related activities.

Activity Time Line

Work Plan 2016-2017	Time-Line											
Activity	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March
Partners' Meeting												
Training of Farmers												
Exposure Visits												
Awareness Campaign												
Organic Fair												
Green Action Week												
Workshop on HRBA												
State level Disseminatio & Advocacy Meeting												
Final Reporting												

Vote of Thanks

Rajdeep Pareek, Project Officer summed up the days' proceedings with a vote of thanks to all participants. He also said that the partners will continue to meet farmers regarding adoption of organic agriculture.

Agenda

Time	Subject	Facilitator
11.00-11.15	Welcome of Participants	Dharmendra Chaturvedi
11.15-11.30	Introduction about Objective of the Meeting	Deepak Saxena
11.30-12.15	Presentation on ProOrganic Project 2016 <ul style="list-style-type: none">• Selection of <i>gram panchayat</i> by concerned partners• Time line and schedule dates of village level meetings in Jaipur district	Rajdeep Pareek and Renu Beniwal
12.15-12.45	Feedback from Partners <ul style="list-style-type: none">• Logistical arrangements• Resource persons• Possibility of showing documentary etc.	All Jaipur Partners
12.45-12.50	Vote of Thanks	Renu Beniwal
12.50	Lunch Break	

List of Participants

S. No.	Name	Name/Address of the Organisation	Phone/ Mobile No.	Email
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