

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

Event Report

Project Launch Meeting

June 22, 2017, Jaipur



Background

India is mainly an agricultural country, where around 58 percent of the nations' population depends 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 the 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 are 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* 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 10 major agriculture potential districts namely: Jaipur, Dausa, Kota, Udaipur, Chittorgarh, Pratapgarh, Bhilwara, Sawai Madhopur, Jodhpur and Jhalawar.

Project Objectives

- 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

The 'ProOrganic II' project was launched on June 22, 2017 at Hotel Radisson Green, Jaipur. The objective of the meeting was to inform all concerned stakeholders about the project activities, objectives and their possible role for its successful implementation.

Proceedings

Inaugural Session

Deepak Saxena, Assistant Director, CUTS International welcomed all the dignitaries and delegates at the project launch. He briefly highlighted the achievements that had been driven from 'ProOrganic I' and about the recently launched 'ProOrganic II'.



Opening Remarks

In his opening address, **George Cheriyan**, Director, CUTS International said there is a need to work with a multi-dimensional approach taking into consideration the demands of consumers; sensitising farmers and also advocating with the government.



Highlighting the importance of Sustainable Consumption, he mentioned that Right to safe and healthy environment is part of United Nations Guidelines for Consumer Protection (UNGCP) and in the year 1999 the UNGCP was expanded to include sustainable consumption and production.

Sustainable consumption is all about doing more and better with less natural resources, pollutants and waste and helping the future generation. Cheriyan also pointed at lack of ways to regulate the use to chemicals in field leading to unscientific and excessive use of pesticides and artificial fertilisers. Based on the learnings from the I phase of the 'ProOrganic' intervention, he stressed on issues and problems for farmers to switch to organic way of production as they are scared to lose the yield and revenue, and therefore advocated for the need to provide subsidy to farmers along with provision of inputs who are willing to shift towards organic farming.

At present, the National Programme for Organic Production has an export-oriented perspective, which needs immediate attention to take into focus domestic consumption instead. To turn focus on organic consumption, he said activities, such as organic clubs in schools, establishing organic vermicomposting centres and creating community-owned seed banks etc. are included in the 'ProOrganic' II phase. He concluded on a positive note and urged the need to fill the gap between the demand and the supply of organic products.

Rajdeep Pareek, Project Officer, CUTS International, provided an overview of the project with the help of the presentation. He covered the objectives and activities that 'ProOrganic II' will cover from 2017-21. He said that during this time two *gram panchayats* from each block of ten districts – Jaipur, Dausa, Udaipur, Chittaurgarh, Pratapgarh, Kota, Jodhpur, Jhalawar, Bhilawara and Sawai Madhopur will be covered under the project (192 *gram panchayats* of 96 blocks in 10 selected districts).



The key note address was given by Director, Agriculture, Government of Rajasthan, **Vikas Sitaram Bhale**. He congratulated CUTS for its outstanding achievements during phase I. He endorsed the need of organic consumption by sharing statistics on the



excessive use of urea and DAP in India. Bhale conveyed to the participants that 16 lakh MT urea is used exclusively in Rajasthan and 18 million jobs can be created in Rajasthan in organic production.

The chief guest of the event, **Prabhu Lal Saini**, Minister of Agriculture and Animal Husbandry took the participants back in the time when that India had a reputation for



its organic farming before 1960's and said that during the time of green revolution optimum utilisation of pesticides and fertilisers was not done. Saini said organic farming is the need of the hour not only for consumers and producers but also to save the Mother Earth as the use of chemicals in the soil has considerably reduced its nutritional value.

The Minister highlighted the initiatives taken by Government in the form of Paramparagat *Krishi Vikas Yojana* (PKVY) in which ₹30,000 is proposed to be given to a farmer in 3 years to practice organic farming. He also mentioned about the initiatives taken by Chief Minister Vasundhara Raje in which an incentive of ₹6/kg is being given to produce and export fruits, vegetables, flowers and spices and also to include markets and shops in *Mandis* for organic products. The Minister cited the example of Dungarpur district, which will soon be declared as the first fully organic production district of Rajasthan.

Followed by him, the guest of honour, **Rao Rajendra Singh**, Deputy Speaker of Rajasthan elucidated about the initiative taken by CUTS. Singh commended the efforts of Rajasthan Government in introducing a culture of organic farming. He said that quality of life depends on the input that goes into it and it forms the foundation of human being. He stressed that a roadmap should be prepared to increase the income of the farmers and incentivise them along with changing their mindset to adopt organic farming.



The Event also Witnessed the Unveiling of the Project Brochure



Vote of Thanks

In the inaugural session, **Nimisha Gaur**, Project Officer, CUTS gave vote of thanks to all the esteemed guests and delegates. And she informed the participants about the upcoming technical session and open discussion session where participants can raise their queries and share their experiences on organic farming.



Technical Session

Dr Shital Sharma, Director, State Institute of Agriculture Management (SIAM), Government of Rajasthan began the II Session of the project launch. He started his presentation with an overwhelming remarks that Rajasthan is amongst the three big farmer-friendly states and nearly 50 percent of the farming being done is organic.



Since, Rajasthan is the largest state of the country, it becomes the biggest organic state too. Sharma explained the terms 'organic' and 'organic certificate' and the difference between BIS and ISO marked products to the audience. He put down the common perception that is prevalent in consumers' mind that only rich buy organic food as organic food is always costly. He even highlighted that if proper management is done it can lead to better management of food value chain, which is equivalent to feeding one-fourth of Europe and reduction in negative impact on climate change.

Director National Institute of Agricultural Management (NIAM), Dr **Hema Yadav** gave a brief presentation on Sikkim Organic Mission. She Shared her research on Journey of Sikkim towards 100 percent organic.



She briefed about the Sikkim state's organic policy, spread awareness about why, what, and how the mission would be accomplished. Besides, organic farming was added in school curriculum. In Sikkim farmers attended the required training on organic farming led by organic experts and scientists. They began using natural alternatives, such as compost and manure made from dung, decayed leaves, and dry grasses. After this she spoke about the suggestions for marketing and Action Plan.

Dr **Kanika Varma**, Associate Professor, Department of Home Science, Rajasthan University (Jaipur), gave an informative presentation on 'Organic Foods and its Awareness and Acceptability in India'. She emphasised on the need to make organic foods.



Sarvavayapi i.e., available to all. Through her presentation she highlighted some important aspects of consumer behaviour and factors affecting the the buying and use of organic foods. She explained how government is talking about increase the use of organic products but at the same time there is no connection between

government schemes like mid-day meal, *anganwadis* etc. and availability and distribution of organic food.

P L Patel, Theme leader (Agriculture and Livelihood), Vaagdhara Sansthan, Banswara gave insights about organic farming and his experience of working in the field in the tribal belt of Banswara. He mentioned his organisation Vaagdhara's achievement of introducing vermin composting in 1996 to farmers and educating them of its importance as natural and chemical free compost.



He informed about the decrease in nutritional value due to increase in poison in crops with the use of chemical fertilisers and pesticides, which moves into the food chain. Vaagdhara is mainly working for capacity building of people to increase subsistence farming, which can be taken at larger-level when farmers become aware about the methods using indigenous seeds, which have proper taste and nutritional value.

Vote of Thanks

Dharmendra Chaturvedi, Programme officer of CUTS expressed his gratitude on behalf of CUTS to all eminent guests, speakers and participants for making it the event a success and becoming part of the initiative to change the face of farming in India. He thanked all the stakeholders for their active participation and concluded the event.



Participation

The meeting was attended by around 88 participants including representative partners, Non-government Organisations (NGOs), media, representatives of Civil Society Organisations (CSOs), government departments, Agricultural University, RARI etc.



Agenda

10.00-10.30	Registration	
10.30-11.00	Tea/Coffee	
11.00-11.10	Welcome Address	Deepak Saxena, Assistant Director, CUTS International
11.10-11.30	Opening Remarks	George Cheriyan, Director, CUTS International and Head CUTS CART
11.30-11.45	Project Overview	Rajdeep Pareek, Project Officer, CUTS International
11.45-12.00	Key Note Address	Shri Vikas Sitaram Bhale, Director, Agriculture, Govt. of Rajasthan
12.00-12.20	Address by Chief Guest	Shri Prabhu Lal Saini, Minister for Agriculture, Government of Rajasthan
12.20-12.40	Address by Guest of Honour	Shri Rao Rajendra Singh, Deputy Speaker, Rajasthan Vidhan Sabha
12.40-12.50	Unveiling Project Brochure and Distributing <i>Gram Gadar</i> Award	By the Guests
12.50-13.10	Special Address	Dr Shital Sharma, Director, State Institute of Agriculture Management (SIAM), Government of Rajasthan
13.10-13.30	Special Address	Dr Hema Yadav, Director, National Institute of Agriculture Management (NIAM), Government of India, Jaipur
13.30-13.45	Special Address	Dr Kanika Varma, Associate Professor, Department of Home Science, Rajasthan University, Jaipur
13.45-14.00	Special Address	Shri P L Patel, Theme Leader (Agriculture and Livelihood), Vaagdhara Sansthan, Banswara
14.00-14.10		Interaction Session
14.10-14.15	Vote of Thanks and Way Forward	Dharmendra Chaturvedi, Programme Officer, CUTS International
14.15	Lunch	

List of Participants

S. No.	Name	Name & Address of the Organiation
1	Pankaj Acharya	Anavarat Sansthan, Jaipur
2	Dinesh Kumar	Rudsovot, Sawai Madhopur
3	Chaitanya Kumar Meena	Dainik Bhaskar, Ajitgarh
4	Vikram	Ajitgarh
5	Gyarsi Lal	Ajitgarh
6	Anoop	SITI News
7	Rajesh Malakar	Vikasonmkh Sansthan, Naraina
8	Udairam Jindal	Bharat Zila Upbhokta Seva Samiti
9	Vishnu Bhagwan Agarwal	Agrasen Shiksha Samiti, Jaipur
10	Dinesh Kumar Gupta	Agrasen Shiksha Samiti, Jaipur
11	Manish Saxena	WORLD
12	R K Sharma	Navjeevan Society
13	Shebin Saji	CUTS International, Jaipur
14	Dr Shikha Prajapati	DSM BUS, Jaipur
15	Kedar Mal Jat	Manav Kalyan Vidyapeeth Sansthan, Sanganer
16	Jitendra Sharma	Manav Kalyan Vidyapeeth Sansthan, Sanganer
17	Soumana Dutta	University of Rajasthan, Jaipur
18	Vijay Godara	Kisan Call Centre
19	Siya Ram Sain	Sahara Public School
20	Kapil Sahara	Sahara Public School
21	Radhey Shyam Choudhary	Jaipur
22	Gagan Mishra	Onion Green, Jaipur
23	Piyush Sharma	Samachar Plus TV
24	Joraram Choudhary	Jodhpur
25	Chetna Kumawat	University of Rajasthan, Jaipur
26	Pappu Kumar Sharma	NYM, Anantpura (Chomu)
27	Hemlata Pareek	NGO
28	Hema Yadav	CCSNIAM
29	Hans Raj Gurjar	Sangrash Sansthan, Dhandholi
30	Sudershan Shekhawat	Jan TV
31	Suleman Sheikh	Gramin Manav Kalyan Shikshan Sansthan, Kachroda, via- Phulera
32	Ram Kumar Bairwa	Ugriyawas Jagrati Kendra Sanstha, Vil. – Ugriyawas, via- Phulera

S. No.	Name	Name & Address of the Organisation
33	Madan Lal Keer	CUTS Centre for Human Development, Chittorgarh
34	Nathu Ram Choudhary	Samajik Vikas Sansthan, Jhalawar
35	Mukesh Kumar Kumawat	CUTS Centre for Human Development, Chittorgarh
36	Mahaveer	Jeevan Dhara Sansthan, Bikaner
37	Mahendra Kumar Sain	GCK, Jaipur
38	Sheetal Prasad Sharma	Jaipur
39	Girdhari Pareek	DD News
40	Sukhpal Dhabhai	CRDC, Thali, Chaksu
41	Dr B Lal	UHA Bal Kalyan Sansthan, Jaipur
42	Vinod	Deep Shikha Mahila Uthan Samiti
43	Shalu	Shourya Samaj Sevi evam Swa Vyavsy Prashikshan Sansthan
44	Santosh	Shourya Samaj Sevi evam Swa Vyavsy Prashikshan Sansthan
45	P L Patel	Vaagdhara, Banswara
46	Man Mohan Sharma	Shiv Shikshan Sansthan, 64/303, Pratap Nagar, Jaipur
47	Raj Kumar Dongaria	University of Rajasthan, Jaipur
48	Hari Mukesh Dhakar	Mahila Samridhi
49	Amrat Singh	Partners-in-Development
50	Arun Joshi	Moulik Foundation
51	Dr Vinok Upadhyay	Harshit Sansthan, Jaipur
52	Dr Gajendra Sharma	Pant Krishi Bhawan, GoR, Jaipur
53	A R Sharma	ATMA Sansthan, V.- Jorpura, Via- Jobner, District- Jaipur
54	Umesh Kumawat	IFFCO Kisan, Jaipur
55	Vikas Bhale	Commissioner, Agriculture, Government of Rajasthan
56	Neeta Upadhyay	Onion Greens
57	Bhoop Ram Sharma	Hardev Shiksha & Jan Kalyan Sansthan
58	Harish Sharma	Hardev Shiksha & Jan Kalyan Sansthan
59	Nishad	Didi News
60	Dinesh Sharma	ETV News
61	K C Dayama	Anvarat Sansthan, Jaipur
62	Om Prakash Pareek	Hanuman Gram Vikas Sansthan, Dausa

S. No.	Name	Name & Address of the Organiation
63	Yudhishtir Chansi	Ram Krishan Shikshan Sansthan, Bhadana, Rangpur Road, Ladpura, Kota
64	Raj Sharma	Sakar Sanstha, 30, Suraj Nagar, Civil Lines, Jaipur
65	Gaurav Chaturvedi	CUTS Centre for Human Development, Bhilwara
66	Murari Lal Sharma	Sahyog Samajik Sansthan, Jaipur
67	Ambuj Kishore	ARAVALI, OTS, Jaipur
68	Dharmendra Sharma	Shiv Shikshan Sansthan, 64/303, Pratap Nagar, Jaipur
69	Pankaj Bhatnagar	SSDHES, Jaipur
70	Bhagwan Sahay Dadheech	Kisan Seva Samiti, Jaipur
71	Dr Kiran Prajapat	DSMBUS, Jaipur
72	Gopal Singh Rao	Lok Sambhagi Sansthan, Virat Nagar
73	Ravi Gautam	Rajasthan Patrika
74	Swatantra Kumar	Shri Agrasen Shikshan Samiti
75	Chhavi Vyas	Parivar Seva
76	Satya Narayan	Gramin Arthik Samudayik Puna Nirman evam Vikas Sansthan, Sanganer
77	Dr. Kanika Verma	Deptt. of Home Science, UoR
78	Harshit Upadhyay	Harshit Shikshan evam Vikas Sansthan
79	Lalit Bhardwaj	Sarajoni Naidu Mahila Vikas evam Kalyan Sansthan, Jaipur
80	Pramod Kumar	Swajjan Sansthan, Jaipur
81	Anil Sharma	Z Rajasthan, Jaipur
82	Nimisha Gaur	CUTS International, Jaipur
83	Aakansha Choudhary	CUTS International, Jaipur
84	Rajdeep Pareek	CUTS International, Jaipur
85	George Cheriyan	CUTS International, Jaipur
86	Renu Beniwal	CUTS International, Jaipur
87	Deepak Saxena	CUTS International, Jaipur
88	Dharmendra Chaturvedi	CUTS International, Jaipur

Media Coverage

'जैविक खेती की ओर लौटें'

जयपुर. हरित क्रांति के दौर में खाद्यान्न की पूर्ति के लिए रासायनिकयुक्त खेती को बढ़ावा दिया गया। इससे कि खाद्यान्न के उत्पादन को बढ़ाया जा सका। खाद्यान्न की मात्रा में तो वृद्धि हुई, लेकिन इसके दुष्परिणाम आज प्रत्यक्ष में दिखाई दे रहे हैं। ऐसे में हमें वापस जैविक खेती की ओर बढ़ना होगा। यह बात गुरुवार को

मुख्य अतिथि सैनी ने 'कट्स' कार्यक्रम में कहा। कार्यक्रम में सैनी ने जैविक खेती को बढ़ावा देने के लिए आवश्यक बातें बताईं।

किसानों को जैविक खेती की ओर लौटना आवश्यक : प्रभुलाल सैनी

जयपुर। "भारत देश को 1960 से पूर्व जैविक खेती के मामले में पूरी दुनिया में पहचान थी। इसके बाद से हरित क्रांति के दौर में खाद्यान्न की पूर्ति हेतु रासायनिकयुक्त खेती को बढ़ावा दिया गया जिससे कि खाद्यान्न के उत्पादन को बढ़ाया जा सका। देश के खाद्यान्न की मात्रा में वृद्धि तो हुई, लेकिन इसके दुष्परिणाम आज प्रत्यक्ष में दिखाई दे रहे हैं। ऐसे में हमें वापस जैविक खेती की ओर बढ़ना होगा। यह बात गुरुवार को



किसानों को जैविक खेती की ओर लौटना आवश्यक : प्रभुलाल सैनी

जयपुर। "भारत देश को 1960 से पूर्व जैविक खेती के मामले में पूरी दुनिया में पहचान थी। इसके बाद से हरित क्रांति के दौर में खाद्यान्न की पूर्ति हेतु रासायनिकयुक्त खेती को बढ़ावा दिया गया जिससे कि खाद्यान्न के उत्पादन को बढ़ाया जा सका। देश के खाद्यान्न की मात्रा में वृद्धि तो हुई, लेकिन इसके दुष्परिणाम आज हमें प्रत्यक्ष में दिखाई दे रहे हैं। इन दुष्परिणामों को रोकने के लिए हमें वापस जैविक खेती की ओर बढ़ना होगा।" उक्त विचार श्री प्रभुलाल सैनी, कृषि मंत्री, राजस्थान ने आज 'कट्स' द्वारा राजस्थान में जैविक खेती को बढ़ावा देने हेतु परियोजना 'प्रोओर्गेनिक-ए' के शुभारम्भ के अवसर पर आयोजित कार्यक्रम में मुख्य अतिथि के रूप में व्यक्त किया।



मंत्री महोदय ने प्रतिभागियों को बताया कि राजस्थान सरकार भी जैविक खेती को बढ़ाने के लिए प्रयास कर रही है। इसी कड़ी में डूंगरपुर जिले को पूर्ण जैविक जिला घोषित किया गया है। इसके साथ ही, भारत सरकार से संचालित परम्परागत कृषि विकास योजना को भी राजस्थान के विभिन्न जिलों में क्रियान्वित की जा रही है। इस योजना के तहत जैविक खेती करने वाले किसानों को भी प्रोत्साहित भी किया जाएगा।

इस अवसर पर राजस्थान विधानसभा के उपाध्यक्ष श्री राव राजेन्द्र सिंह ने सैनी और अन्य अतिथिों को

रही है, लेकिन यह सतत विकास में योगदान नहीं दे रहा है। जैविक खेती को बढ़ाने के लिए किसानों को जगरूक करने के साथ-साथ उपभोक्ताओं को भी जागरूक करना होगा। क्योंकि मांग नहीं बढेगी तो उत्पादन भी नहीं होगा। डॉ. शीतल प्रसाद शर्मा, निदेशक, स्टेट इन्स्टीट्यूट ऑफ एग्रीकल्चर मैनेजमेंट ने कहा कि कृषि उत्पाद का घरेलू प्रमाणीकरण को सुधारने की जरूरत है। प्रमाणीकरण को सुधारने, नेशनल डॉ. हेमा यादव, निदेशक, स्टेट इन्स्टीट्यूट ऑफ एग्रीकल्चर मैनेजमेंट ने कहा कि जैविक उत्पादों को बाजार तक पहुँचाया जाए और कैसे किसानों को अधिक मुनाफा दिलाया जाए पर ध्यान देने की जरूरत है।

प्रारम्भिक सम्बोधन में डॉ. नेरिगन निदेशक 'कट्स' ने जैविक

सीताराम भाले, आयुक्त, कृषि विभाग ने अपने विषिष्ट सम्बोधन में कहा कि देश में यूरिया खाद व कीटनाशक का अत्यधिक इस्तेमाल हो रहा है, इससे कृषि में उत्पादकता तो बढ़ रही है, लेकिन यह सतत विकास में योगदान नहीं दे रहा है। जैविक खेती को बढ़ाने के लिए किसानों को जगरूक करने के साथ-साथ उपभोक्ताओं को भी जागरूक करना होगा। क्योंकि मांग नहीं बढेगी तो उत्पादन भी नहीं होगा। शीतल प्रसाद शर्मा, निदेशक, स्टेट इन्स्टीट्यूट ऑफ एग्रीकल्चर मैनेजमेंट ने कहा कि कृषि उत्पाद का प्रमाणीकरण को सुधारने की जरूरत है। डॉ. हेमा यादव, निदेशक, स्टेट इन्स्टीट्यूट ऑफ एग्रीकल्चर मैनेजमेंट ने कहा कि जैविक उत्पादों को बाजार तक पहुँचाया जाए और कैसे किसानों को अधिक मुनाफा दिलाया जाए पर ध्यान देने की जरूरत है।

उक्त बैठक में जिले में जैविक खेती पर सराहनीय कार्य करने वाले किसान, स्वयं सेवी संस्थाओं के प्रतिनिधि, विश्व विद्यालय के शोध प्रतिनिधि सहित सौ से अधिक भागीदारों ने सक्रिय भाग लिया। कार्यक्रम के दौरान कृषि मंत्री द्वारा परियोजना के त्रैशर का अनावरण किया गया तथा वर्ष 2016 के लिए श्रेष्ठ पत्रकारिता के लिए चैतन्य कुमार मिश्रा को 'ग्राम गदर ग्रामीण पत्रकारिता' पुरस्कार भी प्रदान किया गया।