

**Developing a Culture of Sustainable Consumption and
Lifestyle through Organic Production and Consumption
in the State of Rajasthan
(ProOrganic II)**

Event Report

**District Level Partners'
Orientation Meeting**

April 26, 2017, Jaipur



Background

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

The promotion of organic consumption is directly related to consumer's right to healthy environment in various ways. Use of harmful pesticides and chemicals in agriculture is one of the major causes of environmental degradation, and this is also not good for human health. The chemicals in food products adversely affect reproduction in females.

Moreover, Indian society being largely patriarchal where needs of women are not prioritised so such women are prone to chemical contaminations in food. Hence, adoption of organic consumption will be beneficial to women, especially girls.

Insight into the Project

With support from Swedish Society for Nature Conservation (SSNC), CUTS is implementing a Project "Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan (ProOrganic-II)" from April 01, 2017 to March 31, 2021 in 192 *gram panchayats* of 10 selected districts of Rajasthan (India). The main objective of the project is to fill the identified gaps and sustain the acquired momentum to achieve expected outcomes of better eco-system through promotion of organic consumption.

One of the basic thoughts of the project is that promoting sustainable consumption and production are important aspects of sustainable lifestyle, which is largely consistent with environmental and social factors and education and empowerment of consumers. In this project, focus is on the aspect of sustainable food and farming and formulating an agenda to achieve it through promoting organic production of farm products on one hand, and promoting organic consumption, on the other. Thus, leading to sustainable development in agriculture and environmental sector, as a whole. The target group of the project is entire population of the covered 10 Districts, 96 blocks and selected 192 *gram panchayats* (GPs) in the State of Rajasthan.

Creating a sustainable lifestyle takes a lifelong commitment and always requires reducing use of the non-renewable natural resources and personal resources at individual and societal level. Promoting sustainable consumption requires improved understanding and sensitisation of consumer behaviour and attitudes as per their different needs to turn the positive but passive view of sustainable consumption into an active one. The rationale behind promoting organic food production is that it is a method more in harmony with the environment and local ecosystems.

The project aims to promote more organic consumption in ten major agriculture potential districts namely: Jaipur, Dausa, Kota, Udaipur, Chittorgarh, Pratapgarh, Bhilwara, Sawai Madhopur, Jodhpur and Jhalawar.

The broader objectives of the project are to:

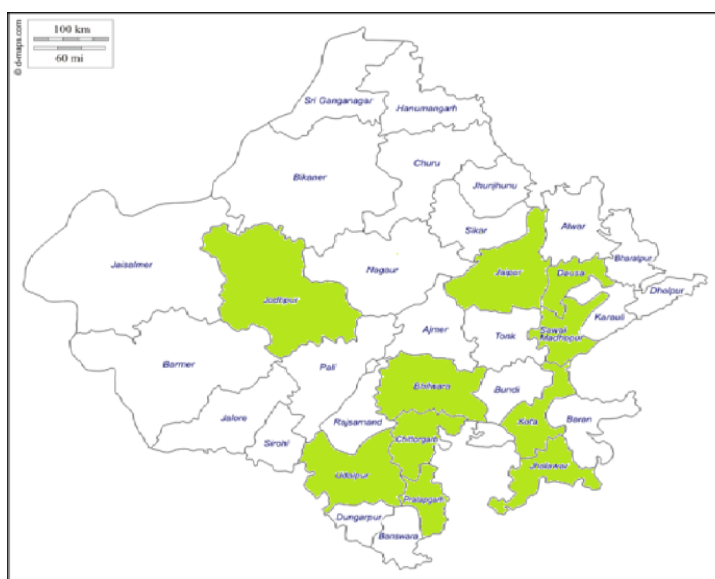
- Developing a culture of Sustainable Development through sensitisation awareness and education on organic consumption and production
- Capacity building of farmers to promote organic farming
- Advocacy for policies in favour of organic farming
- Setting up the community seed bank and vermi composting cell with the help of farmers (long term perspective)
- Developing of organic clubs and gardens in selected schools at each District
- Creating a demand of organic consumption among the consumers (Green Action Week)
- To get acquainted with organic consumption through Exposure Visits

Objective of the Meeting

The purpose of the Partner's Orientation meeting was to discuss the work plan of project "Developing a Culture of Sustainable Consumption and lifestyle through Organic Production and Consumption in the State of Rajasthan". In addition, the meeting was also held to discuss the objectives of the project and to discuss way forward to start up the activities with work plan. During the meeting, the Memorandum of Understanding (MoU) was also signed with the District Project partners.

District Project Partners

1. Manyata Sansthan, Udaipur
2. Ram Krishna Shikshan Sansthan, Kota
3. Hanuman GramVikas Samiti, Dausa
4. Jagriti Sansthan, Jodhpur
5. RUDSOVOT, Sawai Madhopur
6. Samajik Vikas Sansthan, Jhalawar
7. CUTS Centre for Human Development would be responsible to implement project activities in Chittorgarh, Bhilwara and Pratapgarh, whereas CUTS CART would solely be responsible for Jaipur district.



Proceedings

Inaugural Session

Deepak Saxena, Assistant Director, CUTS welcomed the project partners and briefly introduced the objectives of the event i.e. to discuss mainly the methodologies and ways to implement project activities. Saxena also emphasised on the need of better ideas for the phase II so as to make it more effective and worthy.



Introductory Remarks

George Cheriyan, Director, CUTS International first of all thanked all the district partners to be part of the new phase and shared aims and objectives of the new phase of the project in his introductory remarks after. He also shared some of the major outcomes of the project implemented during 2013-17, which were basically woven around three components.

Cheriyan highlighted these three components of the project: educating consumers about the ill effects of pesticides and chemicals; generating awareness and demand, promoting organic consumption and production by sensitising farmers; and to advocate with the Government for having policy in place supporting organic farming.



George, while citing some examples like people are forced to buy *Amanishah Nala* grown vegetables and ban on Maggie etc. mentioned that in the findings of the base line survey conducted in first phase of the project, revealed that 97.5 percent people wants to buy organic products, which are not easily available in market. He also said that there is a need of subsidy on organic production. The Government should provide subsidy on organic products. India sees organic farming as an export item. Due to this fact, organic production comes under the Ministry of Commerce instead of Ministry of Agriculture. He further said that India's situation in 1960 was worsed, when it was dependent on other countries like the US but now, it has graduated and now, as much as 265 million ton grain is being produced in the country, which is many times higher than many bid countries but the pesticide level is 750 times more than European country. This is a reason for great concern for our country.

Sharing some useful information about the new phase "ProOrganic II", Cheriyan highlighted major goals of the same is as to how the culture of sustainable development and safe/healthy environment be created or enhanced? While defining sustainable consumption, he said the whole work, whether it is product related/ service related should have minimum adverse impact on earth. The present model of development is demanding perpetual growth. Hence, there is a need to follow the sustainable production and consumption. Talking about sustainable consumption he cited an

example of sustainable transportation in Jaipur, New vehicles are not really designed or engineered in the way as it could be environmental friendly, so he stressed for using public transportation in spite of using personal vehicle. Discussing sustainable issue is the excess and unnecessary use of electricity, which should become our habit of saving at the maximum. George said that the Vishnoi community of Rajasthan is the community, which leaves closest to nature and we should all learn from them. While summing up he appealed the partners to work for making the world better place to live in.

Presentation

Deepak Saxena and **Rajdeep Pareek**, Project Officer, CUTS gave a joint presentation on future activities on Sustainable Consumption. The theme of the presentation was “The Way Forward 2017-2021”. They discussed about the objectives, activities and work plan of the project in detail.



Pareek explained that 192 *gram panchayats* would be involved in project activities in 10 district areas but the major focus will be on women-specific *choupals* to create more awareness among them and promote organic farming and consumption. Further, they also discussed new ideas for developing the culture of sustainable consumption in the State of Rajasthan to promote organic consumption. There have been discussions on each and every activity with the partners and in case there was confusion, it was clarified in detail.

Project Activities

- Scoping Visits (Year 1)
- Partner’s Orientation for District Partners (Year 1)
- Partner’s Orientation for Jaipur District Partners (Year 1)
- Preparation of Information, Education and Communication (IEC) materials
- Base Line Survey (Year 1)
- Project Launch (Year 1)
- Awareness Campaign on Sustainable Consumption (Every Year)
- Green Action Week (Every Year)
- Follow Up Workshop on HRBA (Year 1)
- Establishment of Organic Compost Cell (Year 2 & 4)
- Formation of Organic Clubs and Developing Organic Gardens in Schools (Year 2-3)
- Training and Exposure Visit of Farmers (Year 2 & 3 at State level and Year 4 at National level)
- Farmer’s Training (One Training for Women Group Specifically)
- Establishment of Community Seed Bank (Year 3-4)
- Organic Fairs (Year 3-4)
- State Level Sensitisation Workshops with Media (Year 3)
- State Level Stakeholder’s Consultation Meeting (Every Year)
- End Line Survey (Year 4)

Project Activities in Detail

- **Scoping Visits:** The main objective of scoping visit is to identify the potential district partner to implement project activities for the selected district.
- **Partner's Orientation for District Partners:** To discuss the objectives of project and how to start up the activities with the defined work plan. The MoU will also be signed with the District Project partners.
- **Partner's Orientation for Jaipur District Partners:** To discuss the objectives of the project and way forward to initiate activities as per the work plan.
- **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.
- **Base Line Survey:** This will be the first activity of the project to get the ground reality or status of organic farming and consumption in the selected project district.
- **Project Launch:** One such activity will be organised for a formal launch of the project and to discuss the baseline survey's finding with the project partners.
- **Awareness Campaign on Sustainable Consumption:** There will be awareness campaigns continued in selected 198 *gram panchayats* of target districts. The objective is to sustain the gained momentum of awareness in the project areas as well as to enhance outreach in urban and semi-urban areas in project districts. Increased awareness is expected to result in increased consumer demand, which will further push demand for availability and affordability of organic products contributing towards decreasing health hazards to consumers.
- **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 consumers of Jaipur city of Rajasthan. The project will cover 10 new localities in the 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. There will be a target to develop 100 kitchen gardens in the schools of Jaipur.
- **Follow up Workshop on Human Rights Based Approach (HRBA):** There was a two-day workshop in the phase 2016-17 on HRBA, which witnessed the participation of GAW partners, ProOrganic partners and some officials from SSNC team. In this phase, the follow up workshop for HRBA will be organised.
- **Establishment of Organic Compost Cell:** One organic compost cell is going to establish in each district on farmers' farms and products will be distributed among the farmers who want to switch over from chemical farming to organic farming. Organic compost cell can be of vermin composting unit, *Azola* unit compost pit or organic input unit.

- **Formation of Organic Clubs and Developing Organic Gardens in Schools:** Organic kitchen gardens will be developed in each district and organic clubs are going to be made in the schools to create awareness for organic farming among the students as well as teachers. Organic farming practice will take place in these gardens and students will learn how to create kitchen garden at their home.
- **Training and Exposure Visit of Farmers:** There will be ten district levels training of farmers on next generation of organic issues, such as organic certification, market linkage etc. The participants will be around selected 40-50 farmers from targeted areas in the district, who have started doing organic farming or who are thinking to initiate it. This is to fill the knowledge gaps of earlier phase and to train more new farmers. In second and third year of the project the exposure visit will be at state level. In the fourth year, it will be at national level.
- **Farmer's Training (One Training, especially for Women Group):** One such activity for women specific will be organised because as it is known to everyone that 80 percent of agriculture work is done by female farmers, so there is a need to educate them about organic farming and sustainable consumption.
- **Establishment of Community Seed Bank:** There are plans for establishing one community seed bank in each district. Initially, the support to establish the seed bank will be provided by organisation and in future the farmers will be responsible to maintain that at their level.
- **Organic Fairs:** In the second and third year, an organic fair will be organised to display and sell organic products and organic farming methods. This will provide an opportunity to all stakeholders to come together and not only to see but also discuss their issues. These organic fairs will be attend by the persons, including farmers, consumers, sellers and relevant organisations/officials.
- **State Level Sensitisation Workshops with Media:** Sensitisation workshop with Media is an important activity. Therefore, 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.
- **State Level Stakeholder's Consultation Meeting:** One Such meeting will be organised to discuss the results and outcome of the project. This is also important for project sustainability and replication of the project aim. Representatives of consumer and community-based organisations, social action groups, local producers and traders of organic products, media and policymakers will be invited to this consultation meeting. The participants will be inspired and oriented to adopt organic consumption and showing the model success.
- **End Line Survey:** End line Survey will be conducted to see the impact of our intervention in the field.

Budget of First Year Activity

In first year of this phase, there will be only one activity i.e. awareness campaign. The project team discussed the budget of awareness campaign in detail with the project partners and briefed them about four-year budget for various activities.

Vote of Thanks

Dharmendra Chaturvedi, Programme Officer, CUTS delivered vote of thanks to all the participants. He also said that the partners will continue to meet farmers regarding adoption of organic agriculture. This would eventually help CUTS taking its initiatives to acquire success and also nurturing the project as a replicable model on organic farming issues.

Activity Time Line

| Year 1 (2017-18) | Time-Line | | | | | | | | | | | |
|---|-----------|-----|------|------|-----|-----|-----|-----|-----|-----|-----|-------|
| Activity | April | May | June | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | March |
| Scoping Visits & Selection of Partners | | | | | | | | | | | | |
| Partners' Meeting cum Project Launch | | | | | | | | | | | | |
| Baseline Survey | | | | | | | | | | | | |
| Awareness campaign on Sustainable Consumption | | | | | | | | | | | | |
| Green Action Week | | | | | | | | | | | | |
| Follow-up Workshop on HRBA | | | | | | | | | | | | |
| Statelevel Stakeholders' Consultation | | | | | | | | | | | | |
| Year 2 (2018-19) | April | May | June | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | March |
| Establishment of Organic Compost Cell | | | | | | | | | | | | |
| Formations of organic Clubs and Developing Organic Garden in Scho | | | | | | | | | | | | |
| Awareness campaign on Sustainable Consumption | | | | | | | | | | | | |
| Green Action Week | | | | | | | | | | | | |
| Training & Exposure Visit of Farmers | | | | | | | | | | | | |
| State Level Stakeholder's Consultation | | | | | | | | | | | | |
| Year 3 (2019-20) | April | May | June | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | March |
| Training & Exposure Visit of Farmers | | | | | | | | | | | | |
| Formations of organic Clubs and Developing Organic Garden in Scho | | | | | | | | | | | | |
| Awareness campaign on Sustainable Consumption | | | | | | | | | | | | |
| Green Action Week | | | | | | | | | | | | |
| Establishment of Community Seed Bank | | | | | | | | | | | | |
| Organic Fair | | | | | | | | | | | | |
| Statelevel Sensitization Workshop with Media | | | | | | | | | | | | |
| Statelevel Stakeholders' Consultation | | | | | | | | | | | | |
| Year 4 (2020-21) | April | May | June | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | March |
| Establishment of Organic Compost Cell | | | | | | | | | | | | |
| Establishment of Community Seed Bank | | | | | | | | | | | | |
| Training of Farmers | | | | | | | | | | | | |
| Exposure Visits of Farmer at National Level | | | | | | | | | | | | |
| Awareness campaign on Sustainable Consumption | | | | | | | | | | | | |
| Green Action Week | | | | | | | | | | | | |
| Endline Survey | | | | | | | | | | | | |
| Organic Fair | | | | | | | | | | | | |
| Statelevel Stakeholders' Consultation | | | | | | | | | | | | |
| Final Reporting & Documentation | | | | | | | | | | | | |

MoU Signing-Partners and Team



Agenda

| Time | Subject | Facilitator |
|------------------|---|--|
| 9:30-10:00 | Registration | Project Team |
| 10:00- 10:15 | Welcome of Participants | Deepak Saxena, Assistant Director, CUTS |
| 10:15-10:45 | Introductory Remarks | George Cheriyan, Director, CUTS |
| 10:45-11:30 | Presentation: The Way Forward 2017-2020 | Deepak Saxena, Assistant Director and Rajdeep Pareek, Project Officer |
| 11:30-12:00 | Discussion- Selection of gram panchayats | Partners and the Project Team |
| 12:00-12:30 | <ul style="list-style-type: none"> • Discussion on the Activities of Year 2017 • Feedback from Partners • Partner's Expectations from the Project • Any Other Issue with due Permission | Partners and the Project Team |
| 12:30-01:15 | Signing the MoU | Partners and the Project Team |
| 01:15-01:30 | Summing Up and Vote of Thanks | Dharmendra Chaturvedi, Programme officer |
| 01:30 Onwards | Lunch & Departure | |

List of Participants

| S. No. | Name of Participants | Name and Address of the Organisations |
|--------|-----------------------|---------------------------------------|
| 1. | Radhe S Vaishnav | CUTS CHD, Bhilwara |
| 2. | Madan Lal Keer | CUTS CHD, Chittorgarh |
| 3. | Yudhishtir Chansi | Ram Krishna Shikshan Sansthan, Kota |
| 4. | Suprateek Dewal | Manyata Sansthan, Udaipur |
| 5. | Om Prakash Pareek | Hanuman GramVikas Samiti, Dausa |
| 6. | Mukesh Kumar Kumawat | CUTS CHD, Pratapgarh |
| 7. | Jora Ram Khoja | Jagriti Sansthan, Jodhpur |
| 8. | Hari Bullabh Meghwal | Ram Krishna Shikshan Sansthan, Kota |
| 9. | Dinesh Kumar | RUDSOVOT, Sawai Madhopur |
| 10. | Nathuram Choudhary | Samajik Vikas Sansthan, Jhalawar |
| 11. | George Cheriyan | CUTS CART |
| 12. | Deepak Saxena | CUTS CART |
| 13. | Dharmendra Chaturvedi | CUTS CART |
| 14. | Rajdeep Pareek | CUTS CART |
| 15. | Nimisha Gaur | CUTS CART |