

**Pilot Project to Promote Organic Consumption in State of Rajasthan
(ProOrganic)**

“District Level Consultation”

Synthesis Report



www.cuts-international.org/cart/proorganic

Background

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

The promotion of organic consumption is directly related to consumer's safety in many ways. Use of pesticides and chemicals in agriculture production is one of the major causes of environmental degradation and also being unfit for human health. The chemical in food products adversely affects reproduction capabilities in women and girls.

Moreover, Indian societies being largely patriarchal, needs of women are not prioritised, so these women are more prone to chemical contaminations in food. So the adoption of organic consumption will benefit women and especially girls the most.

Objective

CUTS with financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden is implementing a two-year project. The objective of the project is to promote organic consumption in the State of Rajasthan covering six major agriculture potential districts by awareness generation, sensitisation, capacity-building and advocacy activities.

Increased awareness is expected to result in increased consumer demand through the successful implementation of this project, which will further push demand for availability and affordability of organic products contributing towards decreasing health hazards of consumers.

The project is expected to result in better informed consumers and farmers about organic consumption and farming and advocating for better policies and enforcement thereof by sensitised policy makers in the State. This will boost organic farming and consumption in the State and in the long run will provide sustainable environment and lifestyle.

The project is being implemented in Jaipur, Dausa, Chittorgarh, Pratapgarh, Udaipur and Kota districts.

The broader objectives of the whole project are:

- To generate awareness among consumers about organic products
- To build capacity of the farmers to adopt organic farming
- To promote and increase consumer's demand for organic products
- To encourage consumers to shift towards the use of organic products and sustainable consumption and
- To sensitize and advocate with concerned stakeholders, including government agencies to promote organic products in the State of Rajasthan.

District Level Consultations: The Objective

During the start of the project, a survey was conducted in six districts under the action research component of the project with an objective to gauge the level of awareness among consumers and farmers on organic consumption and awareness. Thus, the objective of

conducting these consultations in all six districts was to discuss the preliminary findings of this action research and to receive the inputs to be used in finalising and preparing the research report and the advocacy document as proposed in the project. The aim of the meeting was also to formulate the strategies for future with farmers so as to come out with much more focused work on the issue in future.

The Methodology

The methodology of these consultations was focused on the presentation of these findings of the research survey followed with discussions and sharing of information on the project issues in order to invigorate the practice of organic farming in the territory. In the consultations, a project brief and the activities done so far were also showcased in order to let those participants get acquainted, who had not attended earlier activities under the project. CUTS team along with other stakeholders did discuss about organic farming and its ground realities, which portrayed organic consumption and production in the six districts.

The Participants

The participants of this one day event were all relevant stakeholders including common consumers, farmers and youth groups, SHGs, local CSOs, experts, concerned govt. officials etc. and most importantly, atleast two-four participants of each village targeted under the research action and have been part of village meetings as well, which enabled representation of all the targeted villages. Thus total participants targeted were around 50 on and average in each consultation.

Key Features-District Wise

Dausa: 27th March, 2015



The event was organized at Jain Dharmshala with 52 participants including both consumers and farmers representing all the twelve villages targeted under the existing six blocks.

Om Prakash Pareek, President, Hanuman Gram Vikas Samiti and also the district partner in the project welcomed

all the participants. Amarjeet Singh, Project Coordinator, through a power point presentation shared the brief and objectives of the project and also the details of activities implemented under the project so far earmarking the outputs and major outcome from these activities. In continuation, Singh also presented key findings of the survey, which emerged out from the action research.

Other speakers as discussants in the consultations were Dr R M Sharma, Programme Coordinator, Krishi Vigyan Kendra, Dausa; Anil Sharma, Agriculture Officer; Mrs Deepti Agarwal of Agarwal Organic Farm, Bassi near Jaipur; Dr Raghunandan Lal Sharma, officer in KVK; Dr Fateh Lal Saini, Assistant Director, Horticulture; Dr Niranjana Sharma and Bhagwan Verma both senior officers in other sections of departments of agriculture in Dausa district.

Key Issues emerged from Consultation

- Loan provided by Industries department and the subsidy thereon by government should be made simpler for a wider outreach.
- Researches by government for pesticide control should be made public.
- Maximum use of cow dung as traditional manure should be promoted in order to get the soil regains its strength.
- Trico derma mixed with cow dung should be promoted in order to control pesticides.
- Pesticides are more harmful than chemical manures, so as alternate, organic pesticides, if used can cut down the expense cost also.

Pratapgarh: 8th April, 2015

The DLC at Pratapgarh was good in terms of participation with little over 50 participants, which includes consumers and farmers both. The programme was conducted at Hotel Hawalदार Palace in the main area of Pratapgarh. Participants were from 9 targeted villages from five blocks of the district, thus covering almost the entire area.



Madan Giri Goswami, Assistant Centre Coordinator, CUTS Centre for Human Development introduced about CUTS and CUTS CHD. Mr. Gauhar Mahmood, Centre Coordinator welcomed all the participants and guest speakers and introduced them with the objective of the consultation.

Dr Prakash Panwar Program Coordinator, KVK-Pratapgarh gave opening address, which gave a thorough brief of organic status in the district.

Senior Programme Coordinator, Deepak Saxena from CUTS-CART, Jaipur shared the objectives, details of past activities of the project. Deepak along with Arjunkant Jha, Project Officer, through a power point presentation shared key findings of the research work, which then led to open discussions.

Dr. Ramlal Bishnoi, (IFS) District Forest office from Forest Department Govt of India, addressed the participants and briefed about some valuable knowledge to farmers for

switching over to organic mode with most economic manner. Bishnoi told to participants about the future prospects of organic products from market and trade angle.

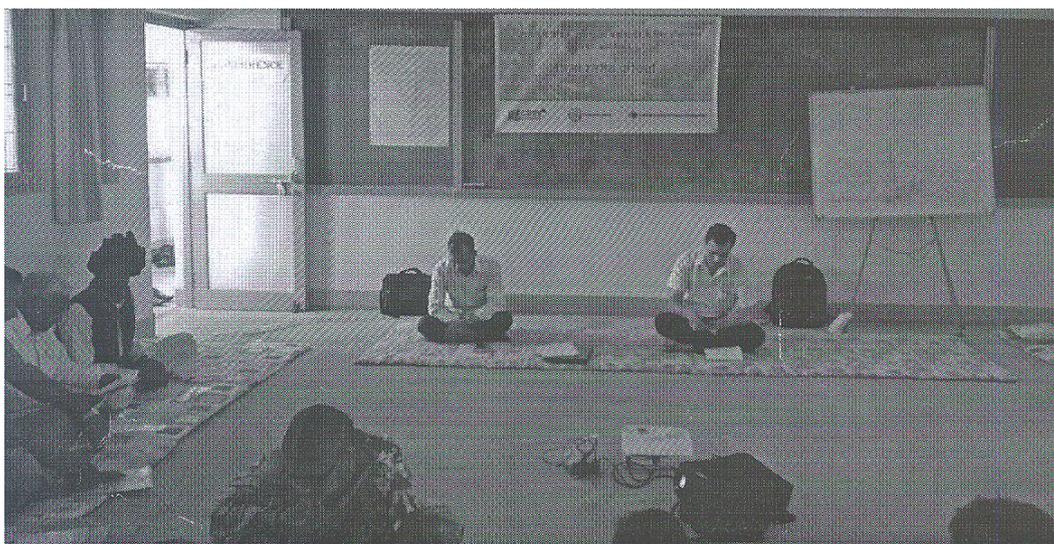
Madan Choudhary Chief of Horticulture at Pratapgarh KVK informed farmers about papaya, banana and vegetables. He told that in some of the Marwar region, farmers are producing organic vegetables in their area.

Key Issues emerged from Consultation

- In an open house interactive session, participants from all section of the society raised concerns, over the rising trends of chemical farming, which is proving hazardous to public health.
- Few of the farmers from Gomana and Gadola briefed about their efforts in promoting organic farming, while few farmers representatives tried to raise concern on government's approach and attitude in providing support for promoting organic farming.
- It was good to know about the experience of a farmer Mr Samrathram Meghwal and Noor Mohammad, who shared their approach and efforts towards organic agriculture from the grass root. Meghwal succeeded in turning from chemical to organic farming and got 150% rise in production over last one year.

Udaipur: 15th April, 2015

In Udaipur, DLC was conducted at CASA Resource Center, situated in the outskirts of the city. There were in all 57 participants in the DLC, which comprises of 13 women and rest male participants. These participants represented most of the blocks of the district.



Mohan Dangi, Secretary Prayatna Samiti and also the district partner welcomed all the participants and guest speakers. Dangi spoke on the objectives of the consultation. Amarjeet Singh, CUTS Project Coordinator made a presentation as done in other places and outlined the brief of the past activities with outcome and also presented the brief key findings of the survey.

Among the key speakers, Moti Singh Rathore, Programme Coordinator in *Krishi Vigyan Kendra*, Udaipur spoke on the concept of traditional farming and soil management. Kamalendra Singh of another NGO 'Samarthak' spoke on the importance of organic farming and briefed the participants about the ill-effects of chemical farming. Singh also informed the

participants about formation of 'Save Forest', an organization raised by 15 voluntary organisations collectively, which works on all organic related issues like promoting organic products in the market, promoting various ways of organic farming and collection of non-pesticide products.

Brij Mohan Dixit, member Rajasthan Kisan Ayog and Junaid Khan of SPWD presented the general picture of organic farming.

Other speakers in the programme were Kishore Sant of Ubeshwar Vikas Mandal and Anand Singh Jodha of *Krishi Vigyan Kendra*, Badgaon.

Key Issues emerged from Consultation

All the above speakers participated along with participants in the consultation after every one spoke and the key issues emerged out are:

- There are tribes in Udaipur district, which have small size land holds, where the farming can best be done by way of cooperative system. This is a challenge as bringing all the farmers collectively under one cooperative is not an easy thing but efforts should be made in this direction.
- A system of making people aware about those products, which have been produced by way of organic farming.
- Old policy of creating social pressure should start again so as to bring a change.
- A separate *kisan mandi* should come into operation for those tribal farmers, who are involved in organic farming.

Chittorgarh: 6th May, 2015

District level Consultation was organized by CUTS, Center for Human Development, on May 06, 2015, at CHD office, Senth Chittorgarh. More than 55 participants from 6 blocks of Chittorgarh participated, which included farmers, resource persons and CUTS representatives from Jaipur & Chittorgarh.

In the beginning, Gauhar Mahmood, Centre Coordinator, CUTS CHD welcomed to all the participants and delegates. He briefly introduced to all the participants about the organization and his working areas. He informed about objectives and expected outcome of consultation.

Dr. Rajendra Singh, Program Coordinator, KVK-Chittorgarh attended as keynote speaker. He said that chemical fertilizers are using by farmers for getting higher yields. He informed about side effects of chemical farming.

Nathu Lal Meghwal, official in Department of Horticulture informed about government schemes, which are running for promoting organic culture.



He suggested to all farmers for using maximum vermin-compost in agriculture.

District mobile unit in-charge in Department of Animal Husbandry, Dr Sumer Singh laid down the importance of Animal Husbandry in rural area along with agriculture for income generation as it is an important source. He told that today, farmers are turning towards agriculture more than livestock, which is not good. Livestock has direct connectivity with organic farming. Ganpat Lal Sharma, Coordinator, Nehru Yuva Kendra addressed the participants and said that women plays a significant role in agriculture.

Key Issues emerged from Consultation

- Few of the farmers from Dungla block of Chittorgarh district, briefed about their efforts in promoting organic farming, while few farmers representatives tried to raise concern on government's approach and attitude in providing support for promoting organic farming and sought necessary support for the same.

Kota: 14th May, 2015

The consultation at Kota was held at Pratap ITI College, which got started at around 11 am. There were in all 57 participants including 20 female participants.

Yudhishter Chansi, Secretary, Ram Krishan Shikshan Sansthan and also the district partner in the project in the beginning welcomed all the participants, CUTS team and the guest speakers.



Deepak Saxena showcased the findings of research before the participants specifically laying stress on district wise data.

Among the speakers, Khalil Mohd. *Gram Sevak* (village worker), who is also involved in organic farming and is well versed with various modes of organic farming methods was the main speaker, who demonstrated various aspects of organic culture.

Speaking on soil treatment, Khalil Mohd. said that it should be done on priority because intense use of chemicals in farming have degraded the soil strength. Use of chemicals has made farmers dependent on multinational companies for seeds, fertilisers, pesticides, marketing etc. He mentioned that the entire scenario has changed because farmers have been concentrated only on high financial return and adopted only non-organic farming methods for the sake.

Radhakrishna Sharma, Agriculture Officer in Kota said that organic farming consists of animal husbandry, soil and seed treatment, preparation of manure and bio-nutrients, storage

and processing etc., which requires high volume of manpower. An average of seven to ten full time persons is required for organic farming in order to produce adequate financial gains. Sharma also said that organic farming in Rajasthan is a medium of employment.

Other speakers include Laxmi Narayan Malav and Mukut Sharma both progressive farmers briefed the participants about their experiences and shared some glimpses of that.

Key Issues emerged from Consultation

- Organic farming should be taken up on priority by government in order to make it as employment opportunity.
- A platform need to be created for bringing all organic farming experts under common roof, so that their expertise can further be utilized for better outcome and use.
- Organisations working for awareness on organic farming and consumptions should be provided funds, so that this work gets speed up.

Jaipur: 29th May, 2015

The consultation was organised at Hotel Jaipur Palace and was attended by around 55 participants including famers, consumers, experts, researchers, representatives of CSOs from all the 13 blocks of Jaipur.

Amarjeet Singh, Project Coordinator welcomed all the participants and distinguished guests and spoke on the project brief and objectives of the consultation. Singh briefed all the participants about the outcome of all the previous consultations held in five districts under the project and Jaipur being the last one.

Deepak Saxena, Sr. Programme Coordinator CUTS made a Presentation about the Key Research Findings, which provided a platform for discussants and participants both for consultation on that.



Apart from CUTS team, the key speakers were Dr. B. D. Yadav, Sr. Scientist, Vegetable Department (RARI), Dr. S. Mukherjee, Professor of Horticulture (RARI), Dr S. S. Yadav, Professor, SKN Agriculture University Jobner and Mr. Nathu Lal Meena, (retired agriculture professor) representing Kisan Sangh. Mr. Arjun Kant Jha, Project Officer, CUTS extended vote of thanks.

Dr. S. Mukherjee was the main speaker in the programme. Mukherjee said that '*If agriculture in this country fails, we fail, the government fails and the nation fails*'. He said that returning to organic farming is the only way to sustainable agriculture and consumption. Mukherjee said that there is market potential of Rs 14,520 ml for organic farming in Rajasthan, whereas present accessible market is of Rs 5,620 ml only. He stated that organic farming is a system which largely excludes the use of synthetic inputs and rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilisation and plant protection. While speaking on certification, he said that India has identified six accreditation agencies for certification of organic products, namely Agricultural and Processed Food Products' Export Development Authority (APEDA), Tea Board, Coffee Board, Spices Board, Coconut Development Board and Directorate of Cashew and Cocoa Board.

Nathu Lal Meena, a retired agriculture professor spoke on the importance of organic farming citing various long-term health and financial benefits due to organic farming. Dr. B. D. Yadav spoke about techniques of organic pest control. Yadav has been in the field since long and at present serving in the Agriculture University situated at Jobner near Jaipur and Rajasthan Agriculture Research Institute. He is an academician with thorough knowledge on pest management. He briefed participants about all kinds of pests, which usually destroy crops and various local and traditional methods for killing or destroying them.

Dr S S Yadav reiterated the need of more usage of vermin composting, which is not only eco-friendly but also cost effective. He said that it is an effective way to recycle agricultural and kitchen wastes. The application of *vermin compost* not only supplements plant nutrients (macro and micro) but also increases soil water retention, microbial population, nutrient content and carbon content of the soil. He emphasised on the mix cropping and pointed out that organic farming leads to increased production in the long run.

Key Issues emerged from Consultation

- Creating awareness about the usage of organic products
- Generating market linkages to enable farmers sell their produce thus enabling easy availability of organic produce
- Need for training needs
- Spread of awareness about the availability of organic products
- Ease the process of certification
- Interdisciplinary approach including all stakeholders like the government, NGOS/VOs, farmer organizations, research organizations and certification agencies
- Sustaining the farmers during the period of transition towards organic farming

General Recommendations from all Consultations

Despite all positive efforts, less than 3% of farmers are engaged in organic farming in Rajasthan. There is lack of awareness among farmers and consumers as well about Organic

Certification, Mix Farming, On Farm Trials, Intercropping, Simplification of Certification Process, Availability of Better Quality of Local Seeds, Adoption of Integrated Pest Management Techniques, Training on Organic Inputs Preparations, Food Processing, Awareness Creation of Government on-going schemes to Promote Organic Farming, Creation of Better Market Linkages emerged as key suggestions to Promote Organic Consumption and Production in the State. The general recommendations emerged out from all the consultations are:

- Create awareness camps through training and promotional activities
- Generate market linkages by building cooperative mode of support
- Interdisciplinary linkage of all stake holders by designating one single nodal agency such as a “Directorate of Organic farming”
- Mobilize youth and women force in creating awareness on the use organic products
- Enable Make educational/teaching/research organizations act as change agents in pushing awareness about use of organic products

Complete Research Findings

View

http://cuts-international.org/cart/ProOrganic/pdf/Research_Report.pdf

Programme Schedule

Timings	Topic	Responsibility
10.00- 10.30	Registration of Participants	District Partner and its Team
10.30-11.00	Welcome and the Objective of the Meeting	District Partner
11.00- 12.00	Presentation about the Project and Key Research Findings	CUTS Project Team
12.00-13.00	Responses by Key Stakeholder Moderation by CUTS Team	Govt. Officials & Experts*
13.00-13.45	Open Discussion and Suggestion to Promote Organic Farming and Consumption in the District	District Partner & CUTS Team
13.45- 14.00	Sum Up and Vote of Thanks	CUTS Team
14.00 Onwards	Lunch	

**Govt. Officials & Experts from local agriculture department, DSO, certification department, NABARD, agriculture university/college/institute/KVK, CSO working on such issues, PRIs (Zila Pramukh/Pradhan), District Collector, SDM etc.*



प्रतापगढ़. जैविक खेती को बढ़ावा देने को लेकर हुई बैठक में मौजूद किसान।

जैविक खेती को बढ़ावा देने के लिए किसानों की हुई बैठक

बैठक में गोमान व आसपास के 50 किसान हुए शामिल

भास्कर न्यूज़ | प्रतापगढ़

चौधरी, केवीके की कार्यक्रम अधिकारी प्रकाश पंवार, कट्स के दीपक सक्सेना, मदन गिरी गोस्वामी, गौर मोहम्मद, गोपाल साहू, राधेश्याम वैष्णव मौजूद थे। बैठक में गोमान व आसपास के



किसानों को दी जानकारी

जैविक उपयोग को बढ़ावा देने के लिए 12 ग्राम पंचायतों के किसानों ने हिस्सा लिया। उद्योग विभाग, कृषि विभाग आदि के अधिकारियों ने भी किसानों को योजनाओं सहित विभिन्न प्रकार की जानकारी दी।

भगवान सहाय वर्मा, उद्यान विभाग के फतहलाल सैनी, डॉ. दीपि अग्रवाल, कृषि विज्ञान के डॉ. आर. एस. शर्मा, संस्था निदेशक ओ. पं. परीक आदि ने भी किसानों को विभिन्न प्रकार की जानकारी दी। (कार्यालय संवाद)

जैविक खेती को बढ़ावा देने का आह्वान

नवज्योति/कोटा

रामकृष्ण शिक्षण संस्थान एवं कट्स इंटरनेशनल के तत्वावधान में गत दिवस भदना में जैविक खेती को बढ़ावा देने के लिए कार्यशाला आयोजित की गई। प्रताप आईआईटी के भवन में आयोजित कार्यशाला में कृषि अधिकारी राधा कृष्ण शर्मा ने किसानों को पारम्परिक खेती का महत्व बताया। ग्राम सेवक खलील अहमद ने रासायनिक खेती के अंतर को स्पष्ट किया। कट्स इंटरनेशनल के कार्यक्रम अधिकारी अर्जुन कांत झा ने जैविक खेती के उपयोग और उत्पादन को विस्तार से समझाया।



विशिष्ट अतिथि लक्ष्मी नारायण मालव एवं अनवार अहमद ने किसानों को जैविक खेती के लिए प्रेरित किया। संचालन राम निवास राठौड़ ने किया। कालू लाल मालव, मुकुट शर्मा, बाल मुकुंद, कंवर लाल आदि प्रतिभागियों ने विचार प्रकट किए।