

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

A Communique-IV



ProOrganic' project was initiated in November 2013 to promote organic consumption in the State of Rajasthan. The objective of this phase of the project was to create demand among consumers for organic products and sensitise farmers for shifting towards organic farming and advocacy on issues related to organic farming. The phase was concluded in March 2017, with major activities getting accomplished in a span of three years, such as awareness generation campaigns, organic fairs, farmer's training and exposure visits, consultations apart from research components in the project area.

This phase of the project had a deep impact as a remarkable increase in the area of organic farming was observed in the State. In addition, there was also a hike in demand for organic products by consumers. Looking at the success of Phase-I, the Swedish Society for Nature Conservation (SSNC) further agreed to extend its support for another four years to implement Phase-II of the project entitled, 'Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan (ProOrganic-II)' from April 01, 2017 to March 31, 2021 at 192 *gram panchayats* (in ten selected districts of Rajasthan). One of the basic ideas of the project is to promote sustainable consumption and production, which are important aspects of sustainable regime. This is largely consistent with the environmental and social factors and education and empowerment of consumers.

'ProOrganic-II' project mainly focusses on the aspect of sustainable food and farming, and to formulate an agenda to achieve the same. This will be acquired through promoting organic production of farm products and organic consumption. Consequently, this will also lead to sustainable development in agricultural and environmental sector as a whole. The target group of the project comprises entire population of the selected 10 districts namely: Bhiwara, Chittorgarh, Dausa, Jaipur, Jhalawar, Jhodhpur, Kota, Pratapgarh, Sawai Madhopur, Udaipur; 96 blocks; and selected 192 *gram panchayats* of districts in Rajasthan.

Details of the project can be accessed at:

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

Giving Direction to Organic Farming and Consumption

Intervention through Activities Brings a Change at Ground Level

With an objective to set a direction to promote organic farming and consumption, project activities start with an orientation to district and block level partners every financial year. The purpose is not only to orient partners on the proposed activities of that particular year within the prescribed time frame, target groups, areas and set direction but also to brief entire field team to implement activities with an objective to bring changes at the ground level. Two partner's orientation meetings were held on May 03, 2018 and May 04, 2018 respectively for the year 2018-19. Total seven district partners and eight block partners along with CUTS as implementing partner for Jaipur district participated.



Taking the ProOrganic Voice to the Grassroots

With the objective to push forward the movement and make consumers/farmers aware of organic products and influence their buying/farming habits, village level awareness campaigns were organised. Street plays, puppet shows, cultural activities, fixing/displaying posters, distributing hand-outs, *chaupal baithaks*



(village meetings) and video documentaries on organic farming played an important role in taking the ProOrganic voice to the grassroots. Media also played a vital role in propagating the message. The activities for the year 2018-19 commenced in July 2018 and concluded in February 2019. The activities were conducted in 192 villages (gram panchayats), hence participants were farmers, village level traders, elected representatives, people

directly/indirectly involved in agricultural, consumers, local officials, experts, youth groups, SHGs and local CSOs etc. Each camp witnessed participation of around 50 people, culminating into 11,663 beneficiaries with nearly 45 percent women at the end of the year.

https://cuts-cart.org/pdf/Synthesis_Report_GP_level_Awareness_Camps_2018-19.pdf

Building Capacity, Motivating Farmers

Ten farmers' training and exposure visits were organised in each of the targeted districts during the year to build capacity of farmers to switch to organic farming. The trained farmers further acted as a catalyst at local level for imparting the knowledge and information they have gained from the trainings to fellow farmers, including those from neighbouring villages and who could not attend the trainings due to some reasons. In all districts, efforts were made to ensure participation of farmers, especially women farmers representing all blocks of the district. This year, few women farmer centric trainings were also organised in some districts. Total 560 farmers of ten districts with 40 percent of women participants were benefited from these trainings and exposure visits. All trainings and exposure visits were successful in terms of geographical coverage of participation, gender involvement, media coverage etc.



<https://cuts-cart.org/pdf/synthesis-report-farmers-training-and-exposure-visit.pdf>

Organic Clubs and Gardens – A Way Forward



Starting healthy habits at an early age is a way forward. To inculcate the culture of sustainable consumption right from childhood, 20 organic clubs and gardens were developed in selected schools in ten target districts during 2018-19. A group of 25-30 children were given the responsibility to develop organic gardens. This unique activity was launched at St. Paul's Mar Thoma School, located in the outskirts of Jaipur and was later evaluated through continuous

visits by project team members in all the 20 gardens. To appreciate the efforts made by students, St. Paul's Mar Thoma School, Mundia Ramsar, Jaipur and Government Upper Primary School, Deoli, Sawai Madhopur were awarded for the 'Best Organic Garden' in the State Level Stakeholder's Consultation.

<https://cuts-cart.org/pdf/synthesis-report-organic-club-and-gardens-in-schools.pdf>

Compost is a New Buzz Word in 10 Districts

50 compost cells (five in each district) were set-up during 2018-19 as a novel activity to address the problem of scarcity of organic manure and motivate farmers for shifting from chemical to organic farming. The farmers were supplied with readymade kits, worms, cow dung etc., required for compost cells. The vermi compost from these units is not only benefitting farmers in their fields but the waste from in and around the farms is also reduced to great extent. Besides, the sharing of extra vermi compost amongst these farmers is serving the dual purpose of promoting organic farming as well as sharing community.



<https://cuts-cart.org/pdf/synthesis-report-establishing-vermi-compost-units.pdf>



Sharing Boons and Banes at Stakeholder's Consultation

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. The State Level Stakeholder's Consultation was held at Jaipur on March 01, 2019. The

event witnessed participation of stakeholders like government officials, representatives from Agriculture University, Agriculture Research University, Agriculture Science Centre, NGOs, CSOs and media along with district with block project partners. The award for 'Best Organic Garden' were also presented in the presence of total 83 participants.

https://cuts-cart.org/pdf/event-report-stakeholders_consultation_march_1-2019.pdf

Sustainable Consumption Cultures, Practices and Lifestyles in India

Documentation of 'Sustainable Consumption Cultures, Practices and Lifestyles in India' is a project supported by SSNC and implemented by CUTS. The objective is to regain and retain traditional and cultural practices in relation to Sustainable Culture practiced in India since ages and establish a clear context of their use in urban modern day settings. The team documented 15 practices from all regions of India which had the potential of replication at an urban level if provided with required support, exposure and more research. The practices documented covered areas of Sustainable Habitat, Alternative of Air Conditioners, Low cost and Compostable Sanitary Napkins, Eco-Friendly Banana Fibre Textiles, Coir Industry of India, Bamboo and Lantana Camara as an alternative to Timber, Sharing Economy existing since ages, Biodegradable Areca Leaf Sheath Cutlery and learning Waste Segregation and Management at source from Allapuzha. The team will put these case studies at the global level suggesting ways to the world to turn to sustainable lifestyles.



https://cuts-cart.org/pdf/Research_Report-SCPL.pdf

Wall of Kindness – A Message to Urban Population

To promote the concept of sharing 'Saanjha Ki Deewar' (Wall of Kindness) was set up at two different locations where people can put their used and unused household items like clothes, crockery, books etc.

One 'community library' was also established where people from the community can put spare/extra books or any reading material like newspaper, magazines at a common place, so that others can also access it.

The campaign also involved sensitisation of school children towards the concept. Two rallies with school students in selected communities were organised to create awareness for the theme "Sharing Community". This was part of Green Action Week (GAW), which CUTS observe every year in Jaipur district as an activity under ProOrganic project. This year, the theme of GAW was "Sharing Community".

Focussing on the theme, activities were also planned to educate consumers about kitchen gardening, compost procedure and sharing food to avoid wastage. For this, two communities (Ramnagar and Meenavala) of Jaipur were selected. 25 households were identified in each community to implement activities. 10 wet-waste composting units were set up at common places for five households each and consumers were encouraged to put wet waste in these units. Women from the community were trained on the composting process. Households were encouraged to set up kitchen gardens, grow organic vegetables and make the compost from their kitchen waste to share these within their community.

In order to reach out to a wider audience, six street plays along with signature campaign were also conducted at various public places of Jaipur. Besides, two community stakeholder's meetings were organised for two targeted communities to disseminate the work done during the campaign. Finally, the GAW campaign in Jaipur concluded with a District Level Stakeholder's Consultation at Jaipur on October 11, 2018.



Message of Sharing Goes Wider - Green Action Week – India Campaign

To expand the agenda of GAW outside Rajasthan, the wider GAW – India campaign started in 2017-18. The campaign engages CSOs for raising awareness on environmental and other impacts of consumption and promote and contribute to sustainable patterns of consumption amongst consumers, policymakers and other key stakeholders. Twelve organisations were shortlisted to participate in Green Action Week-India Campaign 2018-19. The activities conducted by partners in their respective states were closely monitored by the project team. Finally, an evaluation meeting with the purpose to share the activities conducted by partner organisations was organised on December 14, 2018 at Jaipur. Alexander Sjöberg, Senior Policy Advisor Sustainable Consumption, SSNC also attended the meeting as an observer.



Other Initiatives

International Conference on 'People Powered Sustainable Consumption'



George Cheriyan and Aakansha Choudhary participated in the International Conference on 'People Powered Sustainable Consumption' organised by IBON International jointly with SSNC and Consumers International on June 06, 2018 and delivered a joint presentation on documentation of 'Sustainable Consumption Cultures, Practices and Lifestyles in India.' They also attended the meeting of 'Global Think Tank Group on Sustainable Consumption'

organised by SSNC at Accra, Ghana on June 07-08, 2018 and made a detailed presentation on the documentation. The research and case studies were highly appreciated by participants and CUTS received huge positive response for its efforts and dedication to select cases and field visits to gather the information.

Influencing Advocacy in the Digital Age

Nimisha Sharma attended a skill sharing workshop on 'Advocacy on local to national level, digital advocacy, lobbying and election campaigning' organised by SSNC at Stockholm, Sweden during October 01-05, 2018. More than 15 participants from 10 countries participated. The SSNC invited the participants from its partner organisations of different countries across the globe to share their work and skills to make their projects successful.



India in General: Political Situation & Civic Space

George Cheriyan visited Sweden on October 15-17, 2018. On October 15, George Cheriyan delivered a talk to the staff of SSNC Global Department on 'India in General: Political Situation & Civic Space'. At SSNC, George had meetings with Sara Nilsson (Programme Manager & Point Person) and Alexander Sjöberg (Senior Policy Advisor Sustainable Consumption) and updated them about ongoing projects and discussed about future collaborations. George also met Gabrielle Holmström (Financial Controller) and discussed few issues related to finance. On October 16, 2018, George travelled to Gothenburg and visited Department of Ecolabelling and Green Consumption of SSNC mainly to understand the GAW campaign and Eco labelling process in Sweden.



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George updated Eva Eiderström, Director Department of Ecolabelling and Green Consumption about the Eco mark scheme in India and informed her that CUTS is a member of reconstituted steering committee, technical committee and sub committees of Eco mark scheme in India.

Visit of Alexander Sjöberg, SSNC on December 12-14, 2018

Alexander Sjöberg, Senior Policy Advisor Sustainable Consumption, SSNC visited CUTS on December 12-14, 2018. Alex made a field visit to understand and monitor the activities conducted under ProOrganic project. The discussions revolved around project activities, their outcomes, post project activities, preparing documentary on the project activities and sharing community theme for GAW. Alex attended partner's meeting for GAW India at Hotel Clarks Inn and shared and presented his ideas on the theme 'Sharing Community. At the end of his visit, a de-briefing session was held, where Alex shared the overall feedback from his observations during the visit and the team discussed about the future course of action related to project and collaboration with SSNC.



Exposure Visit to Earth University and Community Seed Bank

As part of exposure for district partners, Rajdeep Pareek along with seven district project partners visited Earth University at Dehradun on March 23-26, 2019. During the visit, the team visited Navdhanya Biodiversity Farm, where 221 varieties of paddy are grown at the farm. The team also visited community seed bank, where community members preserve seeds from biodiverse mountain ecosystem. On March 26, 2019, team visited one more community seed bank at Bhatwadi village in Jaunpur district of Uttarakhand.

<https://cuts-cart.org/pdf/exposure-visit-earth-university-dehradun-march-23-26-2019.pdf>

Training on Organic Certification

A training on 'Organic Certification' was organised for all district partners and Jaipur block partners along with some selected farmer representatives on March 27, 2019. Smiti Sahu, Manager, Review and Dheeraj Sharma, Manager, HR from OneCert Asia were facilitators for the training. Total 25 participants attended the training including ProOrganic team.

<https://cuts-cart.org/pdf/training-on-organic-certification-march27-2019.pdf>



Snippets

- Maria Klerfelt, Programme Manager, Climate Change, SSNC visited CUTS, Jaipur on May 18, 2018 and did field visits and interactions with the project team.
- George Cheriyan visited Indian Embassy in The Hague on October 19, 2018 and met with Indian Ambassador (and Secretary to Government of India) Venu Rajamony and discussed the possibility of collaborations in the area of sustainable consumption and sharing economy/communities.
- Rajdeep Pareek and Kunwar Dheer Singh attended India Organic Festival organised by the Ministry of Women and Child Development at New Delhi on November 01, 2018.
- Two officials, L N Kumawat, Joint Director, Horticulture (Research) and P C Sharma, Deputy Director, Rajasthan Organic Certification Agency, Government of Rajasthan, visited CUTS on November 14, 2018 and had discussions about possible collaborations.
- Rajdeep Pareek attended the Fifth Lecture of Krishi Gyandeeep Lecture Series on 'Linking Farmer Producer Organisations to the Market' at National Institute of Agriculture Marketing, at Jaipur on March 18, 2019.

Key Advocacy Points

- There is a need to dismantle the existing subsidy structure that supports indiscriminate use of chemical fertilisers and pesticides as agricultural inputs.
- The common misconception is that organic products have to be more expensive than their conventional counterparts. There is a need to support and guide farmers during transition to organic farming. Such guidance can reduce the financial burden that a three to five-year transition period could impose.
- In India, organic foods still pinch the pocket for various reasons, like export-oriented production, high accreditation cost, low supply and high demand. These factors need to be addressed to bring prices at par.
- For an expansion of organic agriculture in India, other than mass awareness campaigns, the right kind of policy and institutional support is vital.
- The scarcity of organic manure is a big issue which needs to be addressed. Farmer's are 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 availability of indigenous seeds is also an issue, which needs to be addressed to promote organic farming.
- There is a need to provide a common platform/market to organic producers and consumers.

Project Outputs

As CUTS is implementing ProOrganic project since 2013 in 10 districts of Rajasthan, it has contributed in an enabling environment at the governmental level. The Government of Rajasthan has introduced 'Rajasthan Organic Farming Policy 2017' giving a major push to organic culture. Also, an announcement of making Dungarpur district 100 percent organic has provided extra energy and boosted the morale of people and organisations working towards the cause.

Besides, Government of India too has started couple of schemes namely *Paramparagat Krishi Vikas Yojana* (PKVY), which aims at supporting and promoting organic farming, in turn resulting in improvement of soil health. Under this scheme, the government aims to do organic farming in 3775 acres of land in the country involving farmers. Similarly, National Mission for Sustainable Agriculture (NMSA) has been formulated for enhancing agricultural productivity especially in rainfed areas focussing on integrated farming, water use efficiency, soil health management and synergising resource conservation.

At national level also, many new programmes have been introduced to promote organic farming. This has helped CUTS to reach out to those farmers, who were interested but hesitant to adopt organic farming. At the grassroots level, the target audience in the baseline survey was kept in loop even after its conclusion. The progressive farmers, who were already practicing organic farming, were invited in village level activities to motivate others. CUTS has imparted/shared both outcome and outreach at several platforms in and out of the country.

Congratulations

Jagdish Prasad Parikh and Hukumchand Patidar who are associated with CUTS organic interventions in Rajasthan, received the Padma Shri (India's fourth highest civilian honour) award in 2019. Parikh is known across for organic farming and cultivation of cauliflower and holds his name in the Guinness book of World Records. He had amazed people by growing cauliflower weighing 25 kilograms. Patidar is actively involved in organic farming since more than 10 years and has inspired other farmers as well.

Project in Media



Myths hurting organic farming

George Cheriyan and Simi T B, DEC 21 2018, 23:13PM IST | UPDATED: DEC 25 2018, 23:26PM IST

The 'Green Revolution' brought substantial production. However, within a few decades, the practice of environment-unfriendly farming has become a norm. Recognising the importance of adopting more...

जैविक खेती से जमीन भी उपजाऊ बनती है

विदेशी वैज्ञानिकों ने जैविक खेती को सराहा



जैविक खेती का बताया महत्व

पत्रिका न्यूज नेटवर्क
rajasthanpatrika.com

चित्तौड़गढ़. कट्स मानव विकास केन्द्र की ओर से गुरुवार को पंचायत समिति बेगु के मण्डलावली में ग्राम स्तरीय जागरूकता आयोजित की। कट्स के कार्यक्रम मदन कीर ने एम.एस.एन.सी. सहयोग से चलाई जा रही आर्गेनिक परियोजना के तहत आयोजित कार्यक्रम में कट्स की गायत्री मोहन खेती में रसायनिक कीटनाशक दवाओं के खतरों के जीवन पर प्र...

जैविक खेती को प्रोत्साहन देने की जरूरत



जैविक खेती का उन्नयन हो: भाटी



जैविक खेती पर कार्यशाला का आयोजन

अवरनेस ट्रेनिंग एंड मोटिवेशनल फॉर एंडसन आत्मा जगमालपुरा द्वारा दी किसानों को जानकारी हमारा समाचार



जैविक खेती को बढ़ावा देने के लिए रासायनिक उर्वरकों के अनुदान पर अंकुश जरूरी

राहुल शर्मा

जयपुर। राजस्थान में जैविक खेती को बढ़ावा देने के लिए रासायनिक उर्वरकों पर अंकुश लगाना जरूरी है। जैविक खेती को बढ़ावा देने के लिए एम.एस.एन.सी. सहयोग से चलाई जा रही आर्गेनिक परियोजना के तहत आयोजित कार्यक्रम में कट्स की गायत्री मोहन खेती में रसायनिक कीटनाशक दवाओं के खतरों के जीवन पर प्र...



साकार हो पायेगा राजस्थान कृषि अनुसंधान केन्द्र दुर्गापुरा के निदेशक डॉ. बंसल ने कहा कि जैविक खेती को बढ़ावा देने के लिए अगर हमारे पास ठाका खाद को सही ढंग से इस्तेमाल किया जाये कभी कोई समस्या तकनीकी सत्र में नैतिक आर्गेनिकल...

सकनीकी सत्र का संख्यान 'दोषक' तकनीकी सत्र के निदेशक डॉ. बंसल ने कहा कि जैविक खेती को बढ़ावा देने के लिए अगर हमारे पास ठाका खाद को सही ढंग से इस्तेमाल किया जाये कभी कोई समस्या तकनीकी सत्र में नैतिक आर्गेनिकल...

रासायनिक खादों व कीटनाशकों से मां के दूध में भी जहर

जैविक खेती को बढ़ावा देने के लिए मांखल वादिका में पोषाघोषण



दो स्कूलों में बनेंगे जैविक क्लब, 100 वर्ग फीट में गार्डन

शहीद मेजर नटवरसिंह शयतावत राउमावि में बैठक में दी गई जानकारी, जैविक खेती को बढ़ावा देने का प्रयास

कट्स मानव विकास केन्द्र द्वारा मेजर नटवरसिंह राउमावि में जैविक क्लब गठन के लिए जागरूकता बैठक हुई। कट्स मानव विकास केन्द्र के केन्द्र समन्वयक गौहर महमूद ने बताया कि जैविक खेती को बढ़ावा देने के लिए एम.एस.एन.सी. सहयोग से चलाई जा रही आर्गेनिक परियोजना द्वितीय चरण के तहत आयोजित कार्यक्रम में कट्स की गायत्री मोहन खेती में रसायनिक कीटनाशक दवाओं के खतरों के जीवन पर प्र...



सर व सतलाना में किसान संगोष्ठी आयोजित

नवज्योति/सर। मरुधर गंगा सोसायटी माणकलाव एवं कट्स इंटरनेशनल जयपुर के संयुक्त तत्वाधान में आयोजित ग्राम स्तरीय किसानों की जागरूकता बैठक लूणी ब्लॉक के सतलाना एवं सर गांव में आयोजित की गई। कार्यक्रम की शुरुआत करते हुए मरुधर सोसायटी माणकलाव के मुख्य कार्यकारी...



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