

Annual Report
Submitted to Swedish Society for Nature Conservation (SSNC)
2020-21

General Information

1. Reporting Organisation

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3. Title/Name of the Projects

<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 Perspective4. Capacity Building on Planning, Monitoring and Evaluation (PME)
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4. Date, Place and Signatures by Authorized Person/s

Date and Place February 26, 2021, Jaipur	
George Cheriyan, Director	Signature and Position

Instruction for the Report

- The Annual Report is an analysis of the results achieved during 2020-21.
- 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 Annual Report Includes

Yes/No

Signed template	Yes
Narrative report	Yes
Financial report	Yes
Financial statement	Yes
Audit report with auditors opinion and a management letter	<i>Being submitted</i>
Results matrix	<i>Being submitted</i>
List of implemented activities and outputs	Yes
List of publications	Yes
Documents listed under Article 7.2 in the agreement	<i>Being submitted</i>

Date, Place and Signatures by Authorized Person/s

Date and Place April 30, 2021 Jaipur, India	
George Cheriyan, Director	Signature and position 

Narrative Report

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 (*over a period of four years, number of blocks have increased but we have been including the participants of these newly created blocks with the adjacent blocks*) 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/>

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

Projects Output

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

- i. COVID19 Response Awareness Campaign
- ii. Partner's Orientation for District Level and Jaipur District Block Level Partners.
- iii. Village Level Awareness Campaign on Sustainable Consumption. (VLAC) (*total 192 with a new set of two villages each from each block in ten districts during the year*) and Block Level Awareness Meetings (BLAM) (*total 96 meetings in 96 blocks*)
- iv. Green Action Week in Rajasthan. (GAW, Rajasthan)
- v. Green Action Week in India. (GAW, India)
- vi. Knowledge Sharing Meetings on Community Seed Cell Management (KSM) and Feedback Meetings for Community Seed Cell. (FM)
- vii. Farmer's Trainings and Exposure Visits. (FT & EV)
- viii. Organic Fairs. (OF)
- ix. Organic Compost Cell
- x. Sustainable Consumption and Production in India (SDG 12)-A Consumer Perspective
- xi. Capacity Building Programme on PME (Planning, Monitoring and Evaluation)
- xii. End Line Survey
- xiii. Advocacy (*Continuous process throughout the reporting period*)
- xiv. Outreach (Publications, media (press releases, articles, op-eds etc.)

i. COVID-19 Awareness Campaign-Hygiene, Physical Distancing and Safe Food Practices

After SSNC permitting to reallocate unspent funds of 2019-20, a fifteen days' campaign with a set of fifty awareness programme on 'Hygiene, Physical Distancing and Safe Food Practices' in select villages of 11 target districts (ten of ProOrganic II and Banswara) was planned. This standalone activity with a set of 50 awareness meetings kick started on July 1, 2020 and got over on July 15, 2020. In all, 10 out of 50 meetings were monitored in person by the project team in different places. Rest were directly supervised by the district partners. IEC on Covid-19, which includes posters and pamphlets etc. and kit, which includes masks, washing soap and hand sanitisers were distributed in all the 50 awareness camps. HUL, India office also provided soaps for free distribution, which served as an additional material for distribution along with our kit during the camps. <https://cuts-cart.org/iec-on-covid-19-awareness/> Sarpanch (Head of village government), medical staff, ANM (Auxiliary Nursing Midwives) and teachers participated in most of the meetings, who also served as important resource person on physical distancing, wearing of masks, use of sanitizer and related issues etc. These activities got full cooperation and support from the government and also got good media coverage both in English and Hindi media. (*Synthesis Report can be viewed at: <https://cuts-cart.org/pdf/cuts-covid-19-response-awareness-campaign-report.pdf>*).

Outcome vis-a-vis Logical Framework Approach

This unique campaign in rural areas, which was first of its kind during the peak of pandemic, when no one dare to even come out of their home proved very effective and hundreds of persons from rural areas of Rajasthan were benefitted from the massive fortnight long awareness campaign. The purpose of educating people residing in villages, hamlets, mainly

the rural population about good hygienic practices, physical distance maintaining habits, tips for safe food practices and other basic health tips got served. The public was apprised of the need to remain alert, follow all health protocols and save them from getting infected. It's not that we in CUTS is appreciating this initiative but even the government officials at the local administration not only appreciated it but cooperated fully in the programmes. Media also supported it very well. This is evident from the media coverage and the report, the link of which is mentioned in the above para.

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

In the wake of Covid-19 pandemic resulting into complete lockdown all over the country, the activities could not be started w.e.f April, 2020 as in usual years. Due to this, as in previous years, even the Partner's Orientation slated with all the district partners could not happen in April but the project team did try to remain connected with the district partners during the lockdown period through virtual mode and the first formal virtual meeting was organised on May 8, 2020, which discussed the ongoing and the future activities for 2020-21. In a run up to this, another virtual meeting was organized on June 26, 2020 regarding the preparations of COVID-19 awareness programmes and secondly, ways and manner to implement ProOrganic II upcoming activities with all Covid measures and guidelines as set within the state government protocol. The work plan of 2020-21 was prepared in accordance by shifting the start of ProOrganic-II activities from July 2020 onwards. This was followed by two more meetings on July 15 and August 6, 2020 respectively seeking virtual information on the status of programmes that got started and plan of action for upcoming months. Ultimately, the physical mode of Partner's Orientation Meeting for district level partners of all ten districts was clubbed with block level partners of Jaipur district was organized on October 28, 2020 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. The participants were also asked to narrate atleast one highlight from their individual district, which could form part of the outcome of the project. Besides, in one of the session, there was a discussion on proposed activities for 2022-26 phase. A detailed presentation on activities for the ongoing year with details was presented. The strategies for the upcoming activities were discussed with the participants. *The Meeting Report can be viewed at: <https://cuts-cart.org/pdf/district-and-block-level-partners-orientation-meeting-2020-21.pdf>*

Outcome vis-a-vis Logical Framework Approach

Like every financial year, the project activities took 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. For the first time, this orientation was not only conducted for district and block partners combined but also happened much later after the start of activities from July, 2020. In the midst of such delays, there did not seem to be any loss of energy or enthusiasm among the field force. The group of partners, while implementing the activities did not show any signs of rushing on with completing the tasks but despite of plethora of activities this year, both quality and quantity of work did not

suffer in terms of participation, lectures, media coverage etc. Apart from all these, the purpose of keeping a session on the proposed activities for 2022-26 also proved fruitful as lot of new ideas cropped up from the partner's side.

iii. Village and Block Level Awareness Meetings on Sustainable Consumption (VLAM and BLAM)

Like in previous year, the village level awareness programmes have always been an important activity, which not only sets a base for other activities but also adds on with new participants. 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 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.

Over all, inspite of pandemic restrictions, there has been an overwhelming response following all norms and measures. The activities were conducted on a routine basis in all the ten districts in a different and the project team has also been taking part in some to monitor along with officials from the Agriculture Department, Krishi Vigyan Kendra (Agriculture Science Centers) and Agriculture Colleges and Universities acting as resource persons. In the midst of VLAMs, this year, there were block level awareness campaigns also, which were conducted after a gap of four years and all the planned 96 BLAMs received a good response with a repeat participation of farmers from villages plus farmers are based in the block. Being positioned at the block headquarters, it proved easier to call various stakeholders as resource persons.

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. Despite of

pandemic situation, there was a big curiosity towards participation in the camps. Covid-19 protocol was followed religiously with masks wearing, social distancing and sanitizing etc. Initially the participation was restricted to 30-35 around due to protocol and later, when it eased, it was around 50 participants on and average were permitted to participate in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs etc. As usual media 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. Documentaries, lectures and short briefings in these grassroots 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. BLAMs have been helpful in adding sheen to this grassroots campaign in the form of taking the voice from villages to block level.

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 9628 participants have attended these activities during the reporting period in VLAMs, out of which, nearly 46 percent of them being women participants. Similarly, in BLAMs, the total number of participation was 5719 with nearly 52 percent being women farmers. (*The lesser number of participants in VLAMs as compared to last year, which then was more than 12,000 is because in the initial stages, there was a restriction of participation of not more than 30 per meeting, due to Covid 19 protocol, which gradually increased to little more*). (*The **Synthesis Report** of the whole awareness programmes of 2020-21 is live at: <https://cuts-cart.org/pdf/synthesis-report-village-level-awareness-programme-2020-21.pdf>*)

iv. Green Action Week, Rajasthan-2020 (GAW, Rajasthan)

The campaign started on September 28, 2020 with an introductory meeting at Jagganathpuri, which was attended by George Cheriyan, Nimisha Sharma and Rajdeep Pareek. Focusing on the theme of 'Sharing Community', the other activities were planned in Jaipur covering mainly the area of Jagganathpuri, Meenawala Sanganer & Dhawas. The activities targeted and accomplished were 'Awareness Meetings to Strengthen the Six Established E-Waste Bins'; 'Establishing 100 Kitchen Gardens'; 'Organising Cottage Meeting' with triggering sessions; 'Strengthening the Established Wall of Kindness (*Saanjha Ki Deewar*)' and Community Library'; 'Organising Community Level Stakeholder Consultations in all four communities'; 'Printing and Distributing IEC Material' and organising 'Final Stakeholder's Consultation'.

Like in previous years, this time also, the activities were extended to all the ProOrganic II districts of Rajasthan and Banswara making it a state wide campaign. Though, the campaign, which should have been completed by end October has been delayed and got concluded on January 8, 2021 with the State Level Stakeholder's Consultation as the final meeting.

(*related links of the **Event Report** of Stakeholder's Consultation and **Completion Report** of the whole campaign of 2020 is: <https://cuts-cart.org/pdf/GAW-2020-event-report-stakeholders-consultation-january-8-2021.pdf> and <https://cuts-cart.org/pdf/completion-report-green-action-week-2020-sharing-community.pdf>)*

Outcome vis-a-vis Logical Framework Approach

Carrying on with previous experience, 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. 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. The Covid 19 protocol was also followed everywhere in all the meetings.

v. Green Action Week, India-2020 (GAW, India)

With the purpose to spread the campaign, CUTS has been implementing GAW activities in other parts of India with the support of state level networking organizations since last few years. Total 143 organisations had applied for this year GAW, India. Out of these, 11 organisations were shortlisted after rounds of scrutiny. Selection was based on the quality of proposals and validity as per FCRA. Selected organisations were entered into an MoU with CUTS and also provided orientation through a webinar on September 14, 2020, after which, all the partner organisations started doing their planned activities in their respective areas. A WhatsApp Group also was created for the incorporating all the 11 partners and project team to share event reports and media coverage and regular interaction.

Out of the total 11 organisations, activities in six states were physically monitored by CUTS project team, mainly their state level stakeholder's consultations. With the purpose of evaluating the campaign of the year and to present the highlights of the campaign, as usual, a partners meeting in Jaipur was organised on December 22, 2020 with a participation of representatives of all the partner organisations, where, the partners showcased their performance in the respective areas through presentations.

*(The **Event Report** of the 'Partner's Meet' can be viewed at <https://cuts-cart.org/pdf/event-report-gaw-india2020.pdf> and the **Completion Report** of the whole campaign at: <https://cuts-cart.org/pdf/activity-completion-report-gaw-india2020.pdf>).*

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.

vi. Community Seed Cell Management

This being the second year in succession of this unique activity 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 cell 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.

This year, the main purpose was only to consolidate the existing seed cell, which were established during last year, so the initial 'Knowledge Sharing Meetings' in all the targeted ten districts with the selected farmers focused on their experience and knowledge sharing with new farmers, who have just joined the cell. Later in the 'Feedback Meetings' at same places with group leaders and other farmers, the discussions focused on mainly the progress and the future strategies for taking this work forward. During the year, ten 'Knowledge Sharing Meetings' and as many 'Feedback Meetings' were organized successfully. (*The Synthesis Report of the whole activity can be viewed at: <https://cuts-cart.org/pdf/synthesis-report-community-seed-cell-2020-21.pdf>*)

Outcome vis-a-vis Logical Framework Approach

The second year of this activity saw a great development with all the ten seed cells now converted into a shape and almost double the farmers now joining the cell as compared to last year, which itself is a remarkable achievement. Not only joining the community cell but the real spirit of this community seed cell philosophy has also been understood in true sense and followed up by sharing seeds with cells and in turn cells sharing the same with farmers.

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

This particular activity is one of the old most activity in the ProOrganic project, which started from the start of the initiative in 2013 and has become a spine of the project. Farmers Training has been able to produce a batch of trained farmers every year in each district, which is actually the objective of this activity. Clubbing it with exposure visits makes it more meaningful in helping in building the capacity of farmers and inspiring them to take up organic farming through experience gained from various subject experts and live demos of organic culture. The trained farmers after building up their capacities are further envisaged to work as catalyst at local level, who would further impart their knowledge gained from in all ten trainings and as many exposures. (*The Synthesis Report of 2020-21 can be viewed at: <https://cuts-cart.org/pdf/synthesis-report-farmers-trainings-and-exposure-visits-2020-21.pdf>*)

Outcome vis-a-vis Logical Framework Approach

Like in every year and as mentioned in above para, the new batch of trained farmers are now working as catalyst in their respective areas. This year, in all total 415 farmers from ten districts took part, with forty percent being women. This year also, many farmers have desired to shift from chemical to organic mode, which is actually the success of this training. This number helps in adding to the total number of organic farmers, who have changed from chemical farming to organic farming ever since 2013. Many farmers, who have attended the training for the first time admitted that this training is the first of its kind besides what other

agencies does for them. Unlike previous years, the participation here also has shown the decline trend because of Covid protocol. Still it proves the level of satisfaction among participants everywhere. Not only this, some of the farmers, who are now making great inroads in this field have established themselves and have earned big reputation in their respective areas.

viii. Organic Fairs (OF)

Organic fairs for the first time have been repeated in two consecutive years ever since the project started in 2013. The purpose of the fair is 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. These fairs have helped not only the producers but also retailers and consumers to share their thoughts and experiences at a common platform. During the year, a total of ten organic fairs got conducted with the only remaining one also was organised in Jaipur on March 7, 2021. (*The Synthesis Report of 2020-21 can be viewed at: <https://cuts-cart.org/pdf/synthesis-report-organic-fairs-2020-21.pdf>*)

Outcome vis-a-vis Logical Framework Approach

This year also, the organic fairs have 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. All the nine organic fairs out of total ten experienced 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. The outcome being an attraction of consumers, who have visited the stalls and looked eager to know about the organic produces. They had even purchased many products from the stalls.

ix. Establishment of Organic Compost Cell

This is an activity, which has been done in the past also. The main purpose is not only to promote the compost cells mainly the vermi compost in the area, where the project activities are being implemented by the associated farmers of that area but also inculcated a culture of sharing among these farmers, who can share the vermi compost with other farmers as well, who are farming in the nearby farms. This way of sharing the vermi compost leads to promoting organic farming. In the year, all the 50 out of targeted 50 (ten from each district) compost cells have been established. (*The Synthesis Report of 2020-21 is live at: <https://cuts-cart.org/pdf/synthesis-report-establishing-vermi-compost-units-2020-21.pdf>*)

Outcome vis-a-vis Logical Framework Approach

The enthusiasm through which the farmers, who were involved into establishing the compost cells has been credible and these farmers have been able to connect to many other farmers by sharing their product, which has given a direct message to them on the importance and the need of organic farming, even if they were not involved in doing the organic farming. This infact has been the overall objective of establishing the organic compost cells and sharing the compost with other farmers.

x. **Sustainable Consumption & Production (SCP) -A Consumer Perspective**

In spite of the adversities happening due to global pandemic, SDG 12 related research work was not largely affected. Research activities including the desk review, literature review, field visits, qualitative interviews were carried out in the midst of pandemic lockdown by the project team after strictly adhering to the pandemic protocol from June, 2020. As part of the activities, the qualitative interviews were conducted across the five targeted states. In Chattisgarh, the team visited array of stakeholders and even identified government supported initiative Gothan, is some sort of a day care center for cattle, where the goal is to make easily available organic manure in turn to promote organic farming in the village and make village self-sufficient in terms of bio fertilizers and organic consumption. Similarly, in Uttar Pradesh, team met various stakeholders related to the project study and visited Mati Kala Kendra and gathered information regarding best practices under SCP. Similarly, concern departments of Himachal Pradesh, Kerala and Rajasthan were visited by the team and case studies were documented. (*Detailed **Research Report** can be viewed at: <https://cuts-cart.org/pdf/research-report-sustainable-consumption-and-production-a-consumer-perspective-an-overview.pdf>*)

Framework of the final research report was finalised by the project team. 12 chapters were drafted with peer review and after editing and layout, report was finalised. Final report shows the findings of research survey across the project states and make recommendations based on a careful analysis of these findings. The report concludes with recommendations and way forward in a manner that can be easily understood and interpreted by a layman or third party, who is not involved in the research process.

National Consultation on SDG-12 on March 18, 2021

Five years into the implementation of Sustainable Development Goals (SDGs), the assessment of the progress in India shows, it is very unlikely that India will achieve any of the targets of SDG-12, which is 'Responsible Consumption and Production'. In addition, the status of many of the indicators may further worsen by 2030, compared with 2015, due to the negative impact of the pandemic and various other reasons. The study mainly looked at SDG-12 from a consumer perspective based on The United Nations Guidelines for Consumer Protection (UNGCP). The importance of studying and analysing the achievement of a country's progress under SDG-12 than any other goal was felt because of its interlinking nature with other goals. Almost all other goals are connected with SDG-12, thereby underlining that any progress to meet Agenda 2030 by a country cannot be achieved without carefully approaching and addressing the concerns under SDG-12. The key findings of this study by CUTS on SDG-12 were discussed and deliberated in the National Consultation organised by CUTS International in partnership with the Swedish Society for Nature Conservation (SSNC) at New Delhi on March 18, 2021. Dr. Rene Van Berkel, UNIDO Representative, Regional Office in India was the chief guest of the event and address the participants. Archana Datta, SWITCH-Asia RPAC Coordinator for India UNEP delivered key note address whereas Dr. Joy Elamon, DG, Kerala Institute of Local Administration (KILA), Kerala S. Saroja, Director, CAG, Chennai and Shailly Kedia, Fellow, TERI also spoke in the inaugural session. Inaugural session was followed by two other technical sessions. (*Detailed **Event Report** can be viewed at: <https://cuts-cart.org/national-consultation-on-sdg12-from-consumer-perspective/> / <https://cuts-cart.org/pdf/report-national-consultation-on-sdg12-from-consumer-perspective.pdf>*)

Also CUTS team throughout the study period, kept stakeholders engaged by regularly publishing op-ed and articles in both National and local daily's and magazines. All the op-ed's, articles so published and other activities within the project are uploaded in the project webpage: <https://cuts-cart.org/sustainable-consumption-and-production-in-india-a-consumer-perspective/>

Outcome vis-a-vis Logical Framework Approach

The research work done so far has been largely successful and helped us identify sustainable practices suitable for larger replication in other parts of the country. The findings will help in exercising the overall documentation of the development goals and in turn achieving the whole objective of the study. The key findings of the documented study were presented in the National Consultation for further wider dissemination and deliberation. The consultation on March 18, 2021 in New Delhi was a great success and was well received by the media too as can be seen at the web page and as reported above.

Besides, the specific research, various **other activities** like organizing series of webinars related to SCP was carried out by CUTS during the lockdown period to keep stakeholders engaged and educated, the details of which is **mentioned below at 5 (c)b**.

These webinars were attended by people from India and other countries, including representatives of Government Officials from Indian States, UNCTAD, UNEP, UN-ESCAP, ASEAN secretariat, civil society organisations and academics. The proceedings of these webinars are regularly uploaded in CUTS YouTube channel for wider dissemination.

xi. Capacity Building Programme on PME (Planning, Monitoring and Evaluation)

The main purpose of this assignment is to conduct capacity building programme on Planning, Monitoring and Evaluation (PME) for CUTS team and other selected CSOs. Like in other SSNC supported assignment/projects, this work also was suffered and got delayed. In the year 2020, the team shortlisted the probable participants for the training and also the probable trainers for the PME. It is mainly focussed on conducting capacity building programme PME for CUTS team and other selected CSOs with follow up activities. Later, on February 1-2, 2021, the PME workshop could finally be conducted. Dr. Kaustuv Kanti Bandhopadhyay, Director along with his colleague Yashvi Sharma were the trainers. Total 23 participants were finally shortlisted and attended the workshop, including 13 CUTS staff from different centres and 9 partner representatives from 7 states in India.

Outcome vis-a-vis Logical Framework Approach

The quality of the training and the level of satisfaction among the participants proved the worth of this special training on planning, monitoring and evaluation. The style and mode, in which the training was rendered by the trainers, included group work and simulation had provided sufficient stuff, the participants were expecting from the training. (**Detailed Report of the Training Workshop can be accessed through the web link: <https://cuts-cart.org/pdf/report-on-capacity-building-workshop-for-csos.pdf>**)

xi. End line Survey

The purpose of the end line research was to gauge the level of impact, which has been created in the last four years of intervention as part of project outcome with a focus on changes seen on organic consumption and production patterns in the targeted ten districts. Total 2500 samples (640 farmers+ 1750 consumers+110 government officials as part of qualitative sampling) were taken from 192 gram panchayats, which had captured the perception/experience from various stakeholders about awareness, capacity, challenges and suggestions etc. from 10 project districts.

The breakup of this was, 175 per district for consumers; 64 farmers per districts and 10 officials per districts as part of qualitative survey. An additional 10 officials were interviewed at the state level to cover offices like National Institute of Agriculture Management (NIAM); State Institute of Agriculture Management (SIAM); Rajasthan Agriculture Research Institute (RARI) and Department of Agriculture of Government of Rajasthan. Thus the sampling was around 75% of consumers and 25% farmers of the total samples collected. Besides, out of 2500 total samples, at least 40% was women.

Outcome vis-a-vis Logical Framework Approach

The survey work was closely monitored by the project team and the survey team has also kept in loop with the district partners, while moving along with in the district area. The work had been done as per satisfaction, which includes both quantitative and qualitative surveys. The selected areas and people were targeted religiously, which is the outcome of this activity as of now and the overall report indicates a drastic change from the baseline period.

Though the final shape to the report is being given but in crux, the key findings with regard to comparison of this endline survey with baseline survey of 2017 shows that awareness level among consumers on ill effects of chemical input-based food products has rose from 86% to 97.4%.

Similarly, awareness about organic products has enhanced to 94.7% as compared to baseline's 84%. The more important is that percentage of consumers buying organic products has gone upto nearly 66.8%, which was earlier only 39% during the baseline. The percentage of consumers reported difficulty in buying organic products in the market has reduced to 40% from earlier 68%.

From the farmer's angle, awareness on ill effects of farming based on chemical inputs, there is a slight increase, which is 97% as compared to earlier 94%. 26.1% of farmers, who earlier had reported during the baseline for doing chemical based farming has reduced to 13.3 during four years of period.

Around 51% of farmers have reported getting higher price from the market as compared to earlier baselines' 32%. Based on the learnings and CUTS's efforts and initiative to expand organic production and consumption, now 98% of farmers have agreed to motivate and help other farmers to convert to organic mode, which was only 91%.

(Detailed survey report will be shared separately both through a soft copy and web link, once it is fine-tuned and finalized)

xii. State Level Stakeholder's Consultation Meeting (SLSCM)

The **SLSCM**, which was the last activity of the year 2020-21 was organised at Jaipur on March 15, 2021, which was fortunately clubbed with the observation of World Consumer Rights Day. During the inaugural session, George Cheriyan spoke on the theme of World Consumer Rights Day, which was commemorated on the theme 'Tackling Plastic Pollution'. Rajdeep Pareek gave a detailed presentation about the activities conducted under the project ProOrganic II during the year 2020-21.

Dr. A. S. Baloda, Director, Rajasthan Agricultural Research Institute; Shailendra Chauhan, AGM, NABARD; Jagdish Pareek, Padma Shree Awardee Organic Farmer and Dr. Deepika Saini, Quality Manager, Rajasthan Organic Certification Agency were the key speakers in the panel. At the event, an exhibition was organised, which proved as the most attractive part of the whole programme. This exhibited various organic products ranging from vegetables to grains to pulses to spices to processed food items.

On the occasion, CUTS, besides those who had displayed their organic products through exhibition and some more farmers attending the event switched from chemical to organic through its efforts were awarded. All the farmers were given mementos as a token of appreciation by CUTS for their organic farming efforts. (*The **Event Report** with detailed information is available at: <https://cuts-cart.org/pdf/event-report-wcrd-and-stakeholders-consultation-march-15-2021.pdf>*)

Outcome vis-a-vis Logical Framework Approach

Being the last activity of the year, 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 proselytized in the logical framework analysis of the project. The highlight of this year's consultation was the exhibition, which was showcased by selected progressive farmers at the venue itself and then honour through award to selected progressive farmers by the guest speakers for contributing in organic farming in their respective areas. These farmers were the farmers, who were motivated through CUTS efforts and changed the mode to organic from chemical. The details of all these can viewed in the report, the link of which is mentioned above.

xiii. 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

- 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.

xiv. Outreach through IEC/Publications/Briefing Paper/Articles/Op-eds

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>
- An Annual Report in the form of printed newsletter for 2019-20 activities.
<https://cuts-cart.org/pdf/communique-V.pdf>
- Organic Farming-New Direction (a briefing paper in Hindi)
<https://cuts-cart.org/pdf/organic-farming-new-directions.pdf>

- An IEC used during the Covid 19 Awareness Campaign: <https://cuts-cart.org/iec-on-covid-19-awareness/>
- An article jointly written by Rajdeep Pareek and Deepak Saxena in Hindi on 'Jaivik Ke Liye Nitigat Sudharon Ki Jarurat' (Organic Farming Needs Policy Level Reforms) published in Haldhar Times of August 31-September 6, 2020.

Achievements

- As reported above, organising 50 awareness camps in the month of July, 2020 on Covid 19 and making people aware about the covid protocols/guidelines in difficult and extreme situation, is one of the great achievement.
- As reported above, a random perception survey by CUTS International in Rajasthan on growing trend in organic consumption and sale in Rajasthan during initial pandemic period of ten months targeting consumers and sellers has been very well taken up by media. The result trend shows a significant development and change in the organic consumption and sale, which is a positive aspect for the ProOrganic II project.
- Govt. of India announcing to create 'Poshan Vatika (Nutri-Garden) at each Aaganwadi Centre (AWC) all over India with the purpose of creating micro nutri environment in each village, which will be done in vacant lands and AWCs. Cultivation of vegetables, fruits and important herbs will be the focus at these Poshan Vatikas. This announcement by government is one more step in the direction of moving towards the organic culture in the country. (<https://icds-wcd.nic.in/nnm/RashtriyaPoshanMaah/Minutes-of-Meeting-31-08-2020.pdf>)
- For the first time ever since 2013, three farmers Rameshwar Prasad Jat of Dhoblai village in Govindgarh panchayat samiti, Mool Chand Jat of Maheshwas village, Jagdish Yadav of Bardevthala of Chomu, Ganga ram Sepat of Jobner all in Jaipur district and Shyam Sunder Sharma and woman farmer Ruby Pareek both of Khatwa village in Lalsot panchayat samiti of Dausa district, who were actively involved in the ProOrganic project activities have been awarded by the Agriculture Department of Rajasthan for their outstanding work in the area of organic farming.
- As announced in 2016 by Govt. of Rajasthan regarding setting up of an exclusive corner of organic vegetables/grains in each *mandi* (vegetable and grain stock market) is now coming to shape slowly, which is a resultant of our efforts made by way of organising organic fairs in targeted ten districts.

2. Internal Organizational Changes

Briefly describe important changes in your organization during 2020-21.

Internal Changes at the Organisational Level

In the given period, there were lot of limitations and restrictions initially due to lockdown and later onwards due to Covid-19 protocol, (such as imposition of section 144, night curfew, non-availability of public transport (buses/trains) etc.) as a result of which, work was hampered quite but due to the dedication and strong will of the project team, the field work got started from July after a loss of three initial months. Due to the hard work by the team, the activities later got into the streamline. Besides, during this, 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 throughout the reporting period.

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.

As mentioned above, this has been an affected year due to pandemic, so there were not many chances of project team getting oriented by way of outside resources but capacity building was done through by way of plenty of webinars, which the team has attended over a period of time and also got involved in organizing one webinar under the belt of ProOrganic II as an additional activity. This has provided the team to become smarter as far as the usage of technology is concerned as compared to previous years. Besides, two days training on PME has also provided a nudge to the capacities of team to large extent, which would ultimately be helpful in translating the same in ProOrganic II.

3. Developments and Challenges in the Context Affecting Project Implementation

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

In the surroundings, there have been no changes as such except, the restrictions as imposed due to Covid 19 protocol, which has been mentioned above at various paras. At the government level, there is no changes, which could affect the project implementation or to the organisation. In fact, the government looks poised to adopt organic policy strictly, which is a very positive significant. The pandemic period also has helped consumers showing their interest towards organic products in order to build up their immunity power, which has gradually helped sellers to sell these ominously.

4. Covid-19

Briefly describe how the pandemic of Covid-19 and government responses to the pandemic has affected your organization and your work, both during 2020 and eventual future actions/activities.

India imposed one of the stringent lockdowns in the world. The pandemic period as reported at many places in this report has no adverse effect in the project implementation activities except for the delay of activities by three months due to lockdown. Rather, the ongoing trend towards organic consumption has boost morale of the organic sellers and farmers, which has in turn helped in showing trust among farmers and consumers both towards our project. This has further helped in bringing more and more consumers and farmers coming into loop with the project activities.

As reported earlier, even the government officials has supported CUTS initiatives at the time of pandemic, specially in the Covid 19 awareness camps, where they had participated with enthusiasm. So, looking to our experience in dealing with Covid 19 and therein working under the circumstances, we are sure that, there won't be any problem even in post corona period.

5. Results During the Period 2020-21

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

Through project activities in this year, we 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). *Details in as reported above in para 1.1 at page 4.*

(b) What Expected Results Did You Not Achieve? Why? Has This Affected the Project?

Despite the challenging and hard situations due to pandemic, 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.

(c) A List of Over Implemented (Additional) Activities and Outputs.

a. Webinars/Virtual Meetings of Other Organisations

- Project team attended a talk cum interview on May 6, 2020 on organic agriculture at home/office/farm by a grower couple Tejaswi and Asha Nair, who are into this since last 15 years with their own 'Organic Farmers Market'. They spoke on the challenges & opportunities in organic farming.
- Rajdeep Pareek attended a webinar on May 27, 2020 on 'Agrarian Crises Also Needs an Economic Solution' hosted by Revitalising Rainfed Agriculture (RRA) Network with expert Dr. Devendra Sharma, Trade Policy Analyst.
- Rajdeep Pareek attended a webinar on May 29, 2020 on 'Organic, Natural and Healthy Life Style' hosted by Biofach India.
- Amar Deep Singh delivered a talk on the topic 'Role of Sharing Community in Sustainable Consumption' organised by Anmol Foundation, Chhattisgarh on June 23, 2020 speaking on the circular economy and sustainable consumption.
- Rajdeep Pareek from the project team attended webinar on 'Climate Resilient Natural Farming, Andhra Pradesh Experience' on June 22, 2020 organized by Rapid Rural Community Response (RCRC) in association with Department of Agriculture, Rajasthan.
- George Cheriyan attended Consumers International Member Call on Sustainable Consumption on June 23, 2020 and shared about CUTS work on Sustainable Consumption.
- Deepak Saxena & Rajdeep Pareek attended a Webinar on India's Organic Market: Future Trends & Opportunities on July 23, 2020 organized by Biofach India.

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

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

- Rajdeep Pareek attended a Webinar on ‘Scientific Approach to Pest Management: Shift from Molecules to Management Systems 30 July, 2020’ organized by Green Academy and Alliance for Sustainable & Holistic Approach (ASHA).
- Deepak Saxena, Rajdeep Pareek and Nimisha Sharma had attended a webinar on Organic & Natural Farming in India organized by Centre for Science and Environment on September 8, 2020. The main speaker in the webinar was Dr. Rajiv Kumar (Vice Chairperson, Niti Aayog). The main focus of webinar was on schemes implemented in Odisha, Chhattisgarh and Andhra Pradesh to promote organic farming and these models should be replicated in the whole country to promote organic farming.
- Deepak attended a webinar and report releasing on ‘Organic and Natural Farming in India’ on September 8, 2020 organised by CSE, New Delhi.
- George and Deepak attended the digital Strategy workshop on November 20, 2020 organised by SSNC. The main purpose of the meeting was to discuss on the SSNC strategy process and changes to the program, the SIDA application process as well as gathering input on how to best ensure that relevant perspectives are met in the future program.

b. Webinars Organised by Project Teams

- **Observing 50th Anniversary of Earth Day on April 22, 2020**

Team observed Earth Day by organising a webinar on April 22, 2020. It was attended by 32 participants mainly representatives of civil society organisations across the country and CUTS staff from India, Lusaka, and Nairobi. Sara Nilsson, Programme Manager, Swedish Society for Nature Conservation, Stockholm; Naomi Scott-Mearns, Sustainable Consumption Manager, Consumers International, London; Rashid S. Kaukab, Executive Director, CUTS International, Geneva and Clement Onyango, Director, CUTS International, Nairobi, Kenya George Cheriyan moderated the Webinar.

(Webinar Report- <https://cuts-cart.org/pdf/brief-report-webinar-earth-day-2020.pdf>)

- **Celebration of World Environment Day on June 5, 2020**

The team celebrated World Environment Day by organizing a webinar using a virtual platform of Zoom on Friday, June 05, 2020. It was attended by more than 65 participants, mainly representatives of civil society organizations across the country. George Cheriyan moderated the webinar. Pradeep S. Mehta, Secretary General, CUTS International; Anubha Prasad, National Coordinator, Partnership for Action on Green Economy (PAGE), UNEP, New Delhi; Maria Rydlund, Senior Policy Advisor (Tropical Forest), Swedish Society for Nature Conservation (SSNC), Stockholm, Sweden; Naomi Scott-Mearns, Sustainable Consumption Manager, Consumers International, London and Dr. Balakrishna Pisupathi, Chairperson, FLEDGE & Regional Vice-Chair of IUCN Commission on Education and Communication, New Delhi were the speakers, who all spoke and deliberated on different aspects of the World Environment Day, 2020 theme ‘Biodiversity–Time for Nature’, which describes the variety of life on Earth.

(Webinar Report- <https://cuts-cart.org/pdf/report-webinar-world-environment-day-2020.pdf>)

- Virtual 4th International SCORAI Conference on June 10-12, 2020**

George Cheriyan and the team attended the 4th International SCORAI (Sustainable Consumption Research and Action Initiative) conference on June 10-12, 2020 with the theme 'Sustainable Consumption & Social Justice in an Urbanising World', which was jointly organized by Northeastern University (School of Public Policy and Urban Affairs) and the KTH Royal Institute of Technology. George appeared in the first rank in the SCORAI leaders board as a result of interactions and uploading on the online platform. The pre-conference session was attended by George Cheriyan and Amar Deep Singh on June 8, 2020 with other Think Tank members of SSNC.
- Role of Organic Products/Organic Farming in Dealing with the Pandemic on August 21, 2020**

A webinar on 'Role of Organic Products/Organic Farming in Dealing with the Pandemic' on August 21, 2020 was organised by CUTS team. The main speakers were Dr. S. K. Sharma, Zonal Director, Research, MPUAT, Udaipur; Dr. A. K. Sharma, Principal Scientist, CAZRI, Jodhpur; Virendra Parihar, Programme Producer, DD Kisaan Channel, Doordarshan Kendra, Jaipur and Rohit Jain, Secretary, OFAI. Deepak Saxena moderated. Nearly 103 participated, which includes farmers from project districts, NGO representatives, Govt. officials and students of agriculture universities.

(Webinar Report- https://www.youtube.com/watch?v=ga_VWLSGCS4&feature=youtu.be)
- Will the Pandemic Slowdown the Progress of Meeting the Target on August 26, 2020**

A webinar was organised on the topic 'SDG:12 Will the Pandemic Slowdown the Progress of Meeting the Target' on August 26, 2020. Archana Datta, Project Co-ordinator for India for SWITCH-Asia (RPAC), UN Environment Programme India Office; Eva Eiderström, Director, Department of Ecolabelling and Green Consumption, SSNC; Dr. Usha Titus, Principal Secretary, Department of Environment, Kerala and Dr. Joy Elamon, Director General, Kerala Institute of Local Administration were the main speaker of webinar and shared their thoughts on SDG12 and its progress. George Cheriyan moderated the discussion. More than 100 participants from 23 states of India and 12 countries, including representatives of UNCTAD, UNEP, UN-ESCAP, and ASEAN secretariat, civil society organisations, academics attended the webinar. Webinar got good media coverage as well.

(Webinar Report- <https://cuts-cart.org/pdf/report-webinar-sdg-12-will-the-pandemic-slowdown-the-progress-of-meeting-the-target.pdf>)
- Virtual Meetings of the Think Tank in June, September and December 2020**

George Cheriyan attended a virtual meeting of the Think Tank on September 8-10, 2020, which was in continuation to the meeting held on June 9, 2020. The meeting focused on moving beyond discussion to action on the priorities, the group had identified in the June meeting. George made a presentation on the 'Impact of the Pandemic on the Sustainable Consumption'. The third meeting of the Think Tank Group was held Dec. 8-9, 2020.

In addition to reviewing the decisions taken during the meeting in September, 2020, the day I of the meeting mainly discussed about the design of the Anthology and the day II discussed about the opportunities for advocacy on SDG12 during 2021 including UN HLPF.

- **Manifestation for Environmental Defenders "Light4Defenders" on December 10, 2020**

Team organised a manifestation for Environmental Defenders at CUTS conference hall on December 10, 2020 to honour the hundreds of environmental defenders, who are killed every year. December 10 is earmarked as the anniversary of the Universal Human Rights Declaration. The Universal Declaration of Human Rights (UDHR) is a milestone document in human rights history. On the occasion, George Cheriyan elaborated the importance of the day. Because of the pandemic, we have organised a small manifestation by lighting candles and joined in a digital manifestation by loading up a photo of lighting a candle in social media under the joint hashtag #Light4Defenders.

- c. **Growing Trend of Organic Food Consumption Amid Pandemic: A Random Perception Survey**

A random perception survey by CUTS International in Rajasthan on growing trend in organic consumption and sale in Rajasthan during initial pandemic period of ten months targeting consumers and sellers with 200 samples of consumers from each of the ten targeted district of ProOrganic and 20 samples of organic sellers from each district. The results of the survey have been overwhelming and encouraging. Media has covered it very well and some of the links of it are:

- <https://www.timesnownews.com/health/article/organic-food-products-consumption-is-a-growing-trend-in-rajasthan-amid-pandemic-survey/707073>
- <https://www.moneycontrol.com/news/business/sale-consumption-of-organic-products-rise-in-rajasthan-during-pandemic-survey-6346051.html>
- <https://in.news.yahoo.com/sale-consumption-organic-products-rise-083222214.html>
- <https://www.theweek.in/wire-updates/national/2021/01/14/nrg5-biz-organic-survey.html>
- <https://www.freepressjournal.in/business/sharp-rise-in-consumption-of-organic-products-during-covid-19-pandemic-survey>
- <https://voiceofjaipur.com/4166>

- d. **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. Attending the webinars of other organisations and organising own webinar has not only provided a knowledge but has also given a confidence to the team. In future, this would be translated into our own project.

- e. **Monitoring by Project Team**

Like every year, the project team has been monitoring activities every month. These monitoring visits are made depending upon the type of activities like VLACs, BLAMs and Covid -19 Awareness Campaign are visited on random basis but in the activities like FTs &

EVs, KSMSs, FMs, OFs, ToTs of Endline Survey, the project team's attendance was mandatory. Similar procedure was adopted for GAW, Rajasthan and GAW, India as well, where the monitoring visits were made only to some places but the attendance of the team was ensured in Community Level Stakeholder's Consultations in GAW, Rajasthan and State Level Consultations in GAW, India. In crux, in all there have been 103 visits by the teams of ProOrganic II, GAW, Rajasthan and India and SDG-12 in physical mode. Besides, as many as 96 meetings were monitored virtually of both ProOrganic II and GAW, India. The presence of project team representatives as monitors gives an additional confidence to the partners.

5 (d) Attach the Results Matrix to the Report.

To be attached with the final report

6 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 in other activities including end line survey and the results have been overwhelming. The project contribution is that even after many restrictions due to pandemic, women shepherded from their houses and attended project activities, which shows their vehemence towards the issue.

b. Does your organisation have a gender policy in place, or have you developed a new gender policy/started implementing a gender policy?

CUTS has its own gender policy, which was developed before the start of the project.

c. Is your organisation member of any feminist network or similar?

No, we are not.

d. Do you use affirmative action while hiring new staff and/or when choosing new board members, to strengthen women's position within the organisation?

Yes, the recruitment policy of CUTS considers all such aspect, while hiring or recruiting or appointing any female candidate both in the CUTS board or induction in staff force.

7. Conflict

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.

8. 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.

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, other than the ongoing pandemic. Even Covid 19 risks have been dealt up with efficiency. 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.

9. 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 1 (xiv)

10. Other Comments

As reported above, the activities, which were numerous in terms of number have been taken up as a challenge by the project team and excellently supported by the district and block partners in the field in the situation, which was against the time have been implemented without any difficulty.

Financial Report (narrative)

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 1550000
Amount of funding by SSNC in national currency	INR 1,27,26,584.21
Currency in the financial report	INR
Balance from previous reporting period	INR 7,05,821.28
Cost during the period	INR 1,17,80,593.00
Balance by the end of the period	INR 17,77,967.49

Equipment, Vehicles and Supplies Purchased with Funding from SSNC

Inventory Number	Type of Equipment	Product Name	Date of Purchase	Purchase Cost
CND0323G9Y	Laptop	HP 15S-DU2002TU	September 30, 2020	45,890.00
5CD038M01F	Laptop	HP 14-CE3065TU	October 23, 2020	64,099.00
FM75S53	Laptop	DELL INSPIRON 3593	November 12, 2020	42,490.00
J9X0173	Laptop	DELL INSPIRON 3593	November 12, 2020	42,990.00
ICR03304WJ	LED	LED HP 22' CABLE HD TV	January 6, 2021	7450.00
Total Cost				2,02,919.00

