

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

## Event Report



## Stakeholders' Consultation

February 28, 2018, Jaipur

## Background

India is mainly an agricultural country, where around 58 per cent of the nation's population depends on agriculture for livelihood. There is a 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 the 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 objectives 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 the one hand, and promoting organic consumption, on the other. Thus, leading towards sustainable development in the 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 vermin 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) and
- To get acquainted with organic consumption through Exposure Visits

## The State Level Stake Holders' Consultation

Before embarking on the decisive stage of a project, it is quite apt to discuss the boons & banes of the activities done at the previous stage, so that the most efficient route to achieve the targets in an optimum way can be identified. The State Level Stakeholder Consultation was held at the completion of one year of the 'ProOrganic-II'. The consultation was also aimed to showcase the key findings of the baseline survey, which was conducted during the said year. The event comprised two sessions, the inaugural session and the technical session, which mainly included the speeches of the dignitaries; a presentation on the findings of the baseline survey conducted by CUTS International; a panel discussion; and an open discussion between the participants and the experts. The profile and the proceedings of the event are covered in this report as following:

## Proceedings

### I. Inaugural Session

#### Welcome Address



**Nimisha Gaur**, Programme Associate, CUTS International welcomed all the dignitaries and delegates at the consultation. She notified the participants that the consultation is an event to mark the conclusions of the activities and efforts made during the year 2017 under the said project. She also

briefly highlighted the achievements under 'ProOrganic-II' during the specified year, and persuaded all the participants to make the event more successful in terms of achieving its purpose, not only with their valued presence, but also with their active participation. Further, Nimisha provided a brief overview on the proceedings as well as the agenda to be followed during the consultation meet.

## Opening Remarks

In his opening address, **George Cheriyan**, Director, CUTS International said that in its second phase, the project has been expanded up to 10 districts, 96 blocks and 192 selected *gram panchayats* within the state of Rajasthan. Currently, there is need to work with a multi-dimensional approach taking into consideration the following aspects:



- Consumers: to consume organic
- Farmers: to produce organic and
- Government: to have a clear policy level framework at state and national level

While highlighting the activities done under the project during last year, George specified that in 2017, 'Green Action Week' was observed at two different levels separately. At state level, it was observed in Jaipur city and at the national level in 12 different selected states.

He stressed upon protecting the rights of consumers from the ill effects of conventional farming through the medium of minimum use of chemical or toxic emission, sustainable consumption and by switching from a linear economy to a circular economy. He cited the examples of Kerala Mud Houses and *Sarees* made of banana leaves as examples of learning of sustainable practices and successful sustainable business models respectively.

Cheriyan further elaborated the baseline survey conducted by CUTS International to analyse the work done under 'ProOrganic-II', which has direct implication on increasing awareness on chemical inputs. Cheriyan made an eye opening comparison between the usage of chemical inputs and the growth in production. Since green revolution, where the production has increased three times only, the use of chemical fertilisers has increased up to 25. Times, therefore 'we need to be back to the basics', he appealed.

Cheriyan said that out of total agriculture land, we have just 0.4 percent under organic. In Rajasthan, it is 9.4 percent. It shows organic production for domestic consumption requires more focus. It is enthusiastic that 85 per cent consumers are aware of the ill effects of the chemical inputs. But the availability and the accessibility is still a problem.

He stressed on issues and problems for farmers to switch to organic way of Production, as they are afraid of losing the yield and revenue, therefore, advocated for the need to provide subsidy to farmers along with provision of inputs who are willing to shift towards organic farming.

"We need to do much more", George appealed, while concluding with citing the example of Kerala, where political parties are opening and promoting outlets as an initiative. Rajasthan also require setting up of organic manure cells and community seed banks, etc.



**Rajdeep Pareek**, Project Officer, CUTS International, presented the key findings of the base line survey on 'ProOrganic-II' for the period of 2017 to 2021. During the presentation, activities done during year one of the project were highlighted, which mainly include scoping visits, farmers orientation, baseline survey, project launch, awareness campaign on sustainable consumption, GAW (Jaipur), GAW (India), Follow up workshop on Human Rights Based Approach and State Level Stakeholders' Consultation.



The Glimpses of CUTS International's two-day Workshop with Rajasthan University of Veterinary and Animal Sciences, Bikaner. Further Pareek also presented the key findings of the 'ProOrganic II Base Line Survey 2017'. The objective of this survey was to collect evidences about the ground realities of organic consumption and production in the state and also to gauge the level of awareness among consumers and farmers on sustainable consumption and production patterns.

During the presentation, the key findings of the survey were presented with the help of two different perspectives i.e. consumer perspective and farmer perspective. The findings of the survey from the consumer perspective revealed that 86 per cent consumers were found aware of the harmful effects of the chemical inputs and 89 per cent found organic products better than the chemical-based products but only 41 per cent of them had the knowledge of the availability of the organic products in the market.

Nearly, 85 per cent consumers recommended that certification should be made compulsory for organic products. From farmer's perspective, it was found that 91 per cent farmers were aware about the adverse effects of the chemical inputs in the cultivation but still 80 per cent of them were dependent on chemical-based farming. Nearly 46 per cent farmers in the state Received support from the government.

Further a few recommendations based on the key findings of the base line survey were shared with the participants. It was suggested that increased incentives to switch to organic farming along with easy availability of inputs, expert training, guidance and priority remunerative prices of products and restricted subsidies on chemical fertilisers would definitely promote organic production as well as consumption within the state.



**Neelkamal Darbari**, Additional Chief Secretary, Agriculture, appealed for "Getting back to the Indian traditional organic farming in the interest of the coming generations, is the need of the hour". She states this while speaking at the consultation, where she was addressing as the Chief Guest. Darbari specifically said that the basic requirement is, to observe the

traditional Indian agriculture value system in coordination with modern technologies with a balanced approach.

Besides, that she identified a need to set up a synergy with the farmers to frame out more effective policies. Darbari further shared information about Government's initiative to reserve one shop for organic products only at all the 400 Agriculture Marts across the state, which has to start yet. She also informed about Rajasthan Government's initiative to develop Durgapur as the first hundred percent organic district in the state. Darbari urged that for the success of the project, it is necessary for the government and civil society organisations (CSOs) to work together in coordination.

## Unveiling of 'ProOrganic II' Monograph



During the inaugural session, a monograph on the topic 'ProOrganic II: Developing a Culture of Sustainable Consumption and Lifestyle through organic production and Consumption in the State of Rajasthan' was unveiled. This monograph contains the key findings and recommendations in brief culled out from the baseline survey report. George Cheriyan, Director CUTS International; Dr S J

Singh, Director, Rajasthan Agricultural Research Institute; and Deepak Saxena, Assistant Director, CUTS International also joined the Chief Guest, Neelkamal Darbari, Additional Chief Secretary (Agriculture) Government of Rajasthan, for the unveiling of the monograph. This monograph was the compilation of the findings of baseline survey conducted under the 'ProOrganic- II'.

Dr S J Singh Director, Rajasthan Agricultural Research Institute, said, "Such a day may not be away when we would be depending upon pills manufactured by multinational companies for our protein requirements, if organic production as well as consumption is not appreciated and adopted soon". Speaking on the technical aspect of the usage



of chemical fertilisers, Singh mentioned that most of these are meant basically for food grain crops, but are misused with other crops also. It has to be rectified at the earliest. A 'Package of Practice' should be prepared and made available to the farmers. Singh also appealed from farmers to bring the traditional values back to the Indian agriculture. Having proper technical knowledge about the crops to be cultivated will surely lead farmers to achieve high progress, he added before concluding his speech.

## II. Panel Discussion

The Panel Discussion session during the consultation was mainly consisted of a discussion among all the panellists and an open question-answer with the participants. The key findings of the base line survey were the subject of the discussion, so that a better understanding about the achievements as well as the challenges to be faced could be developed amongst the participants. The experts shared their innovative ideas and their purposeful applicability to the project. During the open discussion between the participants and the experts, doubts put by the participants were clarified by the panel experts. The suggestions given by the participants were also noted during this session.

Moderating the panel discussion, **Deepak Saxena**, welcomed all the expert panellists. Urging them all to maintain the flow of the discussion, he persuaded them to be on track, keeping in mind the objectives of the panel discussion.



**Dr A K Gupta**, Dean, Agri-Business Management College of Karna Narendra University of Agriculture, Jobner, said, "Though it is enthusiastic to know that 2439 people were interviewed and 91 percent farmers were found interested in the organic, but a wider and deeper outreach at the grassroot level is still a problem". Gupta further appealed that the slogan of *Swasth Dhara-Khet Hara* (Nourished Land-Flourished Field) should be adopted practically in lifestyles of people. Incompatible market prices, use of non-recommended chemical fertilisers and lack of a clear organic policy were few more challenges identified by Gupta.

**Dr B D Yadav**, Professor (Retired), Horticulture, Rajasthan Agriculture Research Institute, Jaipur, while speaking during the panel discussion quoted, "Even a mother's milk today is not free from the poisonous effects of chemicals and pesticides". The root cause of most of the lifestyle diseases today can be traced in the ill effects of conventional farming only. Yadav also stressed upon the need of rationalising the subsidies and broadening the outreach activities to spread awareness in most of the remote villages of the state. Yadav further informed about government's initiative to provide rupees 300 support money for each 'neem tree' (*Azadirachta Indica*) after three years to promote organic.







“Pricing is the main problem”, said **Satyaveer Beniwal**, Deputy General Manager, Morarka Foundation speaking as the third panellist. According to the survey, lack of awareness on the issue is not much; therefore, the prime need is to link the consumer and the producer to ‘the organic movement’. Further, with the help of multi-sectorial farming, new aspects including ‘organic’ should be added to the agricultural scenario of the state, said Beniwal.

He also suggested that using social media and developing an application to link the consumer and the producer would be quite helpful.



Speaking as the last panellist, **Neeta Upadhyay** from Orion Greens said that ‘farmers are not much enthusiastic to move towards organic-high cost and lower pricing is a problem’. Production of diverse organic produces is required and for that, a thought like ‘How to Grow Your Own Food’ should be promoted. She further added that there is a great scope of ‘Kitchen Gardening’ specifically in the urban areas across the state which should be explored and promoted.

**Deepak Saxena** concluded the panel discussion, with raising a need for bringing a change in the mentality of the consumer. Besides this, optimum use of soil, according to its nature is also necessary, he added. He finally thanked all the panellists and assured them to include relevant suggestions in the findings of the survey.

## Open Discussion

After concluding the panel discussion during the technical session, an open discussion between the participants and the panellists was held, where participants got a chance to put their views as well as discuss their doubts with the experts in the panel and got clarified accordingly. Yudhishtir Chansi from Kota, Roshan Lal from Bhilwara, Anil Vyas from Udaipur and Umesh Kumawat clarified their doubts regarding subsidies, ill effects of toxicants, Right to Health in today’s scenario of agriculture respectively.





## Key Recommendations

- Subsidies should be made more rational
- Organic Farming and Animal Husbandry should go hand in hand
- Campaigns like 'Grow Your Own Food' should be promoted
- Concept of 'Kitchen Gardens' should be adopted in the urban areas and
- Selection of crops should be made, according to the nature of the soil



## Vote of Thanks

**Dharmendra Chaturvedi**, Programme Officer, CUTS International expressed his gratitude on behalf of the organisation to all the eminent guests, speakers and participants for making the event a success, and becoming a part of the initiative to change the face of farming in India.



Chaturvedi thanked all the stakeholders for their active participation and concluded the event, while saying that it is necessary for all of us to adopt organic lifestyle in the interest of the coming generations.

## Participation

The meeting was attended by around 80 participants, including representative partners, Non-government Organisations (NGOs), media, representatives of Civil Society Organisations (CSOs), government departments, Agricultural University and Rajasthan Agricultural Research Institute.

**List of Participants**  
**ProOrganic- II**  
**State Level Stakeholders Consultation**  
**28th February, 2018, Jaipur**

S.No.	Name	Name of the Organisation
1	Om Prakash Pareek	Hanuman Gram Vikas Samiti, Dausa
2	Jitin Pareek	Hanuman Gram Vikas Samiti, Dausa
3	Bhagwan Sahay Dadhich	Kisan Sevan Samiti
4	Chhagan Lal Gurjar	Sjree Dev Gai Seva evam Gramin Vikas Samiti, Heerapura
5	Nathu Ram Choudhary	Samajik Vikas Sansthan, Jhalawar
6	Parmanand	Samajik Vikas Sansthan, Jhalawar
7	Joraram Khoja	Jagrati Sansthan, Jodhpur
8	Virendra Choudhary	Jagrati Sansthan, Jodhpur
9	Anil Dutt Vyas	Prayatn Samiti, Udaipur
10	Umesh Kumawat	IKSL, Jaipur
11	Radhey Shyam	Lok Sambhagi Sansthan
12	Gopal Singh	Lok Sambhagi Sansthan
13	Pappu Kumar Sharma	NYM, Anantpura, Chomu, Jaipur
14	Satyaveer Beniwal	Morarka Foundation, Jaipur
15	Sham Sharma	Sarojani Naidu Mahila evam Bal Vikas Sanstha, Jaipur
16	Sowala Sharma	DD News
17	Hari Mukesh Dhakar	Mahindra & Mahindra
18	Dr. S.J. Singh	Director, RARI, Durgapura, Jaipur
19	Dr. A.K. Gupta	SKM CABM, Jobner
20	Dr. B.D. Yadav	Ex- Prof. (Hort.), RARI, Jaipur
21	Manish Saxena	WORLD
22	Ranju Jain	Prem Mandir Sansthan
23	Preeti Verma	Prem Mandir Sansthan
24	Poonam Jain	
25	Gajanand	Centre for Rural Development and Consultant, Thali
26	Sukhpal Dhabhai	Centre for Rural Development and Consultant, Thali
27	A.R. Sharma	ATMA Sanstha, Vil.- Jagmalpura, P.- Jorpura, Via-Jobner, Jaipur
28	Madn lal Keer	CUTS CHD, Saiti, Chittorgarh
29	Amit Kumar	Kumarappa Sansthan
30	Rajesh Malakar	Vikasonmukh Sansthan, Naraina, Jaipur
31	S.N. Sharma	Gramin Arthik Samudayik Puna Nirman evam Vikas Sansthan
32	Deepak Sharma	Gramin Arthik Samudayik Puna Nirman evam Vikas Sansthan
33	Ashutosh Bhardwaj	Nehru Gramin Vikas Sansthan, Dausa
34	Rahul Khichi	Shiv Shikshan Sansthan, Pratap nagar, Sanganer, Jaipur
35	Chetna Kumawat	University of Rajasthan, Jaipur

S.No.	Name	Name of the Organisation
36	Hari Ballabh	Ram Krishan Shikshana Sansthan, Bhadana, Kota
37	Kalpana Swami	Swajan Samiti
38	Pramod Kumar	Swajan Samiti
39	Arun Vyas	Vision Youth Action Society, Sanganer
40	Pappu Swami	Vision Youth Action Society, Sanganer
41	Bhawani Shankar Mali	Shourya Samaj evam Sevi Sanstha
42	Santosh Saini	Shourya Samaj evam Sevi Sanstha
43	Sachin Prakash	Shourya Samaj evam Sevi Sanstha
44	Gagan Mishra	Orion Greens
45	Vinod Kumar Sharma	ATMA Sharma, Jagmalpura, Jobner
46	Damodar Prasad	Zee News
47	Mukesh Kumar Kumawat	CUTS Centre for Human Development, Chittorgarh
48	Pukhraj Acharya	Anavarat Sansthan, Jaipur
49	Krishan Murari	Bhartiya Kisan Sangh
50	Shivraj Sharma	Adarsh Charitable Foundation
51	Roshan lal	
52	Sumit Chhabra	SCPN
53	Radhe Vaishnav	CUTS CHD, Bhilwara
54	Amrat Singh	Partners-in-Development
55	Dinesh Kumar	RUDSOVOT
56	Prakash Chandra	Rajasthan
57	Raj Sharma	Sakar Sanstha, 30, Suraj Nagar (E), Civil Lines, Jaipur
58	Manju Sharma	Record Sanstha
59	Bina Sain	SHG Mahila
60	Renu Sharma	Freelance Work
61	R.K. Sharma	Navjivan Society, Jaipur
62	Yudhishtir Chansi	Ram Krishna Shikshan Sansthan, Kota
63	Narendra Kumar	Prayatna Samiti, Jaipur
64	Jagdish Meena	Rajasthan Yuva Sangam Santha, Surajpole, Jaipur
65	Banshi Lal Bairwa	Prayas Kendra, Harsoli, Dudu, Jaipur
66	Amar Singh	Laporiya
67	Ram Kumar	Ugriyawas Jagrty Kendra Sanstha, Vil.- Ugriyawas, Distt.- Jaipur
68	Dr. Vinod Upadhyay	Harshit Shiksha & Vikas Sansthan, Jaipur
69	Ambuj Kishore	ARAVALI, Jaipur
70	George Cheriyan	CUTS CART, Jaipur
71	Deepak Saxena	CUTS CART, Jaipur
72	Dharmendra Chaturvedi	CUTS CART, Jaipur
73	Rajdeep Pareek	CUTS CART, Jaipur
74	Shantanu Srivastava	CUTS CART, Jaipur
75	Kunwar Dheer Singh	CUTS CART, Jaipur
76	Nimisha Gaur	CUTS CART, Jaipur



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

**(ProOrganic II)**









**State Level Stakeholder Consultation  
28<sup>th</sup> February, 2018, Hotel Radisson Blu, Jaipur**

**Tentative Programme Schedule**

10.00-11.00	<b>Registration &amp; Tea/Coffee</b>	
11.00-11.05	<b>Welcome Address</b>	Nimisha Gaur, Programme Associate, CUTS
	<b>Inaugural Session</b>	
11.05-11.20	<b>Opening Address</b>	George Cheriyan Director, CUTS
11.20-11.35	<b>Presentation of Key Findings from Baseline Survey</b>	Rajdeep Pareek Programme Officer, CUTS
11.35-11.55	<b>Address by Special Guest</b>	Dr. S J Singh, Director, Rajasthan Agriculture Research Institute (RARI), Jaipur
11.55-12.15	<b>Address by Chief Guest</b>	Ms. Neel Kamal Darbari, Additional Chief Secretary, Department of Agriculture, Govt. of Rajasthan.
12.15-12.25	<b>Release of Baseline Survey Monograph</b>	By the Chief Guest
12.25-12.30	<b>Break</b>	
12.30-1.30	<b>Responses to the Key Findings by Stakeholders</b> <b>Moderator:</b> Deepak Saxena, Assistant Director, CUTS <b>Panellists</b> <ul style="list-style-type: none"> <li>• Dr. A K Gupta, Dean, College of Agribusiness Management, Jobner</li> <li>• Dr. B D Yadav, Professor (retd.), Department of Horticulture, Rajasthan Agricultural Research Institute, Govt. of Rajasthan</li> <li>• Mr Satyaveer Beniwal, DGM, Morarka Foundation, Jaipur</li> <li>• Ms. Neeta Upadhyay, Orian Greens, Jaipur</li> </ul>	
13.30- 13.45	<b>Open Interaction Session</b>	
13.45-13.50	<b>Vote of Thanks and Way Forward</b>	Dharmendra Chaturvedi Programme Officer, CUTS
13.50	<b>Lunch</b>	

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## Only 19% farmers practicing organic farming in R'than: Survey

  
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**J**aipur, Feb 28 (PTI) Just 19 per cent farmers are practicing organic farming in Rajasthan even as 91 per cent were aware of the ill-effects of chemical farming, a survey has revealed.

The fact came to the fore in a baseline survey conducted among 1,795 consumers, 644 farmers of 192 gram panchayats of 10 districts.

As much as 86 per cent consumers in the state are well aware about organic consumption, the survey stated.

Getting back to the Indian traditional organic farming is in the interest of the coming generations and is the need of the hour, Additional Chief Secretary (Agriculture) Neelkamal Darbari said.

She said that a balanced approach between traditional Indian agriculture value system and modern technology was required in farming.

Director of CUTS International, George Cheriya said that the survey revealed that 91 per cent of the farmers were aware of the ill-effects of chemical fertilisers in the country has been increasing.

## जैविक पदार्थों के प्रति बढ़ रही जागरूकता



डेली न्यूज, मिक्स रिपोर्टर, जयपुर। प्रदेश में 86 प्रतिशत उपभोक्ता जैविक पदार्थों के उपयोग के प्रति जागरूक हैं। वहीं 91 प्रतिशत किसान रासायनिक खेती के दुष्प्रभावों के प्रति जागरूक हैं।

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April 10, 2018

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