

# End Line Survey for ‘Pilot Project to Promote Organic Consumption in the State of Rajasthan (Pro-Organic)’ in six districts of Rajasthan

## Final Report

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## **Executive Summary**

### **The Context**

Organic farming is not a new concept, however due to the changing global scenario it has become more relevant today. In India organic farming is being followed from ancient time. It is considered as a method of farming which primarily aims at cultivating the land and raising crops in such a way, as to keep the soil alive and in good health by use of organic wastes and other biological materials along with beneficial microbes to release nutrients to crops for increased sustainable production in an eco friendly pollution free environment.

With the increase in population our compulsion would be not only to stabilize agricultural production but to increase it further in a sustainable manner. The scientists have realized that the 'Green Revolution' with high input use has reached a plateau and is now sustained with diminishing return of falling dividends. Thus, a natural balance needs to be maintained at all cost for existence of life and property. The obvious choice for that would be more relevant in the present era, when these agrochemicals which are produced from fossil fuel and are not renewable and are diminishing in availability.

### **The Study**

In the above context, CUTS International in partnership with Swedish Society for Nature Conservation (SSNC) has implemented a two year pilot project to promote organic consumption in the state of Rajasthan (India) which is popularly called Pro-Organic. Aim of the Pro-organic project is to promote organic consumption in the state covering six major agriculture potential districts.

Present study is the end line evaluation of this project with a goal to assess the project effectiveness and also to collect evidences of change due to the project intervention. Key objective of the study is to capture the perception/experience from various stakeholders about awareness, capacity, challenges and suggestions etc.

### **Research Deign**

The study was conducted in 2 Gram Panchayats from each block of six districts of Jaipur, Dausa, Udaipur, Chittorgarh, Pratapgarh and Kota, hence a total of 102 Gram Panchayats.

Survey methodology involved a mix of quantitative and qualitative research. Quantitative survey was mainly focused on two set of respondents which were Consumers and Farmer producers. A total of 3122 sample stakeholders' feedback was collected from 102 gram panchayats of 6 districts of Rajasthan. Out of the total samples, 1605 were farmer respondents while 1517 consumers were interviewed. Approximately 40% respondents out of the total sample were women.

Survey of consumers and farmers was largely quantitative in nature; it has been supplemented by qualitative interviews with other relevant stakeholders including policy makers, concerned govt. agencies, subject experts and organizations/institutes working on organic farming and consumption issues in the state of Rajasthan. Survey also involved study of project related documents/reports etc.

Training for survey teams was conducted to brief investigators, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality. The data collected was disaggregated and analysed based at Geography and Gender. Analysis of the data was guided by the specified research objectives.

### **Key Findings: Consumers**

Socio-economic profile of the consumer respondents is as following:

- ✚ 44.1 % Female Respondents were covered in consumers interviewed. Category wise ST respondents were very high (86.7%) in Udaipur district, while Chittorgarh has the highest percentage of OBC respondents at 49.8%.
- ✚ More than half of the consumer respondents (64.3%) were either uneducated (35.6%) or educated up to primary (28.7%) level only.
- ✚ More than one third of the respondents reported income of less than 5000/- while more than 40% reported income in the range of 5 to 10 thousand per month.
- ✚ Three fourth of the consumers reported making average monthly expenditure on consumables below 3000 per month.

Knowledge about organic products and behaviour and practices adopted by the consumers were found as following:

- ✚ Awareness on ill effects of chemical based products was found to be 95.5% while 88.6 % consumers feel organic products are better than chemical based products.
- ✚ 79.4% of the respondents credited awareness on organic farming to the NGO working in their area.
- ✚ More than 70% of consumer respondents were found unaware of the store/vendor for organic products.
- ✚ In the districts Dausa consumers are most aware at 60.6% regarding identification of certification.
- ✚ More than half of the consumers have purchased organic products while more than one third attributed unavailability of organic products as reason for not purchase.
- ✚ Village Haats are the popular points of purchase while Food Grains and Vegetables are the most popular organic products.
- ✚ More than one third of the consumers told that they have faith on the shopkeeper selling the product.
- ✚ Almost half of the consumers are satisfied with the quality of organic products purchased.

### **Key Findings: Farmers**

Socio-Economic Profile of the farmer respondents can be summarised as following:

- ✚ Farmer respondents interviewed were having 39.22 % female respondents.
- ✚ Data on category of respondents indicate that overall 34% and 36.7% of farmer respondents belonged to ST and OBC categories respectively.
- ✚ 40.4% of farmers interviewed belonged to Below Poverty Line status.
- ✚ Almost half of the farmer respondents (49.3%) had a monthly income below 5 thousand per month.

Knowledge and Practices among farmers were found as following:

- ✚ 97.6% of farmers interviewed were found aware about the hazards caused due to use of chemical based inputs.
- ✚ 69.6% farmers are using a mix of organic as well as chemical based inputs while 16.3% are using only organic inputs in farming.
- ✚ Farmer respondents indicated that the major reason behind use of organic inputs is that these inputs are good for human and soil health.
- ✚ NGOs play a vital role in motivating the farmers for adoption of organic farming. Out of the farmers doing organic farming those motivated by NGO range from 41.6% in Dausa district to 89.4% in Kota district.
- ✚ 46.2 % of farmers are consuming their organic produce on their own, while 42.2% farmers are consuming as well as selling.
- ✚ More than half of the farmers practising organic farming prepare organic inputs on their own.
- ✚ 82% of farmer respondents have not received any support for organic farming.
- ✚ 45.8% farmers are not aware about certification while 44.2% do face problems in marketing of organic produce.
- ✚ Lack of awareness of marketing avenues is major reason for farmers not getting good returns on their produce.

Following were the challenges and suggestions indicated by farmer respondents:

- ✚ 94% of farmer respondents are willing to recommend others for organic farming.
- ✚ Farmers willing to adopt organic farming told that their biggest challenge is to convert the entire field to organic farm and a process of 3 years.
- ✚ 97.3% of farmers are willing to adopt organic farming if support is provided to them.
- ✚ A majority of farmers suggested that spreading awareness among farmers and community is the best way to promote organic farming.

Regarding Project Involvement and Experiences responses were as follows:

- ✚ About 81.2% of farmer respondents were found aware about the implementation of project while 74.7% of them had participated in project activities.
- ✚ 76% farmers were of the perception that project has been successful in creating an impact.
- ✚ It was reported that one fourth of the farmers have started doing only organic cultivation and little less than that have started organic farming as backyard farming or kitchen gardening. (*Multiple responses are included*).
- ✚ More than two third of the respondents told that there is increased awareness in project area with regard to organic farming.
- ✚ Increase in demand of organic produce has been reported by 66.9% from Chittorgarh followed by Dausa and Jaipur, however no major change was reported in government assistance towards promoting organic production.

### **Project Impact on Farmers against the baseline**

- 2.8% of farmer respondents in the baseline reported use of only organic inputs and 57.9% reported using both chemical as well as organic. In the end line 16.3% farmers are using only organic inputs while 69.6% farmers reported use of mixed inputs.
- In the baseline 91.3% farmers were found aware of the negative effects of chemical inputs on soil and quality of crop produce while in end line 97.6% farmers are aware on the hazards caused due to use of chemical inputs.

- 87.5% of farmers practicing organic farming during the baseline said that they self-prepare organic manure and other inputs and 20.7% stated that they do purchase organic agri inputs. In the end line, 62.5% of the farmers doing organic farming prepare the organic inputs on their own farms while 37.5% farmers purchase these inputs.
- In the baseline only 3.5% farmers reported to receiving some kind of discount/ training/ assistance from government agencies while in the end line 18% of the farmers reported availing support in form of subsidy and other inputs.
- 13.6% farmers in the baseline were found aware of organic certification while in the end line 54.2% farmers were aware about certification.
- 79.2% of farmers practicing organic farming during the baseline responded that they consume their organic produce. During the end line 46.2% farmers reported consuming their organic produce on their own, while 42.2% farmers reported self consumption as well as selling.
- In the baseline 67.8% of farmers practicing organic farming reported that they do not face any challenges in marketing of produce while in the end line 55.8% farmer respondents were of the view that they do not face any problem.
- In the baseline 15.1% farmers responded that they receive higher value for their organic produce while such farmers were found to be 44.9% farmers during the end line.
- 75.9% farmers practicing organic farming during the baseline responded that will surely advise other farmers for practicing organic farming while in the end line 94% of the farmers are showing willingness to recommend others.
- 96.4% of farmer respondents in the baseline while 97.3% in the end line accepted that if required support is provided to them, they would adopt organic farming.

### **Impact on the status of Consumers against the baseline**

- 78.4% consumers in the baseline were aware towards ill effects of consuming fruits/ vegetable grown through use of inorganic fertilizer, pesticides in the farming, while in the end line this percentage was found to be 95.5 percent.
- In the baseline consumer awareness of organic produce was 42.6% while during the end line this was found at 97.9 %.
- 23.6% consumers in the baseline were aware of availability of organic products in market and in the end line survey 38.4% consumers are aware.
- Consumer awareness about recognizing organic products was found to be 20.1% in the baseline while 29.3% in the end line.
- 77.8% consumers in the baseline felt that organic products are better. In the end line 88.6 % consumer respondents felt the same.
- During the baseline 25.2 % of the total consumer respondents expressed purchasing organic products ever, which rose to 55.3% in the end line.
- 25.7% consumers in the baseline felt that organic products are easily available while 60.4% consumers in the end line feel that organic products are easily available in the market.
- In the baseline consumer satisfaction from quality of organic products (out of those who have purchased organic products) was found to be 60.7% while in the end line 49.5% consumers are fully satisfied and 46.2% are somewhat satisfied.

## **Recommendations**

- Farmers should be motivated to focus on potential crops and areas in a phased manner. Initially four to five districts should be identified for complete conversion to organic hub through market development and access initiatives, pricing support and forward and backward linkages throughout the value chain.
- State Government should launch a “Mission Organic Rajasthan” on the sidelines of region-specific plans.
- Organic farming should be recognised and integrated in the main policies of the Union Government in the sectors such as agriculture, food, health and environment. This will ensure that all needs of organic sector are properly addressed and considered in Government programmes and budgetary allocations.
- Besides, mapping the status of organic farming and certification along with agro-climatic zones must be carried out to tap the potential of organic crops and understand micro level production potential.
- State Government should adopt a cluster-based approach for promoting organic farming in different parts of Rajasthan. The area under crops may be increased through cluster approach to generate marketable surplus and provide economy of scale in marketing the production.
- Dedicated food parks with complete linkage of value chain with national and international market should also be set up to boost the exports from the State.
- The State Government should also promote a concept to set up an organic village in each district to encourage usage of organic fertilisers in order to protect the land from residual effect of chemical fertilisers.
- The State Government must provide information on new technologies and rural credit to farmers through cooperatives, commercial institutions and regional rural banks.

## **Conclusion**

From the study findings it can be concluded that the project has made remarkable impact on most of the parameters in the project area. However the area of the interventions was very limited and in the assessment, careful efforts have been made to target the impacted beneficiaries, hence findings suggesting impact made cannot be generalised and are limited in terms of coverage. To make the impact long lasting and expand the benefits it is essential to sustain such efforts in the long run, however the project can be termed a very good initiative and may spark many other such initiatives especially since a wide range of stakeholders was involved during the course of implementation of the project.

# Chapter 1

## Introduction

### *1.1 Background*

Organic farming is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. It emphasizes, the use of management practices in preference to the use of off –farm inputs, taking into account that regional conditions require locally adapted systems. This is accomplished by using, where possible, agronomic, biological, and mechanical methods, as opposed to using synthetic materials, to fulfil any specific function within the system.

As per the definition of the United States Department of Agriculture (USDA) study team on organic farming “organic farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilizers, pesticides, hormones, feed additives etc) and to the maximum extent feasible rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilization and plant protection”. FAO suggested that “Organic agriculture is a unique production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles and soil biological activity, and this is accomplished by using on-farm agronomic, biological and mechanical methods in exclusion of all synthetic off-farm inputs”.

Organic farming has grown out of the conscious efforts by inspired people to create the best possible relationship between the earth and humankind. Since its beginning the sphere surrounding organic agriculture has become considerably more complex. A major challenge today is certainly its entry into the policy making arena, its entry into anonymous global market and the transformation of organic products into commodities. During the last two decades, there has also been a significant sensitization of the global community towards environmental preservation and assuring of food quality. Ardent promoters of organic farming consider that it can meet both these demands and become the mean for complete development of rural areas. After almost a century of development organic agriculture is now being embraced by the mainstream and shows great promise commercially, socially and environmentally. While there is continuum of thought from earlier days to the present, the modern organic movement is radically different from its original form. It now has environmental sustainability at its core in addition to the founders concerns for healthy soil, healthy food and healthy people.

The key characteristics of organic farming include:

- Protecting the long term fertility of soils by maintaining organic matter levels, encouraging soil biological activity, and careful mechanical intervention
- Providing crop nutrients indirectly using relatively insoluble nutrient sources which are made available to the plant by the action of soil micro-organisms
- Nitrogen self-sufficiency through the use of legumes and biological nitrogen fixation, as well as effective recycling of organic materials including crop residues and livestock manures
- Weed, disease and pest control relying primarily on crop rotations, natural predators, diversity, organic manuring, resistant varieties and limited (preferably minimal) thermal, biological and chemical intervention

- The extensive management of livestock, paying full regard to their evolutionary adaptations, behavioural needs and animal welfare issues with respect to nutrition, housing, health, breeding and rearing
- Careful attention to the impact of the farming system on the wider environment and the conservation of wildlife and natural habitats

### ***Indian Scenario***

India is mainly an agricultural country, where over 58 percent of nation's population is involved for livelihood. Organic farming has thrived in India since ancient times. There is huge untapped potential of organic farming in India. Organic farming has emerged as a potential alternative for meeting food demand, maintaining soil fertility and increasing soil carbon pool. The modern agriculture methods are one of the major causes of environmental degradation. Various steps have been taken to promote organic farming in India.

Agriculture & Allied sectors contributed 14 per cent of GDP in 2011-12 and shown an average growth rate of 3.3 per cent annually. India ranks 33<sup>rd</sup> in terms of total land under organic cultivation and 88<sup>th</sup> in terms of agriculture land under organic crops to total farming area. India exported 86 items in the year 2010-11 with the total volume of 69837 MT. The export realization was around 157.22 million US \$ registering a 33% growth over the previous year. Organic products are mainly exported to EU, US, Australia, Canada, Japan, Switzerland, South Africa and Middle East. Oil Crops leads among the products exported (17966 MT).

### ***Organic Farming in the State of Rajasthan***

Rajasthan is currently the largest State of India covering nearly 10.4 per cent of total geographical area of the country. Nearly 65 percent of its population (56.5 million) is dependent on agriculture. The total cultivable area is around 220.00 lakh ha. The State enjoys 1st position in the country concerning production of rapeseed and mustard, coriander, cumin, fenugreek, guar and moth, all being unique to the State. Scanty rainfall, scarcity of water, and the inefficient water management practices constitute the major challenge of the State.

As per the ASSOCHAM study titled "Organic Rajasthan: Untapped potential for growth" done in the year 2012, Rajasthan has a crucial role in taking India's share in global organic exports from about 0.2 per cent to about 2.5 per cent by 2017. State has the potential of becoming the country's export hub for certified organic food. Organic farming is a default practice in many districts of the State due to low usage of fertilisers and pesticides by farmers because of favourable agro-climatic conditions and availability of rich natural resources.

Organic farming has the potential to generate over 80 lakh jobs in Rajasthan during the next five years in addition to about 15 lakh jobs in the related areas of storing, processing, value addition, packaging and marketing. Promotion of organic farming in the State can also lead to wealth accumulation of about Rs.47,000 crore and generate exports worth Rs.600 crore. Organic farms provide 30 per cent more jobs per hectare in comparison with the non-organic farms. Switching over to organic farming would result in bringing down the input costs and fetch premium pricing of up to 50 per cent higher than the normal price and about 100 per cent in the retail market.

Agricultural Policy of Rajasthan envisions organic farming as solution to many problems in the sector. Policy adopted in 2013 in section 4.1 clearly states that its vision shall be to ensure food and nutritional security and economic empowerment of the people through accelerated yet sustainable growth in agriculture. Further in Section 6.6 it is stated that in view of the increased international trade in organic food and allied products, organic farming will be promoted in rainfed regions specially for crops, herbs, horticultural crops and livestock products having international demand. Technical support for registration and certification of organic produce/farming will be provided. Further in the section it states of developing appropriate policy instruments for the farmers engaged in organic farming. In the next section it states that efforts will be made to create awareness and capacity building of farmers regarding cultivation and harvesting, grading, standardization, certification and marketing of organic produce including their value addition.

### ***1.2 Project Background***

**CUTS International** (Consumer Unity & Trust Society) began its journey from a rural development communication initiative in Rajasthan, a wall newspaper Gram Gadar (Village Revolution). From a modest beginning in 1983, CUTS has achieved significant growth both geographically and in terms of functional areas. To contribute in its vision of CONSUMER SOVEREIGNTY, CUTS endeavours through the mission ‘To enable consumers, particularly the poor and the marginalized to achieve their right to basic needs, sustainable development and good governance through strong consumer movement’.

CUTS-International mainly works in five programme areas:

- i. Consumer protection
- ii. International trade & development
- iii. Competition, Investment & Economic Regulation
- iv. Human Development
- v. Consumer Safety

CUTS Consumer Action Research and Training (CUTS CART) is one of the programmatic centres of CUTS. CUTS CART works mainly in three programmatic areas viz. Consumer Empowerment, Good Governance and Sustainable Development. Sustainable Consumption is one of the functional areas under Consumer Empowerment programme initiatives.

In partnership with Swedish Society for Nature Conservation (SSNC) CUTS has implemented this two years project to promote organic consumption in the state of Rajasthan (India) by awareness generation, sensitization, capacity building and advocacy activities. Present study has been carried out by Partners-In-Development (PiD) on behalf of CUTS International.

### ***Goal and Objectives***

The project aim is to promote organic consumption in the state of Rajasthan (India) covering six major agriculture potential districts.

Objectives of the project were as following:

- To generate awareness among consumers about organic products their benefits and availability etc.
- To build the capacity of farmers to adopt organic farming.
- To promote and increase consumers demand for organic products.

- To encourage consumers to shift towards organic products and sustainable consumption.
- To sensitise and advocate with concerned stakeholders including govt. agencies to promote organic products in state of Rajasthan.

The present study is end line evaluation of this project. The goal of the study is to assess the project effectiveness and also to collect evidence of change due to the project intervention while key objective is to capture the perception/experience from various stakeholders about awareness, capacity, challenges and suggestions etc.

### **Geographical Coverage**

This study was conducted in the districts of *Jaipur, Dausa, Udaipur, Chittorgarh, Pratapgarh and Kota*. There are total 51 blocks in these 6 selected districts having total 1757 Panchayats, but for the study only 2 Gram Panchayats from each block were selected, so a total 102 gram Panchayats were covered under the study.



**Map 1: Geographical Coverage of the Project**

### **1.3 Research Methodology**

**Target Group & Sample Size:** Quantitative survey was mainly focused on:

1. Consumers
2. Farmers/Producers

A total of 3122 sample stakeholders' feedback was collected from 102 gram panchayats of 6 districts of Rajasthan. Conscious efforts were made to target the stakeholders who responded in the baseline and took part in project activities. Special focus was made on gender perspective under the research in sampling and analysis. Out of the total samples, 1605 were farmer respondents while 1517 consumers were interviewed. Approximately 40% respondents out of the total sample were women.

Qualitative research was used to collect the responses of:

- i. Policy makers/concerned govt. agencies,
- ii. Subject experts and
- iii. Organizations/institutes working on organic farming and consumption issues in the state of Rajasthan

### ***Research Instruments***

Survey methodology proposed involved a mix of quantitative and qualitative research. Survey of consumers and farmers was largely quantitative in nature; it has been supplemented by qualitative interviews with other relevant stakeholders including policy makers, concerned govt. agencies, subject experts and organizations/institutes working on organic farming and consumption issues in the state of Rajasthan. Survey also involved study of project related documents/reports etc.

Following set of study instruments were developed for collecting the required information:

- Structured Questionnaire for interviewing Consumers
- Structured Questionnaire for interviewing Farmer Producers
- Guidelines for in depth interviews of Policy Makers and/or Govt. Agencies
- Guidelines for interviewing Subject Experts, organizations/institutes working on organic farming and consumption issues
- Survey instruments were originally prepared in English and then translated into Hindi.

### ***Pre-testing***

All the research instruments developed for the study were thoroughly tested in order to ascertain their suitability in actual field conditions. Researchers with the support of field executives carried out the pre-testing exercise. Questionnaires were tested under field conditions by professionals and investigators. Besides, respondent debriefing sessions were also conducted post field-testing.

### ***Field Team Composition and Deployment***

A core team consisting of 5 key persons were deployed for the study. This core team included the Project Coordinator, Research Manager, Field Manager and two Research Officers. Apart from the core team, 4 supervisors and 21 investigators were deployed for the study.

For field data collection, research investigators having required experience were hired locally and were able to understand and speak the local language. The project was headed by a Project Coordinator who was the chief functionary throughout the assignment. There was one Research Manager who was in charge of research work in coordination with the project coordinator. Field Manager was responsible to manage the fieldwork and consistently report to core team comprising of Project Coordinator and Research Manager. Field Managers was overall manager for the field operations and was responsible for coordination, planning and

execution of main survey. Two research executives were involved for quality control for field data collection and during the field work as well as data cleaning and analysis.

### ***Training of Field Teams***

Training for survey teams was conducted to brief investigators, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality to ensure that all team members have a shared understanding of the study. Training of field teams was carried out before execution of actual field work and entire purpose of the survey was explained to them. This was essential so that the interviewers are able to convey the same to the personnel being administered the schedule and emphasize the need for truthful answers. The investigators were trained to invest appropriate time on identifying the possible questions and responses.

Initially the trainings were proposed at two locations one at Jaipur and another at Udaipur. However later on due to field level issues, the training was conducted in four phases in a decentralized manner at Jaipur, Udaipur, Kota and Chittorgarh. Training was delivered by key team members and experience professionals. CUTS representatives participated in 3 trainings out of the four and provided valuable inputs to the survey team.

### ***Quality Control***

Controlling the quality of the data collection was considered to be the most important function of the Field Manager/Field Executives. Throughout the fieldwork, they were responsible for observing interviews and carrying out field editing. By checking the interviewers' work regularly they ensured that the quality of the data collection remains high throughout the survey.

- Some of the interviews were closely observed, to ensure that the interviewer is conducting well, asking the questions in the right manner, and interpreting the answers correctly
- Spot checking was done of some of respondents selected for interviewing to be sure that investigator interviewed the right person.
- Field executives ensured that for all sampled area/call wherein completion rate is found to be low or seems to be a problem, back checks were done by them.

For field work quality control and monitoring of data collection, rigorous field visits were conducted in all the field locations. These visits were carried out by key team members and supervisors. CUTS representatives also made monitoring visits in some of the field locations.

### ***Data Disaggregation and Analysis***

The data collected was disaggregated and analysed at the following minimum level:

- Geography (District/Block/Panchayat wise)
- Gender

After collection of data, the data was subjected to data processing, which included editing, coding and decoding of new variables. The data entry, validation work and analysis of the survey were handled by using the most advanced data analysis packages. Subsequent to editing data analysis was carried out. Analysis of the data was guided by the specified research objectives.

**Section 2A: Respondent Profile**

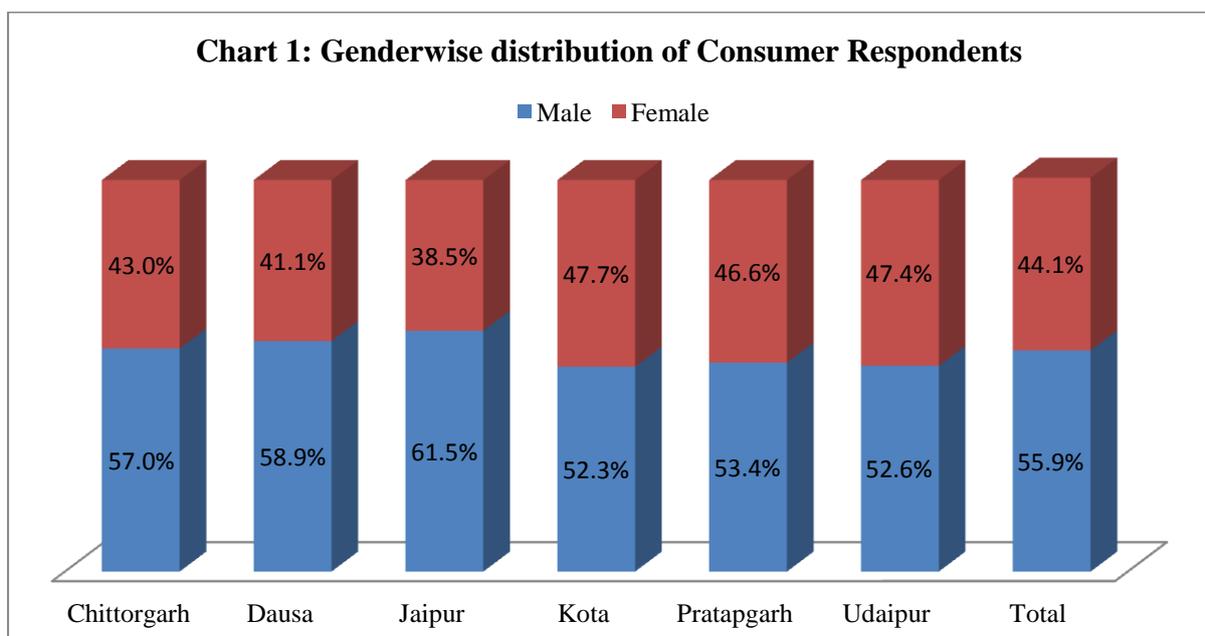
**1. Distribution of Respondents based on District and Gender**

A total of 1517 consumer respondents were interviewed during the study. District wise break-up of the consumers studied has been provided in the table 1 below.

**Table 1: District wise consumer respondent distribution**

<b>District</b>	<b>Frequency</b>	<b>Percent</b>
Chittorgarh	323	21.3
Dausa	180	11.9
Jaipur	369	24.3
Kota	151	10.0
Pratapgarh	163	10.7
Udaipur	331	21.8
Total	1517	100.0

Table 2 shows that cumulatively more than 40% of respondents (44.1%) interviewed were female, although there was slight difference in percentage of women respondents district wise (presented in chart 1).



**Table 2: Gender Distribution of Respondents in Percentage (in %)**

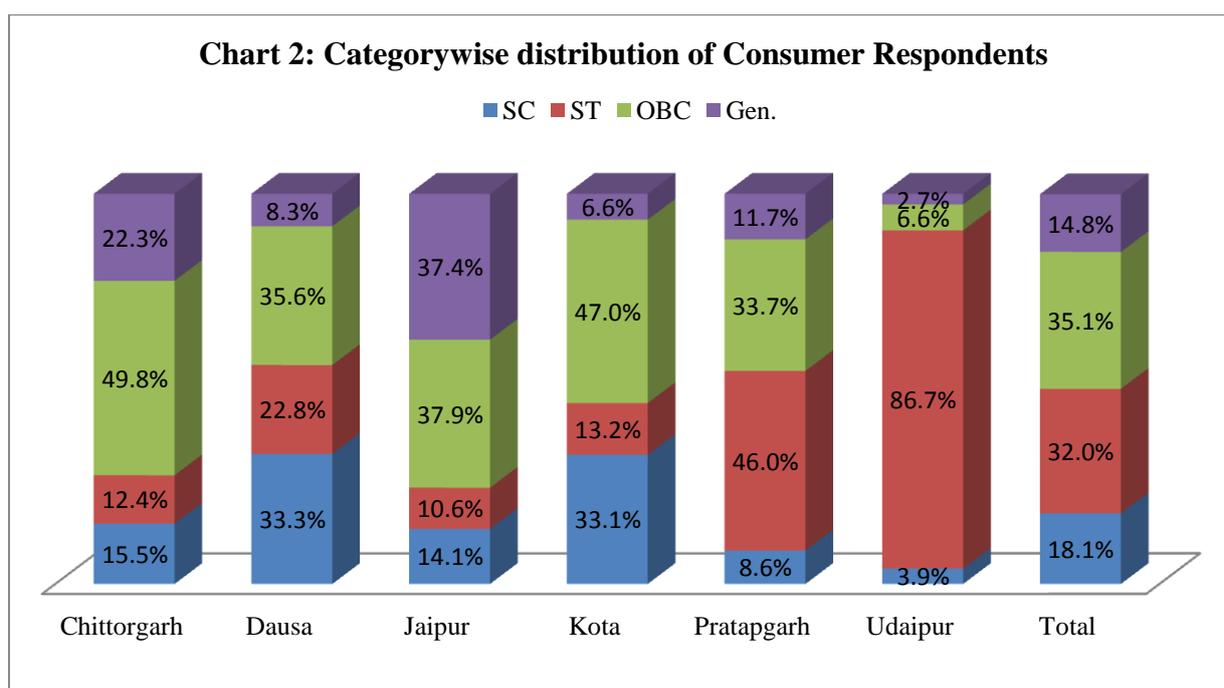
District	Male	Female
Chittorgarh	57.0	43.0
Dausa	58.9	41.1
Jaipur	61.5	38.5
Kota	52.3	47.7
Pratapgarh	53.4	46.6
Udaipur	52.6	47.4
Total	55.9	44.1

## 2. Respondent Category

Looking at the category of the respondents it becomes quite visible that percentage of Scheduled Caste and Other Backward respondents was almost double as of the percentage of Scheduled Tribe and General Category respondents. There are also some other important findings with regard to category of the respondents district wise. As depicted in the below table 3 and chart 2, the percentage of ST respondents were very high (86.7%) in Udaipur district, while Chittorgarh has the highest percentage of OBC respondents at 49.8%.

**Table 3: Category wise Distribution of Respondents (in %)**

District	SC	ST	OBC	General
Chittorgarh	15.5	12.4	49.8	22.3
Dausa	33.3	22.8	35.6	8.3
Jaipur	14.1	10.6	37.9	37.4
Kota	33.1	13.2	47.0	6.6
Pratapgarh	8.6	46.0	33.7	11.7
Udaipur	3.9	86.7	6.6	2.7
Total	18.1	32.0	35.1	14.8

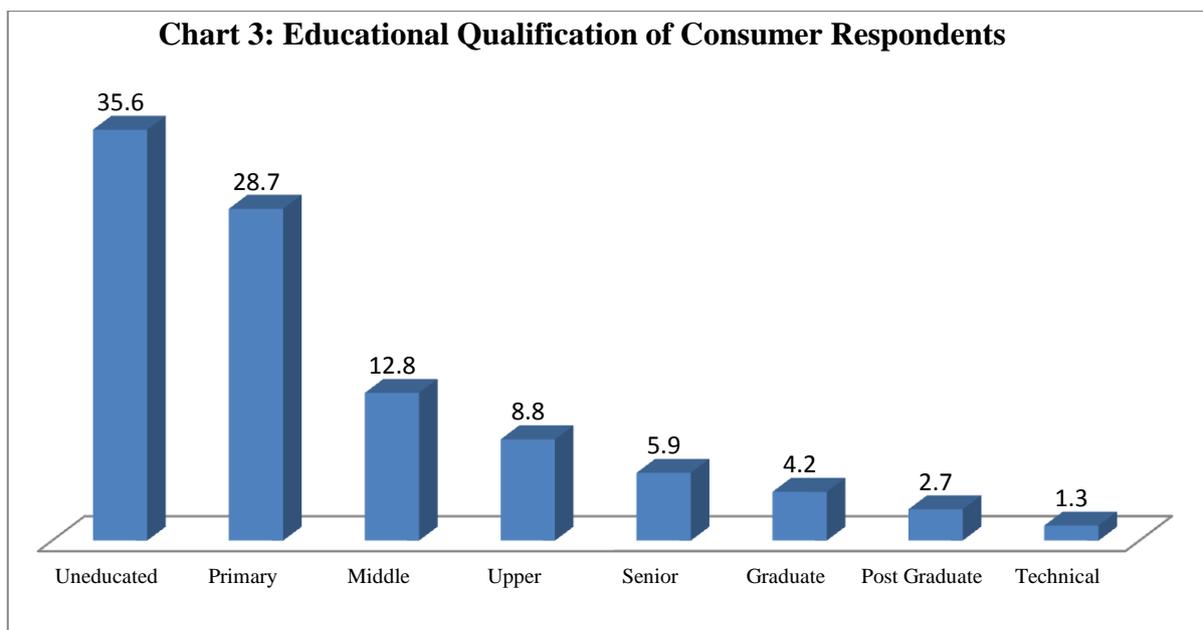


### 3. Respondent Education

Most of the respondent consumers belonged to low educational background as more than half of them (64.3%) were either uneducated or educated up to primary level only as shown in below table 4 and chart 3.

**Table 4: Educational Profile of Respondents**

Education	Frequency	Percent
Uneducated	540	35.6
Primary	436	28.7
Middle	194	12.8
Upper	133	8.8
Senior	89	5.9
Graduate	64	4.2
Post Graduate	41	2.7
Technical	20	1.3
Total	1517	100.0



### 4. Monthly income of the Respondent

**Table 5: Income Range of Consumer Respondents**

Monthly Income	Frequency	Percent
<5000	545	35.9
5001-10000	633	41.7
10001-15000	164	10.8
15001-20000	119	7.8
20001-25000	42	2.8
25001>	14	0.9
Total	1517	100.0

Further to the low educational background of the consumer respondents, it was found that most of the respondent hailed from low economic background. More than one third of the respondents reported income of less than 5000/- per month while more than 40% reported income in the range of 5 to 10 thousand per month (Table 5). Table 6 shows that except Jaipur respondents, no other district reported even a single consumer respondent having income more than 25 thousand per month.

**Table 6: District wise Income Range of Respondents (in %)**

District	<5000	5001-10000	10001-15000	15001-20000	20001-25000	25001>
Chittorgarh	43.3	44.0	9.0	2.5	1.2	0.0
Dausa	14.4	71.1	13.3	1.1	0.0	0.0
Jaipur	14.1	36.9	14.6	21.1	9.5	3.8
Kota	37.1	48.3	10.6	3.3	0.7	0.0
Pratapgarh	25.2	38.7	20.9	14.1	1.2	0.0
Udaipur	69.2	27.5	2.4	0.9	0.0	0.0
Total	33.9	44.4	11.8	7.2	2.1	0.6

## 5. Average Monthly expenditure on consumables

Table 7 shows that a majority of the consumer respondents (69.6%) reported making average monthly expenditure on consumables in the range of 500 to 3000 per month.

**Table 7: Average Monthly Expenditure on Consumables**

Expenditure	Frequency	Percent
<500	119	7.8
500-1000	349	23.0
1000-2000	358	23.6
2000-3000	349	23.0
3000-5000	242	16.0
5000-10000	81	5.3
10000>	19	1.3
Total	1517	100.0

Surprisingly Pratapgarh district consumer respondents reported making highest expenditure on consumables (Table 8).

**Table 8: District wise Average Monthly Expenditure on Consumables (in %)**

District	<500	500-1000	1000-2000	2000-3000	3000-5000	5000-10000	10000>
Chittorgarh	12.4	18.0	17.0	25.1	20.7	6.5	0.3
Dausa	7.8	20.0	30.6	30.0	10.6	1.1	0.0
Jaipur	4.6	21.7	24.7	26.8	16.0	2.7	3.5
Kota	9.9	31.1	25.8	14.6	14.6	2.6	1.3
Pratapgarh	4.3	11.0	12.9	11.7	31.3	27.0	1.8
Udaipur	7.9	33.2	29.3	22.4	7.3	0.0	0.0
Total	7.8	22.5	23.4	21.8	16.8	6.7	1.2

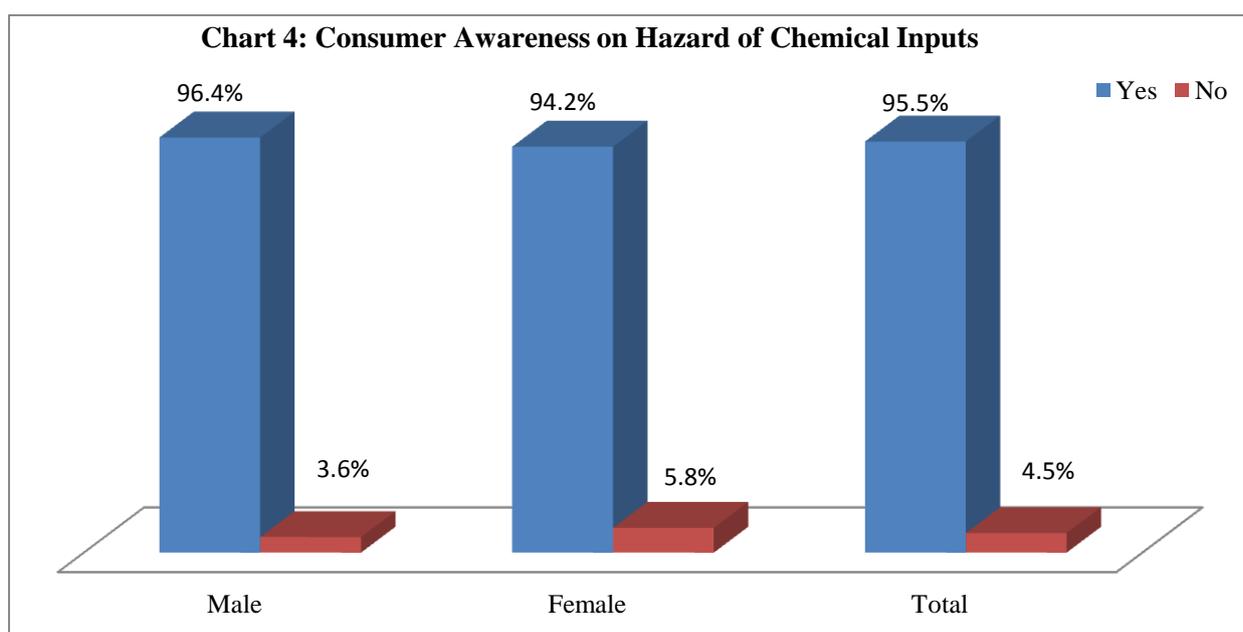
## Section 2B: Knowledge and Practices

### 6. Awareness regarding hazards caused by chemical inputs

As per table 9, awareness of hazards caused by use of chemical inputs was found at a very high level in all the project districts. Average awareness on this issue was found to be 95.5 percent. Kota consumers reported highest awareness at 99.3%. Looking at this from a gender perspective it was found that male consumers are more aware although women are not far behind (Chart 4).

**Table 9: Awareness on Hazards caused by Chemical Inputs (in %)**

District	Yes	No
Chittorgarh	91.6	8.4
Dausa	98.3	1.7
Jaipur	95.7	4.3
Kota	99.3	0.7
Pratapgarh	90.8	9.2
Udaipur	97.9	2.1
Total	95.5	4.5



### 8. Awareness regarding organic products

**Table 10: Consumer Awareness on Organic Products**

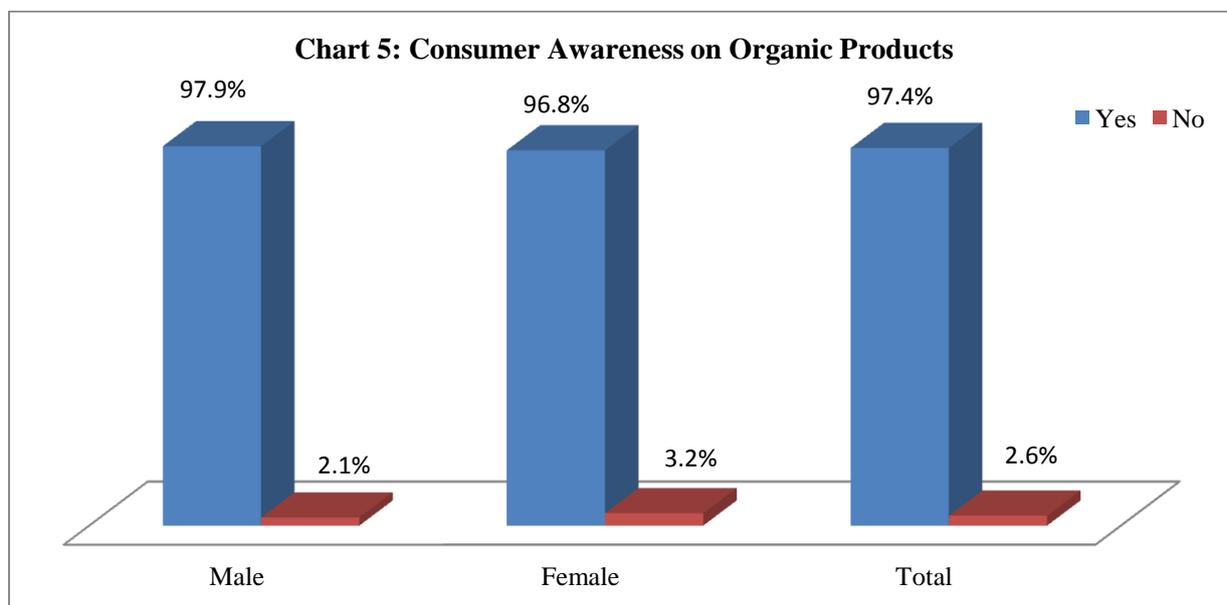
Response	Frequency	Percent
Yes	1478	97.4
No	39	2.6
Total	1517	100.0

Table 10 depicts that when asked if the consumers are aware about the organic products, it was found that most of the consumers are aware about the same irrespective of the district and gender.

This awareness was found high almost similarly across districts and genders as presented in table 11 and chart 5.

**Table 11: District wise awareness of Organic Products (in %)**

District	Yes	No
Chittorgarh	99.7	0.3
Dausa	100.0	0.0
Jaipur	100.0	0.0
Kota	98.7	1.3
Pratapgarh	100.0	0.0
Udaipur	89.1	10.9
Total	97.9	2.1



## 9. Institution making aware about organic products

**Table 12: Source of information on Organic Products**

Source	Frequency	Percent
Govt. Deptt.	224	15.6
Media	64	4.5
NGO	1140	79.4
Other	129	9.0
Total	1557	108.5*

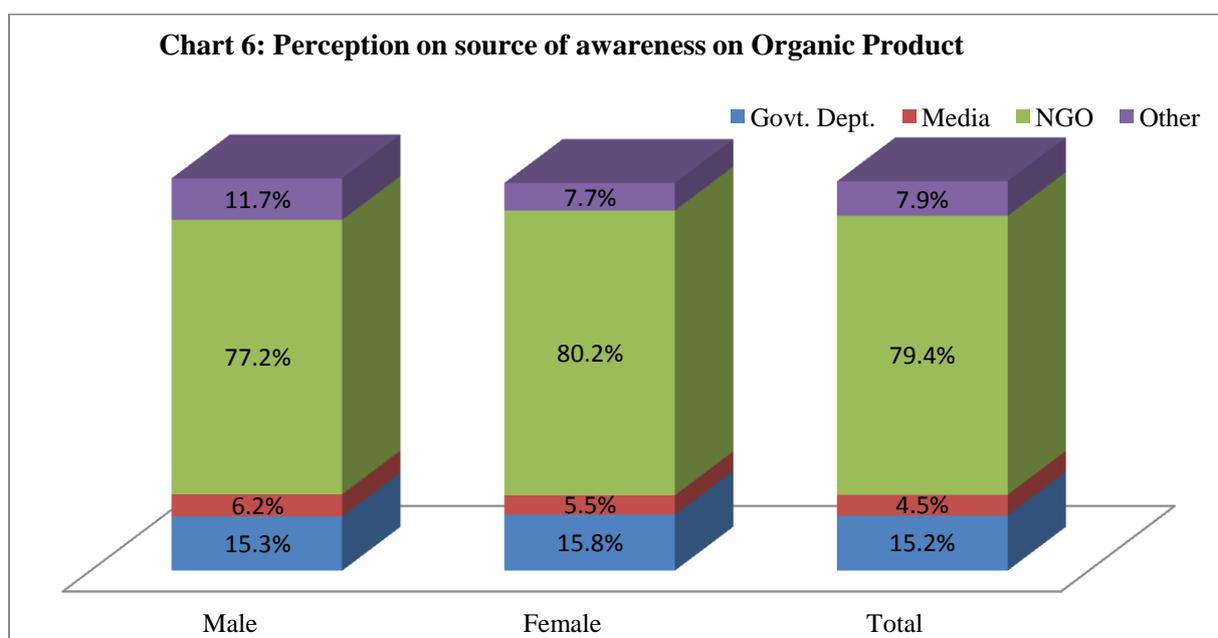
Table 12 shows that when asked about the source of information which made the consumers aware of the organic products, most of the respondents (close to 80%) credited this to the NGO working in their area on this issue.

Table 13 shows that distribution of source of information differed in the different districts ranging from 68.6% in Jaipur to 93.4% in Kota. Other sources include government department i.e. mainly the agriculture department personnel visiting the villages. (\*Multiple answers were received owing to the percentage adding up to more than 100%).

**Table 13: District wise distribution of Source of Information (in %)**

District	Govt. Dept.	Media	NGO	Other
Chittorgarh	8.4	4.6	92.9	0.6
Dausa	25.6	1.1	76.7	0.6
Jaipur	21.7	3.0	68.6	13.6
Kota	4.6	0.7	93.4	5.3
Pratapgarh	16.2	13.5	69.6	0.7
Udaipur	16.0	6.0	82.0	26.8
Total	15.2	4.5	79.4	7.9

There was no major difference in the findings on this on the basis of gender as presented in chart 6.



#### 10. Whether having knowledge of store/vendor selling organic products

**Table 14: Consumers having knowledge of store/vendor (in %)**

District	Yes	No
Chittorgarh	23.8	76.2
Dausa	76.7	23.3
Jaipur	79.1	20.9
Kota	15.2	84.8
Pratapgarh	30.7	69.3
Udaipur	5.0	95.0
Total	38.4	61.6

On awareness regarding the stores or vendors selling organic products, the respondents were divided as 40% of them showed awareness regarding the same and 60% were found unaware of the same. It shows that despite all efforts of the NGOs and other agencies working on this issue, there is still lack of such stores/vendors and awareness on the same (Table 14).

### 11. Whether having knowledge of organic certification symbol

On being asked about how the consumers identify the organic products and if they know about the symbols for identification of certified organic products more than one fourth of the respondents responded in affirmative. It may look a small percentage, however given the percentage of overall awareness on such issues in India, this can be termed encouraging. There is no major difference in awareness on certification symbol on the basis of gender.

An important finding is that in Dausa district this awareness was found to be much higher at 60% which is considerably higher than others. It indicates that directed efforts have been made in this regard in Dausa district as shown in table 15.

**Table 15: Knowledge of Certification Symbol (in %)**

District	Yes	No
Chittorgarh	22.6	77.4
Dausa	60.6	39.4
Jaipur	38.5	61.5
Kota	19.9	80.1
Pratapgarh	30.1	69.9
Udaipur	4.3	95.7
Total	29.3	70.7

### 12. Whether having perception that organic is better than inorganic

On being asked about if the consumers feel that organic products are better than inorganic ones, 88.6 % respondents told in affirmative as in table 16.

**Table 16: Perception about Organic being better than Inorganic (in %)**

District	Yes	No
Chittorgarh	92.6	7.4
Dausa	90.6	9.4
Jaipur	86.4	13.6
Kota	94.0	6.0
Pratapgarh	81.6	18.4
Udaipur	86.4	13.6
Total	88.6	11.4

### 13. Why organic is considered better than inorganic

Consumers responded that they feel organic better than inorganic products due to varied reasons. The popular perceptions were organic products having more nutritious value and are

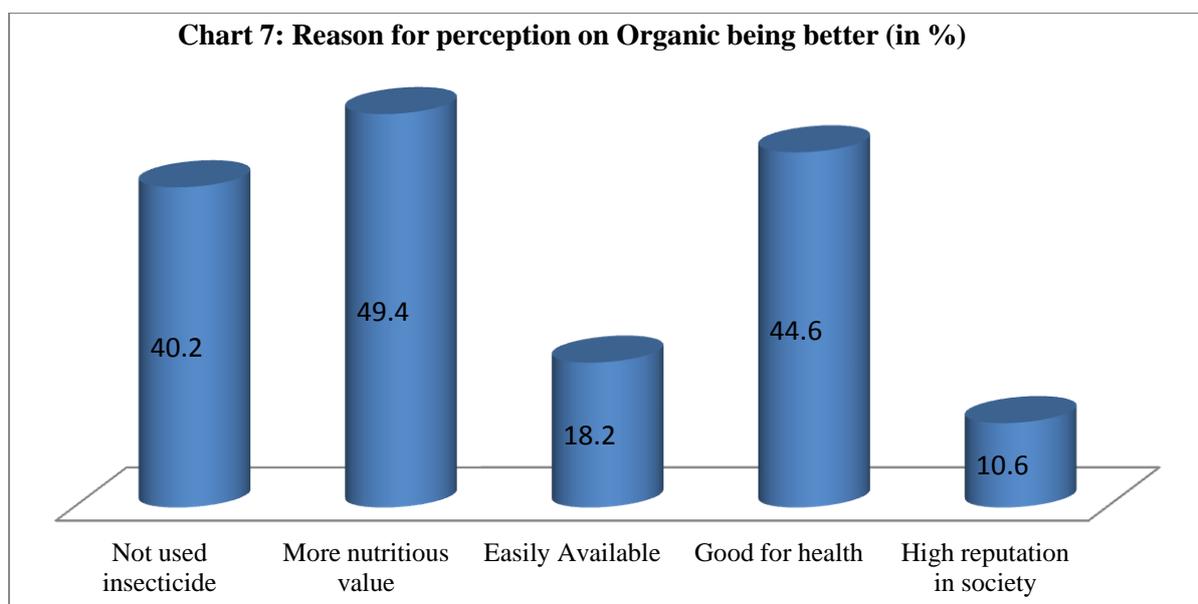
good for health. Surprisingly more than 10% consumers linked the reason of organic products being better than inorganic to be more reputation in the society (table 17 and chart 7).

Table 18 shows that the consumers having this perception was found to be maximum (37%) in Jaipur district.

\*Due to responses being multiple the total responses and % is shown higher than the actual number of respondents.

**Table 17: Reasons for perception behind organic being better**

Reasons	Frequency	Percent
Not used insecticide	577	40.2
More nutritious value	709	49.4
Easily Available	261	18.2
Good for health	640	44.6
High reputation in society	152	10.6
Total	2339*	162.9*

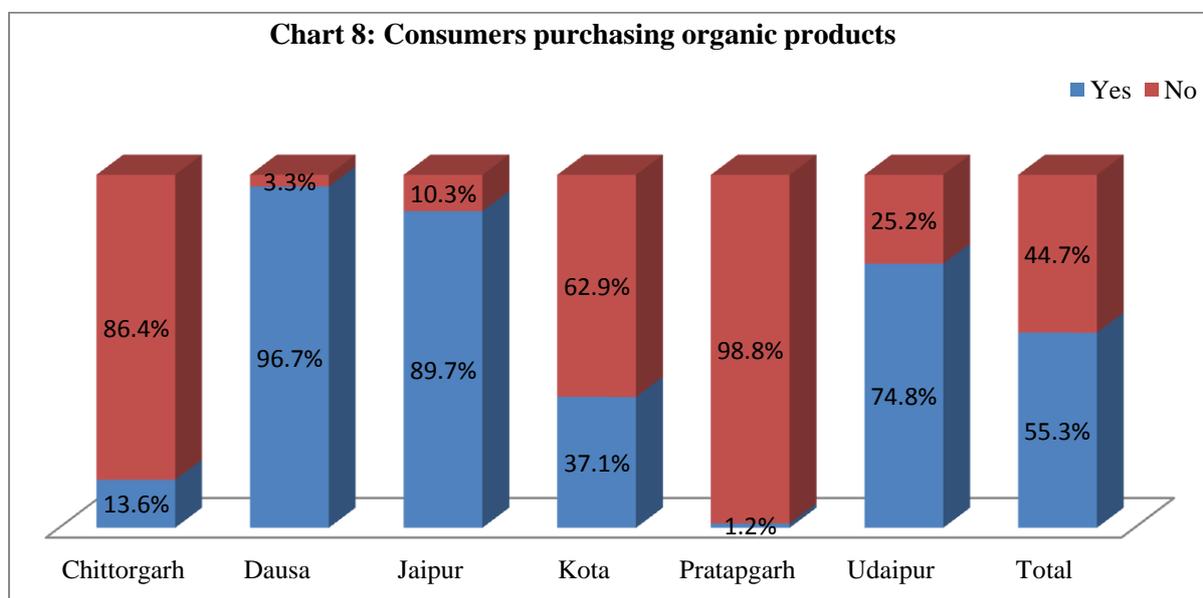


**Table 18: District wise Perception on the reason of organic being better (in %)**

District	Not used insecticide	More nutritious value	Easily Available	Good for health	High reputation in society
Chittorgarh	37.8	59.4	4.3	26.9	0.9
Dausa	31.7	66.1	23.9	41.1	2.2
Jaipur	22.0	38.5	37.1	51.2	37.1
Kota	70.2	62.3	6.0	82.1	4.0
Pratapgarh	42.2	28.6	15.8	12.7	0.7
Udaipur	62.0	49.6	14.8	59.6	0.4
Total	44.3	50.7	17.0	45.6	7.6

#### 14. Whether have purchased organic product

Chart 8 shows that 55.3% consumer respondents have purchased organic product at any point of time during the project period. However there was a high degree of difference in purchase of organic products district wise. While Dausa consumers reported a very high purchase followed by Jaipur and Udaipur, this was found to be very low in Pratapgarh.



#### 15. If not purchased any organic product, reason thereof

Those consumers who had not purchased any organic product, attributed this reason to the unavailability of such products and them considering it of not much use. Another reason was found to be not sure of the quality of the product (Table 19).

**Table 19: Reasons for not purchasing any organic products (in %)**

District	Costly	Unavailable	Useless	Unknown quality	Others
Chittorgarh	6.3	30.6	44.6	16.4	1.9
Dausa	32.4	17.6	0.0	50.0	0.0
Jaipur	53.8	14.6	25.4	3.8	2.3
Kota	6.8	89.4	0.0	3.8	0.0
Pratapgarh	3.8	27.5	26.9	41.9	0.0
Udaipur	26.1	43.5	1.4	24.6	4.3
Total	21.5	37.2	16.4	23.4	1.4

#### 16. Point of purchase of organic products

Table 20 shows that consumer respondents were of the opinion that mostly they purchase organic products from Village Market. Another important point of purchase was found to be Grocery Stores.

**Table 20: Point of Purchase of Organic Products (in %)**

District	Grocery Store	Grocery Store & Village Haat (both)	Company Store	Village Haat
Chittorgarh	4.4	0.0	18.4	77.2
Dausa	31.6	19.0	17.3	32.1
Jaipur	20.5	41.1	12.7	25.6
Kota	0.0	0.0	46.4	53.6
Pratapgarh	0.0	0.0	0.0	100.0
Udaipur	8.6	0.0	7.0	84.5
Total	10.8	10.0	16.9	62.2

There was no major difference in point of purchase based on the gender of the consumer as shown in table 21.

**Table 21: Gender wise response on Point of Purchase (in %)**

Gender	Grocery Store	Grocery Store & Village Haat (both)	Company Store	Village Haat
Male	16.4	23.9	15.5	44.2
Female	19.7	17.6	14.3	48.4
Total	18.1	20.8	14.9	46.3

### 17. Frequency of purchasing organic products

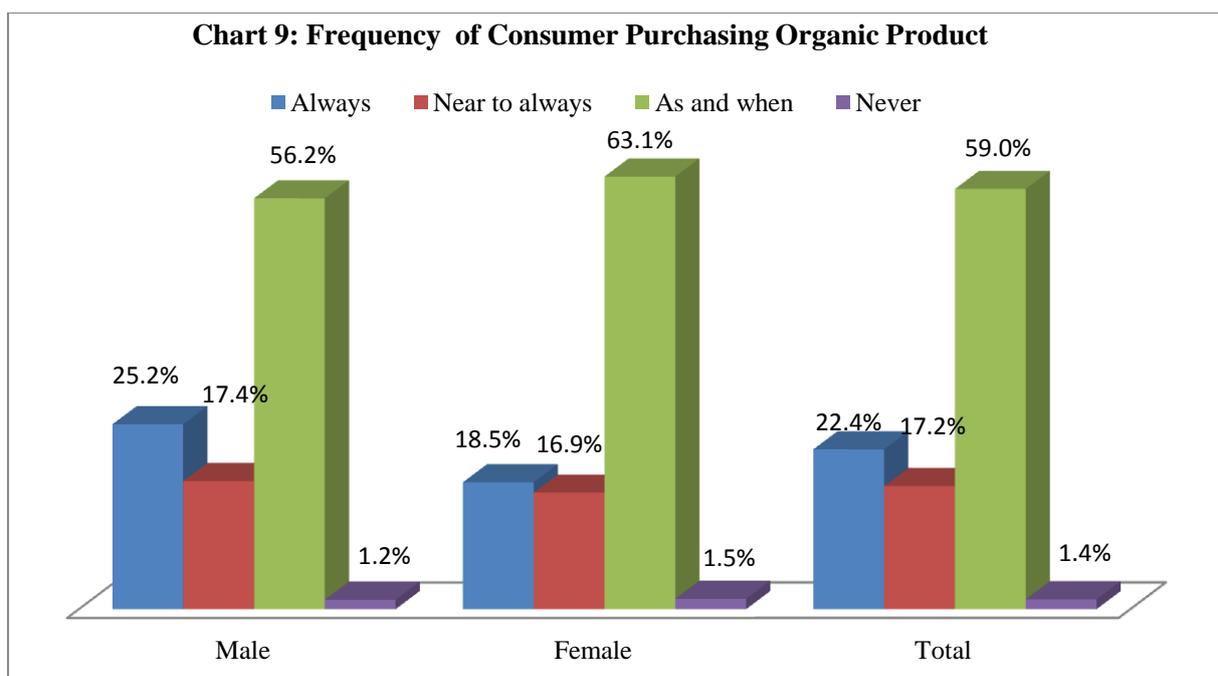
Table 22 and chart 9 depicts that more than half of the consumer respondents told that they purchase organic products some times. Although a good proportion of respondents also told that they purchase organic products always or most of the times.

### 18. Type of Organic Products Purchased

On being asked what commodity consumers purchase, Food Grains and Vegetables were found to be most popular (Table 23).

**Table 22: District wise frequency of purchasing organic products (in %)**

District	Always	Most of the times	Sometimes	Never
Chittorgarh	4.9	5.4	75.1	14.6
Dausa	2.9	34.1	62.4	0.6
Jaipur	46.4	12.7	38.8	2.1
Kota	8.7	35.3	48.0	8.0
Pratapgarh	17.9	6.7	71.0	4.3
Udaipur	4.8	6.5	82.5	6.2
Total	14.3	16.8	63.1	6.0



**Table 23: Type of Organic Products Purchased**

Type	Frequency	Percent
Food Grains	509	40.5
Vegetables	519	41.3
Fruits	221	17.6
Others	9	0.7
Total	1258	100.0

Table 24 shows that in Pratapgarh district cent percent consumers responded that they purchase organic vegetables, while in Dausa district 51% also reported for the same. In Jaipur district 60.9% consumers reported that they purchased organic grown food grains. (Multiple answers were received for the question.)

**Table 24: Type of Organic Products Purchased (in %)**

District	Food Grains	Vegetables	Fruits	Others
Chittorgarh	51.0	27.4	15.9	5.7
Dausa	26.7	51.0	22.3	0.0
Jaipur	60.9	5.1	32.3	1.7
Kota	39.0	46.7	14.3	0.0
Pratapgarh	0.0	100.0	0.0	0.0
Udaipur	53.4	41.6	5.0	0.0
Total	40.5	41.3	17.6	0.7

Monthly income wise consumer habits on type of food products have been shown in table 25. It indicates that across income levels food grains and vegetables are popular products.

**Table 25: Monthly income wise Type of Food Products Purchased (in %)**

Income Range	Food Grains	Vegetables	Fruits	Others
<5000	44.5	40.9	14.1	0.5
5001-10000	32.4	46.1	20.9	0.6
10001-15000	38.0	44.2	16.3	1.6
15001-20000	50.8	30.9	17.6	0.7
20001-25000	70.5	22.7	6.8	0.0
25001>	35.7	35.7	28.6	0.0
Total	45.3	36.7	17.4	0.6

Findings are almost similar when the same is analysed on the basis of monthly expenditure of the consumers (Table 26).

**Table 26: Monthly expenditure and Type of Food Products Purchased (in %)**

Expenditure Range	Food Grains	Vegetables	Fruits	Others
<500	41.6	38.2	20.2	0.0
500-1000	53.1	33.6	12.7	0.7
1000-2000	36.8	47.4	15.1	0.6
2000-3000	38.2	42.0	18.9	0.9
3000-5000	31.4	40.8	27.2	0.6
5000-10000	29.5	52.9	11.9	5.7
10000>	30.4	47.9	21.7	0.0
Total	37.3	43.3	18.2	1.2

### 19. Price comparison of organic products with inorganic products

Table 27 illustrates about price comparison of organic products and inorganic products. Pricing of organic and inorganic products, half of the consumers were of the perception that prices are somewhat equal. More than one third of the respondents told that they feel organic products are expensive than inorganic products.

**Table 27: Perception on Price Comparison of Organic Products**

Perception	Frequency	Percent
Expensive	294	37.0
Equal	397	50.0
Inexpensive	103	13.0
Total	794	100.0

Table 28 shows that among the district, in Jaipur 44.4% of the consumer feel organic products are expensive followed by 39.4% consumers in Dausa district. There are very few consumers who feel this in Pratapgarh.

**Table 28: District wise perception on Price Comparison (in %)**

District	Expensive	Equal	Inexpensive
Chittorgarh	36.5	43.1	20.4
Dausa	40.8	43.7	15.5
Jaipur	49.6	44.4	6.0
Kota	21.4	12.4	66.2
Pratapgarh	100.0	0.0	0.0
Udaipur	15.5	79.1	5.3
Total	43.9	37.1	18.9

**20. How Consumers identify organic product**

How do the consumers identify, if the product is organic? On being asked this more than 36% of the consumers told that they have faith on the shopkeeper selling the product (Table 29).

**Table 29: How Consumer Identify Organic Products (in %)**

District	Faith on shopkeeper	Certified	Taste	Label Details	Branded shops
Chittorgarh	27.7	20.0	14.2	5.8	32.3
Dausa	20.1	44.3	11.5	3.6	20.6
Jaipur	36.4	17.0	20.9	3.1	22.5
Kota	18.1	28.9	47.0	6.0	0.0
Pratapgarh	30.9	28.3	18.7	13.1	9.0
Udaipur	86.3	3.6	8.6	0.5	1.0
Total	36.6	23.7	20.2	5.4	14.2

**21. Whether organic products are easily available in market**

60.4% consumers feel that organic products are easily available in the market (Table 30).

**Table 30: Perception on Easy Availability of Organic Products (in %)**

District	Yes	No
Chittorgarh	38.7	61.3
Dausa	70.7	29.3
Jaipur	89.7	10.3
Kota	30.5	69.5
Pratapgarh	78.7	21.3
Udaipur	53.9	46.1
Total	60.4	39.6

**22. If not available easily then reason thereof**

Table 31 shows that the most prominent reason for organic products not being easily available was that there is lack of awareness among consumers. It was followed by the lack of demand of organic products.

**Table 31: Reasons for Organic Products not being available easily (in %)**

District	Less Demand	Consumer Unawareness	Expensive	Less Production
Chittorgarh	15.6	61.9	11.3	11.2
Dausa	24.3	31.1	36.6	8.0
Jaipur	26.2	36.9	13.6	23.3
Kota	22.5	39.7	9.4	28.4
Pratapgarh	23.7	46.1	10.1	20.1
Udaipur	23.9	51.3	7.2	17.6
Total	22.7	44.5	14.7	18.1

**23. Whether you are satisfied with purchased organic product**

Table 32 shows that out of those consumers who have purchased organic products, most of them are either fully or partially satisfied. There are very few consumers who are not at all satisfied. 49.5% consumers are satisfied with the quality of organic products purchased while 46.2% are partially satisfied.

**Table 32: Satisfaction Level of Consumers with Purchased Product (in %)**

District	Satisfied	Partially Satisfied	Not Satisfied
Chittorgarh	25.0	70.6	4.4
Dausa	73.0	25.2	1.8
Jaipur	55.6	36.2	8.2
Kota	42.9	57.1	0.0
Pratapgarh	62.0	28.7	9.3
Udaipur	38.5	59.4	2.1
Total	49.5	46.2	4.3

**24. Suggestions for increasing organic consumption****Table 33: Suggestions for increasing Organic Consumption (in %)**

District	Consumer Awareness	Farmer/Producers Awareness	Cost reduction	Certification	Easily Available
Chittorgarh	37.8	74.6	21.7	19.8	13.0
Dausa	45.6	60.0	54.4	29.4	3.9
Jaipur	68.8	44.2	19.2	24.4	7.9
Kota	49.0	76.2	13.2	17.2	70.2
Pratapgarh	14.7	66.3	18.4	1.8	8.0
Udaipur	78.4	64.0	36.8	30.8	4.4
Total	52.4	62.3	26.5	21.8	14.5

Multiple responses were received to the question that what should be done to increase consumption of organic products. Most prominent strategies suggested are spreading Farmer producers' awareness and Consumer awareness. Although other factors such as cost and certification related issues are also considerable (Table 33).

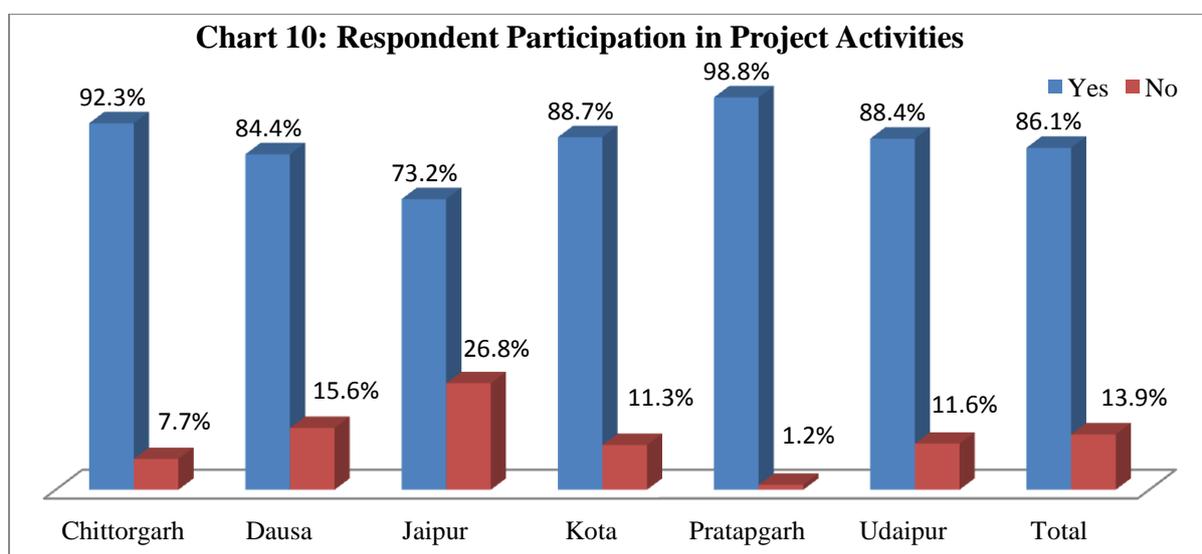
## Section 2C: Project Involvement and Experiences

### 26. Participation in the Pro-Organic Project

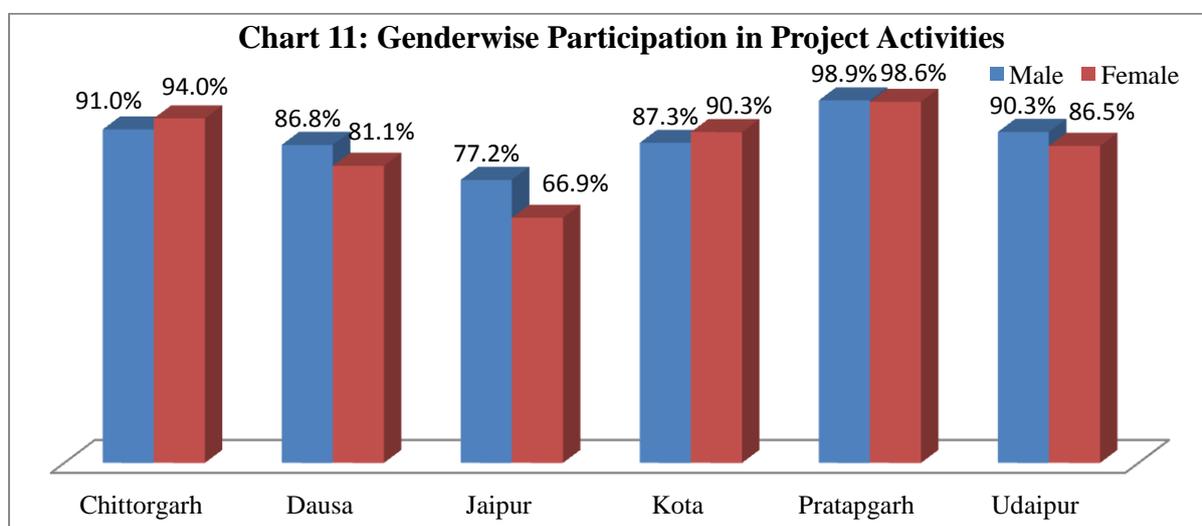
Among consumer respondent most of the consumers reported participating in the Pro-organic product in project activities as presented in table 34 and chart 10.

**Table 34: District wise Participation in Pro-Organic Project (in %)**

District	Yes	No
Chittorgarh	92.3	7.7
Dausa	84.4	15.6
Jaipur	73.2	26.8
Kota	88.7	11.3
Pratapgarh	98.8	1.2
Udaipur	88.4	11.6
Total	86.1	13.9



Both the genders almost equally reported participation (Chart 11).



## 27. Event/Activity wise Participation of Consumers in the Project

**Table 35: Consumer Participation in Pro-Organic Activities (in %)**

District	Gram Panchayat Awareness Campaign	Exposure Visit	Block level meeting	District Level Meeting	State level consultation
Chittorgarh	88.5	5.6	6.8	1.9	0.9
Dausa	58.3	18.9	37.2	15.6	1.1
Jaipur	69.6	6.9	11.6	10.5	1.4
Kota	87.2	8.5	2.2	2.2	0.0
Pratapgarh	95.7	8.6	9.8	1.2	1.2
Udaipur	94.6	0.0	3.1	2.2	0.0
Total	79.4	8.7	11.7	5.7	1.2

A majority of consumers have participated in the Gram Panchayat level awareness campaign. It was also noted that many respondents had provided more than one response indicating that they have participated in more than one activity (Table 35).

## 28. Whether project has affected food habits of Consumers

Approximately three fourth of the interviewed consumers reported that the project has affected their food habits of consumers. This effect was most visible in Chittorgarh district where in 83.3 % consumers accepted the same (Table 36).

**Table 36: District wise effect on consumer food habits (in %)**

District	Yes	No
Chittorgarh	83.3	16.7
Dausa	77.8	22.2
Jaipur	80.8	19.2
Kota	64.9	35.1
Pratapgarh	72.2	27.8
Udaipur	62.0	38.0
Total	73.5	26.5

## 29. What is the effect on Consumer food habits?

Table 37 shows that about 46.8% of the consumers reported that they have started buying organic products. This was reported more by female members comparing to their male counterparts.

**Table 37: Gender wise effect on consumer food habits (in %)**

Gender	Started buying organic products	Increased buying frequency	Increased products quantity	Buying new products
Male	43.6	24.9	21.8	9.8
Female	51.1	21.2	18.0	9.6
Total	46.8	23.2	20.2	9.7

Table 38 shows district wise a majority of consumers from Kota district (69.8%) reported that they have started buying organic products.

**Table 38: District wise effect on consumer food habits (in %)**

District	Start buying organic products	Increased buying frequency	Increased products quantity	Buying new products
Chittorgarh	78.1	9.0	8.3	4.5
Dausa	22.6	34.3	34.3	8.9
Jaipur	33.1	29.3	21.0	16.5
Kota	69.8	13.6	5.9	10.7
Pratapgarh	26.0	8.3	61.5	4.2
Udaipur	58.6	27.9	7.2	6.3
Total	48.0	20.4	23.0	8.5

### 30. How health of the consumers is affected

**Table 39: How does Organic Products affect consumer health? (in %)**

District	Gender	Decreased disease	Health status improved	Other
Chittorgarh	Male	44.4	72.5	10.1
	Female	39.6	71.6	5.2
	Total	42.4	72.1	8.0
Dausa	Male	61.3	92.5	0.0
	Female	56.8	83.8	0.0
	Total	59.4	88.9	0.0
Jaipur	Male	49.6	80.8	4.0
	Female	51.7	80.0	2.8
	Total	50.4	80.5	3.5
Kota	Male	34.2	57.0	13.9
	Female	55.6	41.7	11.1
	Total	44.4	49.7	12.6
Pratapgarh	Male	30.9	56.4	22.3
	Female	30.4	55.1	26.1
	Total	30.7	55.8	23.9
Udaipur	Male	37.9	77.4	12.1
	Female	39.7	82.5	7.9
	Total	38.8	80.0	10.0

Most of the consumer respondents either reported decrease in instances of disease or that their health status has improved over the last two years. Multiple responses were received for the questions (Table 39).

### 31. Whether awareness level has increased

Table 40 shows that more than 60% consumer reported that there have been an increase in the awareness level due to the project interventions. In Jaipur district more than 80% respondents reported the same.

**Table 40: Increase in awareness level due to project (in %)**

District	Yes	No
Chittorgarh	72.8	27.2
Dausa	71.7	28.3
Jaipur	80.8	19.2
Kota	49.7	50.3
Pratapgarh	35.6	64.4
Udaipur	32.4	67.6
Total	60.9	39.1

### 32. Has any organic product shop has opened

**Table 41: Opening of Organic Shops during Project Period (in %)**

District	Yes	No
Chittorgarh	8.4	91.6
Dausa	56.1	43.9
Jaipur	37.9	62.1
Kota	14.6	85.4
Pratapgarh	10.4	89.6
Udaipur	8.0	92.0
Total	22.8	77.2

Table 41 shows that about 22.8% consumers reported that new shops/outlets have opened for organic product. This was reported maximum from Dausa district followed by Jaipur.

### 33. During last two years whether purchasing of organic product has increased

**Table 42: Increase in Purchase of Organic Products in last two years (in %)**

District	Yes	No
Chittorgarh	58.2	41.8
Dausa	75.6	24.4
Jaipur	72.9	27.1
Kota	29.8	70.2
Pratapgarh	33.7	66.3
Udaipur	29.2	70.8
Total	53.3	46.7

Table 42 shows that more than half of consumers have reported that the purchasing of organic products has increased over the last two years.

**34. In last two years, organic production has increased**

**Table 43: Increase in Production in last two years (in %)**

<b>District</b>	<b>Yes</b>	<b>No</b>
Chittorgarh	61.9	38.1
Dausa	81.1	18.9
Jaipur	87.3	12.7
Kota	60.9	39.1
Pratapgarh	54.6	45.4
Udaipur	47.6	52.4
Total	67.4	32.6

Table 43 shows that more than two third of the consumer respondents participating in the project activities have reported that there has been an increase in the organic production.

**35. In last two years whether organic products have become more affordable**

**Table 44: Consumer response on increased affordability in last two years (in %)**

<b>District</b>	<b>Yes</b>	<b>No</b>
Chittorgarh	37.5	62.5
Dausa	68.3	31.7
Jaipur	54.5	45.5
Kota	24.5	75.5
Pratapgarh	31.9	68.1
Udaipur	5.6	94.4
Total	38.2	61.8

Table 44 shows that about 38.2% consumers interviewed reported the organic product becoming more affordable in last two years. Although this perception was different in different district, while in Dausa more than two third consumers reported it, in Udaipur district it was reported by only 5.6% consumers.

**Section 3A: Respondent Profile**

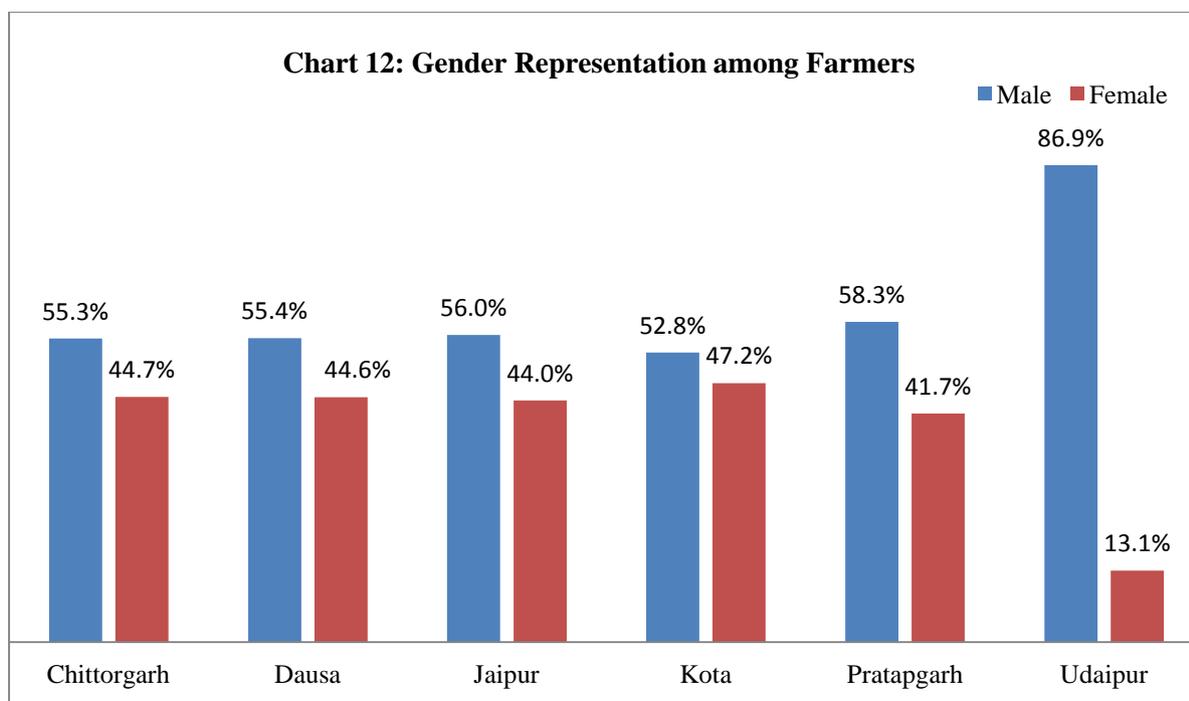
**1. Respondents Distribution**

A total of 1605 farmer respondents were interviewed for the study. District wise number and percentage of respondents is as provided in the table 45. As the number of gram panchayat in a district were not uniform owing to the number of blocks in a particular district, the number of respondents may seem to be uneven. However the distribution of Gram panchayat wise respondents was almost the same.

**Table 45: District wise Distribution of Respondents**

District	Frequency	Percent
Chittorgarh	311	19.4
Dausa	178	11.1
Jaipur	402	25.0
Kota	161	10.0
Pratapgarh	132	8.2
Udaipur	421	26.2
Total	1605	100.0

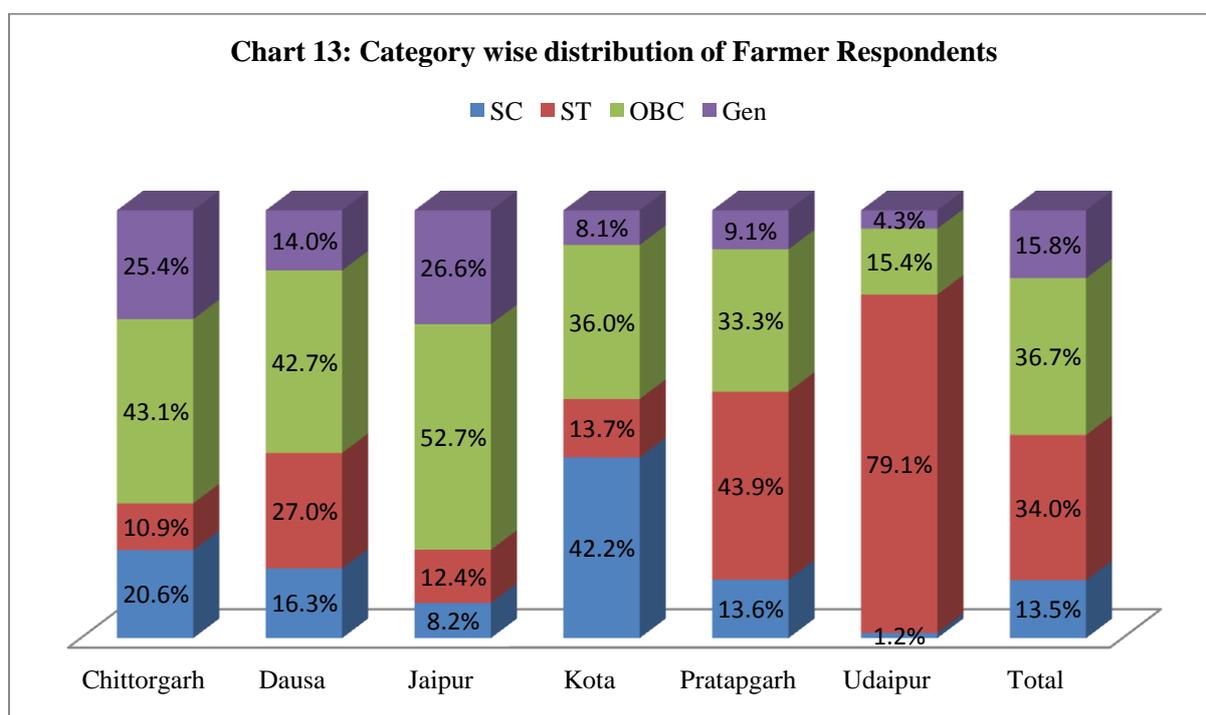
Table 46 and chart 12 shows that out of the total farmer respondents more than 60 % were male members while female respondents were 39.22% of the total respondents.



**Table 46: Gender Representation among Farmer Respondents**

District	Male	Female
Chittorgarh	55.3	44.7
Dausa	55.4	44.6
Jaipur	56.0	44.0
Kota	52.8	47.2
Pratapgarh	58.3	41.7
Udaipur	86.9	13.1
Total	60.78	39.22

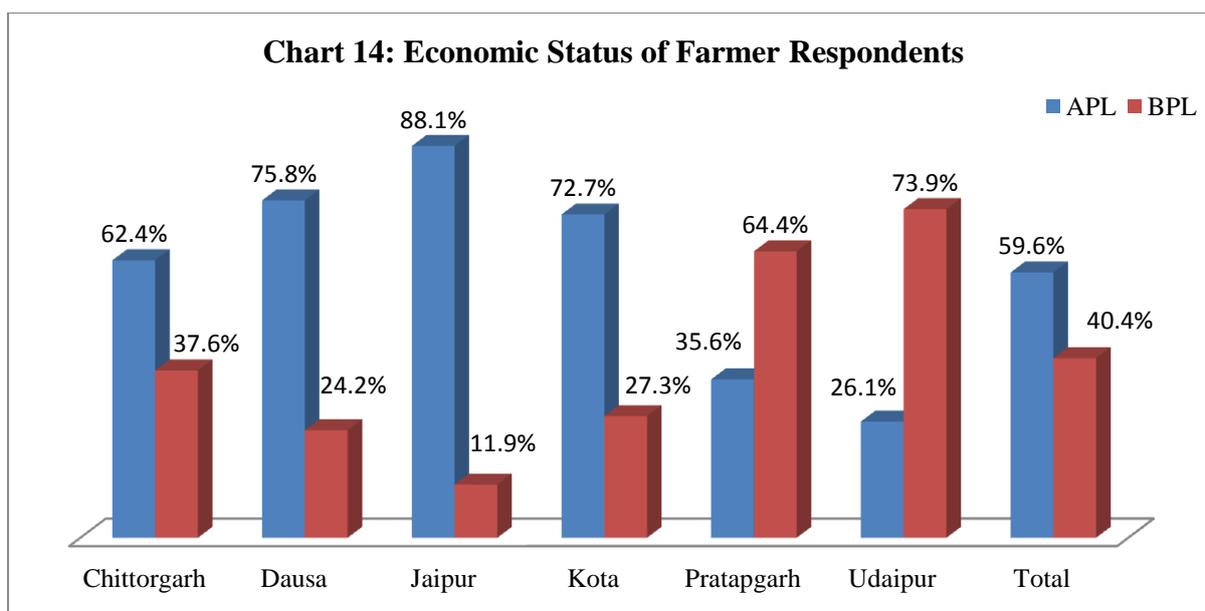
## 2. Category of Farmer Respondents



Looking at the category of respondents, it is clear that other backward classes and scheduled tribe categories respondents were highest. If we look at it from a district perspective respondents from Udaipur were more than 75%, while Jaipur holds almost half of the OBC respondents (Chart 13).

## 3. Economic Status of Respondent

Respondents were asked whether they belong to below poverty line or above poverty line. It was found that almost 60% of the farmer respondents were from APL category, while 40% belonged to BPL category (Chart 14).



#### 4. Educational status of Respondents

**Table 47: Educational Profile of Farmer Respondents (in %)**

Gender	Illiterate	Up to Primary	Up to Middle	Up to High School	Up to Sr. Secondary	Graduate	Post Graduate	Technical
Male	24.5	33.8	14.8	12.7	6.8	4.6	2.3	0.5
Female	46.7	29.6	9.9	6.4	3.8	2.8	0.9	0.0
Total	32.5	32.3	13.0	10.4	5.7	3.9	1.8	0.3

Most of the respondents belong to low educational background. Percentage of Graduate or above and technical qualification respondents were found to be very low. Educational status of female respondents was worse than their male counterparts (Table 47).

#### 5. District wise occupational status of respondents

**Table 48: Occupational Profile of Farmer Respondents (in %)**

District	Farmer	Labour	Both
Chittorgarh	76.2	8.4	15.4
Dausa	73.0	10.7	16.3
Jaipur	81.3	.7	17.9
Kota	90.1	.6	9.3
Pratapgarh	61.4	29.5	9.1
Udaipur	68.9	3.8	27.3
Total	75.4	6.5	18.1

In all the study districts, the respondents interviewed were either having farming as the main occupation or farming along with labour work. There was also some percentage of farmer respondents (highest in Pratapgarh at 29.5%) who were having farm labour as their main occupation (Table 48).

## 6. Income of Respondents

**Table 49: Monthly Income of the Farmer Respondents (in %)**

District	Below 5K	5 to 10	10 to 15 K	15-20	20-25	Above 25
Chittorgarh	40.5	42.1	12.9	3.2	1.3	0.0
Dausa	35.4	51.1	11.2	1.1	.6	0.6
Jaipur	48.5	35.6	9.0	1.7	1.7	3.5
Kota	24.2	50.3	18.6	4.3	2.5	0.0
Pratapgarh	61.4	14.4	20.5	3.0	0.0	0.8
Udaipur	68.4	26.1	2.9	1.7	1.0	0.0
Total	49.3	35.8	10.3	2.3	1.2	1.0

Respondents interviewed were mostly from low income category. Almost half of the respondents belonged to less than 5,000/- per month of household income. There were very few respondents who were having income more than 25,000/- per month (Table 49).

## 7. Labour Availability

**Table 50: Respondent Involvement in Farming & Farm Labour (in %)**

Gender	Frequency	Percent
Male	1477	92
Female	1399	87.2
Children	896	55.8

In the farming activity among the respondent households labour availability is almost equal in male and female. While out of all farmer households male member are available for farming and farm labour in 92% families, female are also available for this activity in 87.2 % households. Children are also engaged in the farming activity although it was mostly for the family owned farming. In a single household more than one member were involved in the activity (Table 50).

### Section 3B: Knowledge and Practices

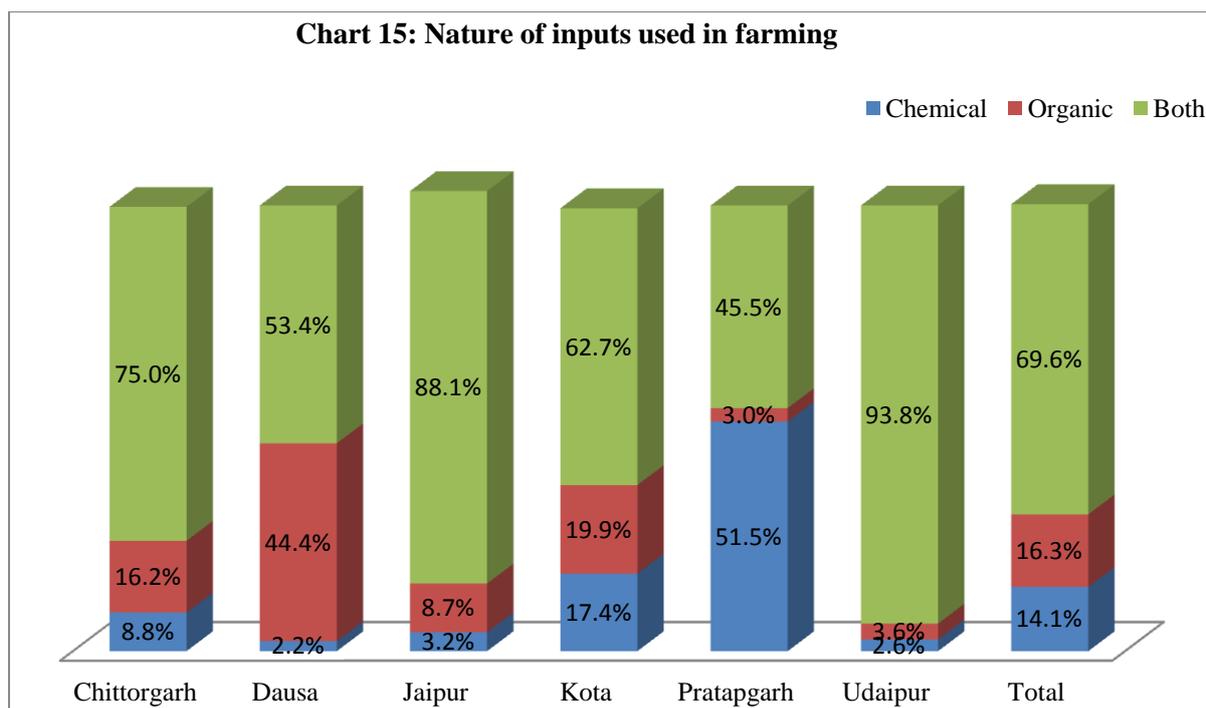
#### 8. Ill effects of Chemical Inputs

**Table 51: Knowledge of Hazards caused due to Chemical Inputs (in %)**

District	Yes	No
Chittorgarh	93.2	6.8
Dausa	98.9	1.1
Jaipur	97.5	2.5
Kota	98.8	1.2
Pratapgarh	99.2	0.8
Udaipur	99.5	0.5
Total	97.6	2.4

Awareness of ill effects of use of inorganic inputs was found to be very high. It is encouraging that 97.6% farmers are aware on hazards caused due to use of inorganic inputs. This awareness was found to be high almost equally in all the study districts (Table 51).

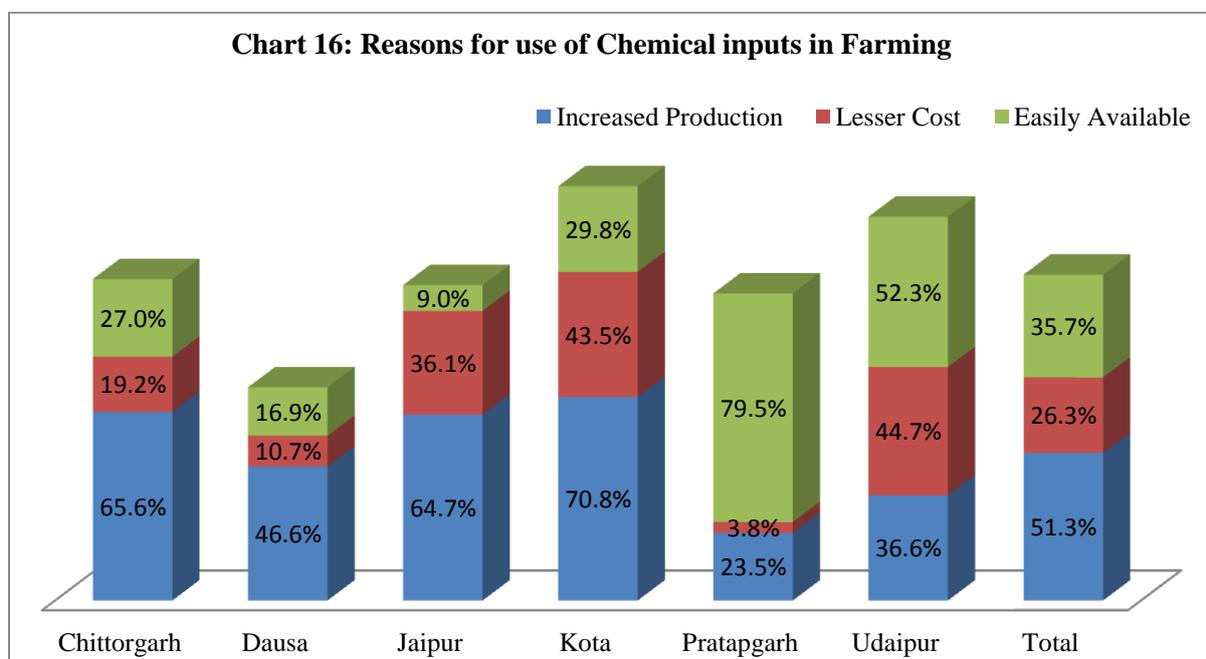
#### 9. Nature of farming adopted by the Farmers



It is a very important finding that most of the farmers (except in Pratapgarh district) are using a good proportion organic inputs or organic along with chemical inputs. Pratapgarh has been found using more of chemical inputs. 69.6% farmers are using both, while 16.3% are using only organic inputs in farming (Chart 15).

## 10. Reason for using chemical inputs in agriculture

Respondents attributed the reason for using chemical inputs in agriculture mostly for increasing production followed by easy availability of chemical inputs. Although less cost incurred on purchasing chemical inputs also plays a role (Chart 16). (*Responses were received in multiple.*)



## 11. Reasons for adopting organic farming

On the contrary when the respondents were asked about the reason for doing organic farming, it was found that most of farmers adopt organic farming since organic products are good for health and as well as for soil. A good proportion of farmer respondents also cited more profit on organic produce as the reason for adopting organic farming (*Responses were received in multiple* (Table 52).

**Table 52: Reasons for Farmers adopting Organic Farming (in %)**

District	More Profit	Good Health	Good for Soil	Organic Input easily available	Other
Chittorgarh	36.7	64.6	51.1	6.8	0.3
Dausa	46.6	87.1	72.5	1.7	0
Jaipur	43.8	64.4	39.6	8.2	0.5
Kota	21.1	68.9	67.7	5	11.8
Pratapgarh	26.0	34.8	31.9	7.3	0.0
Udaipur	34.7	63.9	67.7	6.2	1
Total	34.8	63.9	55.1	5.9	2.3

The above perception were almost equally shared by male and female respondents.

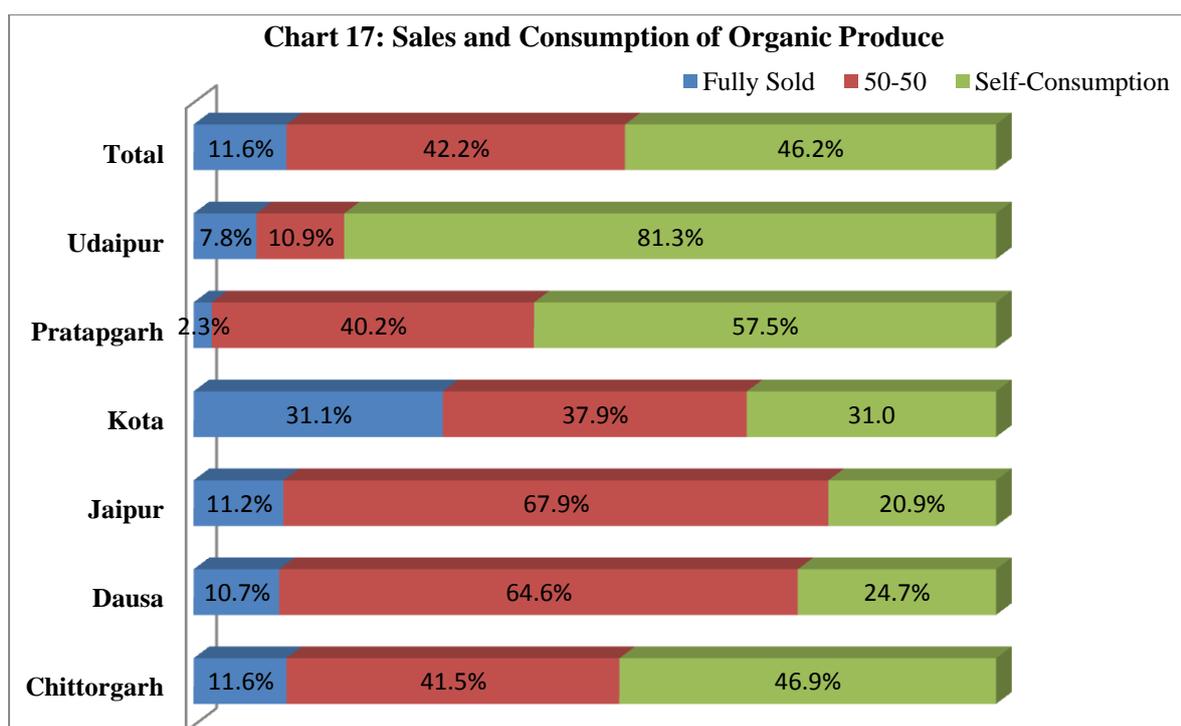
## 12. Motivation for adopting organic farming

**Table 53: Source of Motivation for Farmers adopting Organic Farming (in %)**

District	Self	Friend	Agri. Dept.	NGO
Chittorgarh	5.8	15.8	10	73.6
Dausa	33.7	2.8	25.3	41.6
Jaipur	9.3	5.4	11.1	74.1
Kota	54	1.2	1.9	89.4
Pratapgarh	14.6	4.0	2.6	78.7
Udaipur	13.4	11.8	11.2	63.6
Total	21.8	6.8	10.4	70.2

When asked the motivation received for adopting organic farming, farmer respondents provided multiple responses. It was noticed that the role of NGO was a major factor in motivating the farmers for adoption of organic farming. Among farmer respondents from 41.6% in Dausa district to a whopping 89.4% in Kota district attributed this to the NGO working with them on the issue (Table 53).

## 13. Whether organic products are sold or self-consumed



About 46.2 % farmers are consuming their organic produce on their own, while 42.2% farmers are self consuming as well as selling. Out of the farmers doing organic farming, there are only 11.6% farmers who sell their whole organic produce.

Udaipur district farmer respondents are far ahead from other districts in self-consumption of their organic produce at more than 80% followed by Pratapgarh. In Kota district a good proportion of farmers mostly sells the organic produce (Chart 17).

#### 14. Organic Inputs Preparation at Own Farm

**Table 54: Farmers preparing Organic Inputs at Own Farms (in %)**

District	Yes	No
Chittorgarh	28.0	72.0
Dausa	48.9	51.1
Jaipur	74.1	25.9
Kota	78.9	21.1
Pratapgarh	26.5	73.5
Udaipur	87.6	12.4
Total	62.5	37.5

More than half of the farmers (62.5%) doing organic farming prepare the organic inputs on their own farms (Table 54).

#### 15. Support availed by Farmers for Organic Farming

**Table 55: Support Received by Farmers for Organic Farming (in %)**

District	Subsidy	Inputs	Any other	None
Chittorgarh	8.7	4.5	1.6	85.2
Dausa	29.2	3.4	1.7	65.7
Jaipur	28.1	18.2	0	53.7
Kota	0.6	5.6	0	93.8
Pratapgarh	0	0	3.0	97.0
Udaipur	2.1	0.7	0.7	96.4
Total	13.8	6.5	1.8	82.0

A startling fact revealed by the farmer respondents is that 82% of them have not received any support for organic farming. Only 18% of the farmers had availed support in form of subsidy and other inputs. Maximum support was received in Jaipur and Dausa districts while Pratapgarh followed by Udaipur and Kota received very less support (Table 55).

#### 16. Agency providing assistance to the farmers

**Table 56: Agencies providing assistance on Organic Farming (in %)**

District	State Govt.	NABARD	National Horticulture Mission	NGO
Chittorgarh	5.2	24.3	11.6	59.0
Dausa	8.5	36.5	3.0	52.0
Jaipur	4.5	10.4	3.6	81.5
Kota	0.0	6.0	9.5	84.4
Pratapgarh	35.8	35.8	0.0	28.3
Udaipur	52.5	12.5	12.5	22.5
Total	17.7	20.9	6.7	54.6

Farmer respondents received support for promoting organic farming mainly from NGOs and NABARD, although some of the farmers received support from State Government and Horticulture Mission as well (Table 56).

### 17. Availing Certification of Farm Produce

**Table 57: Farmers availing Certification for their Produce (in %)**

District	Yes	No	Unaware
Chittorgarh	10.3	19.0	70.7
Dausa	16.9	67.4	15.7
Jaipur	13.7	57.5	28.9
Kota	1.9	57.1	41.0
Pratapgarh	.8	55.3	43.9
Udaipur	.2	25.2	74.6
Total	7.3	46.9	45.8

Regarding certification of farm produce a total of 7.3% farmer respondents told that they have either received the certification for their produce or are in the process of the same. However the issue is that little less than half of the farmer respondents are not even aware about certification.

Looking at various districts it is found that 16.9 % farmers in Dausa have availed certification followed by Jaipur and Chittorgarh (Table 57).

### 18. Problems in marketing of organic products

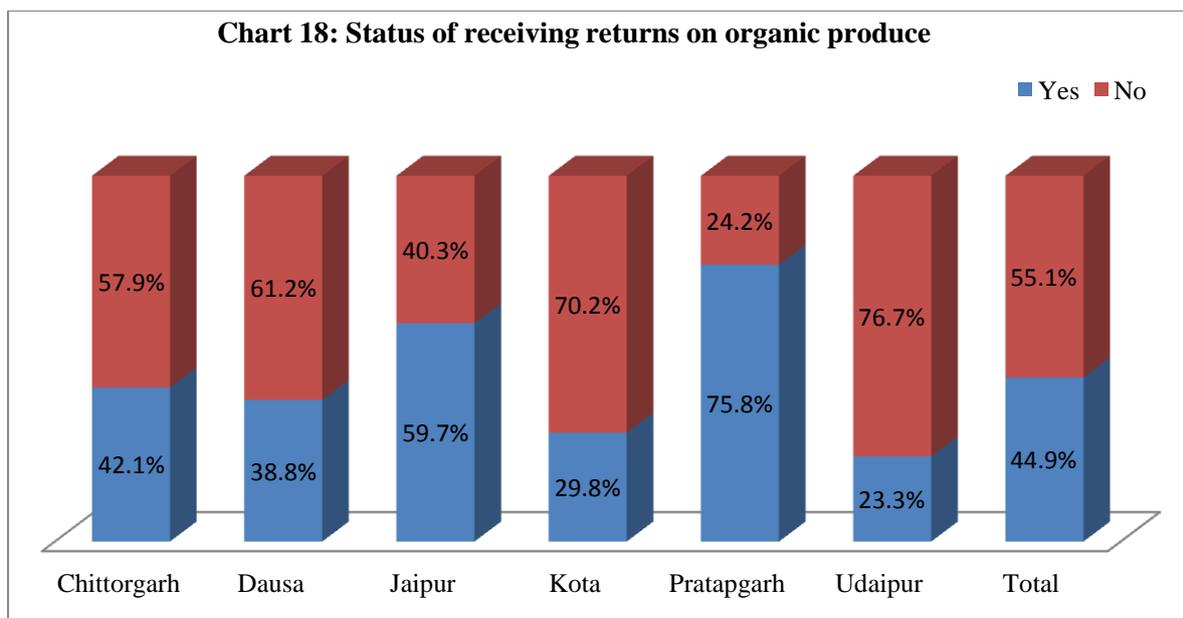
55.8% farmer respondents were of the view that they do not face any problem in marketing of organic farm produce; however a sizable proportion of respondents had a different view (Table 58).

**Table 58: Problems faced by Farmers in Marketing (in %)**

District	Yes	No
Chittorgarh	80.4	19.6
Dausa	17.4	82.6
Jaipur	46.0	54.0
Kota	22.4	77.6
Pratapgarh	92.4	7.6
Udaipur	6.7	93.3
Total	44.2	55.8

### 19. Whether Farmers get higher returns on organic product

In Pratapgarh (75.8%) and Jaipur (59.7%) farmers are getting better premium price for organic farm produce, however in Udaipur 76.7% farmers told that they are not getting higher returns (Chart 18).



## 20. Reasons for not getting higher returns on organic products

The most important and prevalent reason for not getting premium price for organic farm produce was found to be the lack of awareness (Table 59).

**Table 59: Reasons of Farmers not getting good Returns (in %)**

District	Less Demand	Lack of Awareness	Not Certified	Less cost of Inorganic Products
Chittorgarh	22.1	46.8	11.8	19.3
Dausa	32.2	41.7	5.1	21.0
Jaipur	29.0	40.3	6.9	23.8
Kota	11.2	35.5	28.9	24.4
Pratapgarh	9.5	87.2	3.3	0.0
Udaipur	14.5	55.1	18.4	12.0
Total	20.4	44.9	12.9	21.8

### Section 3C: Challenges and Suggestions

#### 21. Whether will recommend others to adopt organic farming

Most of the farmer respondents across all six districts told that they would like other farmers to recommend for adoption of organic farming. It shows a great positivity among farmers towards organic farming (Table 60).

**Table 60: Farmers willing to recommend for Organic Farming (in %)**

District	Yes	No
Chittorgarh	79.1	20.9
Dausa	98.3	1.7
Jaipur	99.8	0.2
Kota	98.1	1.9
Pratapgarh	97.7	2.3
Udaipur	94.8	5.2
Total	94.0	6.0

#### 22. Hurdles in adopting organic farming

Most of the farmers feel that in adoption of organic farming, converting the entire field to organic farm and a long process of 3 years for doing the same the major hurdles in adopting organic farming (Table 61).

**Table 61: Hurdles for Farmers adopting Organic Farming (in %)**

District	Converting entire field Difficult	Long process of 3 years	Cost Intensive	Absence of Market	Certification Problem	Unavailability of organic inputs
Chittorgarh	52.7	34.7	14.5	3.5	5.8	6.4
Dausa	32.6	71.9	15.7	15.7	10.7	6.2
Jaipur	49.0	56.7	9.0	3.0	10.7	4.5
Kota	57.1	34.8	8.7	6.2	3.7	58.4
Pratapgarh	5.5	28.6	4.0	4.7	0.8	56.3
Udaipur	47.7	29.7	10.9	10.7	15.0	29.7
Total	40.8	42.7	10.5	7.3	7.8	26.9

In some of the districts unavailability of organic products was also found to be one of the hurdles in adopting organic farming. *(Multiple responses were received).*

#### 23. Whether will adopt organic farming if support is provided

A whopping majority of 97.3% farmer respondents accepted that if required support is provided to them, they would adopt organic farming. In Dausa all the farmer respondents

accepted it. However across all districts there are 2.7% farmers who are not willing to adopt organic farming even if support is provided (Table 62).

**Table 62: Farmers willing for Organic Farming subject to Support (in %)**

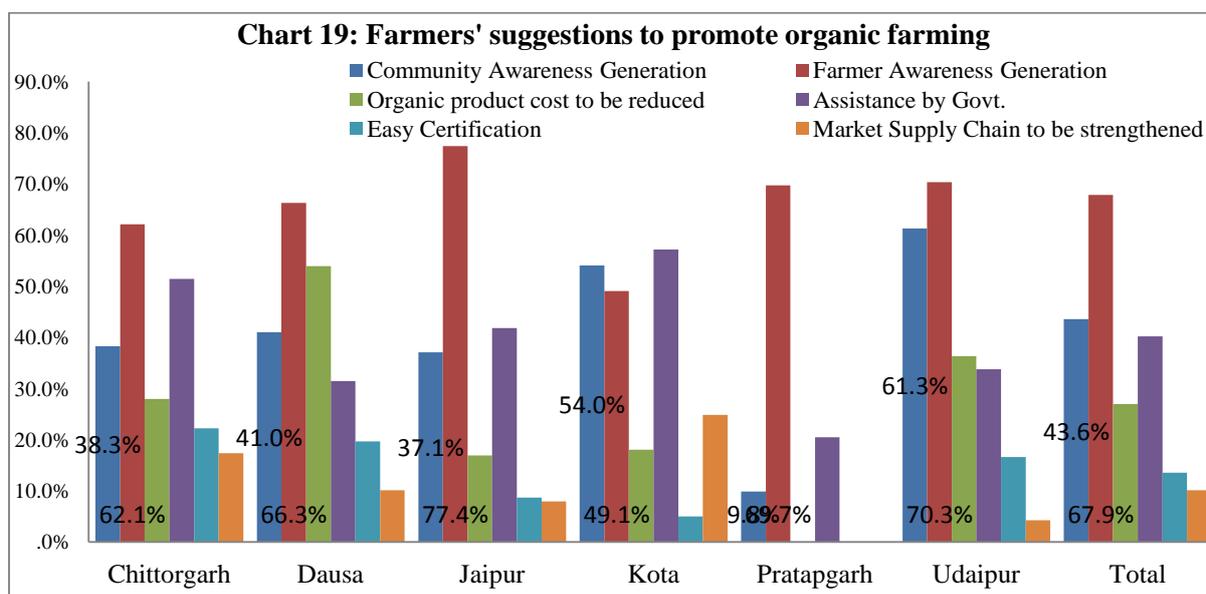
District	Yes	No
Chittorgarh	92.9	7.1
Dausa	100.0	0.0
Jaipur	98.5	1.5
Kota	98.8	1.2
Pratapgarh	95.5	4.5
Udaipur	98.3	1.7
Total	97.3	2.7

#### 24. Suggestion for promoting organic production among farmers

Spreading awareness among farmers was the most popular suggestion provided by farmer respondents to promote organic production. Other prominent suggestions were spreading awareness among community and provision of assistance by the government (Table 63 & Chart 19). (Multiple responses were received).

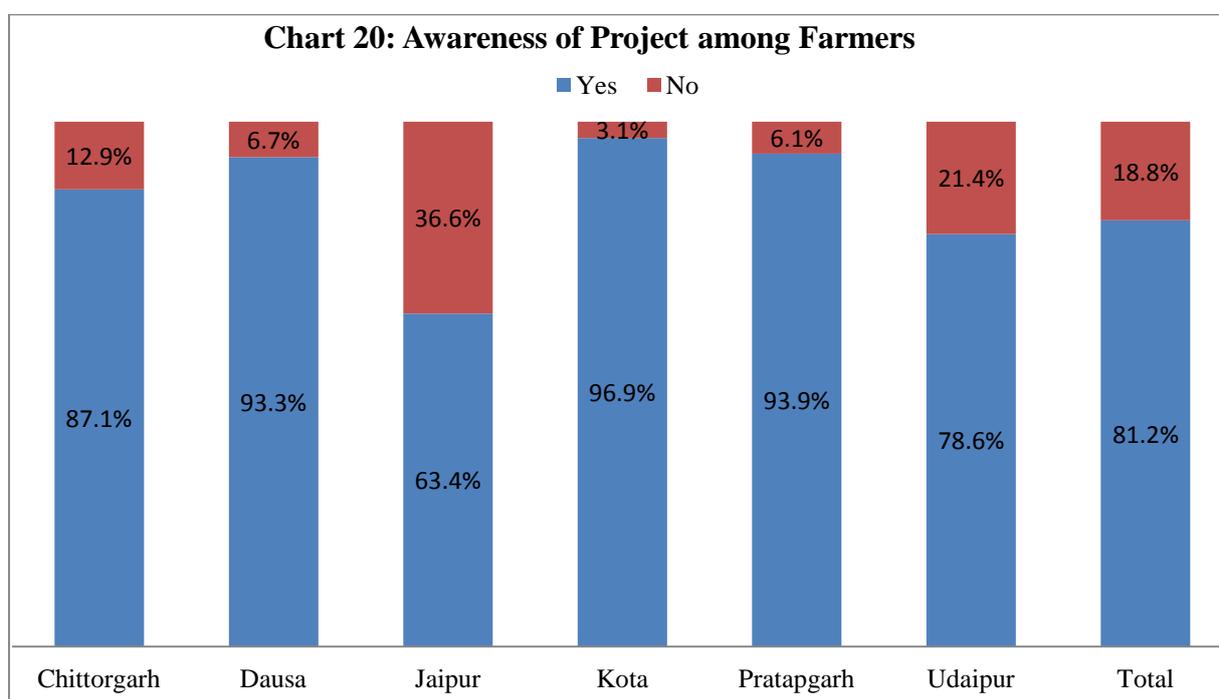
**Table 63: Farmer' Suggestions for Promoting Organic Production (in %)**

District	Community Awareness Generation	Farmer Awareness Generation	Organic product cost to be reduced	Assistance by Govt.	Easy Certification	Market Supply Chain to be strengthened
Chittorgarh	38.3	62.1	28.0	51.4	22.2	17.4
Dausa	41.0	66.3	53.9	31.5	19.7	10.1
Jaipur	37.1	77.4	16.9	41.8	8.7	8.0
Kota	54.0	49.1	18.0	57.1	5.0	24.8
Pratapgarh	9.8	69.7	0.0	20.5	0.0	0.0
Udaipur	61.3	70.3	36.3	33.7	16.6	4.3
Total	43.6	67.9	27.0	40.2	13.5	10.1



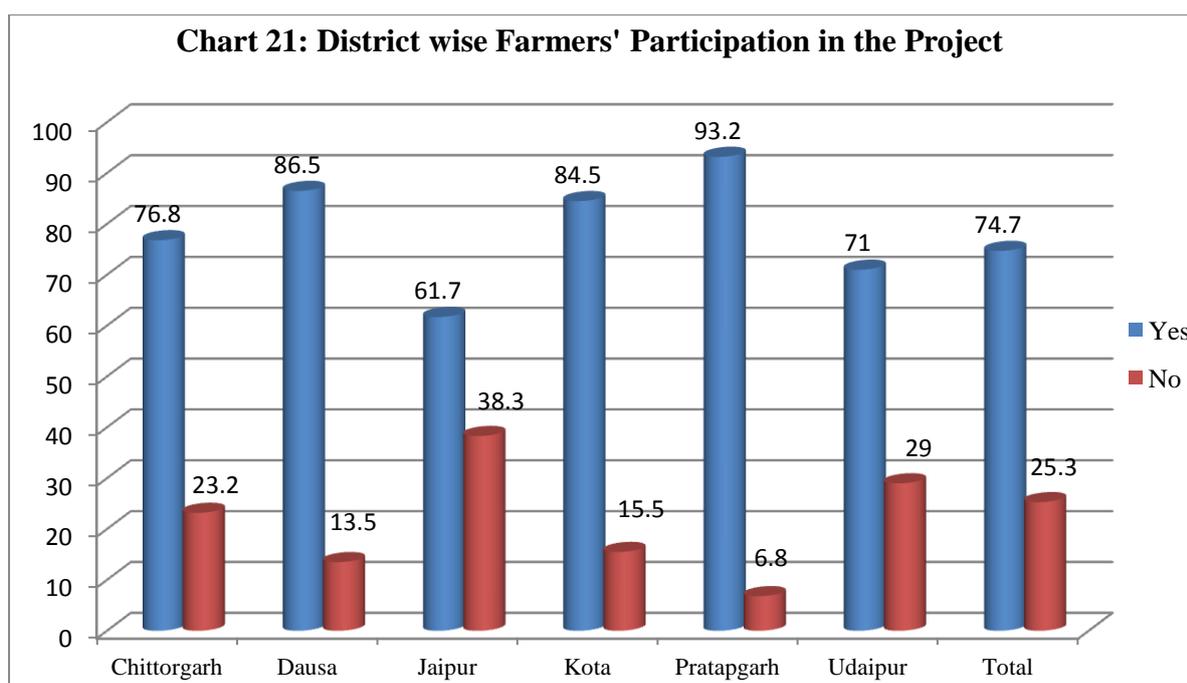
### Section 3D: Project Involvement and Experiences

#### 25. Whether Farmers are aware about Pro-Organic project



On being asked if the farmers are aware about the Pro-organic project, it was found that more than 80% of farmers are aware about the project (Chart 20). This awareness was found to be maximum in Kota followed by Pratapgarh and Dausa. Jaipur district farmers were found least aware about the project.

#### 26. Farmers' Participation in the Project



District wise farmers' participation in the Pro-Organic project is shown in the below graph. The percentage shown is out of the farmers who were aware about the project. Chart 21 shows that participation was found to be maximum in Pratapgarh district followed by Dausa.

Looking at the gender wise participation in the project, it came out that both male and female almost equally participated in the project.

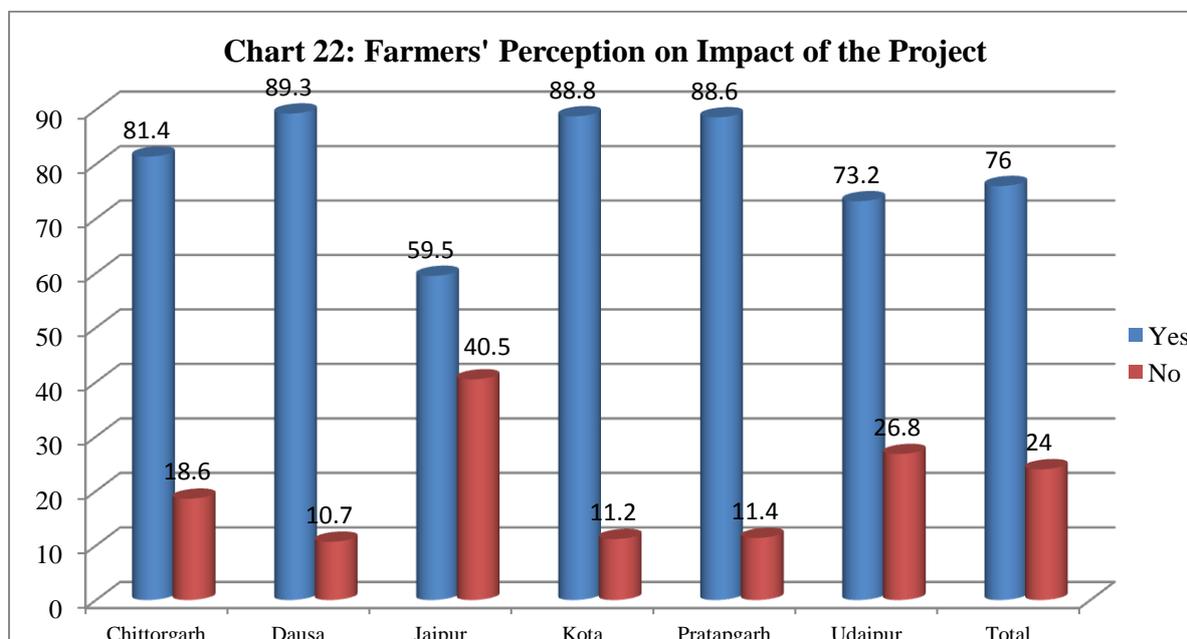
## 27. Activity wise participation of Farmers in Project

**Table 64: Farmers Participation in Activity wise Presentation (in %)**

District	GP Level Awareness Campaign	Exposure Visit	Block Level Meeting	District Level Meeting	State Level Meeting	Other
Chittorgarh	79.2	9.4	8.6	2.9	0.0	0.0
Dausa	60.7	3.9	39.9	8.4	4.5	0.6
Jaipur	62.6	4.2	23.1	8.7	1.4	0.0
Kota	82.3	15.8	1.2	0.0	0.0	0.6
Pratapgarh	70.7	28.4	0.0	0.9	0.0	0.0
Udaipur	83.8	7.6	3.9	4.5	0.0	0.2
Total	73.2	11.5	12.8	4.2	1.0	0.2

In the activity wise farmers' participation in the project it was found that most of the participating respondents participated in the Gram Panchyat Level meetings as presented in table 64. (Multiple responses were also received from some of the respondents).

## 28. Impact happened from the project



In all the project districts farmer respondents indicated that Pro-organic project was successful in creating an impact. Chart 22 shows that in Dausa district maximum respondents

(89.3%) reported that project has created an impact. This view was followed by Kota and Pratapgarh district farmers.

## 29. How the project has affected farming pattern

**Table 65: Impact of the Project on Farming Pattern (in %)**

District	Started Organic along with Inorganic	Increased land size of organic farming	Doing only Organic cultivation	Started backyard/ kitchen gardening	Others
Chittorgarh	13.2	35.7	32.2	23.8	4.2
Dausa	24.7	25.3	39.3	25.8	0.0
Jaipur	32.6	33.6	18.0	15.8	0.0
Kota	14.2	49.7	12.3	10.3	13.5
Pratapgarh	1.7	41.5	0.9	55.9	0.0
Udaipur	13.2	27.3	47.0	12.2	0.2
Total	16.6	35.5	25.0	24.0	3.0

Talking about the impact created by the project interventions it has come out that due to project, 35.5 % of farmers reported that land size under organic farming has increased. 25% farmers told that they have started doing only organic cultivation and 24% have started organic farming as backyard farming or kitchen gardening (Table 65). *(Multiple responses have been received from some individual respondents).*

## 30. Visibility of Changes in awareness level about organic farming in last two years

**Table 66: Visibility of Changes in Awareness during Project Period (in %)**

District	Yes	No
Chittorgarh	94.5	5.5
Dausa	74.7	25.3
Jaipur	91.8	8.2
Kota	78.2	21.8
Pratapgarh	98.4	1.6
Udaipur	67.7	32.3
Total	83.0	17.0

Table 66 depicts that more than 80% respondents told that there is increased awareness in the project area with regard to organic farming. The perception about change in awareness level was found to be maximum in Pratapgarh district followed by Chittorgarh and Kota.

## 31. In past two years whether organic landholding or farmers have increased

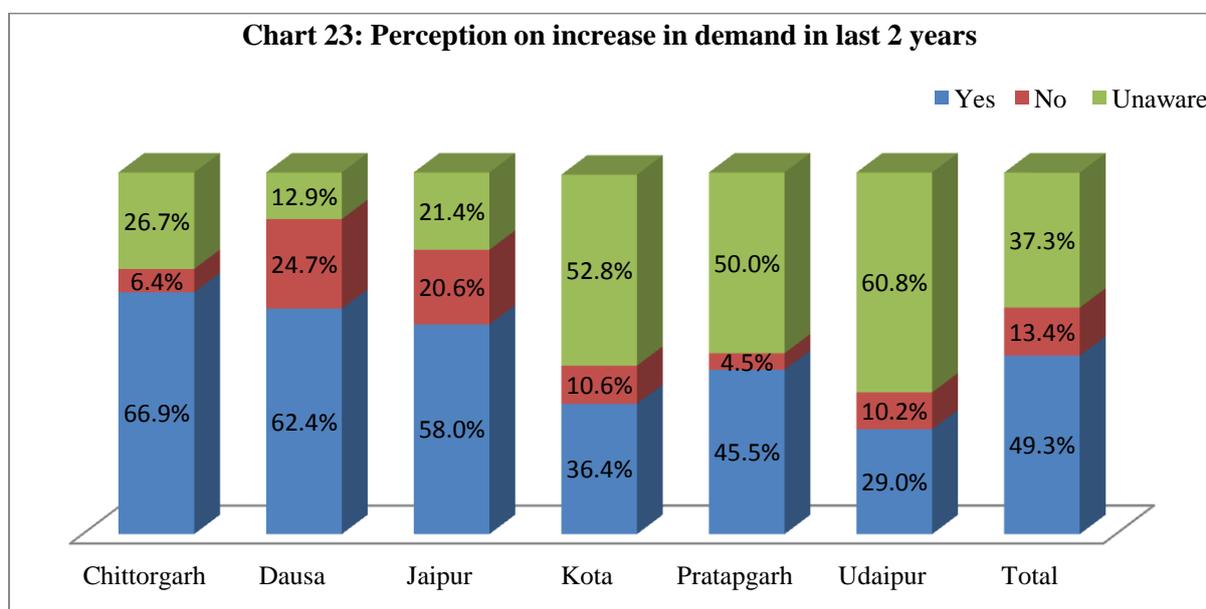
Table 67 shows that about 40 % farmer respondents said that the number of farmers doing organic farming has increased over the project period, while 25.1% respondents reported that there is increase in the area under organic farming. More changes were reported in number of

female farmers adopting organic farmers while among male farmers increased land areas under organic farming was reported.

**Table 67: Perception on Increase in No. of Farmers and Landholding (in %)**

District	Farmers Increased	Landholding Increased	No Change	Don't Know
Chittorgarh	42.6	38.0	11.0	8.4
Dausa	33.9	15.5	38.9	11.7
Jaipur	35.0	23.3	27.8	13.9
Kota	40.9	29.3	7.1	22.8
Pratapgarh	68.9	0.0	7.6	23.5
Udaipur	35.4	28.7	7.5	28.4
Total	40.0	25.1	17.1	17.8

### 32. Perception on demand of organic products in last two years



Increase in demand of organic products has increased in last two years as almost half of the farmers interviewed reported the same. Increase in the demand of organic produce has been reported by 66.9% from Chittorgarh followed by Dausa and Jaipur as presented in chart 23. The increase in demand was least reported from Udaipur district, wherein less than one third farmers were of this perception. However a good number of farmers reported not being aware of any such change.

### 33. Visible Change in Government Assistance for organic production

Farmers have reported that there has been no major change in the government assistance towards promoting organic production. However few of the farmers reported increase in assistance towards training (16.3%), financial assistance (7.7%) and input material (5.6%) from government (Table 68).

**Table 68: Change in Government Assistance for Organic Farming (in %)**

<b>District</b>	<b>Increase in Financial Assistance</b>	<b>Increase in Training</b>	<b>Increase in Input material</b>	<b>No Change</b>	<b>Unaware</b>
Chittorgarh	8.3	9.2	8.9	30.7	43.0
Dausa	15.5	17.8	3.9	53.3	9.5
Jaipur	15.6	13.4	10.5	48.3	12.1
Kota	0.0	65.0	3.7	28.2	3.1
Pratapgarh	1.5	1.5	0.8	58.3	37.9
Udaipur	0.2	8.9	0.6	33.4	56.8
Total	7.7	16.3	5.6	40.2	30.2

## Chapter 4

### Conclusion & Comparison with Baseline

<b>Findings: In depth Interviews of Govt. Officials/Subject Matter Experts/ Organizations working on organic farming and consumption issues</b>
<b>1. Agencies working for promotion of organic farming and consumption</b>
<ul style="list-style-type: none"> <li>• There are a number of agencies including KVK, Agriculture Department, National Horticulture Mission, National Seed Certification Agency and various national and international organizations including NGOs working towards promotion of organic farming.</li> </ul>
<b>2. Main Functions of the Agencies</b>
<ul style="list-style-type: none"> <li>• Government agencies such as agriculture and horticulture department are providing training to the farmers, spreading awareness, doing preparation and distribution of organic inputs and conducting research on agriculture aspects.</li> <li>• Rajasthan Seed Certification Agency is doing Certification and research of seeds and conducting awareness camps for certification of organic seeds in consultation with various line departments.</li> <li>• Some agencies are guiding farmers for regular soil &amp; insecticide checking and informing the concerned department for intervention.</li> <li>• KVKs are doing awareness and training programmes for reducing /controlling ill effects of chemical in farming and for production of organic products. They are also doing development and monitoring farmer's groups and model panchayats. Provided training and technical assistance and providing equipments on subsidized cost.</li> <li>• Banks are providing rural finance and credit to SHGs and farmers in various districts for preparation of organic inputs and other agricultural activity.</li> <li>• NGOs are involved in research, education, promotion of socio-economic balance, promoting art &amp; culture, formation of demonstration groups/sites on various issues.</li> <li>• Creating awareness for adaption of organic farming, promotion of solar energy among farmers and linking farmers with government schemes.</li> <li>• Assisting farmers in form of training, awareness and conducting research, Creating awareness, Developing two villages as model for organic production. Formation of farmers groups for organic production.</li> </ul>
<b>3. What place does organic farming and consumption hold in district/state level planning and stakeholder engagement?</b>
<ul style="list-style-type: none"> <li>• Organic farming and consumption is emerging as one of the important policy aspects in government planning and interventions. However at district level there is not much happening due to lack of priority in planning.</li> <li>• Nabard and some other agencies have related components in their plans, however much focus needs to be provided on implementation and stakeholder engagement.</li> <li>• Very limited farmers are involved in organic production and consumer's demand for organic is not visible.</li> </ul>

<p><b>4. <i>Are the farmers receptive to the organic farming? What are the reasons for it?</i></b></p>
<ul style="list-style-type: none"> <li>• Farmers are largely receptive to organic farming because they know that it's good for health and also soil.</li> <li>• Farmers are receptive to organic farming, as they are aware of harmful impact and economic burden of inorganic inputs in agriculture.</li> <li>• Farmers are receptive but lack of organic inputs prevents them to adopt. Whereas market cost of organic inputs are higher in accordance with chemical inputs.</li> </ul>
<p><b>5. <i>What percentage of farmers/farming area has been shifted/ covered under organic farming?</i></b></p>
<ul style="list-style-type: none"> <li>• It was the popular perception that approximately 5 to 10% of farmers are engaged in organic farming, although some other farmers are partially engaged in organic cultivation.</li> <li>• Organic farming is gaining momentum slowly, although it is still in primary stage.</li> <li>• A considerable number of farmers have started organic cultivation for their own consumption as they are aware of ill effect of inorganic inputs and outputs, although they use chemical based inputs for commercial purpose farming.</li> <li>• Approximately 2% to 5% of the farmers have shifted to organic farming in last two years. For this projects such as Pro-Organic have played a very crucial and motivating role.</li> </ul>
<p><b>6. <i>Knowledge and Involvement in Pro-Organic Project?</i></b></p>
<ul style="list-style-type: none"> <li>• All the respondents of whom in-depth interview was conducted shared that they know about Pro-Organic project supported by CUTS. From some agencies their representatives have participated in one of the programme.</li> <li>• Most of them shared that as resource person or participant they have participated in one or more of the programmes. Some of them have been participants in gram panchayat level training/ meeting under Pro-Organic Project and motivated farmers/consumers to adopt it.</li> <li>• They have sensitised the farmers to start practicing the traditional form of agriculture and consumer to use organic produce.</li> </ul>
<p><b>7. <i>What impact does this project have been able to make?</i></b></p>
<ul style="list-style-type: none"> <li>• Respondents shared that during Pro- Organic project activities farmers have been made aware on Organic farming and many of them have started Organic farming.</li> <li>• Created awareness and motivated the farmers to adapt organic farming. Project has created awareness among farmers as well as the consumers.</li> <li>• Now limited numbers of consumers have started asking for organic products. However it needs intensive follow up for better health and soil fertility.</li> <li>• Project has sensitised the farmers, which have resulted in organic cultivation for themselves in the form of kitchen gardening/backyard farming.</li> </ul>
<p><b>8. <i>Suggestion/feedback to the project?</i></b></p>
<ul style="list-style-type: none"> <li>• Respondents shared that the project should be extended to other Gram Panchayats as</li> </ul>

well to have a wider effect.

- Project should provide platform for farmers where they can sell organic products. Pilot with few selected farmer can be done to begin with.
- Project should develop organic market, which will provide special price to farmers. Start working with selected farmers for fulfilling the market demand and spread the movement in all the districts across the state of Rajasthan.
- Support in providing organic inputs within the cost of chemical inputs and/or providing technical assistance for preparing it.
- Project should develop model producers/pockets and markets.
- Organisation should advocate for ban on use of chemical inputs in agriculture in a gradual manner.
- Other stakeholders of society should be included in the activities conducted by CUTS
- The activities should not only be continued but also more activities such as exposure visits to various organic farming areas and marketing outlets should be included.
- Should work with farmers in identifying the gaps to plan the interventions so that farmers can become more receptive to such programmes.

**9. *What are the challenges in promoting organic farming/consumption?***

- It was suggested that for consumers organic products and for farmers inputs such as vermin compost are comparatively costly and also not available easily in local markets so it's a big challenge for promoting organic farming and consumption.
- Absence of special price driven market, lack of government/institutional support in form of subsidy and consistence promotion of inorganic input in farming by government is a challenge.
- Lack of coordination among various line departments like watershed, agriculture, seed certification, NGOs, Nabard and KVK.
- Absence of market for farmers and proper support and follow up mechanism with organic farmers in each district of Rajasthan.
- NGOs have assisted in farmers getting subsidised loans to farmers for making vermin compost pits through NABARD assistance. Provided loans to farmers for mechanisation of farming.
- Unavailability of market for farmers as well as consumers, lack of interest among farmers and absence of knowledge for preparation of organic inputs.
- Absence of organic inputs for farmers, lack of willingness to put hard labour and confusion prevailing among farmers related to organic production.
- No premium price and Lack of market for organic products demotes farmers and laziness.
- Absence of animal husbandry is the most challenging phase of animal and labour oriented organic farming activity. Today most of the farmers do not have enough cattle in accordance to agricultural land size and not technological support have been invented for preparing organic inputs.

**10. *What are your suggestions for government/policy makers and NGOs to improve the***

*situation of organic farming in Rajasthan?*

- Respondents shared that government can give subsidy on organic farming and relax certification process of organic farming. Further they shared that government can buy organic products from farmers through a government agency.
- Phase wise reduction in supply of chemical inputs for agriculture and phase wise increase of organic production.
- Piloting organic production in selected districts/states. Compulsorily, providing space to organic products in big retail shops.
- Also suggested continuing exposure visits, which can motivate other farmers to adopt organic farming.
- Providing rebate on sales and production of organic inputs so that it should become inexpensive for farmers and they may also start producing and selling.
- Awareness among farmers about the schemes and services available through various government agencies for promoting organic farming.
- Project should create a model in selected district of Rajasthan and to showcase the model among farmers and make a focal point for sale of organic products especially vegetables.
- Government wings should emphasis on purchasing of organic food for army, mid-day meal and at their respective canteens and NGOs/institutions should engage the farmers in promoting animal husbandry, plantation, grazing land and developing market place.
- Allocation of more funds for manufacturing organic inputs so that supply should meet the demand
- Establishing linkages with market and phase-wise reduction of chemical inputs in farming sector.
- Doctors should recommend organic foods citing the ill effects of chemical inputs used in farming sector.
- Each Gram Panchayat should take the pledge to put effort for banning chemical input in their respective villages.
- “Ration” should be done for chemical inputs in accordance with the farm size.

### Comparative Assessment between base line and end line

Comparative assessment of findings against the Baseline Indicators is presented as below:

S. No.	Parameter	Baseline Status	End line Status
1	Type of fertilizer / pesticide / weedicide used	2.8% of total respondents have reported to use only organic type whereas 39.2% have reported use of chemical base. Although maximum 57.9% have reported to use mix of both organic and chemical.	69.6% farmers are using both, while 16.3% are using only organic inputs in farming.
2	Awareness of negative effect of chemical fertilizers / pesticides / weedicides on soil and quality of crop produce	91.3% are aware of the negative effects of chemical fertilizers / pesticides / weedicides on soil and quality of crop produce.	97.6% farmers are aware on the hazards caused due to use of inorganic inputs.
3	Self-preparation of organic agri input material	87.5% of farmers practicing organic farming said that they self-prepare organic manure and other inputs. While 20.7% of farmers practicing organic farming stated that they do purchase organic agri input.	62.5% of the farmers doing organic farming prepare the organic inputs on their own farms. 37.5% farmers purchase these inputs.
4	Support received from any Govt. Agency	Only 3.5% reported to receiving some kind of discount/ training/ assistance from one of the mentioned agencies	20.3% of the farmers had availed support in form of subsidy and other inputs
5	Farmer awareness of organic product certification	13.6% farmers are aware of organic certification	54.2% farmers are aware about certification. Regarding certification of farm produce a total of 7.3% farmer respondents told that they have either received the certification for their produce or are in the process of the same.
6	Farmers practicing organic farming on self-consumption and selling their organic products	79.2% of farmers practicing organic farming responded that they consume their organic produce.	46.2% farmers are consuming their organic produce on their own, while 42.2% farmers are self consuming as well as selling.
7	Farming facing challenges in marketing	580 (67.8%) of farmers practicing organic farming	55.8% farmer respondents were of the view that they

	and selling of their organic produce.	do not face any challenges in marketing and selling.	do not face any problem in marketing.
8	Receiving higher value for their organic produce than normal produce.	726 (84.9%) farmers responded that they do not receive higher value for their organic produce	44.9% farmers are receiving higher returns on their produce.
9	Recommending other farmers to adopt organic farming.	649 (75.9%) farmers practicing organic farming responded that will surely advise other farmer for practicing organic farming	94% farmers shown willingness to recommend others.
10	Intention to adopt organic farming subject to support	96.4% of respondents have shown favorable intention	97.3% farmer respondents accepted that if required support is provided to them, they would adopt organic farming.
11	Awareness towards ill effects of consuming fruits/ vegetable grown through use of inorganic fertilizer, pesticides and other in farming	78.4% consumers are aware.	Average awareness on this issue was found to be 95.5%.
12	Awareness of organic produce such as fruit/vegetable /grains.	42.6% consumers are aware	97.4% consumers were found aware.
13	Awareness of Organic Product Availability in Market	23.6% consumers told that they are aware of availability of organic products in market.	38.4% consumers are aware.
14	Awareness level of Respondents about Recognizing Organic Products	20.1% consumer respondent can recognize.	29.3% consumers are aware on this aspect.
15	Organic product being better than inorganic products.	77.8% consumers feel that organic products are better.	On being asked this 88.6% respondents told in affirmative.
16	Ever purchased any organic product	25.2% of the total consumer respondents have purchased these products.	55.3% consumer respondents have purchased organic product at any point of time.
17	Easy availability of organic food products	25.7% consumers feel that organic products are easily available.	60.4% consumers feel that organic products are easily available in the market.
18	Satisfaction level from quality of organic products (out of those who have purchased organic products)	60.7% consumers are satisfied.	49.5% consumers are satisfied with the quality of organic products purchased while 46.2% are somewhat satisfied.

## Annexures

### Annexure-1

<b>DETAILS OF RESPONDENTS FOR QUALITATIVE INTERVIEWS</b>		
<b>S. N.</b>	<b>Name of the Respondent</b>	<b>District</b>
1.	Dr R M Sharma, Programme Coordinator, KrishiVigyan Kendra	Dausa
2.	Sh. Anil Sharma, Agriculture Officer	Dausa
3.	Dr RaghunandanLal Sharma, KVK	Dausa
4.	Dr FatehLalSaini, Assistant Director, Horticulture	Dausa
5.	Sh. Niranjan Sharma, Field extension officer	Dausa
6.	Sh. BhagwanVerma, Field extension officer	Dausa
7.	Dr.RamlalBishnoi, IFS, GoI	Pratapgarh
8.	Sh. MadanChoudhary, Chief Horticulture	Pratapgarh
9.	Dr PrakashPanwar, Program Coordinator, KVK	Pratapgarh
10.	Dr.Balbir Singh Baghala, Coordinator, KVK	Pratapgarh
11.	Sh. Hira Lal Solanki, Samagra Jagrati evamVikas Sansthan	Pratapgarh
12.	Mr.Moti Singh Rathore, Programme Coordinator KVK	Udaipur
13.	Sh. Anand Singh Jodha, KVK	Udaipur
14.	Sh. Kamendra Singh, Samarthak (NGO)	Udaipur
15.	Sh. Kishore Sant,UbeshwarVikasMandal (NGO)	Udaipur
16.	Sh. Brij Mohan Dixit, Rajasthan KisanAyog	Udaipur
17.	Sh. BhagwatiLalPurohit, Jagran Jan VikasSamiti, (NGO)	Udaipur
18.	Sh. Chandu Ram Garasiya, AdivasiVikasManch, (NGO)	Udaipur
19.	Dr.Rajendra Singh, Program Coordinator, KVK	Chittorgarh
20.	Sh. NathuLalMeghwal, Department of Horticulture	Chittorgarh
21.	Dr Sumer Singh, Animal Husbandry	Chittorgarh
22.	GanpatLal Sharma, Coordinator, Nehru Yuva Kendra	Chittorgarh
23.	Dr. B.R. Raika, District Seed Certification Officer	Chittorgarh
24.	Dr.Santosh Kumar, Officer Seed Certification	Chittorgarh
25.	Sh. Dinesh Joshi, Anubhuti Seva Sansthan	Chittorgarh
26.	Smt. Madhavi Sharma, Centre for Education, Health, Social Economical & Cultural Development Sansthan (NGO)	Chittorgarh
27.	Sh. Ram NaraynJat, Senior Bank Manager, Bank of Baroda	Chittorgarh
28.	Dr. R.L. Solanki, Scientist (Horticulture)	Chittorgarh
29.	Sh. Iqbal Husain, Coordinator, KVK	Chittorgarh
30.	Sh. PankayYadav, NABARD	Chittorgarh
31.	Mr.Khalil Mohd., Gram Sevak	Kota
32.	Mr.Radhakrishna Sharma, Agriculture Officer	Kota
33.	Mr.Laxmi Narayan Malav, Organic Farmer	Kota
34.	Mr.Mukut Sharma, Organic Farmer	Kota
35.	Dr.Mahendra Kumar Garg, Scientist Animal Husbandry &	Kota
36.	Dr.Mukesh Kumar Goyal, Agriculture Extension Scientist	Kota
37.	Dr.Mahendra Singh, Program Coordinator, KVK	Kota
38.	Dr. L.K. Dadheech, Social Worker, Ex-Scientist, VC	Kota
39.	Smt. MamtaTiwari, Associate Professor, Agriculture College	Kota
40.	Dr. N.N Tripathi, Associate Professor (Training), Agriculture College,	Kota
41.	Sh. RajeshwariNama, Rajeshwari Kala Kendra Sanstha (NGO)	Kota
42.	Sh. BanwariLal Sharma, Jan Kalyan Swasthya Shikshan Prashikshan Samiti	Kota
43.	Sh. Brijesh Kumar, Free-lance Journalist	Kota
44.	Sh. Rajesh Sharma, Head Project, Shiv ShikshanSamiti,	Kota
45.	Sh. ChadrababuPahariaHadotiGraminVikasSansthan	Kota
46.	Sh. Anwar Ahamad Khan, Oxford ShikshanEvamPraksakshianSansthan	Kota

47.	Sh. KaluLalDhakad, Member Gram Sabha	Kota
48.	Dr. B. D. Yadav, Sr. Scientist, Vegetable Department	Jaipur
49.	Dr. S. Mukherjee, Professor of Horticulture	Jaipur
50.	Dr S. S. Yadav, Professor	Jaipur
51.	Dr. K.R.C. Rao, Officer, Organic Seed Certification	Jaipur
52.	Dr. A.K. Jain, Organic Seed Certification	Jaipur
53.	Sh. Sriram Chandra, SARPANCH, Dhanota	Jaipur
54.	Sh. Subhash Chandra Choudhary, Asst. Agriculture Officer, Chaksu	Jaipur
55.	Sh. Omkar Mal Yadav, Agriculture Observer, Agriculture Department	Jaipur
56.	Sh. Kamaluddin Khan, Shri Dev Gou SevaGraminVikasSansthan,	Jaipur
57.	Sh. Radheshyam, Manager, DurgapuraGoshala,	Jaipur
58.	Dr.AmolakChand Mehta, President, DurgapuraGoshala	Jaipur

<b>Team Composition for the Research Study</b>				
<b>S. No.</b>	<b>Name</b>	<b>Role</b>	<b>Education</b>	<b>Experience</b>
1	Amrat Singh	Project Coordinator	MSW	16 years
2	Prabhash Chandra Dubey	Research Manager	MBA	18 years
3	Shailendra Koshthi	Field Manager	PG Diploma	19 years
4	Arjun Kant Jha	Research Executive	PG	20 years
5	Vipin Chawla	Research Executive	MSW	4 years
6	Shweta Vyas	Qualitative Surveyor	MSW	10 years
7	Rambabu Sharma	Field Supervisor	MA	15 years
8	Udai Lal Nai	Field Supervisor	BA	20 years
9	Babu Lal	Quantitative Survey	6 months to 15 years of experience of survey work in development sector research	
10	Naru Lal Meena	Quantitative Survey		
11	Sukh Lal	Quantitative Survey		
12	Dhanraj Meena	Quantitative Survey		
13	Vikas Kumar	Quantitative Survey		
14	Sunil	Quantitative Survey		
15	Jitendra	Quantitative Survey		
16	Hari Singh	Quantitative Survey		
17	Ankit	Quantitative Survey		
18	Anil	Quantitative Survey		
19	Vinod	Quantitative Survey		
20	Bhawana Sharma	Quantitative Survey		
21	Vishal Kumar	Quantitative Survey		
22	Khub Chand Bharti	Quantitative Survey		
23	Shyam Lal Jat	Quantitative Survey		
24	Bhagwan Lal Sharma	Quantitative Survey		
25	Bansi Lal Keer	Quantitative Survey		
26	Bhagwati Sain	Quantitative Survey		
27	Abdul Lateef	Quantitative Survey		
28	Kamlesh Chaturvedi	Quantitative Survey		
29	Narendra Sharma	Quantitative Survey		
30	Gyan Singh Rathore	Quantitative Survey		

<b>List of District Partners under the Project</b>		
<b>S. No.</b>	<b>District</b>	<b>Details of Partner Organisation</b>
1	Dausa	Mr.Om Prakash Parekh Hanuman Gram Vikas Samiti A-4, Pratap Nagar, Somnath Nagar, Dausa, Pin:-303303 09413235328, 09549501750 <a href="mailto:hgvs.dausa@gmail.com">hgvs.dausa@gmail.com</a>
2	Udaipur	Mr. Mohan Dangi, Secretary, Prayatna Samiti, Bambora, Udaipur <a href="mailto:prayatnaudr@gmail.com">prayatnaudr@gmail.com</a>
3	Kota	Mr. Yudhisthir Chansi, Ram Krishan Shikshan Sansthan
4	Chittorgarh	CUTS Centre for Human Development (CUTS-CHD) Rawala, Village-Senthi, Chittorgarh. 312 001, India <a href="mailto:chd@cuts.org">chd@cuts.org</a>
5	Pratapgarh	CUTS Centre for Human Development (CUTS-CHD) Rawala, Village-Senthi, Chittorgarh. 312 001, India <a href="mailto:chd@cuts.org">chd@cuts.org</a>
6	Jaipur	Implemented by CUTS International

## End Line Evaluation: Pro – Organic Project

Interview Schedule: Farmers

<b>FOR RESEARCH</b>
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### *Statement of confidentiality*

This end line survey is a part of CUTS supported Pro- organic project (Pilot Project to promote organic consumption in the state of Rajasthan) to assess the project effectiveness and also to collect evidence of change due to the project intervention in your district. All information gathered is confidential and will be used only for research. Some of the questions are about your household, and some about your own views and experience. The identity of the respondents or households will not be revealed to anyone. Nobody will be able to identify you or use the information against you.

*For the interviewer: The above statement of confidentiality was read to the respondent and the respondent has agreed to participate in the interview.*

*Please tick the box.*

Date of Interview:

Interviewer Signature:

Name of Interviewer:

Questionnaire No.	
District	
Block	
Gram Panchayat	
Village	

<b>Section A. Respondent Profile</b>				
Q. No.	Description	Options	Response Code	Skip
Q.1	Name of the Respondent			
Q.2	Age (in Completed years)			
Q.3	Gender	Male	1	
		Female	2	
Q.4	Respondent Category	Schedule Caste	1	
		Schedule Tribe	2	
		OBC	3	
		General/other	4	
Q.5	Economic Status	APL	1	
		BPL	2	
Q.6	What is your educational	Never attended School	1	

	qualification?	Primary	2		
		Middle	3		
		Secondary	4		
		Senior Secondary	5		
		Graduate	6		
		Post Graduate	7		
		Technical/Professional Degree	8		
Q.7	What is your current activity status?	Farming	1		
		Farm Labour	2		
		Both of above	3		
Q.8	What is your monthly income?	Below 5000	1		
		5,001-10,000	2		
		10,001-15,000	3		
		15,001-20,000	4		
		20,001-25,000	5		
		Above 25,000	6		
<b>Q.9. Farm Size</b>					
S.No.	Category	Area (Bighas)	Irrigated (I)	Unirrigated (UI)	Source of irrigation
1	Owned				
2	Leased in				
3	Leased out				
4	Total Cultivated				
<b>Q.10. Labour availability</b>					
S.No	Category	Men	Women	Children	
1	Family labour available for farming				
2	Hired Labour				
<b>Section B. Knowledge and Practices</b>					
Q.11	Are you aware that chemical fertilizers/ pesticides/ weedicides have bad effect on soil and quality of crop produce?	Yes	1		
		No	2		
Q.12	What type of farming are you engaged in?	Chemical based only	1		
		Organic only	2	Skip to 14	
		Both of above	3		
		Please name the inputs being used -----			
Q.13	Why are you using chemical inputs?	Gives high yield	1	Skip to 30	
		Low Cost	2		
		Available Easily	3		
		Any other (Specify)-----	4		
Q.14	If doing organic farming, what are the reasons?	More profitable	1		
		Good for health	2		
		Good for soil	3		

		Easy availability of organic inputs	4	
		Any other	5	
Q.15	What are the types of crops/vegetables or fruits that you are growing?			
Q.16	Who motivated you to take up organic farming?	Self	1	
		Friends	2	
		Department of Agriculture	3	
		NGO	4	
		Any other (Specify)----- -----	5	
Q.17	Whether you sell the organic products or use it for own consumption	Most of the produce sold in market	1	
		Half of the produce sold in market and rest use for own consumption	2	
		Most of the produce used for own consumption	3	
Q.18	Do you prepare organic inputs /manure on the farm itself?	YES	1	
		No	2	Skip to 20
Q.19	If yes, which inputs?	1.		
		2.		
		3.		
		4.		
Q.20	Since when are you using organics inputs like bio pesticides /vermi compost / manure in the field ?	Year		
Q.21	Have you availed any support for organic farming?	Subsidy (specify amount)	1	
		Inputs	2	
		Others (Specify)	3	
		No support	4	Skip to 23
Q.22	From where did you receive this support?	State Government	1	
		NABARD	2	
		National Horticulture Mission	3	
		NGO	4	
Q.23	Have you taken an organic certificate for your farm products?	Yes	1	
		No	2	
		Don't know about certification	3	Skip to 25
Q.24	Have you faced any problem in getting certification?	Yes	1	
		No	2	
Q.25	Have you faced any problem or challenge in marketing/selling your organic products?	Yes	1	
		No	2	Skip to 27
Q.26	If yes, please specify -----			
Q.27	Are you getting a higher price from market for your organic produce?	Yes	1	Skip to 29
		No	2	
Q.28	If No in the above question, what are the reasons?	Less demand of these products	1	
		Low awareness among consumers	2	
		Product not certified	3	

		Lower cost of inorganic products	4	
		Any other	5	
<b>Section C. Challenges and Suggestions</b>				
Q.29	Do you recommend organic farming to others?	Yes	1	
		No	2	
Q.30	What according to you are the barriers in adoption of organic farming?	Changing the entire field is difficult	1	
		Require at least three cycles of organic inputs for getting 100% organic outputs	2	
		Higher cost of cultivation	3	
		No market for organic produce/no price difference	4	
		Problems regarding organic certification	5	
		Less or no availability of organic manure/pesticides	6	
Q.31	Would you like to adopt organic farming, if required support will be provided?	YES	1	Ask only if Farmer is NOT following organic farming
		No	2	
Q.32	What are your suggestions to increase Organic cultivation among farmers?	Create awareness in community	1	
		Create awareness in farmers	2	
		Prices of these produces should be reduced	3	
		Government Subsidy should be given for conversion of normal land into organic	4	
		Easy certification on all available organic produces	5	
		The supply chain should be improved to ensure the organic produce reaches the market fresh	6	
		Any other (Please Specify)	7	
<b>Section D. Project Involvement and Experiences</b>				
Q.33	Have you heard of Pro-Organic Project (please explain)	Yes	1	
		No	2	End interview
Q.34	Have you been involved in this project in any way?	Yes	1	Skip to 36
		No	2	
Q.35	If no, what are the reasons? -----			Skip to 37
Q.36	Did you participate in any one of these events/meetings?	GP level awareness	1	
		Exposure visit	2	
		Block level meeting	3	
		District Level meeting	4	
		State consultation	5	
		Any other (Specify) -----	6	
Q.37	Had the project made any impact on you?	Yes	1	
		No	2	Skip to 40
Q.38	What is the impact of project	Doing organic farming along with inorganic	1	
		Increased area of organic produce	2	

	on your farming pattern? (multiple response possible)	Doing organic farming only	3	
		Started backyard/ kitchen cultivation of organic produce	4	
		Any other	5	
Q.39	What is the impact of project other than on your farming pattern?			
Q.40	Is there a change in the last two years in the awareness level about organic farming and consumption in your area?	Yes	1	
		No	2	
		Don't know	3	
Q.41	Is there an increase in the last two years in the number of farmers or farming area in organic farming?	Number of farmers increased	1	
		Farming area increased	2	
		No change	3	
		Don't know	4	
Q.42	Is there an increase in the demand of organic products in your area in the last two years?	Yes	1	
		No	2	
		Don't know	3	
Q.43	Is there a change in government support to promote organic farming in your area?	Increase in subsidy	1	
		Increase in training	2	
		Increase in input support	3	
		No change	4	
		Don't know	5	
Q.44	How would you narrate your experiences with regard to Pro-Organic Project?			
Q.45	Do you have any feedback/Suggestions for project functionaries?			

**Any Additional Information/Suggestions**

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**End Line Evaluation: Pro – Organic Project**

Interview Schedule: Consumers

FOR RESEARCH

**Statement of confidentiality**

This end line survey is a part of CUTS supported Pro- organic project (Pilot Project to promote organic consumption in the state of Rajasthan) to assess the project effectiveness and also to collect evidence of change due to the project intervention in your district. All information gathered is confidential and will be used only for research. Some of the questions are about your household, and some about your own views and experience. The identity of the respondents or households will not be revealed to anyone. Nobody will be able to identify you or use the information against you.

*For the interviewer: The above statement of confidentiality was read to the respondent and the respondent has agreed to participate in the interview.*

Please tick the box.

Date of Interview:

Interviewer Signature:

Name of Interviewer:

Questionnaire No.	
District	
Block	
Gram Panchayat	
Village	

Section A. Respondent Profile				
Q. No.	Description	Options	Response Code	Skip
Q.1	Name of the Respondent			
Q.2	Age (in Completed years)			
Q.3	Gender	Male	1	
		Female	2	
Q.4	Respondent Category	Schedule Caste	1	
		Schedule Tribe	2	
		OBC	3	
		General/other	4	
Q.5	What is your educational qualification?	Never attended School	1	
		Primary	2	
		Middle	3	
		Secondary	4	
		Senior Secondary	5	
		Graduate	6	

		Post Graduate	7	
		Technical/Professional Degree	8	
Q.6	What is the number of members in your family?			
	Adult Males			
	Adult Females			
	Children			
Q.7	What is your per month family income?	BELOW 5000	1	
		5,001-10,000	2	
		10,001-15,000	3	
		15,001-20,000	4	
		20,001-25,000	5	
		ABOVE 25,000	6	
Q.8	Average Monthly House hold Expenditure on Grocery items / Vegetables/ fruits ( In Rupees)	BELOW 500	1	
		500 -1000	2	
		1000 -2000	3	
		2000 – 3000	4	
		3000 – 5000	5	
		5000 - 10000	6	
		MORE THAN 10000	7	
<b>Section B. Knowledge and Practices</b>				
Q.9	Are you aware about the ill effects of vegetable/fruits and other farm products which is grown with high application of chemical manure/pesticides/ insecticides?	YES	1	
		No	2	
Q.10	Do you know about organic products? <b>(Please explain)</b>	YES	1	
		No	2	End Interview
Q.11	From where did you get to know about organic products?	Government Department	1	
		Print/Electronic Media	2	
		NGO	3	
		Any other (specify)	4	
Q.12	Do You know any particular store/ retail shop, which sells organic food?	YES	1	
		No	2	
Q.13	Do you know about organic certification mark?	YES	1	
		No	2	
Q.14	Whether you think organic products are better than inorganic?	Yes	1	
		No	2	Skip to 16
Q.15	If yes, why is Organic produce better than inorganic produce? (multiple response possible)	No use of harmful pesticides	1	
		Having more nutrients values	2	
		Easily available	3	
		Good for Health	4	
		It improves social status	5	
Q.16	Have you ever purchased any organic product?	YES	1	Skip to 18
		No	2	
Q.17	If no, what are the reasons for not purchasing organic product?	High Price	1	Skip to 26
		Non-Availability	2	
		Not useful	3	

		Not sure of actual quality/benefit	4	
		Any other (Specify)	5	
Q.18	From where did you purchase organic product?	From Grocery Shop	1	
		From Store / Company store	2	
		From Haat Bazaar/ Trade Fair	3	
Q.19	How often do you buy organic foods?	Always	1	
		Most of the times	2	
		Some times	3	
		Never	4	
Q.20	Which organic products do you mostly buy?	Grains	1	
		Vegetables	2	
		Fruits	3	
		Any other (specify) -----	4	
Q.21	How did you find the prices of organic product compared to inorganic?	Higher	1	
		Same	2	
		Lower	3	
Q.22	How do you identify genuine organic foods?	Belief in retailer/ vendors statement	1	
		Certified by a certification agency	2	
		Flavour /taste of organic produces is better than inorganic produces	3	
		Details available on the label/ packing of the produce	4	
		Available only in branded shops/ outlets known for selling organic produces	5	
Q.23	Do you manage to find the organic produce easily in the market?	Yes	1	Skip to 25
		No	2	
Q.24	If No in the above question, what are the reasons	Less demand of these products	1	
		Low awareness among consumers	2	
		Prices are higher than normal products	3	
		Low production in our region	4	
Q.25	Are you satisfied with the quality of organic produces, you purchased?	Yes to a greater extent	1	
		Yes , to a certain extent	2	
		No, farmers/vendors are befooling	3	
Q.26	What are your suggestions to increase use of organic foods? (multiple response possible)	Create awareness among consumers	1	
		Create awareness among farmers/producers	2	
		Prices of these produces should be reduced	3	
		Certification on all available organic produces	4	
		Need to make organic products easily available		
		Any other (Specify) -----	5	
<b>Section C. Project Involvement and Experiences</b>				
Q.27	Have you heard of Pro-Organic Project? (Please explain)	Yes	1	
		No	2	End

				Interview
Q.28	Have you been involved in this project in any way?	Yes	1	
		No	2	Skip to 30
Q.29	If yes, did you participate in any one of these events/meetings?	GP level meeting	1	
		Exposure visit	2	
		Block level meeting	3	
		District Level meeting	4	
		State level consultation	5	
		Any other (Specify) -----	6	
Q.30	Had the project made any impact on your consumption pattern?	Yes	1	
		No	2	
Q.31	What is the impact of project on your/your family consumption pattern?	Started purchasing organic products	1	
		Increased frequency of purchase	2	
		Increased quantity of products	3	
		Purchased new products	4	
Q.32	How was it beneficial for you/your family?	Less incidence of illness	1	
		Improved health of family members	2	
		Any other (Specify)	3	
Q.33	Is there an increase in availability of organic products in your area in last two years? (If yes, specify details)	Yes	1	
		No	2	
Q.34	Is there any new outlet of organic products opened in your area in last two years? (If yes, specify details)	Yes	1	
		No	2	
Q.35	Are more consumer purchasing organic products now than two years back? (If yes, specify details)	Yes	1	
		No	2	
Q.36	Is there an increase in number of farmers doing organic farming in your area in last two years? (If yes, specify numbers)	Yes	1	
		No	2	
Q.37	Have the organic products become more affordable to consumer in the last two years? (If yes, specify details)	Yes	1	
		No	2	
Q.38	How would you narrate your experiences with regard to Pro-Organic Project?			Ask only if involved in the project.
Q.39	Do you have any feedback/Suggestions for project functionaries?			

**Any Additional Information/Suggestions**

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**End Line Evaluation: Pro-Organic Project**

Department/Organisation	
District	
Name of Official	
Designation	
Contact No.	
E-Mail	

**INTERVIEWER'S OBSERVATIONS: TO BE FILLED IN AFTER COMPLETING THE INTERVIEW**

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Signature of Interviewer:

Name:

Date:

### **Guidelines for In-depth Interview: Govt. Officials/Subject Matter Experts**

1. For how long have you been working on this position in the district/state?
2. What are main functions of your department?
3. What your organization is doing to reduce/control harmful effects of chemical fertilizers/pesticides/weedicides etc?
4. What are the programmes/schemes of your department for promoting organic farming and consumption?
5. What place does organic farming and consumption hold in district/state level planning and stakeholder engagement?
6. Are the farmers receptive to the organic farming? What are the reasons for it?
7. What percentage of farmers/farming area has been shifted/ covered under organic farming?
8. Have you heard of Pro-Organic Project supported by CUTS?
9. Have you been involved in this project, if yes, what was your involvement?
10. In your opinion, what impact does this project have been able to make?
11. What is your suggestion/feedback to the project?
12. What are the challenges in promoting organic farming/consumption?
13. What are your suggestions for government/policy makers and NGOs to improve the situation of organic farming in Rajasthan?

**Guidelines for In-depth Interview: Organizations/institutes working on organic farming and consumption issues**

1. For how long have you been working with this organization?
2. What are the main activities of your organisation?
3. What your organisation/institute is doing to promote organic farming/consumption?
4. What are the challenges faced in promoting organic farming/consumption?  
(Production/certification/marketing etc)
5. Have you heard of Pro-Organic Project supported by CUTS?
6. Have you been involved in this project, if yes, what was your involvement?
7. Do you assist in organic certification process and what are your views about certification process, (its importance, cost, complexities etc?)
8. In your opinion, what impact does this project have been able to make?
9. What is your suggestion/feedback to the project?
10. What are your suggestions for government/policy makers and farmer organisations to improve the situation of organic farming in Rajasthan?