

Promoting Organic Consumption in Rajasthan

A Communique



Promoting Organic Consumption in the State of Rajasthan (ProOrganic) is a two-year pilot project to promote organic consumption in Rajasthan implemented by CUTS in partnership with Swedish Society for Nature Conservation (SSNC). The project is implemented in six districts of Rajasthan – Kota, Jaipur, Udaipur, Pratapgarh, Chittorgarh and Dausa covering 102 gram panchayats. The aim 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 decreasing health hazards to consumers.

Accomplishments

Partners' Orientation

The orientation for district project partners under the project was held on December 23, 2013. Eight representatives from partner organisations and the project team attended the orientation. Sri Ram Sharma, Professor, SKN University, Jobner; and Hari Mohan Gupta, CEO, Society for Organic Agriculture Movement, Jaipur attended as external resource persons and presented various aspects of organic farming. The formal agreement with each of the district partners was also signed on the occasion.



Project Launch

"Today's modern agriculture system and techniques have been continuously harming and adversely affecting human health and now the time has come to move backward to adopt organic farming culture in the country," said Jiji Mammen, Chief General Manager,

Rajasthan Regional Office, National Bank for Agricultural and Rural Development. He was launching the project to commemorate National Consumer Day. He emphasised on the need to move towards sustainable agriculture and use natural resources, by adopting organic farming.

Orientation and Exposure Visits

Six District Level Orientation and Exposure Visits for farmer groups were conducted during April-June 2014 for motivating them to reduce chemical uses in farming and showcase organic farming. A total of 262 male and 120 female farmers participated in the event. During exposure visits, local organic farming sites were visited, which were managed by local agriculture farmers. Farmers provided their experiences in adopting organic farming and results in terms of monetary benefits, assets, quality and quantity of production and health aspects.



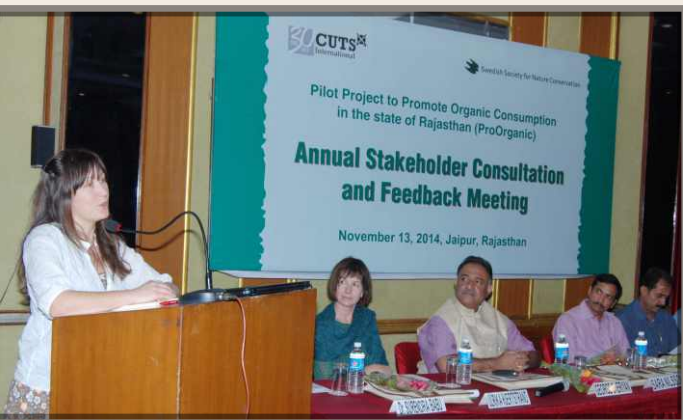
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Supported by

Swedish Society for Nature Conservation

Awareness Campaigns

Awareness campaigns were held in selected 102 gram panchayats of all six districts during August 2014-January 2015 with the aim to make consumers aware of available organic products and influence their buying habits by use of street plays, posters, handouts etc. The campaigns commenced during August 2014. Arjun Kant Jha attended the awareness campaign at Chittorgarh and Kota on September 10 & 11, 2014 respectively and Deepak Saxena at Dausa on September 29-30, 2014.



Stakeholder Consultation and Feedback Meeting

An Annual State Level Stakeholder Consultation and Feedback Meeting was organised in which findings of the study conducted under the project were released. George Cheriyan, Director, CUTS stated that promoting organic farming is a key component under National Mission on Sustainable Agriculture. Organic farming in India has to go a long way. Shital Prasad Sharma, Director, Agriculture Department, Government of Rajasthan appreciated CUTS and SSNC for integrated efforts to put together production and consumption sides.

District Level Consultations

Six district-level consultations were held during March-May 2015. The objective of conducting these consultations was to discuss preliminary findings of the action research and receive inputs to be used in finalising and preparing the research report and advocacy document. The methodology of these consultations focussed on the presentation of action research findings followed with discussions and sharing of information on project issues in order to invigorate the practice of organic farming in the district.



Green Action Week Campaign 2014-2015

The Global Green Action Week Campaign 2014 'Organic Food and Farming for All' supported by SSNC aimed to facilitate awareness generation among consumers of Jaipur city of Rajasthan about organic food, specifically vegetables and fruits that would encourage consumers to shift towards sustainable pattern of consumption. With the rationale of influencing consumer behaviour in favour of organic food, various activities in the form of cottage meetings, street plays, signature campaign and stakeholder consultation were held in various parts of Jaipur. The Campaign for the year 2015 commenced on September 03, 2015.

Global Green Action Week Workshop

Amar Deep Singh participated in the workshop on Global Green Action Week (GGAW) for partners on March 04-06, 2014 and Strategic Review of GGAW on March 07, 2014 organised by SSNC, Sweden jointly with PELUM Kenya at the Training Centre of Sustainable Agriculture Community Development Programme located in Thika, Kenya. The objective of the workshop was to exchange experiences and strengthen capacity regarding campaigning methods for sustainable consumption focussed on agricultural food products.



Additional Activities



Visit by SSNC Team

An awareness camp was organised for SSNC representatives on November 15, 2014 so that they can participate and see the actual implementation of the campaign. After visiting the organic farm in Khatwa (Lalsot), Sara Nilsson and Ulrika Hjertstrand from SSNC participated in the camp, which was organised in the village Chaupal. Sara Nilsson spoke in the Chaupal meeting. R N Sharma, Programme Coordinator of Krishi Vigyan Kendra (KVK), Dausa and R A Sharma, Horticultural Scientist from KVK were key technical speakes.

Visit of Johanna Sandahl

Johanna Sandahl, New President of SSNC visited CUTS on January 15, 2015. George Cheriyan, Amarjeet Singh, Deepak Saxena and Arjun Kant Jha accompanied her to KVK, Chomu campus to view organic farming practices and interact with famers along with partners. It was followed by a meeting with CART staff. Amarjeet Singh made a presentation about SSNC-supported interventions. There was also discussion to further strengthen the partnership between CUTS and SSNC.



Project Team's Visit to Nawalgarh

The project team visited various organic farms of Nawalgarh block of Jhunjhunu district in a trip organised by M R Morarka-GDC Rural Research Foundation, Jaipur on February 20, 2014. The team met two officials who provided basic information/ inputs about organic farming, such as nadep compost, NSDL compost, vermi compost, herbal spray, neem spray, dhatura spray, aak spray and vermi wash etc. through live demos. After completing the ground information in the Morarka office, the team left for visits to three farms, namely Beri, Kolra and Katrathal villages and experienced live organic farming demo of certified farmers.

Study Visit to Stockholm, Sweden

On invitation from SSNC, George Cheriyan visited Stockholm (Sweden) during January 18-21, 2015 to attend various meetings at SSNC, Swedish International Development Cooperation Agency (SIDA) and International Centre for Local Democracy (ICLD). He met with senior staffs of SSNC, SIDA, and ICLD and had detailed discussions about possible collaborations. He made a presentation at SSNC in a mini seminar on 'Organic Gaining Ground in India – How Strategic Interaction between Consumers, Producers and Authorities Creates Change'. Cheriyan also met with members of 'Shop & Act Green' local network and spoke in detail about organic scenario in India.



Research Survey

Base Line

The purpose of the research was to collect evidences about ground realities of organic consumption and production. 3065 respondents were selected from various categories of consumers and farmers.

91.3 percent of farmers were aware of negative effects of chemicals and pesticides. However, 90.7 percent of them used chemical-based fertilisers and pesticides as it gives high yield. 25.2 percent consumers purchased organic products at any point of time although 78 percent were aware of ill-effects of pesticides. The awareness was low among women (28 percent) and 98 percent consumers expressed willingness to purchase if organic products were available.

End Line

At the end of project, there is provision of an end line survey to assess the project effectiveness and also to collect evidence of change due to the project intervention.

The survey under guidance and supervision of the project team is in progress.

Project Outputs

The project has been able to bring all stakeholders on a common platform to discuss issues related to organic consumption and farming. Related government officials, experts, organisations (consumers and farmers) working on issues are participating in the project events and more requests are received to involve them in the project. With support from district partners, the project has been successful in creating a positive environment in favour of organic farming and consumption. There is very good support from government officials and they are invited as resource persons in all activities. The project activities are well covered by media in local newspapers and TV.

Webpage: www.cuts-international.org/CART/ProOrganic

- Dedicated Web Page
- Report of Action and End Line Research
- Activity Reports
- Advocacy Documents
- IEC Materials (Handouts and Poster)



In Media



Agri dept to promote organic farming

JAIPUR: The state agriculture department is promoting organic farming on 20,000 hectare of land in Rajasthan, for

to Rajasthan by the Centre under the National Mission of Sustainable Agriculture.

He was speaking at a special guest at the state-level stakeholders consultation on

ONLY 0.3% OF LAND IN STATE UNDER ORGANIC FARMING: STUDY

HT Correspondent
Niraj@hindustantimes.com

JAIPUR: Findings of a study reveal that 91.3% are aware of the negative effects of chemicals and pesticides. Even then, 90.7% farmers use chemical-fertilizers and pesticides to get a high yield. CUTS (Consumer's International Society) International development center initiative, a wall-to-wall village revolution study in six major districts

'20% veggies in city are contaminated'

dna correspondent @jaipurdna

Jaipur: Civil Society organisation CUTS International on Thursday pointed out that 20 per cent of vegetables supplied in Jaipur may contain toxic

There are 140 per cent more pesticides than the allowed limit in fruits such as apple and orange. In Jaipur, the

जैविक खेती आज की आवश्यकता

जिला स्तरीय परामर्श समिति की बैठक
चितीइगढ़ @ पत्रिका, अर्जित अख्यत लेख की शीर्षक के पहले कृषि में वृद्धि के लिए जैविक खेती को बढ़ावा देने के लिए जागरूकता अभियान का शुभारंभ
जैविक उपभोग को बढ़ावा देने जागरूकता कार्यक्रम
भारत न्यूज | चितीइगढ़

'जैविक खेती बन गई वक्त की मांग'

जैविक उपयोग की दी जानकारी
दोष कटस एवं हनुमान ग्राम
जिला स्तरीय कृषक आमुखीकरण कार्यशाला
जैविक खेती पर दिया गया बल
चितीइगढ़। जिला स्तरीय कृषक आमुखीकरण कार्यशाला किसान भवन में कृषि विज्ञान केन्द्र के परियोजना समन्वयक डॉ. ओपी पारीक के मुख्य आतिथ्य में सम्पन्न हुई।
डॉ. पारीक ने इस अवसर पर जैविक खेती के महत्व पर प्रकाश डाला। कटस मानव विकास केन्द्र के समन्वयक धर्मवीर

खेती में जैविक खाद अपनाने पर दिया बल

खेती में जैविक खाद अपनाने पर दिया बल
ग्राम सवाईपुर में जागरूकता शिविर का आयोजन
को जा रही है। परियोजना अधिकारी सहायक वोज प्रमोणीकरण अधिकारी संतोष कुमार दुलानी आदि ने भी जैविक खेती की आवश्यकता एवं महत्व पर बल दिया। कहा कि आने वाले

वर्मी कंपोस्ट से उर्वरा शक्ति में वृद्धि

वर्मी कंपोस्ट से उर्वरा शक्ति में वृद्धि
बरनुदनी @. किसानों को वर्मी कंपोस्ट खाद के उपयोग को कृषि कार्य में अधिकारिक करना चाहिए। परम्परागत फसलों के साथ-साथ इनकी भी खेती को बढ़ावा देना चाहिए।
संदेश न्यूज। कोटा।
कृषि विज्ञान प्रसार निदेशक डॉक्टर परमल तोमर ने कहा कि मृदा की उर्वरता को बढ़ावा देने के लिए वर्मी कंपोस्ट का उपयोग करना चाहिए। वर्मी कंपोस्ट से उर्वरा शक्ति में वृद्धि होती है।
कृषि विज्ञान कार्यशाला में उपस्थित अतिथि।

किसानों को दी जैविक खेती की जानकारी

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प्रतापगढ़। कटस मानव विकास केन्द्र चितीइगढ़ की ओर से प्रतापगढ़ में जिला स्तरीय किसान आमुखीकरण कार्यशाला का आयोजन-राजस्थान में जैविक खेती को बढ़ावा देने के लिए दो वर्षीय परियोजना संचालित करने के लिए जागरूकता कार्यक्रम का शुभारंभ किया गया।

जैविक खेती करें किसान

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