

**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



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 10 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

All over Rajasthan, CUTS conducted various awareness camps (around 192) throughout 10 districts in the financial year 2018-19. All camps were organised at the *Gram Panchayat* level wherein vast participation of local farmers and consumers, traders, students, elected representatives, consumers directly linked in agricultural authorities and related activities was witnessed.

Major stakeholders in the project were representatives from local civil society, consumer organisations and subject experts from government and farmer clubs also

took part and trained the participants on the subject with special focus on women participation.

Methodology

The awareness camps were organised at *Gram Panchayat* level with two camps in each block of every district with the aim of increasing awareness of different organic products among farmers and influence their buying and farming habits beneficial for them.

Street plays, cultural activities, posters, flyers, *chaupal baithaks* (village government meetings), *kathputali* (puppet shows), showcasing of movie on organic farming were organised to educate farmers and consumers.

S.No.	Districts	Camps	Participants	Male	Female
1.	Bhilwara	24	1464	878	586
2.	Chittorgarh	22	1342	805	537
3.	Dausa	12	732	439	293
4.	Jaipur	30	1830	1098	732
5.	Jhalawar	16	978	586	392
6.	Jodhpur	32	1952	1171	781
7.	Kota	12	698	418	280
8.	Pratapgarh	10	653	391	262
9.	Sawai Madhopur	12	732	440	292
10.	Udaipur	22	1282	770	512
	Total	192	11663	6996	4667

Awareness Camps in Bhilwara

The events were conducted in 24 villages of Bhilwara where total participants were 1464 among which male participants were 878 and female participants were 586.



S.No.	Block	Gram Panchayat	Date
1.	Asind	Jiwaliya	02/08/2018
2.		Motikhera	07/08/2018
3.	Banera	Chamanpura	05/06/2018
4.		Babrana	07/06/2018
5.	Bijoliya	Shyampura	04/12/2018
6.		Mall KaKhera	14/12/2018
7.	Hurda	Pardodas	03/07/2018
8.		Sareri Dam	05/07/2018
9.	Jahajpur	Sarsiya	20/11/2018
10.		Gadoli	22/11/2018
11.	Kotri	Dhokalia	18/12/2018
12.		Ren	27/12/2018
13.	Mandal	Dariba	13/11/2018
14.		Chitamba	15/11/2018
15.	Mandalgarh	Sarana	05/10/2018
16.		Jojowa	08/10/2018
17.	Raipur	Dewariya	06/09/2018
18.		Galwa	11/09/2018
19.	Sahada	Baghera	23/10/2018
20.		Kanghani	26/10/2018
21.	Shahpura	Sengriya	19/06/2018
22.		Aamli	20/06/2018
23.	Suwana	Danthali	14/09/2018
24.		Bholi	25/09/2018

Awareness Camps in Chittorgarh

In Chittorgarh, the camps witnessed a total participation of 1342 farmers among which male and female participation was 805 and 537 respectively.



S.No	Block	Gram Panchayat	Date
1.	Bari Sadri	Mujwa	27/12/2018
2.		Punawali	28/12/2018
3.	Begun	Mandawari	09/08/2018
4.		Anwalheda	16/08/2018
5.	Bhadesar	Khutana	14/11/2018
6.		Pipalwas	15/11/2018
7.	Bhensrodgarh	Jajrani	12/12/2018
8.		JalarBaori	13/12/2018
9.	Bhupalsagar	Kankarwa	20/12/2018
10.		Usrol	21/12/2018
11.	Chittorgarh	Nagari	11/06/2018
12.		Anwalkheda	12/06/2018
13.	Dungla	Karsana	25/10/2018
14.		Binot	13/11/2018
15.	Gangrar	Bolo KaSanwta	10/07/2018
16.		Putholi	11/07/2018
17.	Kapasani	Umand	22/10/2018
18.		UchnarKhurd	24/10/2018
19.	Nimbahera	Karunda	17/09/2018
20.		Unkhaliya	18/09/2018
21.	Rashmi	Sankhali	16/10/2018
22.		Pahuna	22/10/2018

Awareness Camps in Dausa

The total participation in Dausa was 732 among 12 camps. The male and female participation was 439 and 293 respectively.



S.No.	Block	Gram Panchayat	Date
1.	BandiKui	Abhaneri	13/06/2018
2.		Kolana	13/06/2018
3.	Dausa	Alooda	18/07/2018
4.		Bhandarej	18/07/2018
5.	Labban	Khanwas	18/08/2018
6.		Khanpur	18/08/2018
7.	Lalsot	Talavgaon	28/11/2018
8.		Shreema	28/11/2018
9.	NangalRajawtaan	Chareda	26/09/2018
10.		Paprda	26/09/2018
11.	RamgarhPachwara	Rahuwas	24/10/2018
12.		Koliwada	24/10/2018

Awareness Camps in Jaipur

Out of 30 camps held all over Jaipur district, there was a total participation of 1830 where male participants comprised of around 60 percent with 1098 farmers and female participants comprised around 40 percent with 732 farmers.



S.No.	Block	Gram Panchayat	Date
1.	Amer	Khora Shyamdas	23/08/2018
2.		Bhurthal	23/08/2018
3.	Bassi	Sambhariya	05/07/2018
4.		Bhurthal	27/06/2018
5.	Chaksu	Badli	09/06/2018
6.		TumliKa Bas	11/06/2018
7.	Dudu	Padasoli	26/12/2018
8.		JasupurA	23-01-2019
9.	Govindgarh	Khejroli	28/06/2018
10.		Niwana	11/08/2018
11.	Jamwaramgarh	Newar	30/06/2018
12.		Papad	06/07/2018
13.	Jhotwara	Neemeda	31/10/2018
14.		Mundiya Ramsar	16/11/2018
15.	Kotputli	Kansli	27/12/2018
16.		Mohanpura	02/01/2019
17.	Phagi	Pachala	15/06/2018
18.		Chakwada	22/12/2018
19.	Sambhar	Dhyodi	20/12/2018
20.		Moondwar	21/12/2018
21.	Sanganer	Sriram Ki Nangal	05/06/2018
22.		Lakhna Seetarampura	08/06/2018
23.	Shahpura	Bilanderpur	27/12/2018
24.		Hanutiya	29/12/2018
25.	Virat Nagar	Palri	16/08/2018
26.		Jodhula	21/12/2018
27.	Jhalsu	Radha Kishan Pura	25/02/2019
28.		Punana	27/02/2019
29.	Pawta	Fatehpura	07/01/2019
30.		Bhankri	11/01/2019

Awareness Camps in Jhalawar

In Jhalawar, total participants were found to be 978 out of which male participants were 586 and female participants were 392.



S.No.	Blocks	Gram Panchayat	Date
1.	Aklera	Laas	12/09/2018
2.		Turkadiya	13/09/2018
3.	Bakani	Modi	21/08/2018
4.		Karalgaon	10/09/2018
5.	BhawanaiMandi	Anwali Kalan	13/11/2018
6.		Guradiya Mana	15/11/2018
7.	Dag	Garnawad	15/10/2018
8.		GurdiyaJoga	16/10/2018
9.	Jhalrapatan	Panwasa	06/06/2018
10.		Todi Sohanpur	11/06/2018
11.	Khanpur	Layfal	28/08/2018
12.		Sarola	29/08/2018
13.	Manoharthana	Baneth	13/06/2018
14.		Shorti	14/06/2018
15.	Pirawa	Raipur	18/12/2018
16.		Salri	19/12/2018

Awareness Camps in Jodhpur

Jodhpur having maximum number of blocks saw participation with a total number of 1952 participants. The number of male and female participants were 1171 and 781 respectively.



S.No.	Block	Gram Panchayat	Date
1.	Baap	Jamli	25/10/2018
2.		Ghantiyali	26/10/2018
3.	Balesar	Belwa	16/08/2018
4.		Harmat Nagar	17/08/2018
5.	Bapini	Bedun	14/12/2018
6.		Punasar	18/12/2018
7.	Bawari	Anwana	19/11/2018
8.		KelwaKhurd	20/11/2018
9.	Bhopalgarh	Bagoria	19/12/2018
10.		Devatra	20/12/2018
11.	Detchu	Fatehgarh	20/09/2018
12.		Gumanpura	21/09/2018
13.	Lohawat	Chilla	21/10/2018
14.		Moriya	22/10/2018
15.	Pipad	Malhaar	21/12/2018
16.		Sindhipura	21/12/2018
17.	Phalodi	Motai	23/10/2018
18.		Bijaynagar	24/10/2018
19.	Osian	KhindaKhor	14/11/2018
20.		Taapu	15/11/2018
21.	Shekhala	Deriya	27/08/2018
22.		BhalumAnopgarh	28/08/2018
23.	Shergarh	Gada	17/09/2018
24.		Khirja	18/09/2018
25.	Tiwri	Balarwa	12/11/2018
26.		Mandiyai Khurd	13/11/2018

Awareness Camps in Kota

In Kota, total 12 camps were organised in which there were 698 participants in total with male participants being 418 and female participants being 280.



S.No.	Block	Gram Panchayat	Date
1.	Itawa	Karwaad	19/07/2018
2.		Luhawaad	19/07/2018
3.	Kanwas	Mammor	17/08/2018
4.		Bishnpura	17/08/2018
5.	Khairabad	Richdiya	31/08/2018
6.		DewliKhurd	31/08/2018
7.	Ladpura	Manasgaav	12/06/2018
8.		Tathed	08/10/2018
9.	Sangod	Mandita	06/10/2018
10.		Mandaap	06/10/2018
11.	Sultanpura	Dunagrjya	11/06/2018
12.		Notada	29/06/2018

Awareness Camps in Pratapgarh

In Pratapgarh, total participation was 653 with 391 male participants and 262 female participants.



S.No.	Block	Gram Panchayat	Date
1.	Arnod	Bedma	07/08/2018
2.		Movai	08/08/2018
3.	Choti Sadri	SiyaKheri	24/12/2018
4.		Narani	25/12/2018
5.	Dhariyawad	Jawahar Nagar	17/07/2018
6.		Parsola	18/07/2018
7.	Pipalkhoont	Rohniya	13/06/2018
8.		Pandawa	14/06/2018
9.	Pratapgarh	MadhuraTalab	27/11/2018
10.		Luharia	28/11/2018

Awareness Camps in Sawai Madhopur

In Sawai Madhopur, 12 camps witnessed a total participation of 732 participants. Male participants were 440 whereas female participants were 292.



S.No.	Block	Gram Panchayat	Date
1.	Bamanwas	Goth	04/06/2018
2.		Morpa	05/06/2018
3.	Bonli	Lakhanpura	05/09/2018
4.		Nimod/Rathod	17/07/2018
5.	ChauthKaBarwada	Adalawda	17/08/2018
6.		Jhopada	20/08/2018
7.	Gangapur City	Amargarh	03/07/2018
8.		Umari	06/07/2018
9.	Khandar	Lashoda	05/12/2018
10.		Gotbihari	25/9/2018
11.	Sawai Madhopur	Pacholas	01/06/2018
12.		Domuda	19/12/2018

Awareness Camps in Udaipur

In Udaipur, total 22 were organised during which there were 1282 participants among which male participants were 770 and female participants were 512.



S.No.	Block	Gram Panchayat	Date
1.	Badgaon	Thoor	12/09/2018
2.		Kavita	13/09/2018
3.	Bhinder	Kharsan	14/08/2018
4.		RoosDangyan	19/09/2018
5.	Girwa	Kaya	22/06/2018
6.		Aamdari	25/06/2018
7.	Gogunda	Majawadi	08/12/2018
8.		Mori	08/12/2018
9.	Jhadol	PaliyaKheda	15/06/2018
10.		Dewas	16/06/2018
11.	Kherwara	KhandaOvari	09/12/2018
12.		Badli	09/12/2018
13.	Kotra	MalwaKaChora	16/11/2018
14.		Mammer	16/11/2018
15.	Mavli	MotiKheda	17/07/2018
16.		Orwadiya	18/07/2018
17.	Lasadiya	Lasadiya	10/06/2018
18.		Khajuri	11/06/2018
19.	Salumber	Malpura	06/06/2018
20.		Morilla	07/06/2018
21.	Sarada	Kewda Khurd	10/07/2018
22.		Oda	12/07/2018

Recommendations

- Similar awareness programmes 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 consumers about the benefits and availability of organic products. 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 wider coverage to all village meetings and local people also participated with great zeal and enthusiasm. While the total percent of women participants was around 50 percent, which showed high enthusiasm among them in different districts, at different levels. Moreover, huge participation of 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.

General Guidelines

S. No.	Activity	Remarks
1.	Pre Visit to the Gram Panchayat	There should be at least two pre visits to the gram panchayat to ensure the quality of the event
2.	Time	Time duration for the activity should be at least 2-2.30 Hours
3.	Number of Participants	There should be Minimum of 50-60 participants including 50% women participation
4	Resource person	There should be a resource person from concerned department or a subject expert, who can give the information about harmful effects of chemical farming and benefits of organic farming
5.	Videos / Puppet shows/ Street Plays/ Local cultural art form	On organic farming and other issue like Minimize use of plastic and other issue related to sustainable consumption
6.	Refreshment to the participants	Refreshments should be provided to all the participants

Note: The guidelines should be followed in all the GP level activities and review form will be filled by the team according to this agenda.

Programme Schedule

10.30-11.00	Registration	
11.00-11.05	Welcome Address	Project Partner
11.05-11.20	Opening Remark	Information about the project and title by CUTS team member or project partner
11.20-11.50	Message Through Cultural Show/Video/ Any other art form	On organic farming and other issue like minimized use of plastic and other issue related to sustainable consumption
11.50-12.30	Address by Subject Expert/Representative of concerned department	Information about harmful effects of chemical farming and benefits of organic farming
12.30-01.00	Discussions	To be moderated by project team
01.00-01.15	General Feedback Session	
01.15-01.20	Vote of Thanks and Way Forward	To the participants and advice to adopt organic farming by CUTS team member/project partner
1.20	Refreshments & Departure	

Note: The time schedule can be adjusted according to the suitability of the partner or the area, but the duration of the activity will remain the same.

Activity Review Form
(To be filled by monitoring team)

1. Name of the Monitoring Team Member_____

2. Day & Date_____

3. Place of Visit _____ (Gram Panchayat)
_____ (Block) _____ (District)

4. Project Partner_____

5. Number of participants _____ Male _____ Female _____

6. Resource persons_____

6.1 Quality of lectures- Good/Fare/Poor_____

7. Which methods adopted to convey the message

- Puppet shows
- Local cultural artists
- Street Plays
- Video on Subject- Yes/No....If Yes, Which One_____
- Any other_____

8. Refreshment Given- Yes/No

9. Positive aspects of programme

10. Negative aspects of programme

11. How do you rate the programme overall? (Give numbers from 1 to 5)

- 5 for excellent
- 4 for very good
- 3 for good
- 2 for just fair
- 1 poor

12. If you have given score of 1 or 2, then would you like to recommend it for repeat?

Yes / No_____

CUTS project team member
Signature

Project partner
Signature