

Green Action Week -2014

Organic Food and Farming for All



Project Completion Report



Swedish Society for Nature Conservation

Executive summary

The Green Action Week Campaign 2014 - Organic Food and Farming for All aimed to facilitate awareness generation among the consumers of Jaipur city of Rajasthan about organic food, specifically the vegetables and fruits that would encourage consumers to shift towards sustainable pattern of consumption. The campaign was targeted to women and youth amongst the consumers.

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 took place in various parts of Jaipur City. CUTS collaborated with several civil society organisations, consumer groups, producer groups, policy makers and media to lead towards enhanced availability, affordability and consumption of organic food products.

Context

The indiscriminate and excessive use of chemicals has put forth a question mark on the sustainability of agriculture, calling for a sustainable production and consumption pattern. Organic farming, an option for sustainability, is practiced with an objective to produce healthy and quality foods without using synthetic chemical products. It not only preserves the environment but also improves public health, bringing significant benefits to the economy. Production and consumption of organic food restores the natural equilibrium between the different elements of the agricultural system.

According to World Health Organisation (WHO), 14000 people die every year in the third world countries due to pesticide poisoning. An average consumer is aware of the presence of chemicals in the vegetables consumed by her/him, but the incentive to look for organic agricultural produce is not yet strong due to unawareness, unavailability and unaffordability of the same. A very small pocket of consumers are aware of the benefits of organic vegetables and fruits and they are ready to buy these products at high prices and this becomes an expensive consumption affair. At the same time, over dependence on vegetables/fruits laden with harmful toxins is jeopardizing not only the consumers' health but also the environment and the economy.

Therefore, there is a need to educate consumers about sustainable patterns of consumption which in turn would increase the demand for organic agricultural produce and thereby boosting the availability and affordability of the same.

Objectives

- To generate awareness among the consumers about organic food, especially vegetable and fruits that would encourage them to shift towards organic food products and sustainable consumption.
- To promote consumers' demand for organic food and
- To foster policy and practice for promoting the use of organic food products and thus contributing towards sustainable pattern of consumption.

Activities

Cottage Meetings

In order to sensitise and create awareness among the consumers on incorporating organic food in their consumption pattern, ten meetings were organised in different localities of Jaipur city. The participants of these meetings were of diverse backgrounds



ranging from school students to women entrepreneurs and from home-makers to higher academia and consumers belonging to different socio-economic groups including *aanganwadi* workers. These awareness-generations cum sensitisation meetings were held in schools, colleges, various community halls and residential areas. The services of subject experts have been taken to facilitate these meetings where the experts have been called from agencies working extensively in the field of organic farming.

S.No.	Date	Partner	Venue
1.	2014.09.04	Honhaar Sanstha	Murlipura
2.	2014.09.05	Maulik Foundation	Pareek College, Bani Park
3.	2014.09.11	Shiv Shikshan Santhan	Gulab Vihar, Pratap Nagar
4.	2014.09.12	C.S.D.	Dept. of Home Science, R.U.
5.	2014.09.15	H.S.E.J.K.S.S.	Ravindra Bal Bharti Sr. Sec. School, Vaishali Nagar
6.	2014.09.20	CUTS	Mahaveer International Ladies Wing Meeting Hall
7.	2014.09.22	M.K.E.P.S.S	Mansarovar, Jaipur

8.	2014.09.24	CUTS	Kanodia College, Jaipur
9.	2014.09.30	<i>Manav Kalyan Vidyapeeth</i>	Rani Public School, Sanganer
10.	2014.10.01	CUTS	Shashtri Nagar, Jaipur

Street Plays

In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of organic products, ten street plays were organised at various market places of Jaipur. Through these street plays, the actors depicted the importance of consuming and producing organic fruits and vegetables. The script of the



play was very coherent in terms involving every aspect of organic production and consumption and the actors gave a vivid representation to the beautifully written script. The street play targeted not only the consumers but also the farmers. Also, the places were very appropriate where these plays were organised in terms of attracting large number of people . The audience comprised of all age-groups, from different socio economic background and gender thus catering to the needs of the entire consumer group, as a whole.

Date	Place
2014.09.05	RamganjChaupar
	Ghatget Taxi Stand
2014.09.08	Choti Chaupar
	Chandpol
2014.09.09	Space Cinema Tiraha
	Shastri Nagar
2014.09.10	Bajaj Nagar
	Tonk Phatak
2014.09.12	Satkar Shopping Complex, Malviya Nagar
	Thadi Market, Agrawal Farm

Signature Campaign

With an aim to create such awareness that will translate into ownership that pressurises the government to act in favour of organic agriculture, a signature campaign along-with sensitisation meetings and street plays was organised at various places within the city.

Stakeholders' Consultation

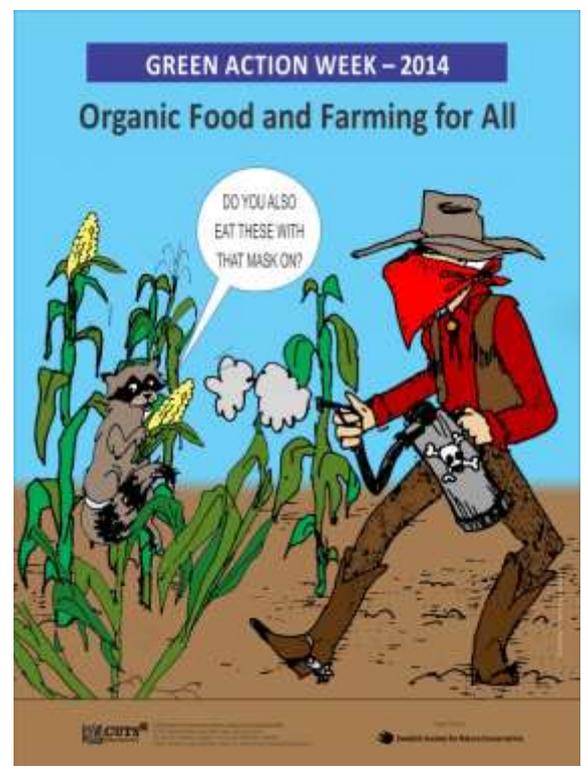


A State-level Stakeholder Consultation on the theme “Organic food and farming for all” was organised on October 16, 2014 at Hotel Jaipur Palace, Jaipur. The aim of the consultation was to advocate for a shift in policy towards organic consumption and production. More than 70 representatives from civil society/consumer organisations, farmers’ group, media and government departments participated in the

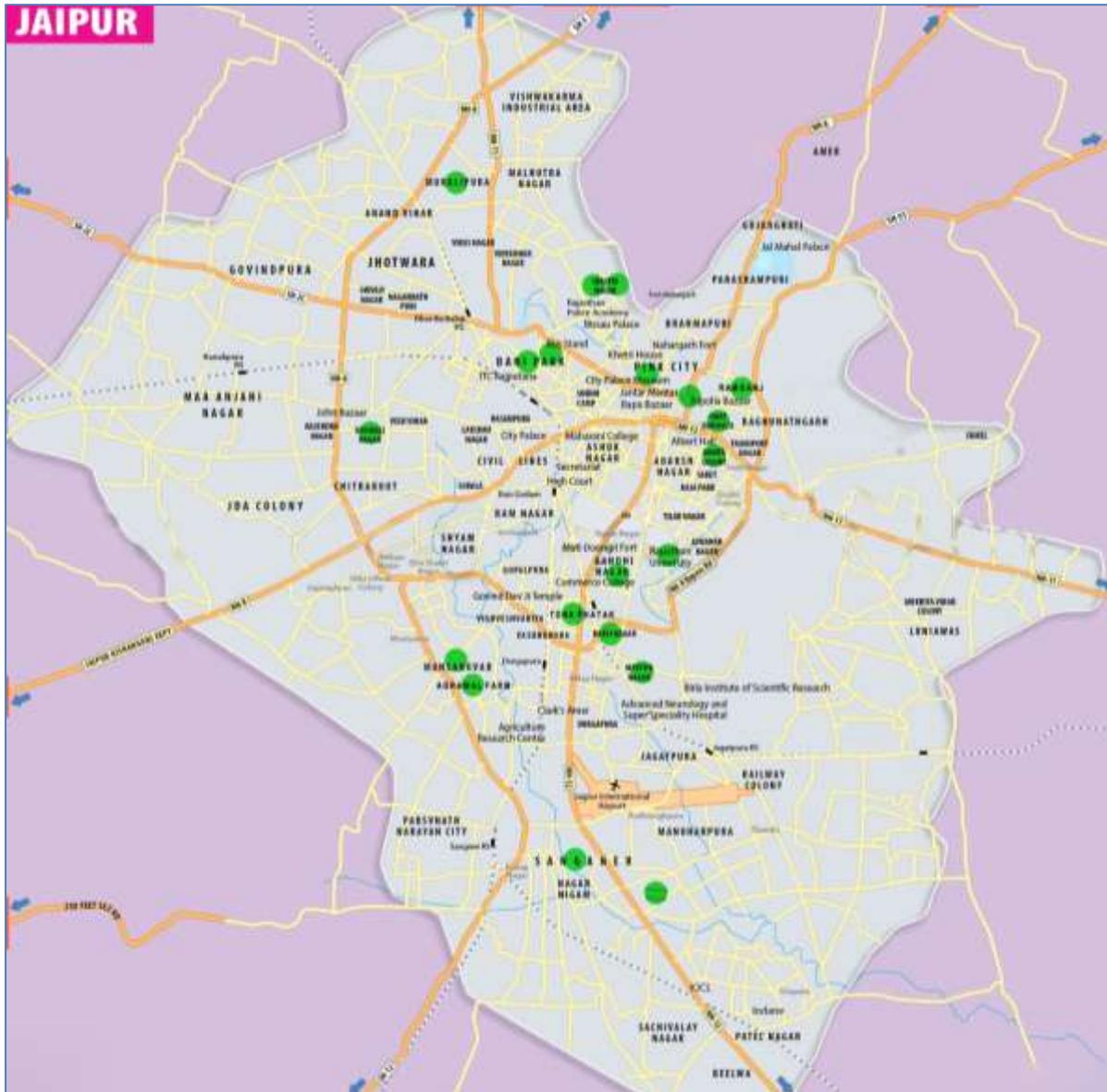
consultation. The consultation generated a good public participation and was able to secure a good coverage in the Media as well. ([given in Annexure](#)).

IEC (Information, Education and Communication)

Varied posters and leaflets highlighting the benefits of producing and consuming organic vegetables were prepared and used during the various awareness campaign activities.



Outreach



During the campaign, almost 20 localities within the city have been covered, under the various activities of cottage meetings, street plays and signature campaigns. These places have been chosen strategically in order to reach out to almost all the sections of the consumer groups ranging from students, home-makers, shop-owners, vegetable venders, post-graduate academicians, *aanganwadi* workers (frontline health workers), school teachers, service men and women and public, in general. The campaign commenced from the northern part to the southern part of Jaipur and encompassed most of the major parts of the urban Jaipur.

Key Observations

- *Awareness*
Though a small part of the consumer group is aware about organic food yet a huge section of the consumers remains largely unaware about the concept of organic food and farming.
- *Affordability*
A major deterring fact against consumption of organic products is their exceptionally high market rate. Even though some people are aware of the health benefits of organic food, yet they feel that these products are unaffordable.
- *Accessibility*
Another major observation which came out during the campaign is the unavailability and inaccessibility of organic products in the common market places. There are only some retail stores in the city which only stocks some organic cereals and grains and other organic products having a greater shelf life. There is no easily identifiable place in the market where one could get organic vegetables and fruits.

Recommendations

- An on-going awareness programme on the health benefits of organic products that would promote a shift towards organic consumption and production
- Government policies in favour of organic food and farming

Green Action Week in Media

dna

Published Date: 17 Oct 2014

'20% veggies in city are contaminated'

dna correspondent @jaipurdna



There are 140 per cent more pesticides in fruits such as apple and orange were as high as 860 per cent

Jaipur: Civil Society Thursday pointed out that Jaipur may contain toxic

was to promote kitchen gardening and backyard farming of

CUTS director George Cheriyan claimed that locations vegetables with toxic components which constitute 20 per cent of the High Court order.

The authorities have conducted raids and seized a couple of tonnes of vegetables. But over 54-60 pumps are still operational in the city.

THE ECONOMIC TIMES

CUTS International expresses concerns over excessive use of pesticides

JAIPUR: Civil Society organisation CUTS International today highlighted problems linked with excessive use of pesticides in fruits and vegetables and asked for a shift in policy towards organic consumption and production.

George Cheriyan, Director CUTS, cited some examples saying that there are 140 per cent more pesticides than the allowed limit in fruits such as apple and orange and expressed



hindustantimes

FRIDAY, OCTOBER 17, 2014

Agri dept to promote organic farming

JAIPUR: The state agriculture department is promoting organic farming on 20,000 hectares in Rajasthan, for demonstrations and to train the farmers in organic cultivation, said Agriculture Minister, Shri. Ashokrao Chavan.

'20% veggies in city are contaminated'

dna correspondent @jaipurdna

There are 140 per cent more pesticides than the allowed limit in fruits such as apple and orange. In case of brinjal, the levels were as high as 860 per cent

राजस्थान पत्रिका

FRIDAY, 05.09.14

'ऑर्गेनिक फूड, सेहत भरपूर' आज से

जयपुर। कटम् इंटरनेशनल और एसएमएससी के सहयोग से रस-रंग-मंच कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में उपस्थित लोगों के बीच 'ऑर्गेनिक फूड, सेहत भरपूर' का संदेश फैलाया गया।

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FRIDAY, 05.09.14

जैविक खाद्यों से ही स्वास्थ्य की रक्षा

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राजस्थान पत्रिका

TUESDAY, 09.09.14

STREET PLAY

ऑर्गेनिक फूड पर जोर दि



नाटक से देंगे 'ऑर्गेनिक फूड अपनाने का संदेश'

सिटी रिपोर्टर > कटम् इंटरनेशनल और एसएमएससी के सहयोग से रस-रंग-मंच कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में उपस्थित लोगों के बीच 'ऑर्गेनिक फूड, सेहत भरपूर' का संदेश फैलाया गया।

जयपुर। कंज्यूमर यूनिटी एंड ट्रस्ट सोसायटी (कटम्) द्वारा 16 अक्टूबर को जयपुर पैलेस में 'जैविक खाद्य और कृषि सभी के लिए' विषय पर राज्यस्तरीय परिचर्चा का आयोजन किया गया। परिचर्चा में उप निदेशक उपभोक्ता मामला विभाग के संजय झाला ने बताया कि जैविक खाद्य कृषि के प्रति उपभोक्ताओं एवं किसानों में जागरूकता बढ़ानी होगी। 'कटम्' द्वारा चलाए जा रहे जागरूकता कार्यक्रम में कृषि विभाग के अधिकारियों का सहयोग प्राप्त है। परिचर्चा में उप निदेशक उपभोक्ता मामला विभाग के संजय झाला ने बताया कि जैविक खाद्य कृषि के प्रति उपभोक्ताओं एवं किसानों में जागरूकता बढ़ानी होगी। 'कटम्' द्वारा चलाए जा रहे जागरूकता कार्यक्रम में कृषि विभाग के अधिकारियों का सहयोग प्राप्त है।

दैनिक नवज्योति

शुक्रवार, 6 सितंबर 2014

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जैविक खाद्य विषय पर सेमिनार आयोजित



जैविक खाद्यों से ही स्वास्थ्य रक्षा संभव

जयपुर (काशं): जैविक खाद्य उत्पादों के द्वारा ही स्वास्थ्य रक्षा संभव हो सकती है। जैविक खाद्य मनुष्य को स्वस्थ एवं ताकतवर बनाते हैं। रासायनिक खाद्य मनुष्य के जीवन को कमजोर एवं खोखला कर देते हैं। ये विषाक्त जैविक खाद्यों के विषय विशेषज्ञ प्रोफेसर विजयलक्ष्मी ने कटम् इंटरनेशनल तथा हरदोय विभाग एवं जन कल्याण संस्थान द्वारा संयुक्त रूप से आयोजित कार्यक्रम में बताया। कार्यक्रम में उप निदेशक उपभोक्ता मामला विभाग के संजय झाला ने बताया कि जैविक खाद्य कृषि के प्रति उपभोक्ताओं एवं किसानों में जागरूकता बढ़ानी होगी। 'कटम्' द्वारा चलाए जा रहे जागरूकता कार्यक्रम में कृषि विभाग के अधिकारियों का सहयोग प्राप्त है।