

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

Event Report

Partners' Orientation Meeting

October 28, 2020, Jaipur



CUTS[®]
International

Background

India is mainly an agricultural country, where around 58 percent of the nation's population is involved in agriculture for livelihood. There are huge untapped resources of organic farming in India. Organic farming emerged as an alternative for meeting increasing food demand, maintaining soil fertility and enhancing soil carbon pool.

The promotion of organic consumption is directly related to the consumer's right to a healthy environment in various ways. The use of harmful pesticides and chemicals in agriculture is one of the major causes of environmental degradation, and this is also not good for human health. The chemicals in food products adversely affect reproduction in females.

Moreover, Indian society being largely patriarchal, where the needs of women are not prioritised so such women are prone to chemical contaminations in food. Hence, the adoption of organic consumption will be beneficial to women, especially girls.

About the Project

With support from the Swedish Society for Nature Conservation (SSNC), CUTS is implementing a Project “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, in 192 *gram panchayats* (GPs) of 10 selected districts of Rajasthan (India). The main objective of the project is to fill the identified gaps and sustain the acquired momentum to achieve expected outcomes of a better eco-system through the promotion of organic consumption.

One of the basic thoughts of the project is that promoting sustainable consumption and production are important aspects of a sustainable lifestyle, which is largely consistent with environmental and social factors and education and empowerment of consumers. In this project, the focus is on the aspect of sustainable food and farming and formulating an agenda to achieve it through promoting organic production of farm products on one hand, and promoting organic consumption, on the other. Thus, leading to sustainable development in the agriculture and environmental sector, as a whole. The target group of the project is an entire population of the covered 10 Districts, 96 blocks and selected 192 GPs in the State of Rajasthan.

Creating a sustainable lifestyle takes a lifelong commitment and always requires reducing the use of non-renewable natural resources and personal resources at an individual and societal level. Promoting sustainable consumption requires improved understanding and sensitisation of consumer behaviour and attitudes as per their different needs to turn the positive but passive view of sustainable consumption into an active one. The rationale behind promoting organic food production is that it is a method more in harmony with the environment and local ecosystems.

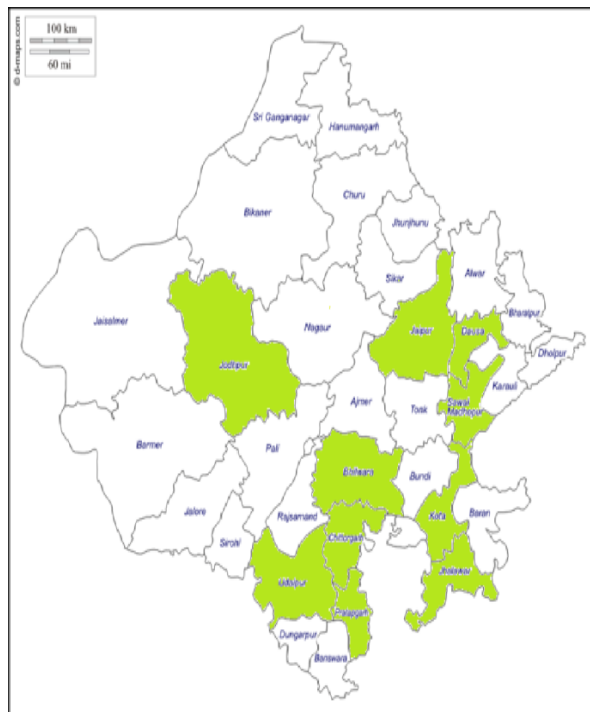
More details on <https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>

The Objective of the Meeting

The purpose of the Partner's Orientation meeting was to discuss the work plan of the project and subsequently the implementation as per the work plan.

District Partners

1. *Gramin Aarthik Samudaik Puna Nirman evam Vikas Sansthan*, Jaipur (Jaipur District Partners)
2. Awareness Training & Motivation for Action (ATMA), Jagmalpura, Jorpura, Jobner, Jaipur (Jaipur District Partners)
3. *Lok Sahbhagi Sansthan*, Kooploda, Med, Viratnagar, Jaipur (Jaipur District Partners)
4. Hanuman Gram Vikas Samiti, Dausa,
5. Ram Krishan *Shikshan Sansthan*, Kota
6. CUTS Centre for Human Development Rawla, Senth, Chittorgarh Chittorgarh & Pratapgarh
7. Prayatna Samiti, Udaipur
8. *Samajik Vikas Sansthan*, Jhalawar-Marudhar Ganga Society, Jodhpur
9. (RUDSOVOT), Sawai Madhopur
10. Marudhar Ganga Society, Jodhpur



Jaipur Block Partners

1. Mr. Satya Narain Sharma Gramin Aarthik Samudaik Punanirman evam Vikas Sansthan, Vatika, Sanganer, Jaipur
2. Vinod Atma Ram Sharma, Secretary, Awareness Training & Motivation for Action (ATMA), Jagmalpura, Jobner, Jaipur
3. Mr. Gopal Singh, Lok Sahbhagi Sansthan, Viratnagar, Jaipur

Proceedings

Inaugural Session

Deepak Saxena, Assistant Director, CUTS welcomed the project partners and briefly introduced the objectives of the event, i.e. to discuss mainly the methodologies and ways to implement project activities. Saxena also emphasised on the need for better ideas



for phase II to make it more effective and worthy. He also mentioned the challenges in the field due to the pandemic and precautions taken by all the partners during the field activities. He also appreciated the work done by all the partners in a challenging situation. Saxena stressed more on the outcome in line with output and urged the partners to produce some concrete results, which could be established as the success stories.

Presentation by District Partners on the Activities

The session was chaired by Deepak Saxena seeking information from each partner about the highlights and lowlights of their work during the previous year 2019-20. All the partners showcased the picture of their completed activities and presented their plans for remaining activities within the timeline.



The major points during the discussion were to address the challenges during field activities. It was suggested that partners should be strict on the guidelines about the pandemic. Organic gardens could not be followed up by the partners due to school closing because of lockdown but in some schools, the staff was maintaining the organic gardens. Some partners were lagging in completing the activities on time, so they were advised to speed up their activities. The main constraint of activities in the year 2021 is to restrict the number of participation in GP level activities to 30-35 participants.

Rajdeep Pareek, Project Officer, CUTS gave a presentation on activities for the year 2020-21 and the budget of the activities. He discussed the objectives, activities and work plan of the project in detail.



Project Activities for 2020-21

- Partner's Orientation (District & Jaipur Blocks)
- Awareness Campaign on Sustainable Consumption (At GP & Block level)
- Green Action Week, Rajasthan
- Training & Exposure Visits of Farmers
- Consolidation of Community Managed Seed Cell

- Establishment of Organic Compost Cells
- Organic Fair
- End Line Survey
- State Level Stakeholder's Consultation Meeting
- Follow up of Developed Organic Clubs & Organic Gardens (Non-Budget Activity)

During the presentation, RDP mentioned the possible improvements in all the activities and also discussed the sustainability of on-going activities, such as Vermicomposting Units, Organic Gardens, Community Seed Cells. He also described the lowlights seen during last year's activities and told about techniques to overcome these lowlights.

Partner Level: Reaction/Views/Strategies and Planning on the Activities of 2020-21

All the partners have stated that several activities are more in this year and also suffered due to pandemic. But they assured the team that all the targeted activities will be completed in the given timeline. It was suggested that case stories of each activity should be captured and publicised by the particular district partner so that they get recognition at the district level. Also need to do more meetings with district official for better collaborations.

Key Suggestions Emerged Out for 2022-26 (Phase III)

Nimisha Sharma moderated the session and briefed that there is already an indication from SSNC for an extension with the third phase for the years 2022-26 and they have asked for possible ideas, on which the phase could be targeted upon in line with sustainable consumption practices. These can be other than organic production and consumption. The major key suggestions that emerged out were to:

- focus on one village per district to create a model village with a hundred percent organic production and consumption
- emphasise on the selected GPs for better outcomes
- importance to the capacity building of women for developing kitchen gardens in select areas
- stress on farmer's training with live demonstrations
- develop a committee of active organic farmers in selected village/block and district level, who will also serve as an advocacy group at the district level
- promote community seed cell concept at each gram panchayat to district level in the target districts
- encourage organic gardens in schools to a maximum area with larger coverage
- foster organic fairs at the block level every month
- work through the FPO to achieve the expected outcome in the best effective manner



Activity Time Line:

Activity	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March
Partner's Orientation Meeting (With District Partners & Jaipur Block Partners)												
Awareness on COVID-19												
GP Level Awareness Campaign on Sustainable Consumption (GP & Block Level)												
Green Action Week Rajasthan												
Training and Exposure Visit of Farmers												
Establishment of Community Managed Seed Cell												
Establishment of Organic Compost Cells												
Organic Fairs												
End Line Survey												
State Level Stakeholders' Consultation												
Monitoring of Activities												

Vote of Thanks:

Dharmendra Chaturvedi, Programme Officer, CUTS delivered a vote of thanks to all the participants. He also said that the partners will continue to meet farmers regarding the adoption of organic agriculture. This would eventually help CUTS taking its initiatives to acquire success and also nurturing the project as a replicable model on organic farming issues.

Programme Schedule

Time	Subject	Person
9:30 – 10:00	Registration and Tea	CUTS
10:00 - 10:10	Welcome Address <i>Purpose and Agenda</i>	Nimisha Sharma, Programme Officer
10:10 – 10:30	Opening Address <i>Observation on Project Implementation So Far and Expectations for Future</i>	Deepak Saxena Assistant Director
10:30 – 11:00	Presentation by District Partners <i>Key Highlights and Lowlights of the Activities of the Year 2019-20</i>	All Partners & Deepak Saxena: Moderator
11:00 – 11:30	Presentation of the Activities of the Year 2020-21 <i>Main Activities and Challenges</i>	Rajdeep Pareek, Programme Officer
11:30 – 13:00	Partner Level <i>Reaction/Views/Strategies and Planning on the Activities of 2020-21</i>	All Partners & Nimisha Sharma, Programme Officer: Moderator
13.00 - 14.00	Lunch	
14.00 – 14.45	Discussion on Proposed Activities for the Phase 2022-26 <i>Ideas, Focused Groups, Target Areas</i>	All Partners Rajdeep Pareek: Moderator
14.45 – 14.50	Summing up, Vote of Thanks & Way Forward	Dharmendra Chaturvedi, Programme Officer

List of Participants

S. N.	Name	Name and Address of the Organization
1.	Om Prakash Pareek	Hanuman Gram Vikas Samiti, Dausa
2.	Satya Narayan Sharma	Gramin Aarthik Samudayik Punar Nirman Evam Vikas Sansthan, Sanganer, Jaipur
3.	Vinod Sharma	Awareness Training and Motivation for Action, Jobner, Jaipur
4.	Yudhisthir Chansi	Ram Krishan Shikshan Sansthan, Kota
5.	Madan Giri Goswami	CUTS Centre for Human Development Rawla, Senth, Chittorgarh (<i>representing both Chittorgarh & Pratapgarh</i>)
6.	Gopal Singh	Lok Sahbhagi Sansthan, Viratnagar, Jaipur
7.	Anil Vyas	Prayatna Samiti, Udaipur
8.	Nathu Ram Choudhary,	Samajik Vikas Sansthan, Jhalawar
9.	Bharat Kumar Bhati,	Marudhar Ganga Society, Jodhpur
10	Dinesh Kumar Bagda	(RUDSOVOT), Sawai Madhopur
11	Gourav Chaturvedi	CUTS Centre for Human Development, Bhilwara
12	Deepak Saxena	CUTS International, Jaipur
13	Dharmendra Chaturvedi	CUTS International, Jaipur
14	Rajdeep Pareek	CUTS International, Jaipur
15	Nimisha Sharma	CUTS International, Jaipur