

# PROORGANIC II

## Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan





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# Preface



**George Cheriyan**  
Director  
CUTS International

“Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan” or ‘ProOrganic’ is a project supported by Swedish Society for Nature Conservation (SSNC) and implemented by CUTS Centre for Consumer Action Research & Training (CUTS CART) in multiple phases. The first phase of four years (2013-17) covered 102 *gram panchayats* in six districts of Rajasthan. The second phase popularly known as ‘ProOrganic-II (2017-2021)’ has been extended to four more districts of Rajasthan, making it a total of 10 districts covering 192 *gram panchayats*.

This report is the compilation of findings of baseline survey conducted under the ‘ProOrganic-II’ in 10 districts to understand the behaviour of both consumers and producers in relation to organic products and built the way forward accordingly. CUTS International is dedicated to achieve the goal of easy availability and accessibility of organic products without affecting the livelihoods and lifestyles of people.

In this regard, we take this opportunity to express our sincere thanks to SSNC for its valuable partnership to take the objectives forward since more than half a decade now and provide their unrelenting support.

We are very thankful to Partners-in-Development (PiD), a Rajasthan-based research and development organisation that dedicatedly conducted the survey and helped the CUTS CART team to come out with the findings listed in the report.

We are also very thankful to all the civil society partners in each of the targeted districts for their immense support and cooperation. This study could not have been substantial without the support of agencies like Department of Agriculture, Rajasthan Government; Agricultural Universities of Jobner, Jodhpur, and Kota; Home Science Department, Rajasthan University; State Institute of Agriculture Management (SIAM); Central Arid Zone Research Institute (CAZRI); *Krishi Vigyan Kendra* in various districts; and Civil Society Organisations (CSOs) working on issues related to organic agriculture.

In the end, we would like to thank and express our sincere gratitude to all those outside and within the organisation, especially to the 'ProOrganic-II' team of my colleagues including Deepak Saxena, Dharmendra Chaturvedi, Rajdeep Pareek, Nimisha Gaur and Aakansha Choudhary without whom, anchoring of 'ProOrganic-II' would not have been possible.

# 1 About CUTS

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Established in 1983 as a voice of the poor to express their developmental needs and aspirations, Consumer Unity & Trust Society (CUTS International) is a leading Southern voice and face of consumer empowerment through its Right-Based approach and activities for influencing the process and content of inclusive growth and development. From Consumer Protection work in India it has expanded its scope and interventions to subjects, such as Good Governance and Social Accountability; Trade and Development; and Economic and Business Regulations including Competition, Investment and Corporate Governance and Human Development.

The organisations' vision is 'Consumer Sovereignty'. It includes policy research and evidence-based advocacy for policy and practice changes to bridge the gaps between the core and periphery, and between state and non-state actors.

CUTS is headquartered in Jaipur, with its three Programme Centres, and three Resource Centres in New Delhi, Chittorgarh and Calcutta (now Kolkata). The geography extends to five overseas centres in Lusaka, Zambia; Nairobi, Kenya; Accra, Ghana; Hanoi, Vietnam and in Geneva, Switzerland. The organisation has established its relevance and impact in the policymaking circles and among the larger global development community.

## Consumer Action, Research & Training

CUTS Centre for Consumer Action, Research & Training (CUTS CART) was established in 1996 to continue to contribute towards attaining its inherited agenda of Consumer Protection and Education. The Centre spearheaded several campaigns and pioneered consumer movement.

### Programme Areas



Consumer Empowerment

Good Governance

Sustainable Development

### MISSION

*"To enable consumers, particularly the poor and the marginalised to achieve their right to basic needs, sustainable development and good governance through strong consumer movement".*

## 2 Project Overview

### Geographical Coverage

**The target group of the project is entire population of the covered 10 Districts, 96 blocks and selected 192 gram panchayats in the State of Rajasthan**

India is mainly an agricultural country, where around 58 percent of the nations' population depend on agriculture for livelihood. There is huge untapped potential 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 benefit women, especially girls.

With the support from 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* (GPs) 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 are largely consistent with environmental and social factors, 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.

The target group of the project is entire population of the covered 10 Districts, 96 blocks and selected 192 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.

# 3 Research Methodology

## Quantitative Survey

- Consumers
- Farmers/Producers

## Qualitative Survey

- Policymakers/officials from concerned government agencies
- Subject experts
- Organisations/Institutes working on organic farming and consumption issues

The report is based on both quantitative as well as qualitative methods of data collection. The quantitative survey has been carried using Structured Questionnaire for consumers and farmers, and to supplement the same, qualitative interviews using Semi-Structured Questionnaire was conducted with other stakeholders, such as policymakers, concerned government agencies, subject experts, other organisations and institutes working on organic production and consumption issues.

There are total 96 blocks in the 10 selected districts having total 3185 *Gram Panchayats* (GPs). For the purpose of the project, only two GPs from each block have been selected. Hence, a total of 192 GPs were covered under the study. Around 2439 respondents including 644 farmers and 1795 consumers were interviewed during the course of quantitative survey.

Trainings for survey teams were conducted at four places to brief surveyors, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality. This was to ensure that all team members have a shared understanding of the study. Post training Field Testing and De-briefing sessions were conducted at two locations. For field work quality control and monitoring of data collection, rigorous field visits were held in all the field locations.

The data collected was disaggregated and analysed on various parameters to adopt a holistic approach to evaluate the findings. The parameters taken into consideration were:

- Geography (district-wise)
- Gender
- Age
- Education
- Income
- Employment

The findings have been cross-analysed on the above parameters and relevant relations have been highlighted in following sections.

Table 1

<b>Geographical coverage of the survey</b>				
District	Blocks Covered	Farmers Surveyed	Consumers Surveyed	Total
Jaipur	7	89	251	340
Dausa	3	37	109	146
Kota	3	40	110	150
Chittorgarh	6	82	215	297
Pratapgarh	3	35	114	149
Udaipur	5	66	183	249
Bhilwara	6	80	219	299
Jhalawar	4	55	147	202
Sawai Madhopur	3	39	113	152
Jodhpur	8	121	334	455
<b>Total</b>	<b>48</b>	<b>644</b>	<b>1795</b>	<b>2439</b>

# 4 Findings

## 4.1 Consumers' Perspective



It is important to understand the consumer behaviour before getting the product in the market. There were 1795 consumer interviews out of the total 2439 interviews conducted in targeted 10 districts of Rajasthan. Consumers drive the demand side of the two-way demand and supply chain to push for organic products. Some of the interesting findings out of the survey are highlighted here.

Out of the total consumer respondents, more than 70 percent were reported to spend between one to five thousand per month on food and vegetables amounting to a major portion of average monthly income of a rural household in India.

The consumer behaviour was captured through various dimensions given as below:

- Awareness Levels
- Availability and Accessibility of Organic Products
- Quality Assessment of Organic Products

### Awareness Level

The ill-effects of use of excess chemical fertilisers and pesticides in food production and the advantages of using organic products is not a hidden perspective for consumers, but the availability and use of organic products is where the work needs to be done. The baseline survey brought to notice the low awareness level of consumers when asked

Table 2

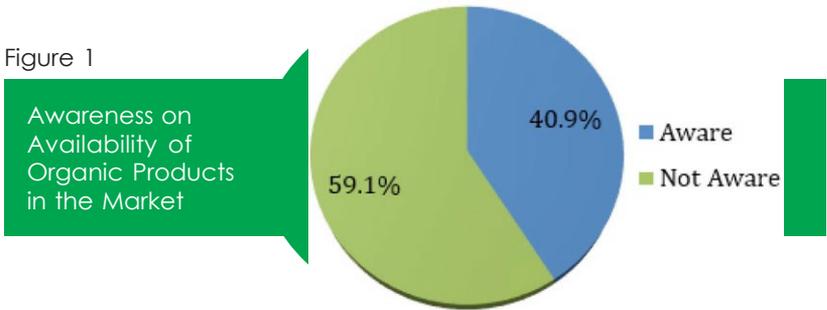
<b>Awareness Issues and Levels</b>	
<b>Issue of Awareness</b>	<b>Approximate Awareness Levels (%)</b>
Harmful effects of chemical input-based products irrespective of education levels	More than 85
Existence of organic products	85
Availability of these products in the market	41
Specific shops selling organic products	33
Concept of kitchen gardens	33
Sustainable Consumption	15

about availability of organic products in market, specific stores selling these products, concept of kitchen gardens using vermin compost prepared using kitchen waste and concept of Sustainable Consumption, as a whole. Some of the findings on awareness levels of consumers are listed below, which to some extent highlight the gaps to be taken care of while promoting Sustainable Production and Consumption in Rajasthan.

In the survey, more than 85 percent of consumers were aware of harmful effects of chemical input based products, but when it comes to using organic products only 39 percent of people affirmed to the use of these products while more than 60 percent of population had never purchased organic products. This raises an important question of what is prohibiting the consumers to switch to organic products or forcing them to use chemical input based products. Though, when analysed by age of respondents, the younger generation was found to be more aware about availability of organic products but overall just about 41 percent of respondents were aware of availability of organic products in markets (Figure 1).

As an alternative to organic products from the market, 33 percent of the consumers respondents reported awareness about kitchen gardens. When the concept was explained to people,

Figure 1



64 percent of the consumers showed interested in adopting kitchen garden for self-consumption. Another interesting point came to light that mostly people retired from work or engaged in household activities showed more interested in the concept and adoption of kitchen gardens.

It came as a surprise that though people consider organic products as environment friendly and are aware about their benefits for healthy lives, but when specific term of 'Sustainable Consumption' was put forward for views, only 15 percent responded positively on awareness about the same (Figure 2).

Figure 2

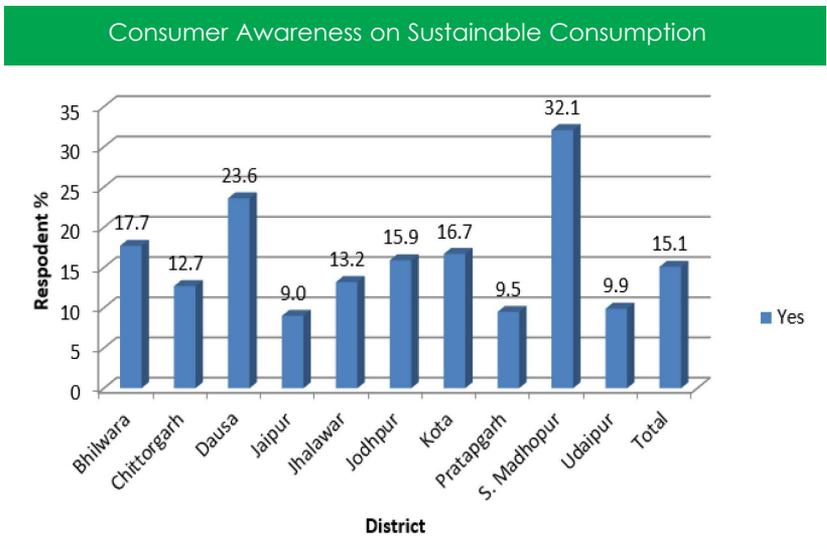
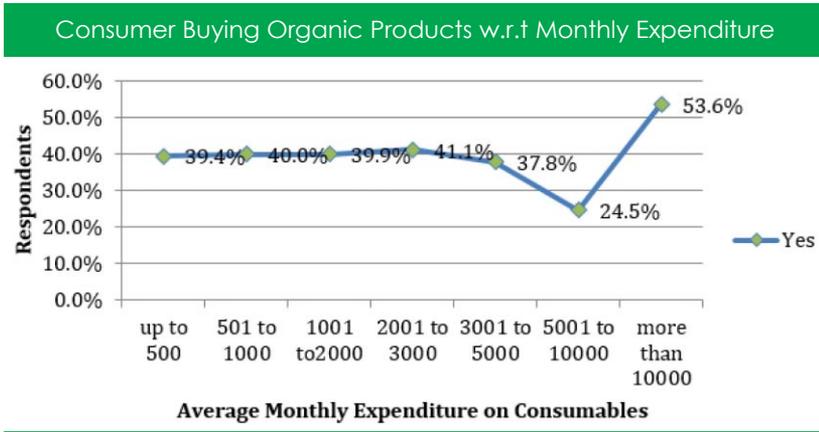


Figure 3



## Availability and Accessibility of Organic Products

It was noticed that only 41 percent of respondents were aware of availability of organic products in market and just 31 percent knew about specific shops selling such products, which highlights lack of both awareness and availability of organic products in markets.

Use of organic products when analysed with income of people showed a direct relation. When the average monthly expenses on consumables increases beyond INR 10,000/month, more people bought organic products (Figure 3).

In another response recorded, more than half of the customers also responded to have paid more for organic products which also is one of the main reasons for not buying organic products regularly (Figure 4). If the organic products are available at reasonable prices, majority of the consumers showed interest in switching to Organic Products (Figure 5). Though, consumers from all income categories showed interest in Organic Products but most of the consumers with average monthly income above INR 10,000 were ready to purchase these products.

One of main objectives of this research was also to understand if organic products are easily accessible to consumers. More than 65 percent of the consumers raised issue of not able to find required organic products in the market implying that these products still have a long way to go to mark their presence in market. Comparatively, districts of Sawai Madhopur (44.2

Figure 4

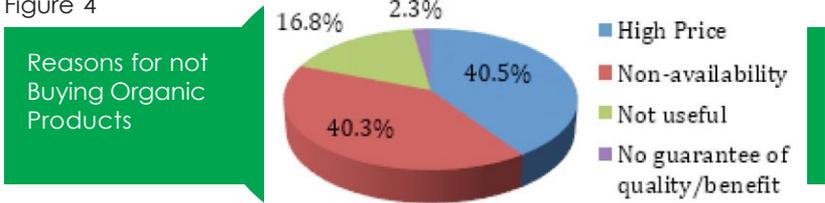


Figure 5

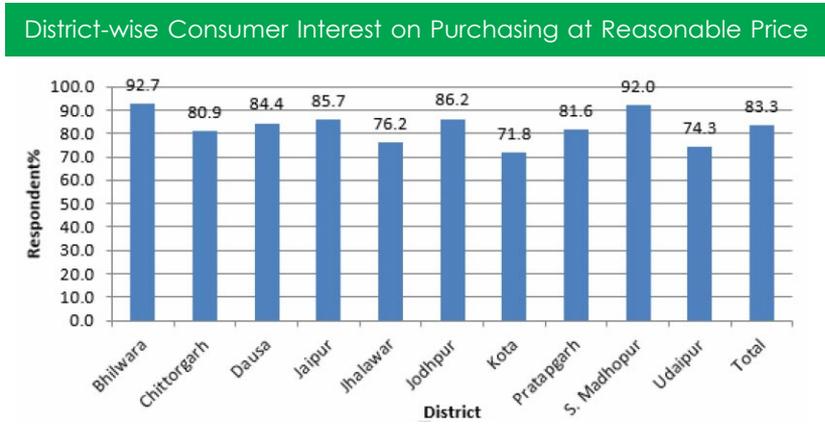


Figure 6

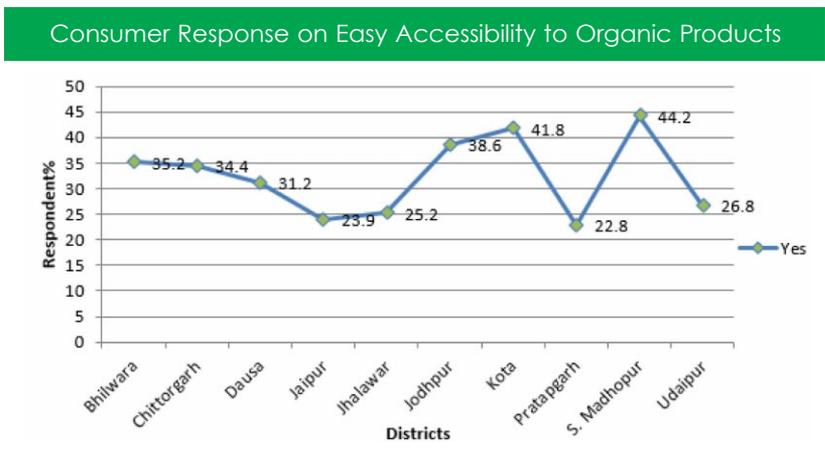


Figure 7

Reasons for Non-Availability of Organic Products

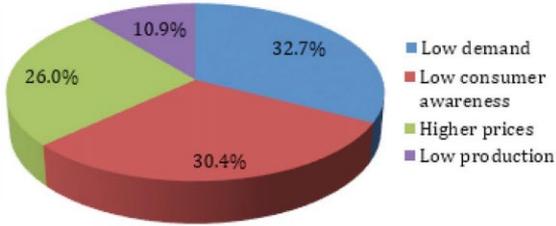
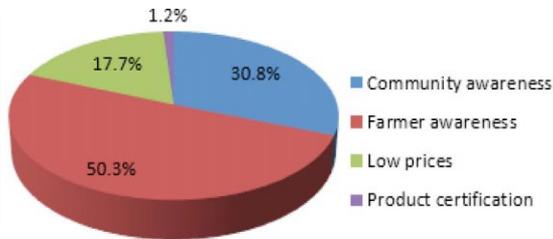


Figure 8

Suggestions for Increasing Consumption of Organic Products



percent), Kota (41.8 percent) and Jodhpur (38.6 percent) recorded better condition when asked about accessibility (Figure 6).

When inquired about the reasons for Non-availability, consumers themselves accepted that low demand and low consumer awareness were major factors behind it (Figure 7). Consumers were also asked about what they think will increase the consumption of organic products, and the most prominent answer was to increase the production of organic products by increasing the awareness of farmers on the topic and simultaneously increase awareness of community (Figure 8).

## Quality Assessment of Organic Products

More than half of the consumers sourced their products from local vendors and just 5 percent approached farmers directly. When asked about satisfaction with quality of products, about 90 percent consumers have responded satisfaction to either great extent or to some extent. An interesting finding of the research was, though, 85 percent of the consumers want Certification to be made mandatory for organic products, but the words of the seller act as major trust factor behind purchase of organic products at present and only about 16 percent of consumers looked for certification sign on the packet while buying organic products (Figure 9).

Figure 9

Quality Assessment of Organic Products

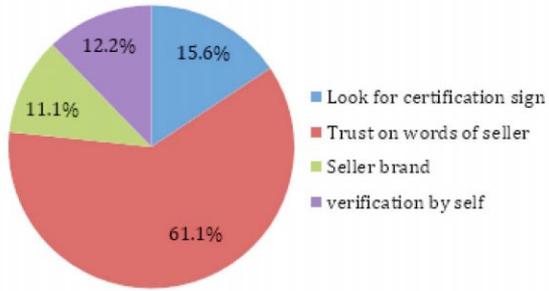
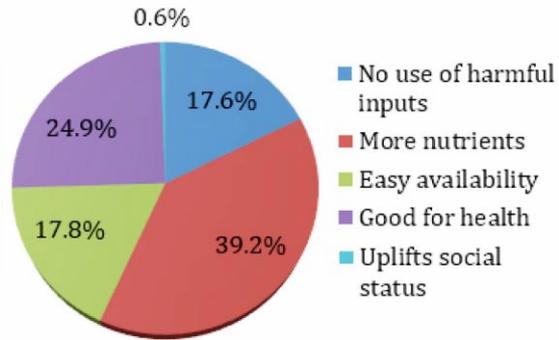


Figure 10

Reasons for Considering Organic Products Better



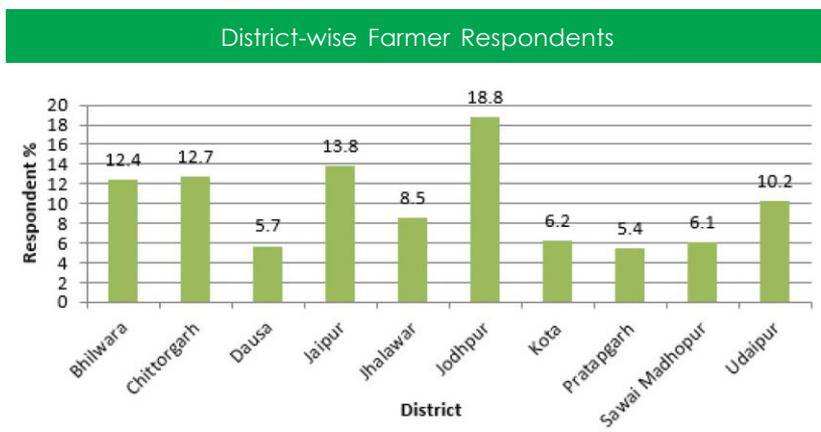
## 4.2 Farmers' Perspective

As a counterpart to responses by Consumers who buy and use Organic Products, responses of farmers involved in production activities were recorded. It was an attempt to get the views and suggestion from both demand and production side of the products, to understand the gaps and challenges for promotion of organic products and frame recommendations accommodating views from main stakeholders.

About 644 farmers were interviewed in 10 selected districts (Figure 11) and their responses analysed to put forward some of the relevant findings.

Out of the total farmers interviewed, nearly 65 percent practiced agriculture on their own land while 18 percent worked as farm labourers and remaining around

Figure 11



17 percent worked both on their own land and as farm labourers. More than 75 percent of the respondents had monthly income between INR1000-5000, depicting the disheartening state of agriculture economy in the state.

To understand the farmers perspective, again the responses were divided into three categories:

1. Awareness Regarding Organic Production
2. Inputs being used in Agricultural Production
3. Support they are receiving for Organic Farming

## Awareness Levels

Similar to consumer responses, majority of farmers (>90 percent) are also aware about adverse effects of chemical farming using chemical-based inputs and are of the view that organic food is much healthier and nutritional (Figure 12). Though, farmers of all categories small, medium and large were aware of adverse effects of chemical but slight difference was noticed where large<sup>1</sup> farmers showed least awareness amongst three (Figure 13). This might be due to commercialisation of agriculture where production and profits top the priority list.

1 Small- Less than 1 Ha; Medium- 1- 2.5 ha and Large- More than 2.5 ha

## Community Seed Bank

Community Seed Banks fulfils diverse purposes of sustainable agriculture for small and marginal farmers. These seed banks serve as focal point in maintaining indigenous genetic diversity on farm involving farmers' community. The local farmers form an informal seed distribution system prevailing in villages since ancient time at no or very low cost. Community participation in maintaining local genetic diversity provides pride to farmers and sense of belonging for local landraces. This system is run, maintained and promoted by farmers to facilitate good quality seeds and input<sup>2</sup>.

Figure 12

Farmers' Perception for Considering Organic Products being better

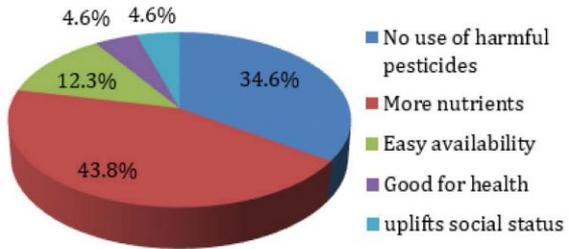
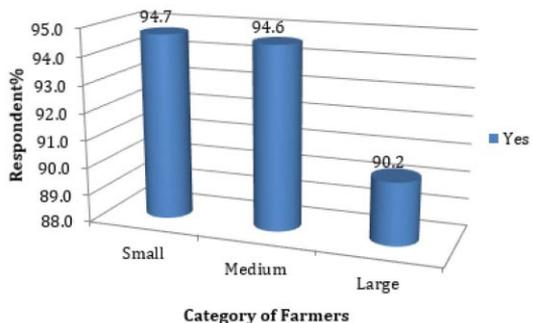


Figure 13

### Awareness on Adverse Effects of Chemical-Based Farming w.r.t Farmer Category



2 Malik, S. K., Singh, P. B., Singh, A., Verma, A., Ameta, N., & Bisht, I. S. (2013). Community seed banks: operation and scientific management. *National Bureau of Plant Genetic Resources, New Delhi*, 64.

## Farmer's Club

It is an organised structure or group of farmers who are producing same crop or working on same agriculture practice like dairy farming, horticultural crops, and processing units. National Bank for Agriculture and Rural Development (NABARD) is encouraging banks to promote farmers' clubs with its support and financial assistance for the mutual benefit of the banks and farmers. These clubs would coordinate with banks to ensure credit flow among its members and forge better bank-borrower relationship, conduct extension programmes, liaison with input suppliers to purchase bulk inputs on behalf of members, and organise joint activities like value addition, processing and collective farm produce marketing for the benefit of members.

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Source: The Hans India. (2016). NABARD promotes farmers clubs in a big way.. [online] Available at: <http://www.thehansindia.com/posts/index/Andhra-Pradesh/2016-07-24/NABARD-promotes-farmers-clubs-in-a-big-way/244409> [Accessed 14 Feb. 2018].

When the specifics related to organic farming were asked to the farmers, there was more unawareness about the practice and related initiatives. Around 60 percent of the farmers showed awareness about other farmers adopting Organic Farming, but still a large group of 40 percent were unaware of the adoption of practice by others. There was widespread unawareness about the concept of community seed bank as only 28 percent respondents stated that they were aware about the concept and just 18 percent affirmed the presence of any seed bank in their village.

Farmers' Club is another dark area in Agriculture sector for farmers. Only around 28 percent of farmers were found to be aware about the Farmer Club without membership and just 12 percent of farmers affirmed their membership. Rest 61 percent of the farmers were unaware about the existence of any farmers club in their villages.

Though farmers were aware about ill-effects of chemical inputs in food cycle and positives of using natural organic products, the concept of Sustainable Farming and Consumption was not very popular amongst them. In fact, most of the farmers were ignorant about the concept similar to the case with consumers. This shows lack of awareness about the concept Sustainable Development, which is considered a buzz word of present times.

## Inputs Used in Agricultural Production

While understanding the dominance of chemical inputs in agriculture of Rajasthan, it was found the out of the total farmers interviewed just about 19 percent percent were using solely organic inputs. The presence of 121 farmers out of 641 farmers practicing agricultural using just organic inputs shows their strong faith in organic farming but at the same time around 25 percent said they rely on chemical inputs and 55.5 percent said they use both organic and chemical inputs.

The result portrayed that around 80 percent of the famers partly or solely depended on chemical inputs for their production, which is a disheartening picture (Figure 14). The major reasons cited for this dependence were more production and less cost of these chemical inputs.

The use of chemical inputs is undeniable, but there were about 46 percent farmers who said they were involved in organic farming in some way or the other. This can be their small

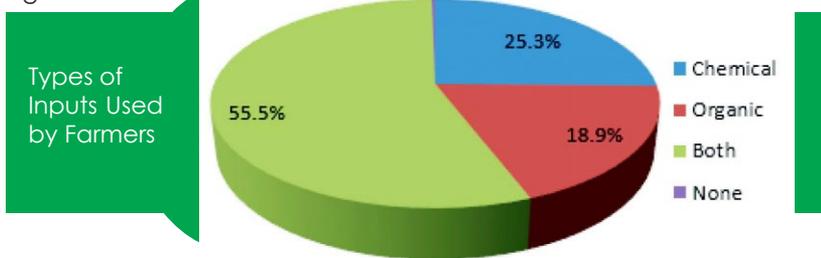
### Vermi Compost

Vermi compost or Worm Compost) the process of using earthworms to breakdown kitchen and garden waste to create a faster than normal composting. As compared to ordinary soil, the earthworm castings (the material produced from the digestive tracts of worms) contain five times more nitrogen, seven times more phosphorus and 11 times more potassium.

Source: wikipedia (2018). Vermicompost

Available at: <https://en.wikipedia.org/wiki/Vermicompost>

Figure 14



production for self-consumption or to supply to a niche category of customers as also accepted by 60 percent of respondents. Farmers in district of Dausa showed highest acceptance (nearly 68 percent) to involvement in organic farming while Udaipur district had least involvement (about 33 percent).

An important aspect to analyse was if more production and cost of inputs was main reasons for adopting chemicals, how the farmers who practice organic farming were able to sustain. It was found out that more than half of the farmers involved in organic farming had installed vermin-compost unit and most of these farmers belonged to small and marginal category despite of the fact most of them did not avail any grants offered by Government and invested on their own.

Moreover, 80 percent of them said they used the organic inputs prepared on their farms but farmers who bought these organic inputs from market reported the price of organic inputs in market was higher when compared to chemical inputs.

***This raises an important concern about higher prices of both organic products available in markets as responded by consumers and organic inputs used in production as per farmers.***

Another important concern of farmers is with the quality of these organic produce. When asked about the satisfaction with quality of produce to farmers involved in organic farming, almost 70 percent said they were satisfied with the quality to great or some extent which breaks the normal myth about low quality of organic produce.

## Promoting Organic Farming

Apart from self-motivation to practice organic farming either for self-consumption or for selling in the market, another force that can drive the farmers to adopt organic farming is the support and incentives from the government and other agencies. Different states in India are taking different initiatives to promote organic agriculture, so this section aims to understand the ground realities of impact of such initiatives in Rajasthan.

During the survey, more than half of the farmers involved in Organic Farming reported of not receiving any support in terms of seeds, insecticides, training, subsidies or counselling which depicts lack of outreach from the side of government to encourage people to avail the support.

Amongst the people who availed the support voted NABARD and National Horticulture Mission as a major source and the State Government received least votes, though, majority of them were satisfied with the extent of support received.

A very important point that came to light was unawareness about organic certification process as out of total farmer respondents only 15 percent farmers in ten districts were aware about the process. More than half (56.1 percent) farmer respondents indicated that they faced difficulty in selling their organic produce (Figure 15).

Figure 15

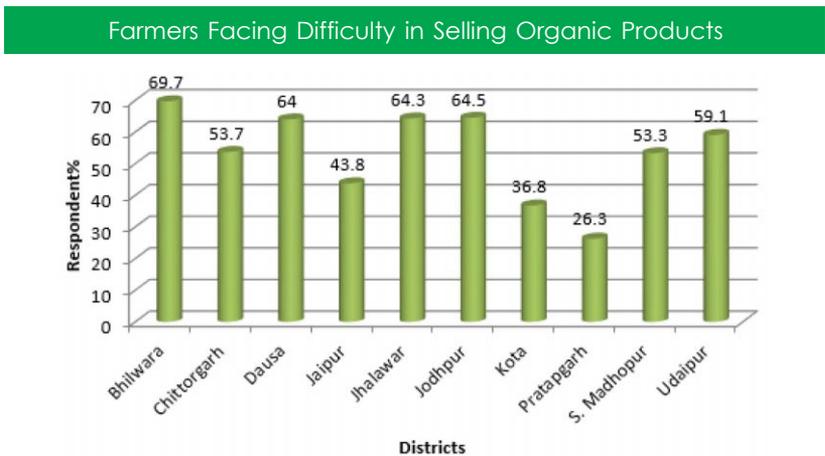


Figure 16

Barriers in Adopting Organic Farming

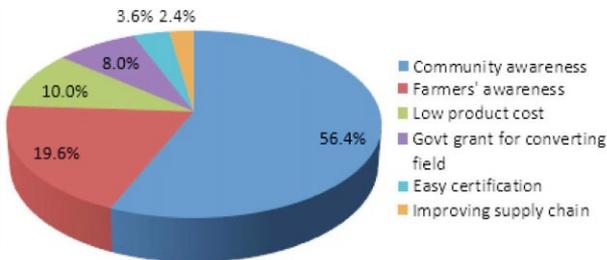
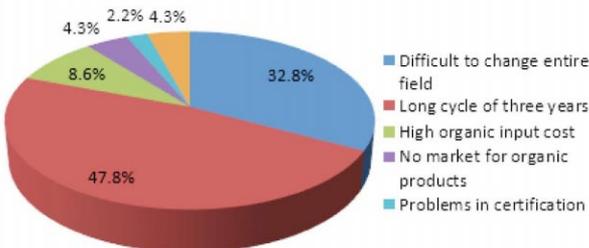


Figure 17

Suggestions to Improve Organic Farming



More than two-third farmers (68.9 percent) responded indicating that they were not getting higher price for their organic produce and main reasons cited were lack of consumer awareness about organic products, low demand for these products and consumers prefer normal products which are cheaper in comparison to organic products.

Farmers also listed some of the barriers that come in the way of adopting organic farming (Figure 16). Two major reasons cited were long cycle to three years to convert to organic field free from chemicals and it was difficult to convert entire field for organic farming for practical reasons. But at the same time, more than 90 percent of farmers from all districts who were not engaged with organic farming expressed their willingness to adopt organic farming if proper required support is provided and suggested steps to be taken to promote organic farmers (Figure 17).

### 4.3 Initiatives by the Government

Organic farming and consumption is emerging as one of the important policy aspects in government planning and interventions. However, there is still a lot to be done as it is evident that organic farming and consumption is still not reflected in important programmes, trainings and schemes, such as State Institute of Agriculture Management (SIAM), Rajasthan Agricultural Competiveness Project (RACP) and MPOWER.



1. *Paramparagat Krishi Vikas Yojana* (PKVY) is being implemented in selected districts to promote organic farming. Main activities under the scheme are farmers' training/demonstrations in their fields and providing them assistance to initiate new

technologies developed by agricultural scientists and researchers. Organic fairs have also been proposed in the PKVY scheme. Besides, PKVY, Chief Minister's Organic Block Development Scheme is also being implemented in selected blocks of some districts.

2. Rajasthan State Seed and Organic Production Certification Agency (RSSOPCA) established by the Government of Rajasthan. Rajasthan Organic Certification Agency (ROCA) has been set up under RSSOPCA. The agency is the authorised agent of the Government to provide certification and assistance for organic products. Rajasthan Seed Certification Agency is ensuring certification and conducting research of seeds and organising awareness camps for certification of organic seeds in consultation with various line departments.
3. NABARD is providing support to organic farmers in a number of ways. The most significant one is for preparing vermin pits. Banks are providing rural finance and credit to Self-help Groups (SHGs) and farmers in various districts for preparation of organic inputs and other agricultural activities.
4. Mitigating Poverty in Western Rajasthan (MPOWER) project endeavours to enhance current agricultural practices, integrated farming, buy back the produce and providing vermin compost for organic farming. However, there is no specific constituent for organic farming included in the project.
5. SIAM conducts trainings for officials of agricultural department. Farmers' trainings are being provided by the two training centres established in Kota and Tonk districts.
6. In Rajasthan, new Organic Policy has been announced by the state government in the year 2017. There are various provisions made under the Policy. Now onwards it is assumed that the Government agencies will initiate new schemes and programmes in the existing ones specifically targeted for promoting organic farming.
7. FSSAI has released Food Safety & Standards (Organic Food) Regulations, 2017 to ensure genuineness of food products

labelled as organic. Also, FSSAI APEDA (under Ministry of Commerce & Industry) and PGS – India (under Ministry of Agriculture and Farmer Welfare) has designed Indian Organic Integrity Database Portal as single point of reference for accessing information on organic foods and a unified logo of 'Jaivik Bharat'.



Apart from above mentioned government initiatives, there are some other agencies like *Krishi Vigyan Kendras* (KVKs), Central Arid Zone Research Institute (CAZRI), Agriculture Universities in Rajasthan and CSOs dedicating their time and efforts to shift the focus of government, farmers and consumers towards organic consumption and production.

KVKs are organising awareness and training programmes for reducing and controlling adverse effects of use of chemicals in farming and for promoting production of organic products. Besides, they are also contributing in development and monitoring of farmers' groups and model *panchayats*. One of the main functions of KVKs is shifting of technology. KVKs are organising Field Level Demonstrations (FLDs) and extension activities. KVKs along with some non-government agencies are guiding farmers to look at and closely observe soil and insecticide regularly and informing the concerned departments for intervention.

CAZRI is a Jodhpur-based premier institute working on agriculture issues. Certified organic farms have been developed in CAZRI and other institutes as well. Package of Practices (PoP) has been developed by scientists for few organic crops, while it is currently in progress for other crops.

# 5 Challenges and Recommendations

## Challenges

- **Land conversion requires three years; Low production in initial years**
- **Lack of organic inputs in local markets**
- **High Prices**
- **Lack of Market**
- **Less Awareness & Demand**
- **Absence of knowledge for preparation of organic inputs**
- **Export oriented Approach & Lack of Government Support to promote domestic consumption**

The aim of baseline survey was to understand the ground realities, challenges and gaps in promotion and adoption of organic production and consumption in the state of Rajasthan and adopt the targeted action plan thereafter. The government has taken many initiatives at its level in the form of Policy and Schemes but the limited use and reach of these to targeted beneficiaries remains a challenge. The conversion of fields soaked in chemical inputs since decades to accommodate organic agriculture need time and support at all levels.

The long cycle of three years for conversion gives goose bumps to farmers whose livelihood depends on their land. This is where the first support pillar is to be built by providing support in the form of incentives to switch to organic farming along with easy availability of inputs, expert training, guidance and priority remunerative prices of products out of these fields is to be promised.

Initially, farmers get less production which shall increase with time, but to compensate for initial loses some measures are to be taken. Farmers have complained about the problems of availability and marketing of organic input materials in the market which forms another major roadblock to organic farming.

For both consumers and farmers, inputs like vermin compost are comparatively expensive and cannot be accessed easily in local markets. Though, subsidies for installing vermin compost machines in fields are available, but for farmers who are not able to invest time in self-manufacturing of inputs, market availability at reasonable prices shall be insured.

No premium price and lack of market for organic products demotivates farmers. Lack of availability of organic seeds, fertilisers, pesticides, fungicides, Package of Practices or literature, marketing platforms and provision of Minimum Support Price (MSP) shall be taken care of responsibly.

Lack of awareness has emerged as major challenge from both consumer and farmers side. The government should take up vigorous initiatives to advertise and publicise related schemes, especially in remote areas and should also provide safe marketing facilities to farmers. At the same time, awareness generation to promote organic products amongst consumers shall also be taken on priority to generate demand of these products.

To promote organic farming, the government has initiated PKVY in 2015-16, but even after passing of one year the scheme is not yet fully implemented. The stakeholders have also raised concern about lack of coordination among various departments like Watershed, Agriculture, and Seed Certification along with Non-government Organisations (NGOs), NABARD and KVK. Government should focus on speedy initiation and implementation of such schemes by filling in the governance lacunas.

Role of CSOs in promoting organic way of life in Rajasthan cannot be undermined. The government should work hand-in-hand in local CSOs. Many of the local NGOs are dedicatedly working to promote Organic production and consumption in the state. They are assisting farmers in getting subsidised loan for making vermin compost pits through NABARD assistance and providing them training to self-manufacture organic inputs on field and consumers to develop kitchen gardens.

Unavailability of market for farmers as well as consumers, lack of interest among farmers and absence of knowledge for preparation of organic inputs needs focussed attention. Absence of organic inputs for farmers, lack of willingness to put hard labour and confusion prevailing among farmers related to organic production needs to be addressed. At present, there is no specific

process adopted to manufacture herbal spray, vermin compost, *nadeb* compost, *jivaamrit*, etc. The government should take serious initiatives for extension of organic input making process to do mass level awareness and capacity building of farmers.

Animal Husbandry is one area which has long been ignored and neglected in relation to organic farming. The government should work to promote Animal Husbandry hand-in-hand with organic farming to get better outputs. Though promoting organic production and consumption is taken into consideration, there is a need of counter measures to put a control on subsidy on chemical-based inputs in order to reduce their consumption and bring their cost at par with the organic inputs.

In India, the Agricultural & Processed Food Products Export Development Authority (APEDA) is under Department of Commerce, Ministry of Commerce and Industry. APEDA developed regulations for export of organic products known as National Programme of Organic Production in 2000. The initiatives by Government shows export oriented commercial approach which needs a rectification to give equal importance to promotion for domestic consumption. In contrast to this, the Participatory Guarantee System for India (PGS-India) introduced by Ministry of Agriculture and Farmer's Welfare works according to APEDA regulations. In order to promote organic production as well as consumption, the government need to make targeted efforts to extend the present export oriented approach to domestic market by forming an APEDA like agency but with focus on promoting organic products in domestic market.

The baseline survey brought to light many important facts, information, gaps and challenges which will be taken up during implementation of 'ProOrganic-II' from 2017-21. CUTS in partnership with SSNC has taken up this challenge to bring the change in organic scenario of the state in coming years through dedicated and focussed activities with plan of action and we shall see the improvement in endline survey of 2021.

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