

Event Report

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

State Level Advocacy and Dissemination Meeting

October 28, 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 is emerging as a potential alternative for meeting increasing food demand, maintaining soil fertility and to manage 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 cause 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, needs of women are not prioritised, so these women are more prone to chemical contaminations in food. So adoption of organic consumption will benefit women and girls.

Insight into the Project

CUTS with the financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden is implementing this two-year project. 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 deteriorating health condition of 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 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 implementation of better policies and enforcement thereof by sensitised policy-makers in the State. This will boost organic farming and consumption in the State and in the long run, will provide sustainable environment and lifestyle. 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 generate awareness among consumers about organic products
- To build capacity of the farmers to adopt organic farming
- To promote and increase consumer's demand for organic products
- To encourage consumers to shift towards the use of organic products and sustainable consumption and
- To 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 we page:

www.cuts-internationala.org/cart/proorganic

Objective of the Meeting

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

Proceedings

Inaugural Session

In the inaugural session, Varidhi Singh, Project Officer, CUTS welcomed all the esteemed guests and delegates to the meeting. She briefly introduced all the participants about the objectives of meeting and apprised them with the day's programme schedule.



Opening Address

George Cheriyan, Director CUTS opined that there is a need of integrated efforts from both i. e. government and farmers' side for promoting organic farming in Rajasthan. He also added that the government should concentrate on consumer oriented approach rather than export oriented approach for organic products. Further, he mentioned that there is a need of integrated efforts from both government and farmers' end for promoting organic farming in Rajasthan.



He also stated that food safety and standards are the key issues in India. He added that Indian people are consuming 750 times more pesticides with vegetable and fruits than the European people. Sikkim is 100 percent organic farming State while Kerala is going to become 100 percent Organic farming State in 2016 with the mutual support of government and farmers. Though, this programme is considered to be as people's movement. Even though, Rajasthan is moving towards adopting organic farming cultivation integrated efforts from both government and farmers side are still required.

Project activities implemented and proposed

Deepak Saxena, Senior Programme Coordinator, CUTS briefed about the accomplished tasks and upcoming activities under the project.

Project activities implemented are:

- 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 & Feedback Meeting
- District-Level Consultations
- 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:** Awareness campaign will be carried in selected 102 *gram panchayats* of target districts.
- **Organic Fair:** In each of the six districts, organic fair will be organised for displaying and selling organic products and elucidating organic farming methods. This will provide an opportunity to all the stakeholders to come together and discuss the encountered issues.
- **Preparation of Information, Education and Communication (IEC) Material:** 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 the urban area 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 and Advocacy Meeting:** One such meeting will be organised to discuss various policies and schemes as well as the hindrances for enhancing use of organic products by consumers in Rajasthan.



Dissemination of Key Findings of End Line Survey

Ram Kumar Jha, Policy Analyst, CUTS has presented end line survey results 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 six 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 took part in project activities. Emphasis was laid 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 as mentioned on the ration card that 88.1 percent of respondents in Jaipur were of ABL category whereas 68.2 percent of respondents in Udaipur were of BPL. 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 the respondents were following chemicals-based agriculture. It is a very important finding that most of the farmers (except in Pratapgarh district) were using a good proportion of organic inputs or organic along with chemical inputs.

About 46.6 percent for more profit, 87.1 percent for good health and 72.5 percent for good soil were the reasons given by the respondents for following organic farming. Among the farmers respondent, 70.2 percent mentioned that they were getting help from NGOs while only 10.4 percent farmers were getting inspired from agricultural departments for adopting organic farming. Motivation acquired from the NGOs was found to be highest i.e., 89.4 percent in Kota district. About 46.2 percent of the total farmers were consuming their organic produce while 42.2 percent of the total farmers were consuming and selling their own produce. Out of the farmers following 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 receiving support for promoting organic farming mainly from NGOs were 54.6 percent and 20.9 percent from National Bank

for Agriculture and Rural Development (NABARD). Besides, some of the farmers received support from the State Government (17.7 percent) and from Horticulture Mission (6.7 percent).

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

Most common perceptions about the fact that organic products have more nutritious value (50.7 percent) and are good for health (45.6 percent). About 39.6 percent consumers opined that organic products are easily available in the market. About 49.5 percent consumers were satisfied with the quality of organic products purchased while about 46.2 percent were fairly satisfied. Total farmers' participation in the project was found to be about 74.7 percent. Among 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 consumer's highest participation in the project was at *Gram Panchayat*-level meetings though at this level maximum number of meetings was conducted.

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

During the project period, change in consumer's food habits was observed. It was noted that about 48 percent of the consumers started buying organic products, 23 percent consumers increased products quantity and 20.4 percent consumers increased the frequency of buying organic products while 8.5 percent consumers started buying new products.

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

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

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

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

Response to the Key Findings by Stakeholders



Shital Prasad Sharma, Director, State Institute of Agriculture Management (SIAM), Government of Rajasthan shared that there was a need of development of climate-smart villages in Rajasthan to promote organic farming. He called organic farming as TRIVENI, which includes farmers, consumers and level of participants. He shared that domestically and internationally both have different kind of standards for organic farming. Further, he explained that under biological system bacteria are scientifically is very good for organic farming.

Dr A K Gupta, Professor and Head, Department of Agronomy, SKNA University, Jobner pointed out that organic farming is the process by which both consumers and producers can be benefited.



Dr S Mukherjee, Professor and Head, Department of Horticulture, Rajasthan Agricultural Research Institute (RARI), Government of Rajasthan said that there is a need of creation of organic product hubs for domestic and export purposes. He also stressed on how to harness the available natural resources, so that the sustainable consumption can take place. He focussed on VMA i.e., V for Vision, M for Mission and A for Appeal. Keeping these things in mind he said that we have to create a hub for organic farming and people should start using organic farming unconditionally. He also stressed on using kitchen gardening to make organic farming successful.

Vardhaman Bapna, Director, Morarka Foundation, Jaipur shared that organic vegetables shops should be established at the *Gram Panchayat*-level. He also suggested that if railways use the organic products then it will encourage the farmers to adopt organic agriculture.



Participation

The meeting was attended by around 85 participants including representative partners, NGOs, media, representatives of civil society organisations (CSOs), government departments, Agricultural University, RARI etc.



Open Interaction Session

In an open house interactive session, participants from all sections of the society raised concerns, over the rising trends of chemical farming, which is proving hazardous to public health. Few of the farmers from Udaipur, Chittorgarh and Dausa briefed about their efforts in promoting organic farming, while few CSO/NGO representatives tried to raise concerns on government's approach and attitude in providing support for promoting organic farming.

Vote of Thanks

Dharmendra Chaturvedi, Project Officer summed up the day's proceedings with a vote of thanks to all participants. He also said that the partners will continue to meet the farmers regarding adoption of organic agriculture. This would eventually help CUTS in taking its initiatives forward to acquire success in promoting organic farming and thereby helping in nurturing the ProOrganic project as a replicable model for organic farming.



Programme Schedule

10.00-11.00	Registration and Tea/Coffee	
11.00-11.05	Welcoming Guests and Participants	Varidhi Singh Project Officer, CUTS
	Inaugural Session	
11.05-11.15	Opening Address	George Cheriyan Director, CUTS
11.15-11.30	Presentation about the Project on Major Activities Implemented under the Project with Key Highlights	Deepak Saxena, Sr. Programme Coordinator, CUTS
11.30-11.45	Presentation of Key Findings from End Line Survey	Ram Kumar Jha Policy Analyst, CUTS
11.45-12.00	Inaugural Address by the Chief Guest	Prabhu Lal Saini Honourable Minister of Agriculture, Government of Rajasthan
12.00-12.15	Special Address	Dr Shital Sharma Director, State Institute of Agriculture Management
12.15-12.20	Vote of Thanks	Dharmendra Chaturvedi Project Officer, CUTS
12.20-12.30	Tea/Coffee Break	
12.30-13.30	Responses to the Key Findings by Stakeholders Moderator: <ul style="list-style-type: none"> • Shital Prasad Sharma, Director, State Institute of Agriculture Management (SIAM), Government of Rajasthan Panelists <ul style="list-style-type: none"> • S Mukherjee, Professor and Head, Department of Horticulture, Rajasthan Agricultural Research Institute, Government of Rajasthan • A K Gupta, Professor and Head, Department of Agronomy, Rajasthan Agricultural Research Institute, Govt. of Rajasthan and Sri Karan Narendra Agriculture University, Jobner (Jaipur) • Vardhaman Bapna, Director, Morarka Foundation, Jaipur 	
13.30- 13.45	Open Interaction Session (Open Discussion/Consultation and Suggestion to Promote Organic Farming and Consumption in the District) Moderated by Project Team	
13.45-13.50	Vote of Thanks	Dharmendra Chaturvedi Project Officer, CUTS
13.50	Lunch	

List of Participants

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Media Coverage

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राज्य, सरकार, किसान, प्रो. शोभा, से सम्बंधित शिकायतें आई।
राज्य, कृषि, जल, प्रो. शोभा, सरकार बनने के बाद से देश व प्रदेश
राज्य से आरक्षण, प्रो. शोभा, रखने की अपील की है।
सरकार पर का अव्यय है।

सिर्फ 16 प्रतिशत किसान कर रहे जैविक खेती

राज्य स्तरीय शोध प्रस्तुतीकरण कार्यशाला

जयपुर। कट्स की ओर से बुधवार को जैविक उपभोग को बढ़ावा देने के लिए चलाई जा रही प्रो. शोभा परियोजना के सर्वे पर आधारित राज्य स्तरीय पैरवी व शोध प्रस्तुतीकरण कार्यशाला का आयोजन किया गया। कट्स के निदेशक जॉर्ज चेरियन ने कहा कि जैविक खेती बढ़ाने के लिए राज्य सरकार और किसानों को मिलकर प्रयास करने होंगे। सर्वे के परिणाम के अनुसार 97.6 प्रतिशत किसान रासायनिक खेती से होने वाले नुकसान के बारे में जानते हैं, लेकिन कम उत्पादन व जैविक खाद व बीज की अनुपलब्धता के कारण 69.6 प्रतिशत किसान जैविक व रासायनिक खेती कर रहे हैं, जबकि 16.3 प्रतिशत किसान ही सिर्फ जैविक खेती कर रहे हैं। राज्य कृषि प्रबंधन संस्थान के निदेशक डॉ. शीतल प्रसाद शर्मा ने कहा कि जैविक खेती के लिए राजस्थान में मिट्टी की शक्ति बढ़ाना जरूरी है। इस दौरान कृषि विवि जोबनेर के डॉ. एके गुप्ता व कृषि अनुसंधान केंद्र दुर्गापुरा के डॉ. एस. मुखर्जी ने भी अपने विचार रखे। यहां कार्यक्रम समन्वयक दीपक सक्सेना ने परियोजना की गतिविधियों का प्रस्तुतीकरण दिया।

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पैरवी एवं शोध प्रस्तुतिकरण बैठक आयोजित



नवएवसपेस

प्रमुख उपभोक्ता संस्था 'कट्स' एवं 'स्विडिश सोसायटी फॉर नेचर कन्जर्वेशन' के सहयोग से जैविक उपभोग को बढ़ावा देने के लिए 'प्रोओर्गेनिक' परियोजना राज्य के छह जिलों में चलाई जा रही है। परियोजना के तहत बुधवार को खासा कोठी स्थित होटल में राज्य स्तरीय पैरवी एवं शोध पर बैठक का आयोजन किया गया, जिसमें राज्य कृषि प्रबन्धन संस्थान के निदेशक डॉ. शीतल प्रसाद शर्मा, जोबनेर कृषि विश्वविद्यालय के डॉ. एके गुप्ता, कृषि अनुसंधान केंद्र के डॉ. एस मुखर्जी, कट्स के निदेशक जॉर्ज चेरियन, दीपक सक्सेना ने जैविक खेती पर अपने विचार रखे। कट्स के सर्वे के अनुसार 97.6 प्रतिशत किसान रासायनिक खेती से होने वाले नुकसान के बारे में जानते हैं, लेकिन कम उत्पादन व जैविक खाद व बीज की अनुपलब्धता के कारण 69.6 प्रतिशत किसान जैविक व रासायनिक खेती कर रहे हैं, जबकि 16.3 प्रतिशत किसान केवल जैविक खेती कर रहे हैं। संस्था की ओर से यह सर्वे छह जिलों की 51 ब्लॉक की 102 ग्राम पंचायतों में किया गया। कुल 3122 हितधारक सर्वेक्षण में भागीदार थे, जिसमें 1605 किसान और 1517 उपभोक्ता शामिल हैं, इनमें 40 प्रतिशत महिलाएं भी शामिल हैं।

Fear of Less production and unavailability of organic inputs are main hindrance in Organic Farming

Jaipur - 97.6% of farmers are aware about the hazards caused due to use of chemical based inputs but due to fear about less production transition period and unavailability of organic inputs in the market, discourage them to switch. Only 16.3% are using organic inputs in farming. NGOs play a vital role in motivating the farmers as well as consumers for adoption of organic farming and products. 95.5% consumers are also aware on ill effects of chemical based agricultural products while 88.6% consumers feel organic products are better than chemical based. Consumers of Dausa district are most aware in the state about organic products and positive health impacts.

These were the key findings of a study, shared by CUTS in a state level advocacy cum dissemination meeting on October 28, 2015 at Jaipur under its project named ProOrganic, which is being implemented with the support of Sweden based organization Swedish Society for Nature Conservation (SSNC).

The study has conducted in 102 Gram Panchayats from 51 blocks in selected six districts of



Rajasthan. A total of 3122 sample stakeholders' feedback has been collected. 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.

Lack of awareness of marketing avenues is major reason for farmers not getting good returns on their produce. Thus, the pricing support and forward and backward market linkages can encourage the farmers to adopt organic agriculture. A majority of farmers suggested that spreading awareness and the Government

wings emphasis on purchasing of organic food for army, mid-day meal and at their respective canteens are the best way to promote organic farming.

Dr Shital Prasad Sharma, Director, State Institute of Agriculture Management (SIAM), Govt. of Rajasthan shared that need of development of climate smart villages in Rajasthan to promote organic farming.

George Cheriyan, Director CUTS shared that there is a need of integrated efforts from both government and farmers side for promoting organic farming in Rajasthan.