

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

Awareness Camps

Synthesis Report



Brightest Hope for Positive Change

CUTS[®]
International

Background and Objectives

CUTS with the financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden, is implementing a four-year project, to develop a culture of sustainable consumption and lifestyle through organic production and consumption in the State of Rajasthan (India) covering ten major agriculture-oriented districts by awareness generation, sensitisation, capacity-building and advocacy activities.

Increased awareness is expected to result in increased consumer demand, which will further move forward 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 regarding organic consumption and farming and advocating for better policies and enforcement thereof by sensitising policymakers in the State. This will boost organic farming and consumption in the State, and in the long run, will provide sustainable environment and better lifestyle.

Awareness Campaign has been one of the important activities of the project, which provided a platform to advance the project objectives down the line. These campaigns were conducted in 192 selected villages (*gram panchayats*) of 96 blocks and ten target districts. In all, two villages were selected from each block of every district, thus totalling to 192.

The objective of organising these awareness camps was to bring forward the whole movement down the line at the grassroots. In a nutshell, the objective of organising these village-level awareness meetings through camps was to educate and sensitise the public about the adverse effects of chemicals and pesticides being used in agriculture and the importance of locally available agriculture-friendly fertilisers and manures, which can be used to reduce the financial burden and hazardous impacts on environment as well as on human beings.

Activities

Around 192 awareness camps were organised in ten districts. Since, the camps under the campaign were conducted at *gram panchayat* level so the participants of each activity were mainly local farmers and consumers. Besides, at many places, village level traders, students and elected representative also participated with keen interest. People engaged in agricultural activities and consumers who are directly linked with the same had mostly participated in each event.

Among the key stakeholders in the project, representatives from local civil society, consumer organisations and subject experts from government authorities and farmer clubs also took part and trained the participants on the subject. In the selected ten districts, efforts were made to ensure maximum participation of farmers, especially women farmers representing their districts.

Methodology

As proposed, awareness camp in each of selected *gram panchayats*/block/district was organised to make consumers and farmers aware of organic products and influence their buying/farming habits. There were different modes, through which efforts were made to raise awareness, i.e. by organising street plays, cultural activities, displaying posters and distributing hand-outs, etc. Besides, other means like *chaupal baithaks* (village government meetings) and cultural *kathputali* (puppet shows) were also organised.

Table 1: Awareness Camps and Participation

S. N.	District	Awareness Camps	Participants
1	Kota	12	728
2	Udaipur	22	1298
3	Dausa	12	847
4	Chittorgarh	22	1418
5	Pratapgarh	10	668
6	Jaipur	30	1782
7	Bhilwara	24	1578
8	Sawai Madhopur	12	792
9	Jodhpur	32	1503
10	Jhalawar	16	954
	Total	192	11,568

Key Features of District-wise Events

Kota

Ram Krishan Shikshan Sansthan is the district partner for Kota and accountable to plan, mobilise, coordinate and conduct all meetings in the district. From the five blocks of the districts, ten villages (two from each block) were selected to organise the meetings.

Table 2: Awareness Camps in Kota

S. N.	District	Block	Gram Panchayat	Date
1	Kota	Sangod	Kundanpur	09.01.18
2			Kamolar	09.01.18
3		Kanwas	Khajuri	10.01.18
4			Dhoti	10.01.18
5		Ladpura	Arandkheda	10.01.18
6			Kheda Rasulpur	29.11.17
7		Itawa	Ranodiya	26.12.17
8			Khyawda	26.12.17
9		Sultanpur	Kotsua	16.10.17
10			Toran	30.10.17

Participation

The events were conducted in ten villages including five blocks, where around 385 male and 343 female members participated comprising both consumers and farmers.



As evident from the figures, though the total number of participants was observed to be less as compared to other places, but the female ratio was satisfactory and was around 47 percent of the total participants.

Success Story

From Entrepreneurship to Organic Farming

Pradeep Rathore, a young entrepreneur, having 28 *bigha* (4.48 hectare) of family land, belongs to village *Bhadana*, block *Ladpura* of Kota district (Rajasthan). Presently, Pradeep is involved in organic farming. Earlier, he was engaged in various businesses of sectors like solar product and manufacturing of fly ash brick, though he was oriented towards his ancestral work of farming as his father has been doing organic farming in small piece of his land to fulfill his family's monetary requires.



Once, Pradeep had the opportunity to attend CUTS programme organised by *Ram Krishna Shikshan Sansthan*, Kota – the local partner and came to know about organic farming. He was deeply inspired by this work. With limited resources, he was finally able to make chemical-free soil for production of organic vegetables. Furthermore, Pradeep made a bamboo poly-house and a green net-house for producing vegetables. His family and friends not only supported, but also appreciated

his work. Today, Pradeep's work is done on a pilot basis and he plans to escalate it further.

Udaipur

Prayatna Samiti is shouldering the responsibility of being a district partner, who has been managing and organising the activities in the district. Mohan Dangi's ability to ensure maximising the participation in programmes organised, especially where the villages are geographically scattered, has been worth appreciable. From 11 blocks of the district, 22 villages (two from each block) were selected for the first year, where these meetings were conducted.

Table 3: Awareness Camps and Participation in Udaipur

S. N.	District	Block	Gram Panchayat	Date
1	Udaipur	Salumber	Idana	27.11.17
2			Kherad	08.01.18
3		Lasadiya	Tekan	28.11.17
4			Kali Bheent	23.01.18
5		Girwa	Nai	30.11.17
6			Lakadwas	18.12.17
7		Sarada	Kejar	04.12.17
8			Mathura	05.12.17
9		Kotra	Gagrood	12.12.17
10			Kukawas	13.12.17
11		Kherwada	Jayra	15.12.17
12			Pahada	16.12.17
13		Badgaon	Bhutala	17.12.17
14			Lakhwali	18.12.17
15		Jhadol	Augana	11.01.18
16			Chandwas	12.01.18
17		Gogunda	Rawaliya Kalan	15.01.18
18			Naal	17.01.18
19		Mavli	Dholi Magri	19.01.18
20			Bijanwas	20.01.18
21		Bhinder	Bhatewar	24.01.18
22			Maharaj ji kikhedi	25.01.18

Participation

In Udaipur district, out of 1298 participants from 22 camps organised, women participation was nearly 45 percent. As compared to Kota, the figures were not quite satisfactory. However, considering the geographical conditions and local traditions, the programme could be rated as satisfactory.



Success Story

Finding a Remedy

Gaman, a farmer from *Idana* village of Salumbar tehsil, was engaged in animal husbandry. The livelihood of his family comprising 10 members depended on agriculture. They were earning by growing wheat and maize, with only 2.25 acre land. Gaman's family was finding difficult to serve from limited earning.



Once, Gaman participated in a workshop jointly organised by *Prayatna Samiti* and CUTS for promoting organic farming in *Idana*. Hence, he came to know about organic farming and other details for adopting the same. Consequently, Gaman decided to prepare and use organic pesticide, *Jeevamrut* with the help of *Prathana Samiti*. Gamaana soon realised that growing wheat with *Jeevamrut* was better than the crops grown with chemical fertilisers. Moreover, the production cost of *Jeevamrut* was only ₹240.

Dausa

Hanuman Gram Vikas Samiti is leading in organising the project activities in Dausa district. Among all other district partners, Om Prakash was found to be most actively involved in organic farming in his district. He also had conducted village meetings in Dausa. From six blocks of the district, 12 villages (two from each block) were selected.

Table 4: Awareness Camps in Dausa

S. N.	District	Block	Gram Panchayat	Date
1	Dausa	Nangal Rajawtan	Pyariwas	28.08.17
2			Chudiyawas	28.08.17
3		Ramgarh Pachwara	Salempura	06.09.17
4			Nijampura	06.09.17
5		Lalsot	Bilona Kalan	20.09.17
6			Maharia	20.09.17
7		Labaan	Nangal Govind	11.12.17
8			Singwara	11.12.17
9		Dausa	Dharpura	18.12.17
10			Maheswara Kalan	18.12.17
11		Bandikui	Guda Katla	25.12.17
12			Karnawar	25.12.17

Participation

In Dausa district, out of the total 847 participants comprising both farmers and consumers participated in all the events, around 392 were male and 455 female members. Women participation was observed to be nearly 53 percent of the total participation. However, orthodox customs, traditions, culture and geographical outreach were the factors accounting for low participation.



Success Story

Winning through Innovation

Kapil Dev Sharma, a farmer from Deoli – place about 8 km from *Lalsot* (Dausa), was looking for innovative ways for chemical-free farming at *Vasundhara Jaivik Krishi Farm*. After meeting Farmers Producer Organisation of National Agriculture Bank for Rural Development (NABARD), Khatwa Kisan Jaivik Producer Company Ltd. and Om Prakash Pareek, he was inspired to initiate organic farming in his field.



Currently, he is producing wheat, barley and mustard with organic method on his 20 *bigha* land. He is using vermi compost with micro bacteria to control termites and other pests. Sharma also adopting the mixed farming pattern to produce organic vegetable with wheat. He has been successful in sowing a variety of tomato named *Arka Rakshak*, developed by Indian Institute of Horticultural Research (IIHR). To keep the vegetables free from various diseases, he prepares organic drugs at home. Now he runs an organic dairy farm, where there are about 35 cows. The cow dung is utilised to produce organic products. These animals are fed with organic food *azola*, so that they are healthy and produce quality milk.



Chittorgarh

CUTS Centre for Human Development (CHD), Chittorgarh, was assigned the task of implementing project activities in Chittorgarh district. Out of the 11 blocks of the district, 22 villages (two from each) were selected for conducting the meetings. Moreover, 35 awareness camps were organised in Chittorgarh district.

Table 5: Awareness Camps in Chittorgarh

S. N.	District	Block	Gram Panchayat	Date
1	Chittorgarh	Chittorgarh	Eral	18.07.17
2			Netawalgarh	19.07.17
3		Gangrar	Sudri	25.08.17
4			Soniyana	29.08.17
5		Begun	Balwant Nagar	12.09.17
6			Tara Pipli	13.09.17
7		Bhensrodgarh	Devpura	12.10.17
8			Javda	13.10.17
9		Rashmi	Arni	09.11.17
10			Sihana	10.11.17
11		Dungla	Chikarda	13.11.17
12			Pirana	14.11.17
13		Kapasana	Balarda	16.11.17
14			Godiyana	17.11.17
15		Bhadesar	Kannoj	05.12.17
16			Bhalundi	08.12.17
17		Nimbahera	Sarlai	11.12.17
18			Keli	18.12.17
19		Bari Sadri	Pind	21.12.17
20			Bhanuja	22.12.17
21		Bhupalsagar	Sanwaliya khera	27.12.17
22			Mund Katiya	28.12.17

Participation

Out of the 22 meetings held in Chittorgarh district, people participated with great zeal and enthusiasm from women. In all the meetings, around 1418 participants including both consumers and farmers enthusiastically took part. Out of the total participants, there were 606 male and 812 women members. Thus, women participants exceeded the male participants. Moreover, from the figures, female participants were observed to be nearly 57 percent. This not only indicates high zeal and enthusiasm among the women in the district, but also is a model for other districts.



Success Story

Lalxmi Lal Menaria resident of *Sangaria* village, which is a revenue village of Chittorgarh district, situated in south about 70 km away from district headquarters. The village had a population of 350, and most of the villagers were involved in agriculture. As *Sangaria* was located near of *Talou* dam so the level of ground water was sufficient. Menaria originates from a small farmer family, and had only one and half hectare land for agriculture. He was unable to earn adequate income for his family so he decided to raise his income.



Furthermore, he established dairy unit at his village and bought cows and buffaloes for running the same. He was part of the exposure visit of Chittorgarh dairy and exposure visit at Jaipur. Here, he acquired information about vermi compost and organic farming that made him initiate organic vegetable cultivation in the available land. Besides, he also attended various workshops on organic farming organised by CUTS. He also established vermin compost unit and used vermi compost in his organic vegetable cultivation. Soon he developed a vegetable nursery at his home and plantation farm. Initially, he grew pea but had to bear much loss. Thereafter, when he grew cabbage, he managed to produce the same in good quantity and now he sells his organic produce in the market making huge profits. At present, developing organic garden of lemon and orange is his long-term plan.

Pratapgarh

CUTS Centre for Development (CHD) was assigned the task of implementing project activities in Pratapgarh district. Out of the five blocks of the district, 10 villages (two from each block) were selected for organising the meetings.

Table 6: Awareness Camps in Pratapgarh

S. N.	District	Block	Gram Panchayat	Date
1	Pratapgarh	Pipalkhoont	Moti Kheri	20.07.17
2			Kachotiya	21.07.17
3		Dhariyawad	Lodiya	22.08.17
4			Bhojpura	23.08.17
5		Arnod	Fatehgarh	18.09.17
6			Lalgarh	19.09.17
7		Pratapgarh	Kherot	25.10.17
8			Meriya khedi	26.10.17
9		Choti Sadri	Swroopganj	24.11.17
10			Ganeshpura	28.11.17

Participation

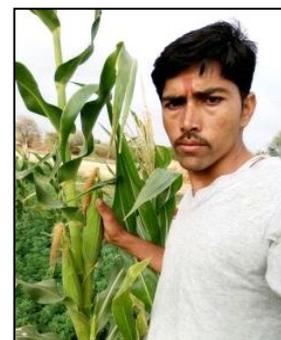
In Pratapgarh, number of participants was found to be 668 comprising 376 male and 292 female members. The ratio of female participants was found to be 43 percent. Social and cultural barriers were identified as the causes for unsatisfactory turnout of people in the event.

Success Story

Hard Work Pays off



Jamnallal Gurjar, a progressive farmer belonged to *Baravarda* village of Pratapgarh district. He has eight acre irrigated land. He was aware about the side effects of chemical farming and wished to start chemical-free mode of farming for his family. He was constantly trying to get more and more information regarding organic farming. One day, he read an article about an organic farmer, who left a big company and started organic farming. He was immensely inspired by his story, and was thus keen to begin organic farming.



Despite facing resistance from his family and other villagers, he started organic farming in a small piece of

land. He enhanced his knowledge about manure production technique and bought a domestic cow. He prepared organic manure and organic slurry and utilised the same in his crops. From time to time he attended CUTS events on organic farming. He continued organic farming for years. Finally, in the fourth year his production raised immensely due to which his family not only consumed wheat and maize, but they were also impressed by Jamnalal's honest efforts. He is now encouraging other farmers to adopt organic farming. Jamnalal is active on social media sharing his experiences. Besides, he is able to sell his organic produce at high costs, and has established a vermin compost unit in his farm house.

Jaipur

CUTS Centre for Consumer Action, Research and Training (CART) has been managing project activities of Jaipur. Out of the 15 blocks of the district, 30 villages (two from each block) were selected for the meetings. About 30 awareness camps were conducted in Jaipur district.

Table 7: Awareness Camps in Jaipur

S. N.	District	Block	Gram Panchayat	Date
1	Jaipur	Bassi	Khijuriya	18.08.17
2			Kashipura	21.08.17
3		Sanganer	Ashawala	11.01.18
4			Dantil	12.01.18
5		Govindgarh	Morija	09.08.17
6			Hathnoda	05.09.17
7		Kotputli	Purshottampura	10.08.17
8			Dantli	18.08.17
9		Chaksu	Bajdoli	26.12.17
10			Sawai Madhosinghpura	28.12.17
11		Amer	Bilonchi	21.07.17
12			Daulatpura	29.01.18
13		Phagi	Mohabbatpura	04.09.17
14			Pahadiya	17.11.17
15		Jamwa Ramgarh	Bhanpur Kalan	26.10.17
16			Saiwad	30.10.17
17		Virat Nagar	Amloda	05.09.17
18			Bhamod	20.11.17
19		Sambhar	Jaisingh Pura	05.09.17
20			Jorpura	20.09.17
21		Dudu	Ursewa	15.12.17
22			Gagrdoon	19.12.17
23		Jhotwara	Begus	05.10.17
24			Bhambhori	06.11.17

S. N.	District	Block	Gram Panchayat	Date
25		Jalsu	Devguda	14.09.17
26			Jahota	10.01.18
27		Paota	Badnagar	19.12.17
28			Tulsipura	22.12.17
29		Shahpura	Nayan	20.12.17
30			Amarsar	22.12.17

Participation

Jaipur having maximum number of blocks so all ten districts were covered under the project and thus there were maximum number of villages to conduct the project activities. CUTS deployed a team of dedicated workers in each block, who were given the responsibility of conducting all village level activities. These workers comprised CUTS networkers, who have been involved in CUTS projects and organising various other activities.

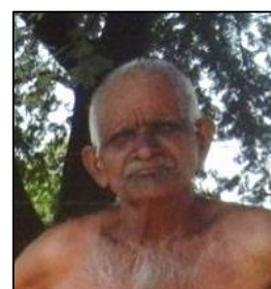


In Jaipur, nearly 1782 participants were present in all the village level activities comprising consumers and farmers. About 856 male and 926 female participants attended the events. Female participation was found to be 51 percent of total participation, which indicated a satisfactory level.

Success Story

Imagine, Believe and Achieve

Badri Lal Yadav, a progressive organic farmer of village *Manpura* of Amer block of Jaipur district. Badri has been using vermin compost quite effectively for the cultivation of wheat. In due course of time, he started consuming his own cultivated wheat. He is also a member of *Paramparagat Krishi Vikas Yojana* (PKVY) scheme implemented by the Government, by which he acquired financial aid from the Government. He attended



three awareness workshops organised by CUTS in Jaipur, and started making *Jeewamrut* and herbal spray in his farm.

Currently, Yadav is utilising the same in vegetable crops and earning good profit from his production. Due to his laborious efforts and dedication, Badri Lal is said to be one of the successful farmers of Jaipur completely engaged in organic farming. Moreover, his efforts are reaping benefits. He is an inspiration for many farmers.



Bhilwara

CUTS CHD, Bhilwara was assigned with the task of implementing project activities in the district. From the 12 blocks of the district, 24 villages (two from each block) were selected, where various project related meetings were conducted.

Table 8: Awareness Camps in Bhilwara

S. N.	District	Block	Gram Panchayat	Date
1	Bhilwara	Banera	Rayla	12.07.17
2			Laxmipura	24.07.17
3		Shahpura	Mindholiya	26.07.17
4			Dabla Kachra	09.08.17
5		Hurda	Amarathiya	10.08.17
6			Jalampura	11.08.17
7		Asind	Eras	20.09.17
8			Padasoli	21.09.17
9		Raipur	Ashaholi	22.09.17
10			Nahari	16.10.17
11		Suwana	Akola	17.10.17
12			Pondras	24.10.17
13		Mandalgarh	Dhakarkheri	02.11.17

S. N.	District	Block	Gram Panchayat	Date
14		Sahada	Motaro Ka Khera	08.11.17
15			Kan Ji Ki Kheri	21.11.17
16			Nandsa	22.11.17
17		Mandal	Dhankarpura	23.11.17
18			Ghodas	08.12.17
19		Jahajpur	Bakra	11.12.17
20			Shakkargarh	14.12.17
21		Kotri	Gehunli	19.12.17
22			Kankroliya Ghati	22.12.17
23		Bijoliya	Chand Ji ki Kheri	20.12.17
24			Choti Bijoliya	21.12.17

Participation

In Bhilwara, the total number of participants was 1578 with 722 male and 856 female participants. The ratio of female participants was found to be 54 percent.



Success Story

Old Ways Won't Open New Doors

Roshan Lal Sharma, a progressive farmer residing in *Ashaholi* village in Raipur block of Bhilwara district. Sharma had four acre irrigated land. A few years ago, he used to chemical farming like other farmers, but one day, he attended a workshop on organic farming and he became aware of the hazardous effects of chemical-based farming on the quality of soil. Roshan Lal was deeply motivated through CUTS CHD *Panchayat* level activity in his village. So he decided to quit chemical farming.



Thereafter, he attended various meetings and trainings on organic farming. Eventually, he started organic farming in small piece of land of his farm, but encountered many challenges from other farmers of his village. Despite this, he continued with his honest endeavours. After gaining knowledge of organic manure and organic slurry, he started manufacturing the same in his farm and started growing crops. Though the production was initially low, but the quality and flavour of food was much better. From time to time,



he regularly attended trainings and meetings on organic farming and animal husbandry including various CUTS workshop. Now, in *kharif* season, he grows pulses like *urad*, *moong*, whereas in *rabi* season, he grows maize, wheat, barley and *fenugreek*.

Soon Roshan Lal became a *Krishi Mitra* Local Resource Person (LRP) of a cluster of *Paramparagat Krishi Vikas Yojana* (PKVY), appointed by the Agriculture Department of Rajasthan. Roshan Lal has become a success icon not only in changing mentality of his family members, but also in inspiring other farmers to adopt organic farming.

Jhalawar

Samajik Vikas Sansthan, Jhalawar was assigned with the task of implementing project activities in Jhalawar. Out of the eight blocks of the district, 16 villages (two from each block) were selected for the meetings.

Table 9: Awareness Camps in Jhalawar

S. N.	District	Block	Gram Panchayat	Date
1	Jhalawar	Jhalrapatan	Juna Khera	24.07.17
2			Lawasal	25.07.17
3		Khanpur	Bagher	16.08.17
4			Modi Bheemsagar	17.08.17
5		Bakani	Jhikadiya	18.08.17
6			Dewri	20.09.17
7		Manohar Thana	Chandipur	12.09.17
8			Jawar	12.09.17
9		Bhavani	Bhilwadi	09.11.17
10		Mandi	Piplya	15.11.17
11		Aklera	Aametha	08.11.17
12			Misroli	21.11.17
13		Pirawa	Diwalkhera	22.11.17
14			Semli Kham	23.11.17

15		Dag	Dobra	19.12.17
16			Kyasra	20.12.17

Participation

In Jhalawar district, the total number of participants was 954 with 544 male and 410 female members. The ratio of female participants was found to be 42 percent. The reason of this unsatisfactory turnout was found to be similar to other districts.



Success Story

Turning Dreams into Reality



Kanhaiya Lal Lodha, s/o Jagroop Lodha belonged to village *Sodhla* of *Panchayat*

Jawar of *Manoharthana* block (Jhalawar). He possessed four *bigha* land. Although being a graduate, he had immense passion for farming. Moreover, he had been engaged in farming with his father and had experience of working in animal husbandry, but was unaware about organic agriculture. In January 2006, he acquired information

regarding organic farming in a meeting organised with the support of the *Krishi Vigyan*, Jhalawar.

By attending more such meetings and with the help of CUTS 'Pro-Organic' project in *Jawara* village through village level awareness programmes, he is currently a successful organic farmer, and owns vermi compost unit, herbel spray and compost manure unit.



Jodhpur

Jagrati Sansthan, Jodhpur was selected for implementation as a Partner assigned the task of implementing project activities in Sawai Madhopur. Out of the 16 blocks of the district, 32 villages (two from each block) were selected for organising project related meetings.

Table 10: Awareness Camps at Jodhpur

S. N.	District	Block	Gram Panchayat	Date
1	Jodhpur	Pipad City	Riya	23.07.17
2			Jaspali	23.07.17

S. N.	District	Block	Gram Panchayat	Date
3		Mandore	Katyasani	20.08.17
5			Dangiyawas	23.09.17
7		Looni	Bhatinda	18.11.17
8			Modi Joshiyan	18.11.17
9		Bhopalgarh	Devatra	19.11.17
10			Budkiya	19.11.17
11		Bilada	Pichiyak	11.12.17
12			Bhavi	11.12.17
13		Bawri	Khedapa	12.12.17
14			Soyla	12.12.17
15		Bapini	Matoda	23.12.17
16			Bapini	23.12.17
17		Detchu	Decthu	24.12.17
18			Sethrawa	24.12.17
19		Balesar	Utamber	30.12.17
20			Bawarli	30.12.17
21		Shekhala	Chamu	31.12.17
22			Nathdau	01.01.18
23		Osian	Chairai	02.01.18
24			Osian	02.01.18
25		Shergarh	Kishor Nagar	03.01.18
26			Pabusar	03.01.18
27		Tiwri	Binjwadiya	04.01.18
28			Mathaniya	04.01.18
29		Lohawat	Moriya	27.01.18
30			Denok	27.01.18
31		Baap	Nanau	Dates?
32			Jambha	Dates?

Participation

In Jodhpur, the total number of participants was 1503 with 814 males and 689 female participants. The ratio of female participants was found to be 46 percent of the total. The reasons behind this unsatisfactory turnout were social and cultural barriers.



Success Story

Decision is the Uitimate Power

Ranisar, a village farmer of village of Tehsil, Falodi, Rajasthan was engaged in chemical-based farming in Sand Dunes farm. In due course of time, he realised the hazardous effects of using pesticides in farming. One day, he met Dr A K Sharma (Scientist, Central Arid Zone research Zone, Jodhpur CAZRI). His major area of research was organic farming so came to know about organic farming, its benefits and some useful tips. Soon made up his mind to adopt organic farming. Initially, he had to face many technical constraints, but took advice from Dr Sharma to overcome them. Sharma also suggested putting huge amount of clay in his farm, and in the monsoon season, his farm turned into a pond.



On visiting his farm, Ranisar was surprised to see that water was still there even after few days. Now his farm was ready for organic farming. However, he encountered many problems in practising the same, but Dr Sharma kept on guiding him to continue with his efforts. His first organic crop was wheat and next he planted groundnut. Gradually,

Raisers' organic production started increased, and he also began selling his organic crops. Today, he is proud of his decision of carrying out organic farming, and is leading a happy and satisfied life.

Sawai Madhopur

Rural Development Society and Vocational Training Organisation (RUDSOVOT), Sawai Madhopur, was assigned with the task of implementing project activities. Out of six blocks of the district, 12 villages (two from each block) were selected for various meetings.

Table 11: Awareness Camps in Sawai Madhopur

S.N.	District	Block	Gram Panchayat	Date
1	Sawai Madhopur	Chauth Ka Barwada	Bhagwatgarh	24.07.17
2			Bhedola	31.07.17
3		Bonli	Bas Torda	05.08.17
4			Bhenoli	24.11.17
5		Sawai Madhopur	Khilchipur	10.10.17
6			Jonla	16.12.17
7		Khandar	Talawada	05.11.17
8			Naypur	15.11.17
9		Bamanwas	Batoda	31.12.17
10			Barnala	01.01.18
11		Gangapur City	Heerapur	28.12.17
12			Tatwada	03.01.18

Participation

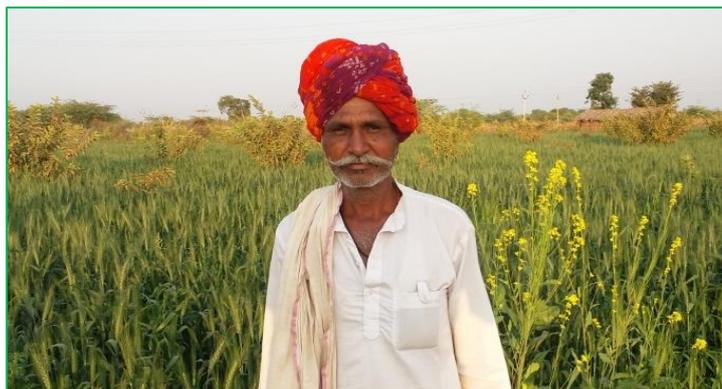
In Sawai Madhopur, the total number of participants was 792 with 464 males and 328 female participants respectively. The ratio of female participants was found to be 41 percent of the total. The reason of this unsatisfactory turnout was quite similar to other districts.



Success Story

The Change Maker

With the support and guidance of Rural Development Society and Vocational Training Organisation (RUDSOVOT) of Sawai Madhopur, Bihari Lal Gujar S/o Ramphool Gurjar from village *Padara Visthapit* of block Khandar, Sawai Madhopur, made his first and impressive move



in adopting organic farming. Implementing this mode of farming he enhanced his cultivation. Moreover, he motivated other farmers also and changed their lives for leading a better life.

Before adopting organic farming, the yield was inadequate and *desi* seeds were used for sowing. Moreover, traditional system of farming was in practice by the villagers and irrigation of crops was done by wells and nearby canals. The villages were shifted to village *Padada Visthapit*, where the Government provided them six *bigha* agricultural land per household for cultivation. Though the new allotted land was not fertile, but leaves of trees, cow wastes and urea in low amount were used as manure for agriculture cultivation.

CUTS Jaipur provided all relevant information on organic farming under its 'ProOrganic' project and organised film shows to raise awareness. Besides, agriculture supervisors elucidated about the harmful effects of urea in cultivation. In addition, CUTS also provided demonstration of preparing vermin compost and motivated villagers, due these villagers became ready to prepare vermi compost. Today, Bihari Lal has become a role model in his village.

Table 12: District-wise Participation

S. N.	District	Male	Female	Participants
1	Kota	385	343	728
2	Udaipur	713	585	1298
3	Dausa	392	455	847
4	Chittorgarh	606	812	1418
5	Pratapgarh	376	292	668
6	Jaipur	856	926	1782
7	Bhilwara	722	856	1578
8	Sawai Madhopur	464	328	792
9	Jodhpur	814	689	1503
10	Jhalawar	544	410	954
	Total	5872	5696	11,568

Recommendations

- Awareness programmes of similar kind should be conducted for the farming community
- The Government should promote training programmes and provide financial aid for organic farming
- New schemes for the benefit of organic farmers should be implemented
- Organic products should be closely monitored as far as price fixation is concerned
- More and more consumers should be engaged in organic production and consumption
- The Government should execute some major policy changes to ensure that organic food is easily available, accessible and affordable

Outcomes

The activities at the village-level provided a platform to generate awareness among the consumers about the benefits and availability of organic products, and it helped in educating cultivators to use organic fertilisers to grow foods and avoid adulteration, so that the people of the country can procure pure and quality food for leading a healthy life. Through this campaign, it was also realised that such efforts would not suffice until and unless, these are taken up continuously. Local media gave full coverage to all the village meetings and local people also participated in the same with great zeal and enthusiasm.

While the total percent of women participants was around 50 percent, which showed high enthusiasm among women in different districts, at different levels. Moreover, immense participation of the farmers was one of the reasons for the success of these programmes.

By means of this campaign, it was also realised that such efforts should be organised from time to time. The media also gave adequate coverage to all the village meetings, and local people also showed great zeal and enthusiasm in the camps organised.