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CUTS launches 'ProOrganic' project to promote organic consumption in Rajasthan on the occasion of National Consumer Day

Jaipur 24th December, 2013

Today's modern agriculture system and technics has been continuously harming and illeffcting human health and now the time has come to move backward to adopt organic farming culture in the country. Mr Jiji Mammen, Chief General Manager, Rajasthan Regional Office of NABARD stated this on the occasion commemorating National Consumer Day as Chief Guest. Mammen said that modern farming is done with the usage of all types of harmful pesticides and chemicals has serious implications and health hazards and environment degradation. He emphasise the need to move towards sustainable agriculture and use natural resources, by adopting organic farming. Mammen has assured CUTS to give all types of support during the implementation of this project.



In his introductory speech, Director George Cheriyan said that sustainable consumptions is one of the consumer right recognised by UN guidelines for consumer protection. Consumers have right to safe food and for that we need sustainable agriculture to ensure food security. these two important issues, the whole project ProOrganic is woven around.

Amarjeet Singh, Project Coordinator, CUTS presented the about the project, which is being implemented in six districts Kota, Jaipur, Udaipur, Pratapgarh, Chittorgarh and Dausa covering 102 gram panchayats. In a span of two years, research, advocacy and awareness related activities would be implemented involving all the stakeholders. This project is supported by Swedish Society for nature Conservation (SSNC). The overall objective of the project is to promote organic consumption and for this research, capacity building, awareness campaign and advocacy related activities would be conducted during 2 years of the project period.

Dr Sheetal Sharma, Additional Director, Agriculture Deptt of Govt of Rajasthan presented overview of organic farming covering all aspects, while Verdhman Bapna, General Manager, Morarka Foundation, Shri A K Gupta, Scientists and Shri B D Yadav from Durgapura Krishi Farm delivered technical presentation stating importance of organic farming and ill effects of modern farming. On the occasion Shyam Singh Rajpurohit, Director, Food and Consumer Affairs Deptt of Govt of Rajasthan was also present.

On the occasion, Chandra Mouli Pachrangia, editor, Dainik Amber of Chirawa, Jhunjhunu was given Gram Gadar Gramin Patrakarita Award on the subject 'Violence against Women and their Safety'. The meeting was attended by around 80 stakeholders covering agriculture experts, farmers, members kisan clubs, officials from agriculture department, university, organic products sellers and media.

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