

# Promoting Organic Consumption in Rajasthan

## A Communique-II

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

The promotion of organic consumption is directly related to consumer's Right to Healthy Environment and Right to Sustainable Consumption. Use of pesticides and chemicals in agriculture production is one of the major causes of environmental degradation and also being unfit for human health.

With the support from Swedish Society for Nature Conservation (SSNC), CUTS is implementing a pilot project 'Promote Organic Consumption in the State of Rajasthan' (ProOrganic) from November 01, 2013 in 102 gram panchayats of six selected districts of Rajasthan (India). This project completed its pilot phase in October 2015 and has been extended to March 2017 to fill the identified gaps and sustain the gained momentum to achieve expected outcomes of better eco-system through promotion of organic consumption.

The project aims to promote more organic consumption in six major agriculture potential districts namely: Jaipur, Dausa, Chittorgarh, Pratapgarh, Udaipur and Kota.

The broader objectives of the project are to:

- sensitisation awareness and education on organic consumption and production; and
- building capacity of farmers to promote organic farming.

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

### Partner's Meet

An orientation for the partners was organised at Jaipur on April 08, 2016. The purpose of the meeting was to present the objectives of the next phase of the project (April 2016-March 2017) and to discuss the work plan. Another objective was to discuss the work plan of the forthcoming project 'Developing a Culture of Sustainable Consumption in the State of Rajasthan with Special Focus on Organic Consumption.

Deepak Saxena, Senior Programme Coordinator welcomed all the project partners and briefly introduced the objectives of the workshop. George Cheriyan, Director in his introductory remarks shared aims and objectives of the extended phase of the project and also major outcomes of the project implemented during 2013-15. He also made a claim of massive increase in the organic farming from 2.8 to 16.3 percent on the basis of the baseline survey.



K Ramakrishnan, Research Director, SKN Jobner University; Jaipur explained the organic scenario of Rajasthan. He stated that in order to promote organic farming, there is a need to take marginal farmers along with progressive ones which are very close to the organic farming.

Another orientation session was organised for the Jaipur district level partners on April 30, 2016. The purpose of the meeting was to discuss the selection of new gram panchayats in blocks along with modalities etc. for conducting village-level activities; and developing a plan to finalise dates for awareness campaigns at gram panchayats and block level in Jaipur.



Deepak Saxena welcomed all the project partners and briefly introduced the objectives of the workshop. Rajdeep Pareek, Project Officer delivered a presentation on ProOrganic 2016. He stated that 102 new gram panchayats will be taken up for implementing project activities in same districts, one awareness campaign in each block and two at district level respectively. Both existing and new partners shared their experiences regarding organic farming to have a better understanding about the concerned subject.

## Awareness Campaign



Village Level Activities



District Level Activities



Block Level Activities

Under this extended phase, Awareness Activities are being taken up all the three levels i.e. village, block and district. This activity is an crucial activity of the project, where we can spread the knowledge among people at wider level by reaching them down the line.

The reasons of choosing the all three levels are:

- People's participation is completely different at various levels.
- GP level covers only those people, who belong to that Gram Panchayat.
- Block level covers maximum villages, which comes under that GP level.
- District level is a larger area, which covers both block level as well as GP. level and therefore participation of people is maximum. There will be two programmes in district.

Successful awareness campaigns is being carried out in selected new 102 villages, 51 blocks and six district headquarters. The district headquarter meetings are being done twice. Thus total 165 campaigns are scheduled under this extended phase. The main objective of these campaigns to make farmers aware of the importance of organic farming and aware consumers to change their buying habits by use of organic products as much as possible thereby increasing demand for organic products. Till November, 2016, so far 100 village level, 36 block and 9 district level programmes have so far been conducted with in all participation of 3967 male and 3533 female consumers and farmers both.



## Farmer's Training and Exposure Visits

Six district level orientation and exposure visits for farmer groups were scheduled during the year 2016-17, out of which four have been organised at Kota, Chittorgarh, Pratapgarh & Udaipur in November 2016. The objective was to motivate farmers to reduce chemical usage in farming by way of several sessions/lectures on organic farming and related issues through subject experts. The events also showcased some of the successful live demonstrations of organic farming for the purpose of practical orientation in the nearby farms. Around 140 male and 88 female farmers participated in training camps and exposure visits.



## Other Activities



### Visit of Anna Winström

Anna Winström, Programme Manager, Swedish International Development Cooperation Agency's (SIDA) Civil Society Unit in Stockholm visited Jaipur on September 21, 2016 to take a follow-up of on-going and completed activities under the ProOrganic project and also to review the prospects of future support by SIDA to CUTS through SSNC for the forthcoming 2017-20 project.

### Scoping Visit

George Cheriyan, Director of CUTS International along with team members Rajdeep Pareek and Dharmendra Chaturvedi visited Nawalgarh (Rajasthan) and Krishi Vigyan Kendra, Tankarda, Chomu, Jaipur to interact with some farmers in order to understand the procedure of organic farming and also visited nearby organic farms to know more about the cultivation and production of organic farming.



## Green Action Week Campaign 2016



The Green Action Week Campaign 2016: Organic Food and Farming for All 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.

The campaign was targeted towards women and youth amongst consumers. This year, the theme was 'Organic Food and Farming for All' which targeted urban consumers to expand the outreach at 30 localities in city of Jaipur. The major activities covered were: School Campaign, Cottage Meetings, Street

Plays, Signature Campaign and Stakeholder's Consultation meeting. The first activity commenced on September 20, 2016.

### Cottage Meetings, Street Plays and Signature Campaign

In order to sensitise and create awareness among consumers on incorporating organic food in their consumption pattern, 10 cottage meetings were organised in different localities of Jaipur city. The participants were of diverse backgrounds ranging from school students to house wives, women entrepreneurs and from home makers to higher academia and consumer belonging to different socio-economic groups including Aanganwadi workers. Similarly, five street plays and a signature campaign was also organised.



### Stakeholder Consultation on Green Action Week 2016

With the rationale of influencing consumer behaviour in favour of organic food, various activities in the form of workshops with school children, cottage meetings, street plays, signature campaign and stakeholder consultation were held in various parts of Jaipur city. CUTS collaborated with several civil society organisations, consumer and producer groups, policymakers and media to lead towards enhanced availability, affordability and consumption of organic food products.

To mark the conclusion of the Green Action Week Campaign, a State Level Stakeholder Consultation on the theme 'Organic Food and Farming for All' was organised at Jaipur, on October 20, 2016. The aim of the consultation was to advocate for a shift in policy towards organic consumption and production.





## Organic Fair

Organic Fair was held on November 22-23, 2016 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 view but also discuss issues mutually.

### Interim Period Activities

(November, 2015-February, 2016)

- George Cheriyan attended SSNC Strategy Planning Meeting in Stockholm During October 05-10, 2015. ([www.cuts-international.org/CART/pdf/Visit\\_Report\\_Strategic\\_Planning\\_Meeting\\_of\\_SSNC-Stockholm-5sept2015.pdf](http://www.cuts-international.org/CART/pdf/Visit_Report_Strategic_Planning_Meeting_of_SSNC-Stockholm-5sept2015.pdf))
- George Cheriyan attended Global Action Week Partners' Meeting in Brasilia, Brazil from November 15-17, 2015. ([www.cuts-international.org/CART/pdf/Visit\\_Report\\_to\\_Brazil-nov2015.pdf](http://www.cuts-international.org/CART/pdf/Visit_Report_to_Brazil-nov2015.pdf))
- External Evaluation at Jaipur on December 02-05, 2015 covering Chittorgarh also.
- Workshop on HRBA with selected partners and team Members on January 18, 2016.



### State Level Stakeholder's Consultation (Phase 2013-15)

The purpose of the State-level Advocacy-cum-Dissemination Meeting was 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 for all stakeholders to discuss these findings, which depicted ground realities of organic consumption and production in six districts of Rajasthan.

([www.cuts-international.org/CART/ProOrganic/pdf/Event\\_Report\\_State\\_Level\\_Advocacy\\_cum\\_Dissemination\\_Meeting-ProOrganic.pdf](http://www.cuts-international.org/CART/ProOrganic/pdf/Event_Report_State_Level_Advocacy_cum_Dissemination_Meeting-ProOrganic.pdf))

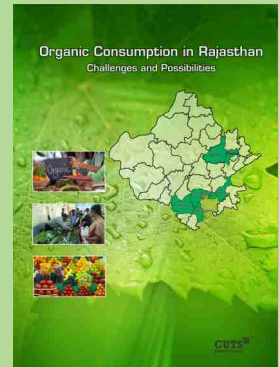
## Project Outputs

The project has been able to bring all stakeholders on a single 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.

## Research Report

Organic Consumption in Rajasthan *Challenges and Possibilities*

[http://www.cuts-international.org/CART/ProOrganic/pdf/Research\\_Report\\_Organic\\_Consumption\\_in\\_Rajasthan.pdf](http://www.cuts-international.org/CART/ProOrganic/pdf/Research_Report_Organic_Consumption_in_Rajasthan.pdf)



## Important Weblinks

<http://cuts-international.org/CART/ProOrganic/index.html>

[http://cuts-international.org/CART/ProOrganic/pdf/Event\\_Report](http://cuts-international.org/CART/ProOrganic/pdf/Event_Report)

[http://cuts-international.org/CART/ProOrganic/pdf/Event\\_Report\\_Pilot\\_Project\\_to\\_Promote\\_Organic\\_Consumption\\_in\\_the\\_State\\_of\\_Rajasthan.pdf](http://cuts-international.org/CART/ProOrganic/pdf/Event_Report_Pilot_Project_to_Promote_Organic_Consumption_in_the_State_of_Rajasthan.pdf)

<http://www.cuts-international.org/CART/pdf/GAW-Completion-Report2016.pdf>

<http://www.cuts-international.org/CART/pdf/GAW-Stakeholder-Report2016.pdf>

## Project in Media



किसानो ने जाने जैविक खेती के फायदे

पत्रिका न्यूज़ नेटवर्क  
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चित्तौड़गढ़, कट्स मानव विकास केंद्र की ओर से यहां किसान भवन में गुरुवार को जिला स्तरीय कृषक आमुखीकरण कार्यशाला रखी गई।



कार्यशाला

जैविक खेती से पाएं मुनाफा

पत्रिका न्यूज़ नेटवर्क  
rajasthanpatrika.com

प्रतापगढ़, स्वयंसेवा संगठन कट्स मानव विकास केंद्र की ओर से होटल दिव्य गार्डन प्रतापगढ़ में मंगलवार को जिला स्तरीय जागरूकता कार्यशाला को गई। कट्स मानव विकास केंद्र के समन्वयक गीतर महेश्वर कि जैविक खेती को बढ़ावा देने के लिए एसएसएनसी के सहयोग से चलाई जा रही है। आगामी कार्यक्रमों के आयोजन के लिए कार्यशाला आयोजित की जा रही है।



जैविक खेती जागरूकता शिविर का आयोजन

उदयपुर। मान्यता संस्थान उदयपुर एवं कट्स इंटरनेशनल जयपुर के तत्वावधान में कृषकों में जैविक खेती के प्रति रुचि बढ़ाने हेतु एक दिवसीय जागरूकता शिविर का आयोजन कोटड़ा तहसील के मेरपुर एवं गोगासूद ग्राम पंचायत में

स्वस्थ समाज के निर्माण के लिए जैविक खेती को अपनाएं

भास्कर न्यूज़ | लालसोट

श्री रामपुरा व बडकापाड़ा में जैविक खेती जन जागरूकता शिविर आयोजित किया गया। कट्स इंटरनेशनल व एचजीवीएस के संयुक्त तत्वावधान में आयोजित जैविक खेती जनजागरूकता शिविर को संबोधित करते हुए कृषि विशेषज्ञ डॉक्टर के.के.शर्मा तथा धर्मदेव चतुर्वेदी ने कहा की जैविक खेती ही किसानों के स्वास्थ्य के लिए सबसे अच्छा विकल्प है।



ब्लॉक स्तरीय कार्यशाला में बताए जैविक खेती के तरीके



जैविक खेती की जानकारी दी

कृषकों ने लिया हिस्सा

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धांधोली पंचायत के अटल सेवा केन्द्र पर मंगलवार को संघर्ष संस्थान के सहयोग में कट्स इंटरनेशनल

आयोजन हुआ। इस दौरान सहायक कृषि अधिकारी मोहनलाल बाना, कृषि पर्यवेक्षक हंसा देवी, कट्स के दीपक सक्सेना व राजदीप पारीक आदि ने कृषि विभाग की योजनाओं एवं जैविक खेती से होने वाले फायदे व किसानों के साथ ही जैविक खेती

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