

Annual Report
Submitted to Swedish Society for Nature Conservation (SSNC)
2019-20

General Information

1. Reporting Organisation

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3. Title/Name of the Project

<ol style="list-style-type: none">1. Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in State of Rajasthan (ProOrganic II)2. Green Action Week, India Campaign (GAW, India)3. SDG 12- A Consumer Perspective

4. Date, Place and Signatures by Authorized Person/s

Date and Place April 30, 2020	
George Cheriyan, Director	Signature and Position 

Instruction for the Report

- The annual report is an analysis of the results achieved during 2019-20
- Relate the reporting to the project objectives and the work plan. Note project progress in your results matrix and describe them in the narrative report. Verify the results, i.e. how do you know that you achieved the result?
- Results (Outputs and Outcomes) and activities should be described with a gender perspective. This should as a minimum include sex-disaggregated data, but should also include descriptions on how the activities have taken into account the different roles of men and women and how they have contributed to gender equality. Please note that this is a mandatory requirement.
- Failure and challenges are part of the work and we should learn and adjust from them! Describe, what went wrong, and how you could learn from the mistakes.
- Fill in the checklist below in order to make sure you are submitting all the documents needed. Feel free to send us other documents you find relevant.

Contact Your Program Officer in Case You Have Questions Regarding the Report!

The Report Includes

Yes/No

Signed template	Yes
Narrative report	Yes
Financial report	Shall be submitted once office resumes after lockdown
Financial statement	Shall be submitted once office resumes after lockdown
Audit report with auditors opinion and a management letter	Shall be submitted once office resumes after lockdown
Results matrix	Yes
List of implemented activities and outputs	Yes
List of publications	Yes
Documents listed under Article 7.2 in the agreement	Yes

Date, Place and Signatures by Authorized Person/s

Date and Place
April 30, 2020-Jaipur, India

George Cheriyan, Director	Signature and position
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5. Narrative Report

5.1 Executive Summary

The basic idea of the project is to promote sustainable consumption and production, which are the important aspects of sustainable development. This is largely consistent with the environmental and social factors and education and empowerment of consumers. In ProOrganic II project, focus is on formulating an agenda to achieve the aspect of sustainable food and farming. This will be acquired through promoting organic production of farm products on one hand and promoting organic consumption on the other by way of keeping farmers, consumers and government officials into loop together as all are important stakeholders in this intervention.

The project will be achieved together with a number of project partners. The target group of the project comprises entire population of the covered 10 districts, 96 blocks and selected 192 gram panchayats in Rajasthan, India.

The objectives and the expected results vis a vis challenges within the intervention are:

- To develop a culture of sustainable development through sensitization, which is being done by way of creating an enabling environment and established patterns of sustainable consumption leading to sustainable development awareness generation and education on organic consumption and production among urban & rural masses.
- To enhance area under organic farming both at farm and household level in the state of Rajasthan, which is being done through building capacities of farmers to adopt organic farming.
- To generate awareness and consciousness among consumers about organic products, their benefits, availability, hazardous effects of chemical based farming etc. in order to ensure safety and quality in food products, which leads to increase in demand for organic products and will slowly encourage consumers to shift towards organic mode and sustainable consumption.
- To sensitize and advocate with the concerned producers and other stakeholders including government agencies to promote organic products in Rajasthan and also motivate in enhancing their knowledge on sustainable consumption.
- To advocate for reduction in taxes/subsidize organic products/inputs and reducing subsidy on chemical fertilizers and also lobbying for Minimum Support Price (MSP) with the government for major crops and developing special price driven markets.

It is indeed a challenge to achieve all the above objectives as mentioned in bullets and the organisation is striving hard in true sense to ensure that these are achieved in coming years. For more details about the project can be at:

<https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>

5.2 Internal Organizational Changes

- a. Briefly describe important changes in your organization during 2017-2018. This could be e.g. new policies, partners and donors.

b. In what way has your capacity changed during these two years?

Internal Changes at the Organisational Level

In the given period, there has been no major internal or external change that affected or changed conditions for the organization. In the districts also, there were no changes and the same set of district partners are working actively through the reporting period. Project team with a presence of a person with an agricultural background, has not only gained positive change to the project but have altogether strengthened the whole team as well, which is dedicated to ensure a successful and meaningful outcome of overall project. Besides, in the year 2019-20, a new set of activities like Seed Management System and the repetition of Organic Fairs after a gap of three years have added a value and more interest among stakeholders in the project activities.

Capacity Building

The project team involved in the intervention ever since the project started in 2013 has been trained from time to time, which has helped them building and enhancing their capacities and most of the members in the team still continuing as part of the project. During the reporting period, participation of one of the key project team member Rajdeep Pareek did attend a lecture of Krishi Gyandeeep lecture Series on April 18, 2019 on “Linking Farmer Producer Organizations to the Market” at Jaipur.

Besides, George Cheriyan and Deepak Saxena attended Consumers International Summit, 2019 at Estoril, Portugal on April 29-May 2, 2019. Both attended number of plenaries, side events and parallel sessions. This included a side event on April 29, 2019 co-organised by SSNC on ‘Green Action Week Skill: How We Reignite a Sharing Community’ with Sho Konno as the main speaker, who is a communication coach hired for the campaign. This was again followed with another side event on ‘Green Action Week Skills: How to Persuade People with a Story’.

In one of the break out, both Deepak Saxena and George Cheriyan attended a session on ‘Is Sustainability Still a Choice?’, which was moderated by Naomi Scott-Mearns, Sustainable Consumption Manager, Consumers International and Els Bruggeman, Head Advocacy and Enforcement Euro consumers; Hugh Weldon, CTO, Evocco and Helio Mattar, President and Chief Executive Officer, Akatu Institute for Conscious Consumption being the speakers.

Farmer’s trainings, media workshops and other activities in the project have also been helpful in building the capacities of partners and project team members, who along with other relevant and concerned participants have participated in all these meetings.

5.3 Developments and Challenges in the Context

Briefly describe possible changes in the surrounding context affecting the organization and/or the project. This could be a new law, a break-through in negotiations, etc.

6. Results During the Period 2019-20

a. What results¹ have been achieved in relation to the planned project objectives²? Please include both expected and/or unexpected results.

¹ Result= What your activities resulted in = output, and what changes your combined efforts during the two years resulted in = outcome.

Output

During the reporting period, the following activities were carried out as part of output:

- i. Partner's Orientation for district level and Jaipur district block level partners.
- ii. All the Village Level Awareness Campaign. (VLAC) *(Total 192 with a new set of two villages each from each block in ten districts during the year)*
- iii. All the planned activities under Green Action Week in Rajasthan. (GAW, Rajasthan)
- iv. All the planned activities under Green Action Week in India. (GAW, India)
- v. All Inception Meetings of Organic Clubs & Gardens in new schools & its Evaluation Meetings. (IM and EM)
- vi. All Knowledge Sharing Meetings on Community Seed Cell Management (KSM) and Feedback Meetings for Community Seed Cell. (FM)
- vii. All the District Level Media Sensitisation Workshops. (DLMSW)
- viii. Farmer's Trainings and Exposure Visits. (FT & EV)
- ix. Organic Fairs. (OF)
- x. Advocacy *(Continuous process throughout the reporting in the form of advocacy through government and publication & media outreach)*
- xi. Outreach through IEC.

6.1 Brief of Each Activity and its Outcome vis-a-vis Logical Framework Approach

i. Partner's Orientation Meeting for District and Block Level Partners

Partner's orientation meeting for district level partners of all ten districts was organized on April 23, 2019 and for block level partners of Jaipur district on April 24, 2019 both at Jaipur. In the orientation, the whole discussion centered around on the performance of district partners during last year, the expectations from the partners with regard to future activities and the overall impact of the project so far and the anticipated outcome. A detailed presentation on activities for the upcoming year with details was presented. The strategies for the upcoming activities were discussed with the participants. This year, the team of block partners, which were earlier seven, has been reduced to three and the partners have been divided accordingly for all the **fifteen** blocks of Jaipur.

Outcome vis-a-vis Logical Framework Approach

Every financial year, the project activities takes off with an orientation to district and block level partners, the purpose of which is to not only orient the partners on the proposed activities of that particular year within the prescribed time frame, target groups, areas and set direction but also to brief all the field team to implement the activities with a moto to bring changes through the intervention at the ground level. In the last three years, it has been noticed that the field force comprising of partners and other stakeholders have been putting all their efforts in not only implementing the activities in time but also yielding results in terms of participation of both women and man farmers; transforming the present mode of farmers into an organic mode and also involving other stakeholders from the district administration etc. All these have not only strengthened the whole team but have started creating and building up an atmosphere, which tend towards organic farming.

² Objective= What you expected to achieve when you planned the project.

ii. Village Level Awareness Campaign (VLAC)

Village level awareness campaigns has been an important activity. The objective of organising these awareness camps was to bring forward the whole movement down the line through these awareness camps. The purpose is to make consumers and farmers aware of organic products and to influence their buying/farming habits. There were in all 192 village level awareness programme covering 192 villages in ten districts of 96 blocks during the year 2019-20 with a new set of 192 villages. There were different modes, through which the efforts were made to create awareness i.e. by way of organising street plays and other local means of cultural activities, fixing and displaying posters and distributing handouts, showing videos on importance of organic farming on TV screens etc., other local and traditional ways like Chaupal Baithaks (village meeting) or any other cultural modes like puppet shows etc.

The details of all the ten districts are as below:

S.N.	District	No. of Blocks	No. of Villages
1	Jaipur	15	30
2	Dausa	6	12
3	Kota	6	12
4	Udaipur	11	22
5	Chittorgarh	11	22
6	Pratapgarh	5	10
7	Bhilwara	12	24
8	Jhalawar	8	16
9	Sawai Madhopur	6	12
10	Jodhpur	16	32
	Total	96	192

Outcome vis-a-vis Logical Framework Approach

The activity was conducted at villages (gram panchayats), hence participants of the activity were the farmers, village level traders, students and elected representative. Directly, involved people in agricultural activities and consumers had also participated. Participants from earlier conducted activity i.e. district level farmer orientations were also involved in the awareness campaign along with local officials and experts. Around 50 participants on and average participated in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs etc. Media too played a vital role for wider outreach. Since the topic to some farmers and consumers was new, so there was a zeal felt among the farmers, which showed their willingness to shift the mode. Infact, these are the platforms, from where the farmers involved in chemical farming gets motivated to change his/her mode. Documentaries, lectures and short briefings in these grassroot programmes as part of methodology of the programme have really able to leverage the whole mentality of people and have not only generated and enhanced awareness but have helped in generating a team of organic farmers as well.

In crux, an enabling environment and established patterns of sustainable consumption leading to sustainable development was realised, which gave a feeling of an increased area

under organic farming both at farm and household level in the state of Rajasthan. A total 12,373 participants have attended these activities during the reporting period, out of which nearly 41 percent of them being women participants. The response with regard to participation has been enormous, that resulted into such a huge number, which proves the growing popularity of the project and the demand of the issue at the grassroots.

(The synthesis report of the whole campaign of 2019-20 is being prepared and will soon be completed, shared and uploaded on webpage)

iii. Green Action Week 2019, Rajasthan (GAW, Rajasthan)

This year, under the ProOrganic II project, the activities were extended beyond Jaipur to the districts like Chittorgarh, Pratapgarh, Bhilwara and Banswara besides in few ProOrganic II districts, which was the highlight of the whole campaign. In Jaipur in the month of October, two community level stakeholder's consultations were organised at different venues, one by Vikasonmukh Sansthan on October 7, 2019 at Triveni Nagar area and the other by Pehchaan Sansthan on October 9, 2019 in Paanch Batti area in Jaipur. Besides, a launch of E-Waste Bin was also held on October 11, 2019 at CUTS office in Jaipur, which was attended by staff from all the centres of CUTS including the project team. The other activities during the campaign included cottage meetings and street plays at various locations of Jaipur. Final Stakeholder's Consultation was organized on 15 October, 2019 at Jaipur. Vishnu Lata, Mayor, Jaipur and Vijay Singhal, Chief Environment Engineer, Rajasthan State Pollution Control Board were the Chief Guest and Special Guest respectively of the event. In the technical session, Santosh Kumar Agrawal of *Grameen Samajik Vikas Sansthan*, Jaipur & Balram Vaishnav (ETCO) were the speakers. They spoke on the theme 'Sharing Community' and E-waste Management. Nearly 83 participants attended the event.

Outcome vis-a-vis Logical Framework Approach

Broadly speaking, the GAW activities of the reporting period have contributed in raising consumer awareness of the environmental impacts of consumption and promote sustainable patterns of consumption. Besides, for the first time, a message on e-waste was imparted among general mass by way of various activities and installing e-waste bins at six locations of Jaipur has been able to connect urban population with the importance of issue as urban people are more prone to use of e-gadgets. Feeling of sharing at 'Wall of Kindness' continues to produce a feeling, recognition and well acceptance among the society at large in many ways like sharing of household items, agriculture items like seeds and vermi compost manures etc. and readable books. This has not only brought a feeling of sharing of unusable or excess above items but have also brought the society closer by way of donating and sharing the unused and excess household items, which can be well used by others, who are not in a position to buy. This unique activity could also able to generate a feeling of sufficient availability of organic or other sustainable products, which ultimately tend to sustainable consumption.

iv. Inception of Organic Clubs & Gardens in Schools and Evaluation Meetings (IM and EM)

This unique activity started in 2018-19 period with an object to bring the campaign of organic farming to the level of children and to target them, schools have suited to be the best platform. To inculcate the culture of organic farming and consumption, among children, school administrations were convinced to establish clubs of select school students

preferably higher classes and through them create organic gardens in school campus itself. This unique activity as envisaged in the project was launched at St. Paul's Mar Thoma School, located in the outskirts of Jaipur in the year July 2018. As part of ProOrganic II, 20 more organic gardens were supposed to be developed in 20 new schools in ten target districts of Rajasthan in the second year i.e. 2019-20 also. After the successful intervention of 20 school clubs and kitchen gardens in the first year i.e. 2018-19, similar 18 new schools and clubs have been formed in ten districts and only two schools, i.e. one in Jaipur and another in Sawai Madhopur district, which were the best declared among all the 20 during last year have been retained to be continued for this year also. All the newly established school clubs comprising of 25-30 children in each school, who are responsible to develop organic gardens in various schools of ten districts have been performing well, which has been verified through a separate activity by the name 'Evaluation Meetings' in each of the 20 schools of this year. These Evaluation Meetings provided a platform for the project team to evaluate the functioning and the overall performance of the organic club and the organic garden being maintained by the club. These meetings also helped in establishing a contact with school management, who have been solely responsible to oversee the work and also interacting with school children, who are members in the club and have been working hard to keep their kitchen organic garden up to expectations. A total of 20 Inception Meetings and as many Evaluation Meetings were accomplished during the whole year. Besides, the team also randomly visited few previous year schools also to check back the status of clubs and gardens in those schools and provided some inputs and tips to the club members and school management.

Outcome vis-a-vis Logical Framework Approach

After the first successful phase in the last year, this activity has proved an enthusiasm among young consumers, who have proved themselves as young stakeholders in our intervention, with whom, we could inculcate a culture of sustainable consumption, who can also contribute towards safe and sustainable food systems. 18 new school clubs and equal number of organic gardens (two in each district) being the means of verification of this particular activity along with synthesis reports, names of club members and media reports. *(The activity and the status report is under way and shall be shared soon)*

v. Knowledge Sharing Meetings on Community Seed Cell Management (KSM) and Feedback Meetings for Community Seed Cell (FM).

This unique activity started in this year with the purpose of protecting, preserving and promoting different indigenous seeds, which are existing in our country in organic farming. This activity was introduced in all the ten targeted districts with progressive organic farmers of these districts as the main target group. Knowledge sharing meetings focused on preaching the importance of community seed bank and how indigenous seed of different crops can be promoted in organic farming; cooperative efforts for proper management of a community base seed management system and traditional methods for seed saving, which can be adopted for proper functioning of these seed cells.

After the initial Knowledge Sharing Meetings in all the targeted ten districts with the selected farmers, who have cooperated, participated and have changed their mode of farming from chemical to organic, there has been Feedback Meetings at same places with

group leaders and other farmers about the progress of establishing Seed Cell, difficulties in establishing it, if any and further guidance to take it further.

During the year, ten Knowledge Sharing Meetings were organized and got an overwhelming response, which were later on transpired with Feedback Meetings. However, out of the ten Feedback Meetings, there could only be six held and four remains as the left out activities due to Corona outbreak. *(The synthesis report of 2019-20 is underway and shall be uploaded and shared soon)*

Outcome vis-a-vis Logical Framework Approach

Being an activity of different kind and also new to farmers of this part of the World, there has been an interest with enthusiasm and zeal and many group leader farmers have been taking it very seriously with lot of hardships and trying to implement it as per their learnings, which they attained from an exposure of Dehradun early last year. Thus all the ten (one in each district) Seed Cells have been created, which has been the outcome of the project.

vi. District Level Media Sensitisation Workshops (DLMW)

The aim of this activity was to spread awareness among the consumers about organic products, their benefits, availability, etc., to build the capacity of farmers to adopt organic farming and to sensitize the concerned stakeholders, including government agencies, to promote organic products in the State of Rajasthan by using the tool of fourth pillar of democracy i.e. Media.

Total ten Media Sensitisation Workshops were conducted at the district headquarters of the ten targeted project district. *(The synthesis report of 2019-20 is underway and shall be uploaded and shared soon)*

Outcome vis-a-vis Logical Framework Approach

Being an activity of its own kind exclusively for media, an important stakeholder was well received and highly acclaimed. The overall response in all the ten workshops has been very good and through these, several contacts in media came closer to the project mission, through which, the dissemination and the message now being forwarded among masses.

vii. Farmer's Training and Exposure Visits (FT & EV)

The objective of farmer's training and exposure was to build capacity of farmers and inspire them to take up organic farming through experience gained from various subject experts and live demos of organic culture. This two days' activity is different from the village level camps and is targeted to farmers specific. The trained farmers after building up their capacities are further envisaged to work as catalyst at local level in order to impart their knowledge gained from training and exposure.

All the ten farmer's training and exposure visits of this year have been conducted.

Outcome vis-a-vis Logical Framework Approach

All the ten farmer's training and exposure visits proved successful in terms of geographical coverage of participation, gender involvement, media coverage, overall conduction etc. Total 490 farmers from ten districts, with forty percent being women. Moreover, majority

of participating farmers expressed their willingness to switch over to organic farming from their present chemical farming. At many places, even those farmers, who are already involved in organic farming, have come to know many new and traditional ways of farming helpful in organic culture. Many farmers, who attended the training for the first time admitted that this training is the first of its kind besides what KVKs does for them. This figure proves the level of satisfaction among participants everywhere. Farmers, who are cultivating cash crops, commercial crops or export oriented agro products are taken on board despite to some extent that are they losing the volume of yields and resulting in to less income.

viii. Organic Fairs

This being an old and highly acclaimed activity of the pilot phase, which has now been repeated after a gap of almost three years. The purpose of the fair was to provide a platform and guidance to the farmers for selling their organic products and make them further aware about the importance of the issue and also make the consumers aware about the available organic products and its benefits by bringing both farmers and consumers on the same platform. Though the farmers are producing the organic products but they are not getting any outlets to reach to the consumers and sell their products. Thus, this was an attempt to help them in this direction. During the year, a total of nine Organic Fairs got conducted out of the total ten and the one in Jaipur could not be done due to locked down in India. *(The synthesis report of 2019-20 is underway and shall be uploaded and shared soon.*

Outcome vis-a-vis Logical Framework Approach

This activity has received an overwhelming response with majority of the stakeholders coming to the same platform like farmers, consumers, media, government officials, organic product retailers and NGOs working in the same field. This year, so far four organic fairs out of total ten have so far been conducted with a good participation. The highlights being organic retailer stalls, different activities and tools of awareness like by way of local cultural programmes, dances, puppets etc.

ix. State Level Feedback and Stakeholder Consultation on March 13, 2020

The State Level Feedback and Stakeholder Consultation for the year 2019-20 was held at Jaipur on March 13, 2019. As usual, the purpose of this final activity of the year was to critically analyse the boons and banes of activities implemented in last one year including the achievements and the targets. The event comprised two sessions: the inaugural and technical. The key speaker in the meeting were Dr. A.K. Gupta, Director, Research, SKN Agriculture University, Jobner, Jaipur; R.K. Yadvendra, Joint Director, Department of Agriculture and Dr. Gajendra Sharma, Research Officer, Department of Agriculture both from Govt. of Rajasthan.

As this occasion was clubbed with the commemoration of World Consumer Rights Day, 2020 and the theme of this year's WCRD is 'Sustainable Consumer', so the event started with an address by George Cheriyan stating the importance, history and purpose of WCRD bringing it down and clubbing it with project objectives and the overall status and future scope of sustainable consumption worldwide. Rajdeep Pareek made a presentation on last

year's activities with some very key achievements as part of project outcome over last one year. The event was attended by around 72 participants covering all the district partners of ten project districts and a progressive farmer, local NGO and CSO reps. and media. DD, Jaipur covered the event.

The event was conducted with extra care taken while following advisories in the wake of Corona spread. (*Event report is being prepared and shall be shared and uploaded soon*)

Outcome vis-a-vis Logical Framework Approach

The stakeholder's consultation has always been important and result oriented in terms of taking stock of what all had happened in last one year. Before embarking on the decisive stage of a project, it is quite apt to discuss the boons and banes of the activities done at the previous stage so that the most efficient route to achieve the targets in an optimum way can be identified. Like every year, the issues were indoctrinated in the logical framework analysis of the project.

Activities Could Not be Done in 2019-20

- 1. Feedback Meetings for Community Seed Bank-4**
- 2. Organic Fairs-1**
- 3. Exposure Visit for District Partners and Select Farmers-1**

x. Advocacy

For making advocacy effective project, the team has been constantly meeting and in touch with policy makers in Department of Agriculture, Government of Rajasthan; National Institute of Agricultural Marketing, Jaipur; Rajasthan Agriculture Research Institute, Jaipur; Agriculture Science Centres and Agriculture University. The key issues, which have been advocated with the policy makers are to increase agricultural production and income of farmers/farm labours, to promote sustainable use of natural resources such as land and water, to promote Soil Health Management and Integrated Nutrient Management, Promote Organic Farming, to reduce cost of cultivation and strive for holistic development of farmer.

Outcome vis-a-vis Logical Framework Approach

- The general notion is to make it a larger movement with principals of VMA i.e., V for Vision, M for Mission and A for Appeal.
- More and more awareness needs to be done among both among consumers and producers.
- More stakeholders to be involved in the campaign in order to add value and accountability to the movement.
- Education for consumers is must to enable them to distinguish between the organic and non-organic products.
- More and more demand for organic food to be enhanced among domestic consumers.
- Farmer's to be motivated to the extent that if one farmer keeps one cow then he can manage one acre of land without use of any chemical fertilizer or pesticide.

- The state should take a middle path and adopt organic culture realizing the importance of protecting ecology and environment.
- More focus to be provided for a common platform/market to organic producers and consumers.
- To initiate the consumption of organic products by growing them at home via kitchen gardening.

xi. Outreach through IEC

Four types of pamphlets were published in Hindi on various agriculture system used during organic farming like vermi compost, herbal spray, pit compost, cow dung manure and many other things, which a farmer can use with the most economic ways for cultivating an organic farm. Besides, organisations and its district partners have also been instrumental in showing film documentaries prepared by other producers but worth and beneficial to be shown to participants in almost all the activities.

Besides, leaflets and project brochure were also printed during the period. Some of these are:

- Pamphlet Community Managed Seed System
<https://cuts-cart.org/pdf/pamphlet-community-managed-seed-system.pdf>
- Pamphlet Govt. Scheme 2019
<https://cuts-cart.org/pdf/pamphlet-govt-scheme-2019.pdf>
- Pamphlet Herbal Spray
<https://cuts-cart.org/pdf/pamphlet-herbal-spray.pdf>
- Pamphlet Organic Compost
<https://cuts-cart.org/pdf/pamphlet-organic-compost.pdf>
- Pamphlet Organic Farming
<https://cuts-cart.org/pdf/pamphlet-organic-farming.pdf>
- Pamphlet Organic Food
<https://cuts-cart.org/pdf/pamphlet-vermicompost.pdf>
- Pamphlet Vermicompost
<https://cuts-cart.org/pdf/pamphlet-vermicompost.pdf>

7. Green Action Week, India Campaign (GAW, India)

Carrying the torch of GAW forward beyond the territories of Rajasthan, GAW, India campaign with an objective of raising awareness on environmental and other impacts of consumption and promoting and contributing to sustainable patterns of consumption amongst consumers, policymakers and other key stakeholders. In 2019-20, total 12 states namely Uttar Pradesh, Uttarakhand, Andhra Pradesh, Assam, Chattisgarh, Madhya Pradesh, Kerala, Orissa, Tripura, Karnataka, Delhi and Maharashtra were covered and the activities got conducted with the help of 12 state partners. Monitoring of activities done by partners in their respective states were closely monitored by the project team. Finally, an evaluation meeting with a purpose to share the activities conducted by partner organisations of GAW India was organised on December 6, 2019 at Jaipur. Each representative of partner organisations, made power point presentation on their campaign activities based on impact, outcomes and challenges. Each presentation was followed by a question answer by

participants. It was a good opportunity to interact with partners and discuss their campaign activity. (*The synthesis report of 2019-20 is underway and shall be uploaded and shared soon*)

Outcome vis-a-vis Logical Framework Approach

Maximum participation of women's group and students • Reached out to major parts of urban populated areas • The campaign got escalated in other parts of India and getting wider and wider year by year involving other NGOs, CSOs and stakeholders of other states • It has also contributed to enhance demand of organic food. • A message of sharing community at larger community level at India level.

8. SDG 12- A Consumer Perspective

Project activities started with consultations with NITI Aayog, which is nodal department of Govt. of India for SDGs implementation through out the country. **NITI Aayog** (Policy Commission, abbreviation for National Institution for Transforming India-NITI) is a policy think tank of the Government of India, established with the aim to achieve sustainable development goals with cooperative federalism by fostering the involvement of State Governments of India.

Team visited NITI Aayog and met with Advisor and other senior officials responsible for SDGs. Briefed about proposed study and requested to provide guidance and support to get the study done at National level as well as in select targeted States. Detail discussions happen on different aspect of the study. SDG team at NITI Aayog assured to provide necessary support for the study. Team also visited UN Resident Coordinator's Office in New Delhi. Concerned nodal persons explained about the organisational set up for SDGs in India and provided required information and coordinates of United Nations Environment Programme (UNEP) official who is responsible for SDG12.

Mapping of states were done by the team and based on various reports and geographical representation, five states are selected for the study. Chhattisgarh, Himachal Pradesh, Kerala, Rajasthan and Uttar Pradesh are the selected states. Team did literature review for all five states regarding SDGs implementation specifically Goal 12. After first round of documentation, documents were shared within the team for peer review. After incorporating the comments and suggestions, initial literature review is completed. Simultaneously, institutional mapping of the state level departments and agencies related to SDGs and specifically Goal12 is done by the team and it is keep updated.

Qualitative research is one of the important activities of project. To gather qualitative information, interviews of concern officials was planned. In this regard, team prepared a questionnaire in consultation and finalised after field testing. Questionnaire will gather information about SDG12 implementation at the ground level. Based on the mapping of each states and literature reviews, stakeholders are identified. It is also aim to gather the information regarding available schemes, policies and challenges for implementation etc.

Team started visiting concern departments from the month of November 2019 and starting from departments in Rajasthan. After that two team members each visited Lucknow, Uttar Pradesh on January 9-10, 2020, visited Raipur, Chhattisgarh state on February 12-13 and Himachal Pradesh on March 3-5, to meet the officials concerned with SDG-12 and conducted qualitative interviews. The visit to was done on Kerala on March 5-10 and conducted qualitative interviews.

At present, based on NITI Aayog Index 2019, all literature review is being updated for more qualitative research. Framework of final report is developed by the team. Comparative chart of states on SDGs is prepared which reflect the status of all five states, SDG progress in terms of action plan, vision documents and other important strategies. Team is now working on final

report documentation. A dedicated webpage is developed for the project. Project description, background note are uploaded on new page. Webpage would also include resources link where relevant information, news items, reading material will be available in public domain.

9. Participation in the fourth conference of the Global Research Forum on Sustainable Production and Consumption

Aakansha Choudhary participated in the fourth conference of the Global Research Forum on Sustainable Production and Consumption hosted by the Hong Kong University of Science and Technology from June 26-29, 2019 in Hong Kong.

10. What expected results did you not achieve? Why? Has this affected the project?

There is nothing as such, which we could term it as unsuccessful and as anticipated, all the activities, whether in the form of research or some workshop or some village level meeting or an exposure visit or an outreach through literature and other publications were completed well and within time frame. Not only that, these were able to extract out the result to betterment and wider dissemination of the issue and its importance. The activities also provided to the team, a platform through advocacy to come closer and interact with stakeholders associated with organic agriculture. All the activities were initiated and implemented keeping in mind the future intervention of sustainable lifestyle through organic production and consumption. Seed management cells, organic fairs and evaluation and feedback meetings have added value and more interest in the activities. All means of verification (MoVs) are sufficient enough to prove Objectively Verifiably Indicators (OVIs).

11. What did you learn from your implementation? Did your plans work out?

E-waste bins being new initiative has attracted people of urban population and have shown keen interest. Similarly, repetition of initiatives like taking the message to school children and involving them through clubs and organic gardens in their schools and setting up of seed cells has provided a strength and an extra leverage to project team, field force and the farmers involved with the project.

12. A list over implemented (additional) activities and outputs.

- Rajdeep Pareek did attend a lecture of Krishi Gyandeeep lecture Series on April 18, 2019 on “Linking Farmer Producer Organizations to the Market” at Jaipur.
- George Cheriyan and Deepak Saxena attended Consumers International Summit, 2019 at Estoril, Portugal on April 29-May 2, 2019. Both attended number of plenaries, side events and parallel sessions. This included a side event on April 29, 2019 co-organised by SSNC on ‘Green Action Week Skill:
- George Cheriyan visited Geneva and attended the 4th Session of the Intergovernmental Group of Experts on Consumer Protection Law and Policy organized by UNCTAD at Palais des Nations, Geneva on July 8-9, 2019. On July 9, George also attended a Round table on ‘Contribution of Consumer Protection to Sustainable Consumption’,

where he made an intervention from the floor and spoke in detail about the initiatives of Govt. of India and CUTS interventions on Sustainable Consumption Practices.

12.1 Outputs

Though, most of the above mentioned activities are not directly linked to either ProOrganic, nor with organic farming but are related to sustainable consumption directly or indirectly, on which the base of ProOrganic project is..

13. Attach the results matrix to the report.

Attached with the report.

14. Gender and Conflict

a. How has the project contributed to gender equality?

CUTS has focused on women participation in village level awareness activities and trainings and worked tirelessly to ensure that women are part of change towards Organic Culture in the state. The same approach has been followed up frequently in this year as well and the results have been overwhelming.

b. Describe how your organization and/or the project have been affected by latent and/or ongoing conflicts and how you have made adjustments in order to be able to work without causing or increasing violence in conflicts? Did your project/organization affect the conflict?

The project is not implemented in an area with a conflict. There are no major social or political disturbances during the project period.

15. Risk Management

Return to the risk analysis in the application and do a follow-up on the risk analysis you stated there. Have you come across other risks during the year? How have you dealt with those risks?

NB: Risks are events that may impact negatively on objective achievement.

- 1. Risk:** There has been no risk with regard to any issue, whether it relates to partners or any activity implementation or dealing with government institutions or officials. Only, too much of activities in a specified period is posing a challenge to project team.

Risk Management: These partners were closely monitored and their performance was judged from time to time. There has been regular interactive meetings and discussions with them regarding any problem, they are facing and the solutions to mitigate these. Team with the support of partners and some locally based networkers is trying hard to complete the activities within the period.

- 2. Risk:** Government's policies to promote chemical manures on one side

Risk Management: This being a very monotonous task as it required both the farmers and the government machinery to convince that the chemical farming is dangerous on a long run. Farmers have been told about this at many platforms like village level activities, trainings, exposure visits and stakeholder's consultations etc. and also through IEC materials, which is distributed to them. Government machinery on the other hand is told

and made aware about this by way of effective advocacy. This will take time to bring the change.

16. List of Publications or Other Material

Please attach a list of all publications published during the year financed by funding from SSNC.

As reported in 6. Xi.

17. Other Comments

With a purpose to disseminate the project activities and also as a mean of transparency, a project webpage was developed as <https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/> . It is being updated regularly and all project related information, news and reports are uploaded on the project webpage.

Every year, there has been new activities and these new activity always create an impact among the stakeholders. This year also, installation of E-waste bins under GAW and then Community Seed Cell Management at the district level has become an issue of discussion among the target groups. Many other organisations in Jaipur have approached CUTS showing their interest in replicating similar E-waste bins in their areas through their own funds. Similarly, local influential people related to agriculture have shown their interest and keenness towards Coomunity Seed Cell System and a desire to cooperate in making it a success.

18. Great Achievement

- There has been a development with Government of India also recognizing the efforts of involving school children by way of issuing an official circular of **'School Nutrition (Kitchen) Guidelines (SNG)'** https://mhrd.gov.in/sites/upload_files/mhrd/files/SNG_Guidelines_0.pdf stating instructions and guidelines to all state level governments for escalating this initiative of Organic Kitchen Gardens and Organic Clubs set ups within schools within their respective states. All these developments in last two-three years have provided not only a base to all the organic farmers of the state but also set a direction to both organic and chemical farming farmers of the state. CUTS perceive all these as positive developments within the project, which helps in creating an enabling environment and a better platform to work.

- Another achievement during the project period is an announcement by Government of India regarding its plan for tabling a Bill to promote safer pesticides, autonomy of ports in the budget session of Indian Parliament. The new draft Bill is aimed at protecting the interest of the farmers, so that they get safe and effective pesticides. Farmers would be empowered to get all information regarding the available pesticides, their strength, weaknesses, and risks from the dealers they choose to purchase the pesticide from," environment minister Prakash Javadekar said after the Union cabinet approved the **Pesticide Management Bill, 2020**. More info can be seen at: <https://www.livemint.com/industry/agriculture/centre-to-introduce-pesticide-management-bill-2020-in-parliament-11581502990037.html> .
- Two farmers Jagdish Prasad Parikh and Hukumchand Patidar, who are associated with CUTS organic interventions in Rajasthan and had the honour of receiving the Padma Shri (India's fourth highest civilian honour) award in 2019 for their distinguished contribution in the field of organic cultivation and associating other fellow farmers in their work. Parikh is better known for organic farming and cultivation of cauliflower. He also holds his name in the Guinness book of World Records for his unique work of bigger size of cauliflower and popularly know as *gobhi wala baba*, which means 'An Old Man with Huge Cauliflower'. He had amazed people by growing cauliflower weighing upto maximum 25 kgs. Pareek has been a key speaker and guest of honour in media sensitisation workshop held in Jaipur on November 27, 2019, which had attracted media to large extent.

Annual Financial Report

1. Please attach the Financial Statement in pdf format in accordance with the Annex 2 of the agreement with column headings of a) budget, b) cost, c) balance/variation signed by an authorized person. See also §5.2-5.3 in the agreement.
2. Budget deviations shall be explained.
3. The Financial Statement shall be supplemented by an audit, see agreement.
4. Fill in the table below:

Amount of funding received by SSNC in foreign currency	SEK 1362000
Amount of funding by SSNC in national currency	INR 99,74,875.28
Currency in the financial report	INR
Balance from previous reporting period	INR 0
Cost during the period	Figures would be Mentioned after the office resumes and SoE is ready.
Balance by the end of the period	Figures would be Mentioned after the office resumes and SoE is ready.

Equipment, Vehicles and Supplies Purchased with Funding from SSNC

Inventory Number	Type of Equipment	Product Name	Date of Purchase	Purchase Cost
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NA	NA	NA	NA	NA
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