

Annual and Final Report
Submitted to Swedish Society for Nature Conservation (SSNC)
2021 (Annual Narrative Reporting) and 2017-21
(Final, Analytical, Narrative Reporting)

These instructions have four parts.

1. General information
2. Assessment areas for the annual narrative reporting 2021
3. Financial reporting 2021
4. Assessment areas for the final, analytical, narrative reporting 2017-2021

Go through all parts of the instruction before you start, as some questions are slightly overlapping. Contact SSNC if anything is unclear or if you encounter problems along the way.

1. General Information

1.1 Reporting Organisation

Name of Organisation	
Consumer Unity & Trust Society (CUTS), India	
Name of Legal Representative	Visiting Address
Mr. George Cheriyan	D 218 A, Bhaskar Marg, Banipark, Jaipur 302 016 (Rajasthan, India)
Postal Address	Web Address
D 217, Akshat Tower, Bhaskar Marg, Banipark, Jaipur 302 016 (Rajasthan, India)	http://www.cuts-international.org https://cuts-cart.org/
Telephone: 91.141.2282 062/ 2282 823/2282 482 Fax: 91.141.4015 395	E-mail Address gc@cuts.org


1.2 Contact Person

Name and Position	Telephone & Cell Phone	E-mail Address
George Cheriyan Director	91.141.2282 062, 2282 823/ 2282 482 Cell: +91-9829285930	gc@cuts.org

1.3 Title/Name of the Projects

1. Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in State of Rajasthan (ProOrganic Bridge Year, 2021)
2. Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in State of Rajasthan (ProOrganic 2017-2021)
3. Green Action Week, India Campaign (GAW, India), (2017-2018-2019-2020-2021)
4. Sustainable Consumption Cultures, Practices and Lifestyles in India
5. Sustainable Consumption and Production in India: A Consumer Perspective
6. Capacity Building on Planning, Monitoring and Evaluation (PME)

1.4 Date, Place and Signatures by Authorized Person/s

Date and Place: February 28, 2022, Jaipur	
George Cheriyan, Director	Signature and Position 

1.5 The Annual and Final Report for Project Funding Includes:

S.N.	Document	Yes/No
1.	Signed template “annual and final report to SSNC-project funding” (this document, in both word and as a scanned PDF with signature)	Yes
2.	Follow-up on the submitted work plan for the last fiscal year of the agreement period 2021 (summary/list of the activities implemented) (<i>no form</i>)	Yes
3.	Analytical narrative final report for 2017-2021. (<i>Covering, as a minimum, the mandatory questions below</i>) (<u>maximum 30 pages, of which 50% should consist of a result analysis</u>)	Yes
4.	Final result matrix (or similar) for 2017-2021	Yes
5.	Financial statement for the last fiscal year of the agreement period	Being submitted
6.	Audit report for the last fiscal year of the agreement period (<i>according to instruction in the agreement, ISA 800/805 and ISRS 4400</i>) – <i>deadline March 15, 2022</i>	Being submitted
7.	A management letter from the auditor with a management response from the organisation (for the last fiscal year of the agreement period) - <i>deadline March 15, 2022</i>	Being submitted
8.	If applicable, documents listed under article 7.2 in the agreement.	Being submitted
9.	If applicable, draft donation deed listing investment above 25 000 SEK (template attached) 2017-2021.	Being submitted
	<i>Comment if the report is not complete:</i>	

2) Areas for the Annual Narrative Reporting 2021

The information listed below is needed for SSNCs assessment of the annual report.

2.1. Internal Organisational Changes During 2021

a) Describe and analyse important changes within your organisation during 2021. This should include new policies, staff changes, other organisational developments, new partners, and new donors.

During this period, there was 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 consultants have been and are working actively throughout the reporting period.

b) Describe what capacity building your organisation has gone through during 2021.

Many of the project team members at present have been working in the project ever since 2013, when the project started and in between, there have been many exposure visits made by the team, which counted as a capacity building exercises from time to time, and has really helped all in building and enhancing their capacities. As mentioned above, this has again been an affected year due to pandemic, so there were not many chances of project team getting oriented by way of outside exposures but capacity building was done by way of plenty of webinars, which included few webinars and online discussions in associations with likeminded organisations. This has further helped in disseminating the general awareness on sustainable consumption among other groups, with whom, we had not been working in the past. PME exercise of two days in the month of February, 2021 has also helped the team to further consolidate its skills on the subject.

2.2. Report on Work Plan 2021

a) Compile a list of implemented activities for 2021. The list should be a follow-up on the previously submitted work plan.

In the bridge year period, the limitations and restrictions continued as it was in 2020 due to lockdown in the initial months because of severe pandemic situation and later onwards due to Covid-19 protocol, such as imposition of section 144 of Indian Penal Code, which restrict people gathering more than five; night curfew; non-availability of public transport (buses/trains) etc. etc. As a result of which, work got delayed by three months again and ultimately could able to physically start wef July with partner's orientation on July 2, 2021. But that does not mean that the team and the district consultants were not doing anything during the period of April to June, 2021, infact there have been a constant touch between both ends through number of online discussions and meetings, which discussed future strategies, possible solutions to the problems and issues faced by the consultants in the field during previous year. Despite of all obstructions, the team took up the challenge with the successful implementation of as many as 92 activities under bridge year of ProOrganic alone in a span of just six months, which excludes five state level consultations on SDG-12 and plenty of activities under GAW, Rajasthan and India and that was remarkable indeed, simply due to the dedication and strong will of the project team.

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 in Jaipur (one) (*detailed report at: <https://cuts-cart.org/pdf/report-district-level-consultants-orientation-bridge-year-2021.pdf>*)
 - ii) Block Level Awareness Meetings (BLAM) for Farmers and Consumers (*total 40 in select four blocks of each district*) (*detailed report at: <https://cuts-cart.org/pdf/synthesis-report-of-awareness-camps-at-district-and-block-level-2021.pdf>*)
 - iii) District Level Awareness Meetings (DLAM) for Farmers and Consumers (*total 10 at all district headquarter of ten district*) (*detailed report at: <https://cuts-cart.org/pdf/synthesis-report-of-awareness-camps-at-district-and-block-level-2021.pdf>*)
 - iv) Feedback Meetings (FM) to Consolidate Established Community Seed Bank (*total 10 in all ten districts at selected seed banks of the district*) (*detailed report at: <https://cuts-cart.org/pdf/synthesis-report-community-managed-seed-cells-2021.pdf>*)
 - v) Farmer's Advance Training (FAT) and Exposure Visit (EV) at District Level (*total 10 at all ten districts headquarter*) (*detailed report at: <https://cuts-cart.org/pdf/synthesis-report-farmers-advanced-training-2021.pdf>*)
 - vi) District Level Organic Fairs (DLOF) and Media Interface (MIM) (*total nine in nine districts except Jaipur*) (*<https://cuts-cart.org/pdf/synthesis-report-media-interface-meetings-2021.pdf> and <https://cuts-cart.org/pdf/synthesis-report-organic-fairs-2021.pdf>*)
 - vii) State Level Organic Fair (SLOF) in Jaipur (*detailed report at: <https://cuts-cart.org/pdf/state-level-organic-fair-event-report-december-19-2021.pdf>*)
 - viii) State Level Stakeholder's Consultation (SLSC) in Jaipur (*detailed reports at: <https://cuts-cart.org/pdf/state-level-consultation-december-20-2021.pdf>*)
 - ix) Green Action Week in Rajasthan. (GAW, Rajasthan) (*detailed report at: <https://cuts-cart.org/green-action-week-2021-sharing-community/>*)
 - x) Green Action Week in India. (GAW, India) (*detailed report at: <https://cuts-cart.org/pdf/report-gaw-india-2021.pdf>*)
- All the activities as planned were conducted including Partner's Meeting in Jaipur. (Detailed report at: <https://cuts-cart.org/pdf/report-gaw-india-2021.pdf>*)
- xi) State Level Consultations on Sustainable Consumption and Production in India (SDG 12)-A Consumer Perspective in select five states of India.

(Detailed reports at: <https://cuts-cart.org/sustainable-consumption-and-production-in-india-a-consumer-perspective/>)

2.3 Describe Major Deviations 2021 (what were the reasons, how did you solve it and what changes did it lead to)

The only major deviation from the planned activities was a swapping of proposed and planned 38 School Interface Meetings (SIM) in School Clubs and Organic Kitchen Gardens by nine District Level Organic Fairs, which was mainly due to pandemic not allowing government to give permission to open schools and even when schools got open up at one point of time, then also, it was either at half strength or school administration was reluctant in allowing their students to move out for activities other than studies.

This change has helped organising the organic fairs at the district level, though due to pandemic, we missed the presence of school children for successive second year.

2.4 Describe One Major Activity Related Highlight from 2021

CUTS study on 'Sustainable Consumption and Production (SDG12): A Consumer Perspective' helped streamline existing policies and established the need for dedicated efforts to support SCP from a consumer perspective to achieve the targets by 2030. Arif Muhammad Khan, Governor of Kerala, released it at Raj Bhavan, Kerala on December 30, 2021. Besides, the stakeholders including policy makers and media has highly acclaimed CUTS' efforts for this intervention.

2.5 Civic Space 2021

a) How has your organisation been affected by shrinking civic space caused by governments, private or other actors during 2021? Describe if you have taken any specific measures to respond and adapt to increased risks and threats met by your organisation, or rights holders related to shrinking space.

There has been no affect as such on our organisation nor we witnessed or faced any such situation arising out. Infact, CUTS, its work and its presence has further strengthened year after year.

b) Describe to what extent your organisation has advocated and in other ways worked for improvements in civic space during 2021? Are there any examples of changes in legal and regulatory frameworks that have increased civic space for you? Provide some examples.

CUTS has always been working with synergy with all stakeholders, whether it is government or any non-government organisations. Even when there was an amendment at the judiciary level, then also CUTS has managed to imbibe the presence within the changed scenario by maintaining due respect to judiciary and polity.

2.6 HIV/Aids 2021

a) If relevant, describe how HIV and aids have affected the project and/or your organisation

The issue is extraneous for our organisation and hence had not affected the project in any manner whatsoever.

2.7 Baseline Data Needed for New Program Period

For the sustainable consumption partners, please fill in this on-line [questionnaire](#). This questionnaire is part of our intention to get a better understanding of the results and impact of our work on sustainable consumption and production. Your answers will be compiled and reported to targets in the SSNC internal reporting.

Submitted online response on 21/02/22 by Amardeep Singh.

Financial Reporting 2021

In order to facilitate analysis and comparison, the financial statement must be prepared in the same format and with the same level of detail as in the agreed budget and must include any deviations. Costs must always be reported against the most recently approved budget. The financial statement must report the opening balance, closing balance, unutilised SSNC funds and interest received.

3.1 Financial Report 2021:

In addition to the financial statement described above, please fill in the table for financial report below:

Opening balance from previous reporting period		INR 1777967.49
Amount of funding received from SSNC	<i>in foreign currency</i>	SEK 1038000.00
	<i>in accounting currency</i>	INR 10678883.77
Total costs during the period		INR 10679730.00
Closing balance by the end of the reporting period		INR -846.23

3 Assessment Areas for the Final, Analytical, Narrative Report 2017-2021

Bear in mind to mainstream gender wherever relevant.

4.1. Internal Organisational Changes During the Full Project Period

- a. Describe and analyse important changes within your organisation during the full project period. How has the organisation evolved? What are your most important learnings from this?

With almost four years' prior experience under the belt, CUTS started the new phase ProOrganic II with more zeal and zest in 2017. Having already established its base in six districts, the organisation decided to scale up the work in two more new districts, thus in all ten districts. At the organisation level, there has not been much change at all as far as the project team involved into the intervention is concerned, which has been the most positive factor. This unchanged scenario ultimately helped the project implementation in a smoother and finer manner both at the macro and micro level.

The positive aspect during the phase of four years was firstly maintaining the same set of projects implementing team throughout; secondly, building of a strong network of stakeholders comprising of farmers, government officials, agriculture academicians and media; thirdly, creation of a team of around 250 farmers, who have switched over from chemical to organic farming.

Training on Planning, Monitoring and Evaluation was also a good experience, which has benefitted all the project team members and reps. of selected CSOs a lot and many of us have even started bringing those learnings on the ground.

- b. What has been the main focus of your internal capacity building during the period? Analyse to what extent, and in what way, this has led to changes in your organisation and how you carry out your work?

b.1) The main focus of internal capacity building during the period has been to get the team members and the field force acquainted in depth on the issues on which they are and were supposed to work on by way of specialised trainings or field exposures in the presence of subject experts by way of specialised trainings and exposures.

b.2) These capacity building exercises have been imparted ever since the project started in 2013 from time to time and these have helped team and field force in building and enhancing their capacities. Fortunately, most of the members in the team are still continuing as part of the project, which has proved not only beneficial in the project implementation but also transpired a positive message of full dedication among team members.

b.3) Among the prominent exposures, which were given to team and field members have been an exposure visits like in the state of Sikkim in India in early 2017, which is the first 100 percent organic state of India followed by a local Shekhawati Festival and alongside visit to several organic fields in the same area in Nawalgarh in Jhunjhunu district of Rajasthan in February, 2018; several visits to districts of Banswara and Dungarpur, which were then not part of ProOrganic in this phase and alongside meeting and interacting several organic farmers in the area and learnt about farming methods adopted by Banswara farmers i.e., Sustainable Integrated Farming System (SFIS), which has an implicit component of organic farming; participation of two key members from the project team comprising George Cherian and Deepak Saxena attending Consumers International Summit, 2019 at Estoril, Portugal during April 29-May 2, 2019 and attending few meetings directly related to sustainable consumption; team members attending plenty of webinars organised by other organisations, agriculture university, colleges and institutes; several one to one and group discussions and formal and informal interactions by team members

with concerned government officials and academics of related field have helped brushing up the skills and building the capacities to great extent.

b.4) Besides, there have been numerous local events and webinars, which were organised by other organisations and attended by the team members contributed a lot in the overall capacity building specially in the pandemic period. Besides, two days' training on PME has also provided a nudge to the capacities of team to large extent, which ultimately had been helpful in translating the same into the project. In all, the above have helped in accomplishing all the activities in time and with output.

b.5) Besides these, a visit to Dehradun, a capital city of an Indian State of Uttarakhand by couple of team members and district partners in March, 2018 made familiar with the functioning of community seed bank; From the gender perspective, a training on HRBA for the project team, district and Jaipur block level partners in December, 2017; women centric trainings under farmer's training and specific activities during green action week for urban population in Jaipur and developing of kitchen gardens under GAW at Jaipur orchestrated by women are some of the examples of women capacity building initiatives exclusive.

b.6) Besides all above, team joining 'Annual Organic Lunch' organised by other organisation; attending 'Prakritik Khadyaan Mela'; attending meeting on 'Zero Budget Natural Farming'; participation in 'Forest Food Festival'; participation in the International Conference on 'People Powered Sustainable Consumption' organised by IBON International jointly with Swedish Society for Nature Conservation (SSNC) & CI along with a meeting of 'Global Think Tank Group on Sustainable Consumption' organised by SSNC on June 7-8, 2018 in Accra, Ghana; participation of a team member in a skill sharing workshop on "Advocacy on Local to National Level, Digital Advocacy, Lobbying and Election Campaigning" from October 1-5, 2018 organised by SSNC at Stockholm, Sweden; participation of team members in a India Organic Festival organized by Ministry of Women and Child Development and in an exclusive training on 'Organic Certification' organised by CUTS are some of the examples of capacity building initiatives over past four years.

4.2. Developments and Challenges in the Context

a) Describe how the surrounding context has developed or changed during the full project period and how this has affected the project and your organisation. Has this led to changes to your organisation's overall strategic direction?

In 2017, when the 2017-21 phase got started, at that time, things were as smooth and cool as it was in 2013-17 time during the first phase. The activities were very nicely and imperturbably sailing across. Even the surrounding atmosphere pertaining to coordination and cooperation with all the stakeholders, whether it is from academics or it is government or it is media or any other area, all have been very excellent.

This cooperation and support in all manner from different stakeholders has contributed and ascribed towards growing impact and influence of the project among society at large, which resulted into an increased credibility of the organisation. Though, there were some internal changes (couple of new local project partners in Jodhpur and Udaipur districts). Only during the last two years of the project period i.e., 2020 and 2021, the restrictions as imposed due to Covid 19 protocol, had created little hurdle and a small break in the hassle-free accomplishment of the activities but even that was dealt up by the organisation very coolly, proactively and smartly. Government attitude looks poised to adopt organic policy strictly was a positive connotation, which helped us in accomplishing the project objectives.

The pandemic period also helping as consumers showing an inclination towards organic consumption in order to build up their immunity power, which has gradually helped sellers

to sell these portentously and from all this changing scenario, the project activities got a gain out of this.

b) If relevant, describe how your project and/or organisation have been affected by an ongoing armed or violent conflict during the full project period.

There has been no armed or violent conflict in the state of Rajasthan as such during the whole four year's project period. Except for pandemic coercions in between for two years, there was no other threat from anywhere whatsoever, whether it be government, or any private institutions or from any other violence or terror against the state. There were also no major social or political disturbances during the project period.

c) Describe and analyse how the Covid-19 pandemic and government responses to the pandemic has affected your organisation and your work, during 2020 to 2021. What are your main lessons learned?

c.1) India imposed one of the stringent lockdowns in the world over last two years. The pandemic period as reported at many places in this report had no adverse effect in the project implementation activities except for the delay of activities by three months due to lockdown in 2020 and then again for another same three months in 2021.

c.2) This pandemic rather had helped in boosting a morale of the organic sellers and farmers as the consumer's inclination towards organic consumption looked visible, which has in turn helped in showing trust among farmers and consumers both towards our project.

c.3) This has further helped in bringing more and more consumers and farmers joining the network with the project activities. This is evident from a random survey in 2021, which project team got it done on the impact of pandemic on organic consumption and production. The survey findings were motivating and can be viewed at: <https://cuts-cart.org/pdf/random-perception-survey-2020-21.pdf>.

c.4) Even the government officials had supported CUTS initiatives at the time of pandemic, specially in the Covid 19 awareness camps, where they had participated with enthusiasm. This standalone activity with a set of 50 awareness meetings kick started on July 1, 2020 and got over on July 15, 2020. This is evident from the links: <https://cuts-cart.org/iec-on-covid-19-awareness/> and <https://cuts-cart.org/pdf/cuts-covid-19-response-awareness-campaign-report.pdf>.

d) Describe and analyse how the civic space situations has changed during the project period and reflect on how this has affected your organisation and how you carry out your work.

We have certainly witnessed and experienced a changing scenario as far as the shrinking civic space situation is concerned over last four years. The space for liberal, formal human rights-based civil society organizations, including NGOs, has narrowed markedly around the world over last few years, even as 'uncivil', unruly, and virtual civic activism has been on the rise. Governments all over the World claims to restrict civil society and NGOs to protect national sovereignty against extra-terrestrial values. Civil society groups counter-claim that these are naked power brawls. But the overall perception within the development actors is that these changes in civic space are utter bad for development.

CUTS too had initially faced challenges on such changing situations but due to its trustworthy tag and standing among all stakeholders of the development sector fraternity, in terms of project implementation seamlessness and accounts and auditing management perfectness. So, in all looking at, CUTS had hardly faced any crisis in these years, rather, CUTS had accomplished many remarkable and outstanding feats in these years consolidating its position further. Same was with the project ProOrganic II, which was

implemented with hassle free approach over last four years and with mutual understanding and at common page, the activities and accounting managements were accomplished in time.

4.3. Results During the Period

a) Analyse the results in relation to the objectives stated in the application. Please also include unexpected results in your analysis. The analytical focus should be on outcome and impact level and not on outputs.

a.1) During the project implementation period all through four years, efforts were made at its best to extract out the result to furtherance and wider dissemination of the issue and its prominence. The activities also provided to the team, a stage 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.

a.2) Starting from the first two years of the project implementation i.e., 2017-19, induction of two new local project consultants in two new districts and induction of new member in the project team having an agricultural background, had 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 all the project. Involving school children by way of starting school clubs and school organic kitchen gardens in select government schools in all the districts had helped in getting a mileage to achieve endeavour.

a.3) Similarly, in the period 2019-20, an introduction of new set of activities like Seed Management System and the repetition of Organic Fairs after a gap of three years had added a value and more interest among stakeholders in the project activities.

a.4) In the fourth year 2020-21, 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 activities later got into the streamline.

a.5) With regard to activities, other than organic consumption and production, the documentation of 15 traditional sustainable practices in different regions of India with a potential of replication on a larger platform at an urban level in relation to the concept of sustainable culture and circular economy, has helped in focussing on three core areas i.e. sustainable practices and their potential role in poverty alleviation, bringing in gender parity, promoting democratic rights and equality for all sections of the society; sustainable practices and their potential of turning into business cases.

a.6) Continuity of Green Action Week campaign in Rajasthan and other states level have helped in adding a sheen into the whole intervention. The zeal and the manner, in which the campaign is being run has really helped in learning the circular economy and community sharing concepts to the extent of adopting for self and preaching for others at the wider level.

a.7) PME (Planning, Monitoring and Evaluation) exercise done in 2021 got an overwhelming response from the participation CSOs and the project team. It helped in learning the nitty- gritty of PMEs, which had covered some of the very important subjects like importance of indicators, theory of change, logical framework and result matrix analysis. There has been a demand from other CSOs as well for continuing similar exercises for more CSO reps covering wider areas.

a.8) Work on SDG 12 has tremendously been helpful in bringing up the status of the organisation upward in recent years in terms of both evolution and tag. Besides, the overall growth of our organisation in the area of sustainable consumption and production has been tremendous and has been growing year by year with gained experience. Prior to 2013, CUTS was not known much for working in either organic consumption or SCP or SDG 12 but now has a credibility among other existing stakeholders of these sectors. The organisation has evolved with time not only with establishing a reputation of working with stakeholders but also the changes, which have happened at the policy level in the government over last four years and this has helped in maintaining a gain throughout over other organisations involved in working in similar issues.

CUTS through its networking promoted SDG12 in different parts of the country. Five targeted states under the SDG12 study, were mainly focused during the project. Team members met with several government officials in five states and discussed the importance of SDG12. State level dissemination meetings helped largely the advocacy on sustainable consumption. Media coverage helped increasing awareness on the issue among common consumers.

a.9) Besides all above, there were many developments during last few years at the government level that had taken place, which had boosted the pace of our mission to great extent. Some of the examples being launch of Paramparagat Krishi Vikas Yojna (PKVY) in 2016, which is 'Traditional Agriculture Development Scheme', which aims to promote organic certification under 'Participatory Guarantee System (PGS)' by way of incentivising farmers to grow organic food. PGS is a process in which people in similar situations (small producers) assess, inspect, & verify the production practices of each other & take decisions on organic certification. Already the next phase of PKVY is being implemented from 2020-2023 in many districts of the state with an aim to develop organic farming through a mix of traditional wisdom & modern science. It aims to ensure long term soil fertility; resource conservation & helps in climate change adaptation & mitigation. The scheme had supported the project network partners a lot, while working during the project implementation.

a.9.1) In a run up to PKVY, there have been sub schemes like Network Project on Organic Farming (NPOF), which is a joint project initiated by Indian Council of Agriculture Research and Indian Institute for Farming Systems Research with an aim to focus on productivity, profitability, sustainability, quality and inputs of different crops and cropping systems; start of National Horticulture Mission, a central scheme aiming to provide financial assistance for adoption of organic farming, preparing vermi compost units and organic certification and another Prime Minister's Soil Health Card Scheme launched in Rajasthan state in 2016, which focuses on supporting and promoting integrated nutrient management through less use of chemical inputs with proper use of organic manure and fertilizers for improving soil health and productivity by providing soil health cards to each farmer free of cost.

a.9.2) Announcement of Dungarpur, a southern most district in Rajasthan as the first organic district in 2016 by the State Government of Rajasthan was another initiative, which had motivated the project team during the time of implementation for bringing down the similar initiative in project districts.

a.9.3) Besides above, there have been few other announcements by both state and central governments like setting up a separate corner in each grain and fruit centre (*mandi*) in 2016 in all the districts of Rajasthan; starting of Organic Kitchen Gardens/Poshan Vatika concept in the Govt. schools or aanganvadi centres by Ministry of Women and Child Development in 2020; initiation of Zero Budget Natural Farming in 2019-20 in five districts of state and recently announcement of establishing 5 lakhs compost units for selected farmers. (CM Farmer Friend Scheme) in 2020-21 and above all announcement of organic farming policy

in 2016 with an objective to implement in whole state was a huge development, which had set the direction of the whole mission of CUTS.

b) Describe and analyse the impact, your interventions have had on the climate and environment? Describe how your organisation minimize its negative impact on the environment/CBD and climate. What were the main achievements and challenges?

b.1) Organic agriculture is defined as a system that relies on ecosystem services rather than external agricultural inputs. It is generally considered a more environmentally friendly production model that enhances the quality of soil leading to higher plant and fauna diversity and lower nitrate leaching. Consumers often see organic food as an effective way to reduce their impact. Several surveys have revealed that regardless of geographic location, the primary motivations for organic food purchases are health and environmental concerns. Furthermore, consumers are often willing to pay more for organic products. The below efforts, which our organisation have made through the reporting period of four years by way of various interventions are:

b.2) Starting with our interventions on sustainable consumption and production, as mentioned above in few paras, there had been an inclination towards organic consumption growth throughout among consumers. This is evident from an end line survey, which was done at the end of four year's project period. Few examples being that general awareness among consumers on ill effects of chemical input-based food products, which was 86% in 2017 had enhanced to 97.4% in 2021, which covers the initial pandemic period. Similarly, awareness about organic products among consumers, which was 84% in 2017 has raised to 95% in 2021. Another important and interesting outcome is that consumers buying organic products ever, which was 39% only in 2017 has now gone up to nearly 69%. All these figures shows that now consumers are more concerned towards eco-friendly diets, which can provide security and safety from pandemic periods.

b.3) Green Action Week Global Campaigns are meant for promoting sustainable consumption. CUTS has been involved with the campaign since 2013 and all these years, there have been some positive efforts towards making people aware and making them involved in various issues like community sharing, wall of kindness, community library, best out of waste, kitchen gardening and establishing compost pits etc. All have direct links with impact on climate and environment, some directly and some in indirectly. The significance of these were to ignite cultures of sharing and collaboration to make sure that everyone has sustainable access to goods and services. There was a very good response over all these years and people had not only showed interest but had also contributed in person towards the cause by participating in each activity and thus a joint effort at mass level in negating an environmental impact.

b.4) Study "Sustainable consumption & production: a consumer perspective" was conducted in the five states of the India including Rajasthan, Uttar Pradesh, Kerala, Himachal Pradesh and Chhattisgarh. During the study, team met with several government officials and policy makers to discuss the progress of SDG12. CUTS also gathered the information regarding best practices on SDG12 at ground level. This study itself created a positive impact on the policy makers while interacting with the team and documenting the best practices. These best practices are shared with other states officials which gives them the idea for replication. The approaches appreciated by the officials as they are interested to learn from the cases and replicate in some or the other ways.

Example on guiding questions for a results analysis:

-Did you do what you set out to do? (Analysis of output level)

-Did you make a difference? (Analysis of outcome and impact level)

-Where these the right things to do? (Analysis of strategy, the theory of change, or if things could have been done differently.)

c) Attach your completed results matrix. Verify the results, (i.e., describe how you know that you reached the stated result)?

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 As attached.... Result Matrix*

4.4. Gender Equality

a) Describe and analyse to what extent your project has had an impact on gender relations and/or gender equality among the target group during the programme period. What were the main achievements and challenges related to gender during the programme period?

a.1) The traditions and culture of Rajasthan are quite distinct and male dominated. Initially, when the project got started in 2013, the women in villages were hesitant to interact with the CUTS team especially, when a male from team approached them. But since then, the situation has changed and women have shown a progressive attitude. Now, due to sensitization behavioural change activities, each of the meetings witness major participation of women, who were earlier covered by shroud.

a.2) In all these years, 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. This is evident from almost all activities that were implemented under the project. This includes GAW and SDG related activities both in the Rajasthan state and outside Rajasthan. The same approach was followed up frequently in other activities including end line survey and the results have been prodigious. 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.

a.3) The workshop on HRBA/gender equity in 2017 and later in 2018 were helpful in all programme conceptualisation/project activities and the organizational management in general throughout. After the workshop, a shift from Right Based Approach to HRBA as a need of the hour was felt by all the participants, to identify, fix and monitor the obligatory role of duty bearers. There was better understanding on the international/national human rights framework and enhanced research mechanism in the development organisations. Participants learned of how-to strategies and advocate an issue streamlined with Human rights and SDGs was a major highlight. An interactive participation from all the participants in discussions, activities and sharing experiences made the Workshop a success. A quick energiser between the sessions made the workshop a fun-learning platform.

a.4) In all, the project interventions have largely helped in not only consolidating the relations between men and women but have attributed to project outcome as well in terms of gender participation in not only in activities but also in works like farming etc. alongside male partners, which was earlier either very less or invisible. Alongside the project period, such changes started appearing on the ground, otherwise, the normal trend was that women were either hesitant to come and participate in activities or even if they would come, they were clad in dresses covering their full faces showing the signs of distance with male colleagues, which was not helping the project overall as such but this system has now changed completely and we had seen that the same set of women were openly participating and debating and suggesting on issues. From this, we could conclude that now they would be contributing alongside male partners in their works as well. At many places in many activities, there had been an extraordinary participation at many places, which was reported in the activity reports.

a.5) As part of incorporating Human Rights Based Approach into CUTS management and programmes, SSNC has initiated an assessment of CUTS in the year 2015. The aim was not only to assess the extent of changes produced by the project but also to identify contextual factors, opportunities for cross-linkages and enabling factors that can strengthen the integration of a HRBA and Gender Equity Approach in subsequent programmes. The assessment was concluded with a workshop on HRBA for CUTS Staff and its partners. Hence in continuation, CUTS as part of its ProOrganic Project (Extension Phase) had organised a follow-up workshop on HRBA to development programming in the bridge year of 2016-17. These workshops were organised keeping into consideration, the challenges faced by development professionals in the realm of gender equity and empowerment. Hence, in continuation, the workshop held on December 08, 2017 was a follow-up of earlier workshops held on Human Rights Based Approach. Since other organisations also had expressed interest in the workshop, it was decided to organise another workshop and invite other similar Civil Society Organisations (CSOs) and partner organisations to this workshop participating in the previous held National Workshop. The report can be viewed at: <https://cuts-cart.org/pdf/Follow Up Workshop On Human Rights Based Approach December 08 2017.pdf>

b) Is your organisation member of, or have collaborated with, a feminist/women's rights organisation/network during the programme period? Please provide examples and reflect on what the outcomes of this collaboration/membership has been.

CUTS has its own gender policy, which was developed before the start of the project and we have been following it with persistence but we are not associated with any feminist or women's rights organisation anywhere during the course of project.

c) Has your organisation carried out capacity training for staff and/or members of the board in issues relating to gender equality during the programme period? Please provide examples and reflect on to what extent this has led to changes in your organisation and how you carry out your work.

c.1) As part of incorporating Human Rights Based Approach into CUTS management and programmes, SSNC has initiated an assessment of CUTS in the year 2015, which was for the first time conducted by 'Gender at Work' mainly for staff and project partners. The aim was not only to assess the extent of changes produced by the project but also to identify contextual factors, opportunities for cross-linkages and enabling factors that can strengthen the integration of a HRBA and Gender Equity Approach in subsequent programmes. The assessment was concluded with a workshop on HRBA for CUTS Staff and its partners.

c.2) Hence in continuation, CUTS as part of its ProOrganic Project (Extension Phase) had organised a follow-up workshop on HRBA on November 28-30, 2016 at Jaipur, which was not only for project team but also for CSO reps representing various states. This was conducted by Albertina Almeida, an eminent human rights activist and a Practicing lawyer from Goa, Resource Person to facilitate the two days' workshop.

c.3) Later in continuation again on December 8, 2018, a workshop organised by Centre for Dalit Rights for staff and few selected partners and CSO reps. These workshops were organised keeping into consideration the challenges faced by development professionals in the realm of gender equity and empowerment.

c.4) All workshops were helpful in mainstreaming HRBA/gender equity in all programme conceptualisation/project activities and the organizational management in general. A shift from Right Based Approach to HRBA as a need of the hour was felt by all participants, to identify, fix and monitor the obligatory role of duty bearers. There was better understanding on the international//national human rights framework and enhanced research mechanism

in the development organisations. Participants learned of how to strategies and advocate an issue streamlined with Human rights and SDGs was a major highlight. An interactive participation from all the participants in discussions, activities and sharing experiences made the Workshop a success. A quick energiser between the sessions made the workshop a fun-learning platform.

c.5) The HRBA and the gender equality have been addressed at organizational level and in all our programmatic areas in many ways. Starting from the organizational level, out of 12 centers, there are 3 centers (Hanoi, Lusaka and CITEE-Jaipur), where we have female centre heads and out of 130 employees, there are 48 female employees (37 percentage). In comparison to previous years, the numbers of female employees have increased. In an effort to sensitise, our job openings always carry a message that women candidates are encouraged to apply.

c.6) CUTS is having a Gender Policy in place, in addition CUTS has constituted a sexual harassment committee for female employees as per The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. If we talk about project area the gender participation at the grassroots has increased. There are separate sessions for women on HRBA in village level meetings and also there were women specific activities during green action week for urban population in Jaipur.

The Gender Policy of CUTS aims at:

- Elimination of gender discrimination between men and women and to empower women.
- Ensuring relevance to CUTS philosophy as well as coherence with national and international declaration.
- Reinforcing CUTS' initiatives in promotion of gender equity, elimination of discriminations based on sex and advancement of women through its projects and programmes and processes as also any such other initiative.
- Using the policy as a sounding board in spheres as varied as writing out project proposals, planning, monitoring, evaluation, promotions, management, service rules and regulations.

4.5. Development Perspectives

It is important for SSNC to understand how the following perspectives have been part of your organisations work. Analyse how these perspectives have contributed to your ability to reach your organisation's desired objectives during the full project period.

a. Poverty Reduction: Analyse how the project has contributed to poverty reduction. What were the main achievements and challenges?

a.1) As has been earmarked earlier, this project focused on poor and marginalized section of consumers and farmers, for whom organic consumption and farming is not an option but a necessity. For poor, it is the only way for healthy living unlike the rich, who can afford the luxury of even healthy living despite inorganic chemical intoxicated food products. Besides, poor farmers, who can afford to buy costly chemical manures were taught to go for much economical traditional manures, which would ultimately contribute towards organic farming as well. This can be further elucidated as below:

a.1.1) In India, around 400 million people live the Below Poverty Line (BPL) and 330 million people are suffering from malnutrition, hunger and under consumption of food. Lack of access to safe and sufficient drinking water remains a pressing issue. India ranks very low in the bottom in the world hunger index and almost its 50 percent children mal-nourished and 75 women are anaemic. At the same time, the people of India are having several diets- and lifestyle-related health problems such as cardiovascular diseases and diabetes are appearing in young age groups. These health challenges are significantly increasing health costs, while social cohesion is increasingly in danger because health is so closely related to

socioeconomic status. It is also observed that some of the modern farming techniques, which are high chemical input driven are becoming chief cause of slipping some of the farmer groups in the 'Below Poverty Line' category in case of crop failure, which is a usual phenomenon in the state of Rajasthan. In such a case, further indebted farmers are helpless in situations like ill health and fulfilling social liabilities like marriage or death ceremonies.

a.1.2) Under the ProOrganic initiatives, Organic farmers have increased food production by managing local resources without having to rely on external inputs or food distribution systems over which they have little control and/or access. Organic farms grow a variety of crops and livestock in order to optimize competition for nutrients and space between species, which has less chance of low production or yield failure. This has an important impact on local food security and resilience. Under the right circumstances, the market returns from organic agriculture shows a significant and potential contribution to local food security by increasing family incomes.

b. Human Rights-Based Approach: Analyse how your organisation has applied a human rights-based approach in the implementation of the project. What were the main achievements and challenges?

As has been committed earlier also, every human has right to safe and sustainable environment and food. This project aims to contribute towards that. The HRBA follow up workshops conducted as mentioned above has added value to this aspect. Throughout the project activities, civil society organisations have been taken into loop for the purpose of not only their participation but also making them aware and building their capacities to enhance their knowledge on organic farming. At some places, organisations already involved into this have been associating as expert groups and thus contributing towards achieving the endeavour.

c. Conflict Sensitivity: Describe how your organisation analyse and carry out its activities regarding risks of causing a new conflict or escalating a latent conflict into a conflict over natural resources etc. How has your organisation acted to mitigate conflicts of interests?

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

d. Anticorruption Perspective: Describe how your organisation have handled risks of corruption and its potential negative effect on the context, the society, and the project. How did you manage the risk of corruption within your own organisation/project? How did you manage the effects of corruption in general, in the context in which the project is implemented?

Infect, there have not been any such major issue with regard to corruption and the related risk. Speaking on the project specific, as we had worked with the stakeholder group, where the chances of corruption are at its minimum because the two main stakeholders i.e., farmers and consumers are dependent on each other and though there is hardly any corruption issues visible but even if there is any little, then those are dealt up unflappably within the activity's implementation. The reason for all this is that the organic farming is still in its embryonic stage and farmers are only in the stage of growing and have not earned much through this so far., so the corruption charges are minimised. In the only case, when we observed that some commercial players are trying to influence farmers, then we dealt up that situation accordingly while empowering the farmers in a way, so that consumers are not suffered in any manner whatsoever.

4.6. Stories of Change

Tell us about a success story that your organisation has contributed to during the period. Tell the story in your own words. You are very welcome to use photos – and if you do,

please remember to add information about each photo (motive, full name of persons, date and location).

CUTS has several successful stories after its intervention in the field of organic farming. We have prepared a list of 250 farmers who have shifted from chemical to organic farming, which can be access at; <https://cuts-cart.org/pdf/farmers-motivated-to-adopt-organic-farming.pdf>

Also, in 2021, we have documented 10 case studies (one from each district) by collecting evidences directly by visiting farmer's field. The stories of change can be access at: <https://cuts-cart.org/pdf/the-transition-from-chemical-to-organic-farming-real-case-studies.pdf>

4.7. Risk Management and Internal Control

Risks are events that may impact negatively on objective achievement.

a. How were risks identified in your application managed during the project period?

Were the identified risks relevant?

There has been no major 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. The only risk, which actually should be termed more as a challenge was an entry of some business minded people/oragnisations as explained above also in the corruption related para, who have tried to influence the farmers as their motive is to buy cheaper from farmers and sell at higher costs either at local market or export it elsewhere.

These farmers, who complained of such issues were closely monitored by the team 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.

b. What unforeseen events that had a negative impact on the goal achievements occurred during the project period? Had these unforeseen events been identified as risks beforehand? How were they managed, and have they led to any changes in your work with risk management?

b.1) During the course of project implementation of four years, the first unforeseen event, which happened was a non-performance of couple of district consultants, which was dealt up tactfully by the organisation and without fail and delay, the team swapped them with more dedicated, talented and experienced consultants, who have been performing very well ever since they joined the team.

b.2) Second was a frequent change in the bureaucracy, which has been often causing and creating a delay unnecessarily as the relations, which the team makes with the existing officials, when gets changes, then puts a stress on the team and then again, the team had to develop the relations and repo from scratch.

b.3) Third being the continues promotion of chemical farming by government through distribution of chemical manures in the subsidised rates, apart from what they have being promoting organic farming also, thus showing dual approach.

b.4) Fourth being the lack of inquisitiveness among government to implement SDG12 with keenness, with what they were supposed to do.

b.5) Fifth being the management of Covid 19 period, when the project team was on threshold of facing the situation of implementing the activities but the team has successfully

managed with the situation and completed the activities in time along with following Covid guidelines.

c. How has your risk management and internal control developed during the project period? Please give examples.

The risks as explained above in 4.7.b have been tactfully handed in most of the cases like, in the bureaucracy, the team need to develop the relation with the new officials from starting as explained above. Similarly, team has been trying to put pressure on the government to minimise promoting chemical farming at its maximum, so that the project goals are able to achieved with ease. Team has been advocating with the government to implement the SDG12 at its best, so that the team's efforts for generating awareness becomes cool. And so on and so forth with other issues, whether these are issues as merged out from GAW campaigns or any other campaign.

4.8. Budget

a) Describe and analyse budgeting difficulties or major budget deviations during the program period and the reasons for those.

During the four years of implantation of the project, there were several internal changes in budget, which were pre-discussed with SSNC with logics and the changes were made after getting permission from SSNC.

b) Based on learnings from your budget process during this period, have you made, /are you planning to make any changes for the next project period?

CUTS have prepared the budget for next project period based on the learnings of previous phase, which is already submitted and approved as well.

4.9. Sub-Granting (if applicable)

a) Reflect on your work with sub-granting, focus on main challenges and lessons learnt.

Not Applicable.

4.10. Cost Effectiveness

a) Describe how your organisation has worked to ensure cost-effectiveness during this period. Give examples of achievements and challenges.

a.1) Speaking on some of the key achievements from the four year's intervention, starting from 2017-18 and 2018, two farmers Jagdish Prasad Parikh and Hukumchand Patidar, who have been associated with CUTS organic interventions in Rajasthan, 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. He had amazed people by growing cauliflower weighing upto maximum 25 kgs. Whereas, Patidar is actively involved in organic farming since more than 10 years now and sensitising other farmers as well in his area.

a.2) In the year 2018-19, a new initiative of taking the message to school children and involving them through clubs and organic gardens in their schools and setting up of compost units has provided a strength and an extra leverage to project team, field force and the farmers involved with the project. Documenting best practices on Sustainable Culture and Lifestyles in India has been interesting and well received by stakeholders within and outside countries.

a.3) In the year 2020, 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 achievements.

a.4) In 2020, 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.

a.5) Besides, Govt. of India announcing to create ‘*Poshan Vatika* (Nutri-Garden) at each Aanganwadi 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/nmm/RashtriyaPoshanMaah/Minutes-of-Meeting-31-08-2020.pdf>)

a.6) 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.

a.7) 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.

a.8) Indian Council of Agricultural Research (ICAR) has decided to include ‘natural farming’ in the syllabus at both undergraduate and post-graduate levels following a government directive. Education division of ICAR shall develop syllabus in consultation with Agricultural Universities and Natural Farming Experts from all the states of India. <https://www.thehindubusinessline.com/economy/agri-business/icar-directed-to-include-natural-farming-in-syllabus-in-agriculture-ugpg-course/article38046657.ece>

a.9) ICAR has also constituted a committee to develop the syllabus at both undergraduate and post-graduate levels for organic farming. Two of our farmers were decided to member of this committee from Rajasthan also and they are associated with CUTS work on organic farming. <https://timesofindia.indiatimes.com/home/education/news/meet-the-class-10-dropout-who-will-design-organic-farming-curriculum/articleshow/88975099.cms>

a.10) Endline Survey, 2020-21-A comparative analysis of baseline and endline survey key findings shows an achievement at overall level of four years, these are:

Parameter	Baseline Status	End line Status
Awareness among consumers on ill effects of chemical input-based food products	86% consumers were aware of this in the baseline.	97.4% consumer respondents were found aware of this.
Awareness about organic products	84% consumers were found aware.	94.7% consumer respondents reported awareness.
Consumers buying of organic products ever	Only 39% consumers reported buying of organic products ever.	66.8% of consumer respondents reported having purchased organic products ever

Those purchasing organic products (from above 66.8%) reporting higher prices for organic products	More than 50% of the consumer respondents reported this.	Only 26% consumer respondents reported higher prices of organic products.
Consumer respondents facing difficulty in finding organic products.	68% of consumers reported difficulty in finding organic products.	40% consumer respondents reported facing difficulty in finding organic products.
Complete and partial satisfaction with the quality of organic products.	56% consumers were satisfied while 34 % were partially satisfied with the quality of organic products.	30.7% were satisfied and 63% respondents were somewhat satisfied with the quality of organic products. <i>(Could be other factors for lesser number in complete satisfaction like market force, competition and quality etc.)</i>
Farmer awareness on ill effects of farming based on chemical inputs	94% farmers were aware.	More than 97% of the respondents reported awareness on ill effects of farming based on chemical inputs.
Farmers doing farming based on chemical inputs only	19% farmers reported doing farming based on chemical inputs only. 55% were involved in mix and 26% doing chemical.	Only 23% farmers reported doing farming based on chemical inputs only. 11% says that they are doing chemical based farming, while 66% says that they do mix.
Reason cited by the Farmers doing chemical input-based farming behind using chemical inputs	4% respondents reported easy availability of chemical inputs as the reason. Others reported other reasons like more production and less price.	19% (from above 66+11) reported easy availability of chemical inputs as the reason of using chemical inputs. 66% reported more production, while 15% reported less price as the reason. <i>(higher number for easy availability as compared to baseline is that all those, who had reported more production and less price in 2017 have shifted to easy availability in end line survey.)</i>
Farmers doing organic farming have difficulty in selling their organic produce.	28% reported difficulty in selling their organic produce.	32% respondents reported difficulty in marketing of organic produce. <i>(higher number in end line is because the number of organic growers have increased now as compared to 2017 data)</i>
Do farmers get higher price for their organic produce from the market.	32% reported getting higher price.	More than half (52%) respondents reported getting higher price for their organic produce.

Farmers willing to motivate others to adopt organic farming.	91% respondents were found willing to motivate others.	98% reported that they will motivate others to adopt organic farming.
--	--	---

4.11. Learnings from Challenges

a) Analyse and describe, which objectives you did not achieve? What did you learn from this?

Two out of four years have been challenging and hard due to pandemic situation, but apart from that, 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.

b) Based on your lessons learned, will you make any changes to your strategies or methods?

Yes, off course, our strategies will keep on changing with variations as per the government policies and whenever we feel that some friendly policies are taking place, then we will push our objectives in line with that, but the over strategies will remain with the set objectives and set planning.