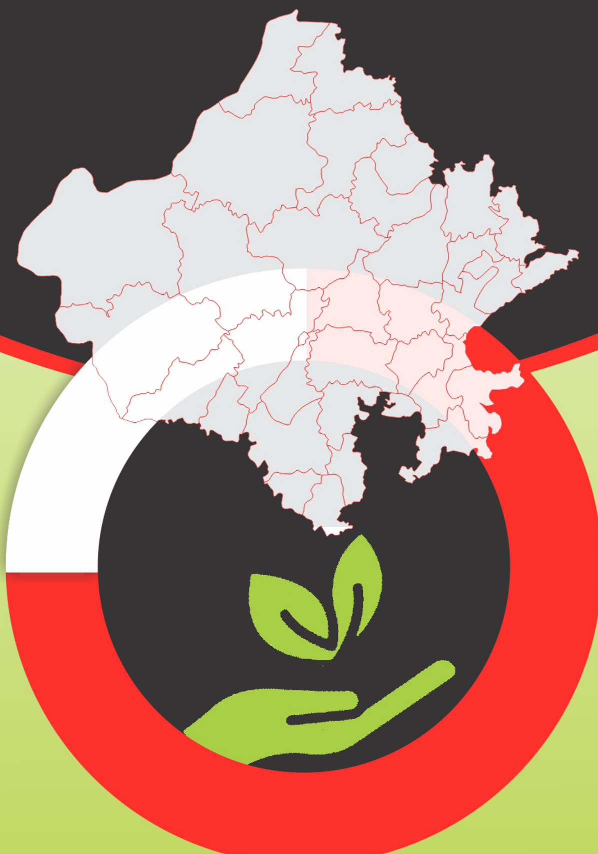
ProOrganic-II

Developing a Culture of Sustainable Consumption and Lifestyle in the State of Rajasthan, India with a Special Focus on Organic Consumption and Production

End Line Survey Report 2021



CUTS International

#2115

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Developing a Culture of Sustainable Consumption and Lifestyle in the State of Rajasthan, India with a Special Focus on Organic Consumption and Production

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Jaivik Bharat

CUTS International

Swedish Society for Nature Conservation

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D-217, Bhaskar Marg, Bani Park, Jaipur 302 016, India
Ph: 91.141.2282821, Fax: 91.141.4015395, 2282485
Email: cart@cuts.org, Website: www.cuts-international.org

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Executive Summary

Project Background

Consumer Unity & Trust Society (CUTS International) in partnership with Swedish Society for Nature Conservation (SSNC) has been implementing a four years' project from 1st April 2017 to 31st March, 2021 to develop a culture of sustainable consumption and lifestyle in the State of Rajasthan with a special focus on organic consumption and production. In short, the project is titled as 'ProOrganic II'.

End Line Survey

Present study is the end line evaluation of this project with a goal to assess the project effectiveness and to collect evidence of change due to the project intervention. Key objective of the study is to capture the perception/experience from various stakeholders about awareness, capacity, challenges, and suggestions etc. The study was conducted in 46 gram panchayats from 23 selected blocks of ten project districts of Jaipur, Dausa, Kota, Jhalawar, Udaipur, Jodhpur, Sawai Madhopur, Chittorgarh, Bhilwara and Pratapgarh.

Besides, the end line research also focussed to gauge the level of impact, which has been created in the last four years of intervention as part of project outcome with a focus on changes seen on organic consumption and production patterns in the targeted ten districts comparing these with the baseline results and findings.

Study Methodology

Study methodology involved a mix of quantitative and qualitative research. Quantitative survey was mainly focused on two set of respondents, which were Consumers and Farmer producers. A total of 2390 sample stakeholders' feedback was collected from 46 gram panchayats of 10 districts of Rajasthan. Out of the total samples, 640 were farmer respondents, while 1750 consumers were interviewed. More than 40% respondents out of the total sample were women.

Survey of consumers and farmers was largely quantitative in nature; it has been supplemented by qualitative interviews with other relevant stakeholders including policy makers, concerned govt. agencies, subject experts and organizations/institutes working on organic farming and consumption issues in the state of Rajasthan. Survey also involved study of project related documents/reports etc.

Study instruments/questionnaires were originally developed in English but were translated and rendered in Hindi. Training for survey teams was conducted to brief investigators, supervisors and field manager on survey objective, survey tools, sampling design and expected data quality. The data collected was disaggregated and analysed based at Geography and Gender. Analysis of the data was guided by the specified research objectives.

Key Findings

Consumers

- During the quantitative field survey, a total of 1750 consumer respondents were interviewed out of which 41.4% were female respondents. 38.6% of consumer households belong to Below Poverty Line (BPL) category. 29.6% respondents never attended school, while 30.8% are educated only up to primary level. Cumulatively 60.4% respondents were either uneducated or educated up to primary level only. Only 6.9% respondents were either graduate or post graduate.

- 69.4% of consumer respondents have their household income below 10 thousand per month. Only 2.2% respondents have their monthly household income more than 20 thousand. Low economic background of the respondents is further reflected in the fact that 32% households have less than a thousand rupees expenditure on food items. Only 4.9% households have monthly expenditure of more than 5 thousand rupees.
- Decision on what is to be purchased for consumption is taken majorly by male members of the households at 41.4% although in 32% households, the decision is taken jointly.
- 97.4% consumer respondents were found aware of the fact that chemical input-based food products are harmful for health compared to 86% in the baseline.
- 94.7% consumer respondents reported general awareness about organic products in comparison to 84% consumers aware during the baseline.
- 66.8% of consumer respondents reported having purchased organic products ever. This is a huge difference from baseline as there were only 39% consumers reporting buying of organic products ever. More than half of the consumers purchasing organic products reported purchasing of grains while more than one third reported purchasing organic vegetables
- Only 26% (from 66.8%) of those purchasing organic products reported higher prices for organic products in comparison to more than half of the consumer respondents in the baseline. Majority of consumers buying organic products either trust the words of the Shopkeeper/Seller or identify the products based on its taste. Only 7.5% consumers look for description on labelling/packing of the product to identify genuine

organic products while only 2.6% consumers go for branded shops.

- Only 40% consumer respondents reported facing difficulty in finding organic products against 68% of consumers reporting this during the baseline. Out of this, 39.8 cited higher prices as the reasons.
- It was found that 30.7% of consumer respondents were satisfied while 63% were partially satisfied with the quality of organic products they had purchased. This data is in comparison to 56% consumers reporting satisfaction and 34% consumers reporting partial satisfaction with the organic products in the baseline study. Lesser number of satisfied consumers in 2021 is due to the factors related to growing number of retailers in the market, which resulted into a competition affecting consumers both in terms of price and quality of goods. Only 20.2% of the consumers were found having knowledge of any standard mark about organic certification.
- More than 70% of the consumer respondents were found aware about the ProOrganic project by way of their participation in project active in some or the other way. Here involvement in the project indicates that the consumer had participated in at least one of the activities of the project.

Farmers

- A total of 640 farmers were covered during the field survey. Out of these 38% were female respondents. 33% respondents were from Below Poverty Line. 66% of the farmer respondents comprises of either never attended school, or studied till primary or are simply literate by definition. 11% have studied till middle level and rest 23% were secondary or above. 71% were those having own agriculture land. 70% respondents had monthly income below 10 thousand.

- More than 97% of the respondents reported awareness on ill effects of farming based on chemical inputs, which was reported at 94% during the baseline.
- The percentage of farmers doing an organic farming has rose to 23% from 19% from the same set farmers in 2017. From the rest, 11% says that they are doing chemical, while 66% reported to be involved in doing both chemical and organic mix farming, which comparing the same data of 2017 baseline were 19% for complete organic, 55% for both and 26% respectively for chemical exclusive.
- Nearly 19% (66+11% of the above) of farmers doing chemical input based reported easy availability of chemical inputs as the reason of using chemical inputs against a 4% reporting easy availability in the baseline.
- Little more than 65% reported more production when using chemicals, while the remaining little more than 16% reported less price as the reason. For getting involved in the chemical based farming.
- Almost 32% respondents reported facing difficulty in selling their produce in the market against 28% of the farmers reported selling their organic produce in the baseline.
- Only 10.8% of organic farmers doing organic farming reported availing certificate for the same.
- 6.9% farmers reported purchasing organic seeds from the seed bank as only one-third of the farmer respondents reported awareness about the community managed seed system
- 98% respondents reported that they will motivate others to adopt organic farming as against 91% reporting it in the baseline.
- 79% of the farmer respondents were found aware about the ProOrganic project. Almost 70% of those aware were found

involved in the project. Further out of the farmers aware about the project, 86.4% admitted that the project had made an impact on them.

Recommendations

State Government should form a commission/corporation for promotion of organic farming and consumption in the state in a focussed manner.

Mission 'Organic Dungarpur' is a good initiative, however needs further strengthening and expansion to bring the desired outcome. It also needs institutional support and convergence with other departments in order to have wide outreach. State Government may also launch a "Mission Organic Rajasthan" on the side-lines of region-specific plans.

PKVY scheme need to be further strengthened and expanded. It also needs to be transitioned to incorporate all the components to provide support for organic farming and consumption including more focus on certification and marketing.

Producers/Farmers should be motivated to adopt organic farming in a phased manner i.e. the farmer should be first provided training and input support in a piece of land as a pilot and then should be incentivised to replicate it.

For marketing of organic produce, a separate agency on the lines of Agriculture Marketing Board should be constituted for development of market, access initiatives, pricing support and forward and backward linkages throughout the value chain. This agency would promote provisions of separate outlets/dedicated platforms for sale of organic grains/vegetables with premium pricing system. Minimum Support Prices (MSP) should be announced by the government for various organic gains/products.

Organic farming and consumption should be recognised and integrated in the policies of the government in the sectors such as Agriculture, Food Processing, Health and Environment which would ensure that all the issues to be properly addressed and considered in Union and State Government programmes budgets. Convergence with departments such as Ministry of Small and Medium Enterprises (MSME) and Industry Bodies should be promoted to promote awareness on organic farming and consumption issues.

As a state level supplementary component to the PKVY scheme, state government should also adopt a cluster-based approach for promoting organic farming in different geographies to increase the area and generate marketable surplus.

Community Based Organisations such as Self-Help Groups (SHGs/Farmer Clubs/Cooperative Federations should be taken on board in convergence with the WCD/RD departments. Technological inputs should be promoted in organic farming and consumption space. Applications may be developed and cadres on the lines of Business Correspondents may be promoted. They may also facilitate provision of information and credit to the farmers through various banks and rural credit institutions such as RRBs.

Conclusion in Crux

Survey findings indicate that the project has been successful in bringing out the desired outcome in the form of changes in awareness level of targeted stakeholders especially the farmers and consumers. The project has engaged a wide range of stakeholders including representatives from various government departments/ agencies and development and research organisations. It can be concluded that the project has made remarkable impact on many parameters.

However, despite increase in the area of intervention and activities, the project interventions are limited considering the geographical area and population of the state. To sustain these efforts and strengthen the outcomes achieved through the two phases of the project, it will be imperative to make sustained efforts specially to promote and engage community institutions, who can strengthen the impact of the project and own the same in order to make it sustainable.

1 Introduction

Background

CUTS International (Consumer Unity & Trust Society) began its journey from a rural development communication initiative in Rajasthan, a wall newspaper Gram Gadar (Village Revolution). From a modest beginning in 1983, CUTS has achieved significant growth both geographically and in terms of functional areas. To contribute in its vision of CONSUMER SOVEREIGNTY, CUTS endeavours through the mission 'To enable consumers, particularly the poor and the marginalized to achieve their right to basic needs, sustainable development and good governance through strong consumer movement'.

CUTS International mainly works in five programme areas:

i. Consumer Protection
ii. International Trade & Development
iii. Competition, Investment & Economic Regulation
iv. Human Development
v. Consumer Safety

CUTS Consumer Action Research and Training (CUTS CART) is one of the programmatic centres of CUTS. CUTS CART works mainly in three programmatic areas viz. Consumer Empowerment, Good Governance and Sustainable Development. Sustainable Consumption is one of the functional areas under Consumer Empowerment programme initiatives.

CUTS in partnership with Swedish Society for Nature Conservation (SSNC) had implemented a two-year pilot project to promote organic consumption which was termed as ProOrganic project. As the second phase of the project CUTS along with its district level partners has been implementing a four years' project from April 1, 2017 to March 31, 2021 to develop a culture of sustainable consumption and lifestyle in the State of Rajasthan with a special focus on organic consumption & production. In short, this project is titled as 'ProOrganic II'.

Project Objective

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

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

- To develop a culture of sustainable development through sensitization, which is being done by way of creating an enabling environment and established patterns of sustainable consumption leading to sustainable development awareness generation and education on organic consumption and production among urban & rural masses.
- To enhance area under organic farming both at farm and household level in the state of Rajasthan, which is being done through building capacities of farmers to adopt organic farming.

- To generate awareness and consciousness among consumers about organic products, their benefits, availability, hazardous effects of chemical-based farming etc. in order to ensure safety and quality in food products, which leads to increase in demand for organic products and will slowly encourage consumers to shift towards organic mode and sustainable consumption.
- To sensitize and advocate with the concerned producers and other stakeholders including government agencies to promote organic products in Rajasthan and also motivate in enhancing their knowledge on sustainable consumption.
- To advocate for reduction in taxes/subsidize organic products/inputs and reducing subsidy on chemical fertilizers and also lobbying for Minimum Support Price (MSP) with the government for major crops and developing special price driven markets.

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

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

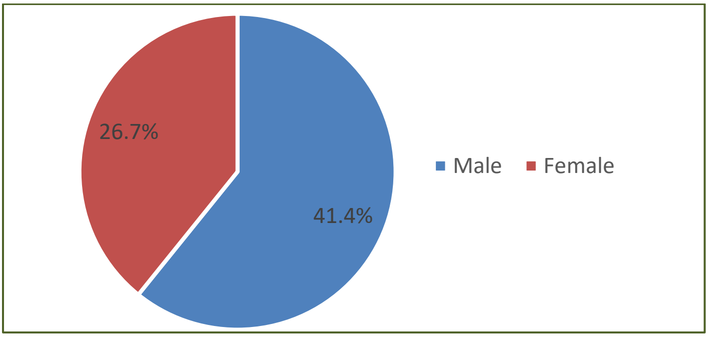
Geographical Coverage of the Project

2 Key Findings: Quantitative Survey of Consumers

Section 2A: Respondent Profile

Distribution of Consumer Respondents Based on District and Gender

A total of 1750 consumer respondents were interviewed during the study. The sample of consumers was equally divided among all ten study districts as 175 consumers were studied in each district. District and Gender wise break-up of the consumers studied has been provided below.



Cumulatively nearly 42% of respondents interviewed were female. Proportion of female respondents was minimum in Chittorgarh (22.9%) and Pratapgarh (21.1%) districts, while it was maximum in Dausa (89.7%) district.

Distribution of Consumer Respondents by Economic Category

Cumulatively more than one third (38.6%) of the consumer respondents belonged to the Below Poverty Line (BPL) category. Proportion of BPL respondents was minimum in Dausa, while maximum in Jhalawar district**.**

Respondent Education

Most of the consumer respondents belonged to very low educational background. Only 7% respondents were either graduates/postgraduates or having professional/technical qualifications.

Monthly Income of the Respondents

More than two third (69.4%) consumer respondents were having monthly household income of less than 10 thousand. Only 2.2% respondents had their monthly household income more than 20 thousand.

Average Monthly Expenditure on Consumables

Low Economic background of the respondents further reflects in very low monthly expenditure on consumables. Most of the respondents (95.1%) have their monthly expenditure on consumables below 5 thousand.

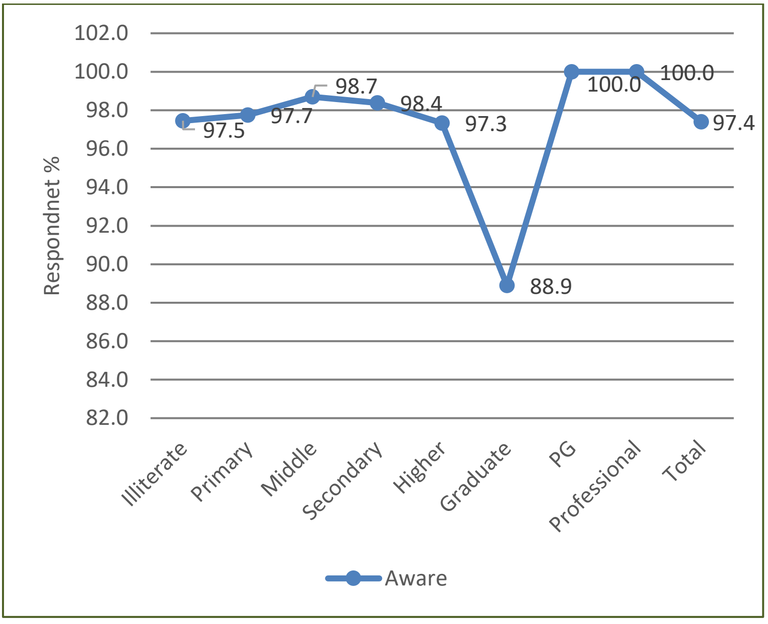
Decision Making on Purchase of Food Items

In the households studied, decision making on purchase of food items is dominated by male members although females also have their say in this decision.

Section 2 B: Knowledge and Practices

Awareness Regarding Hazards Caused by Chemical Inputs

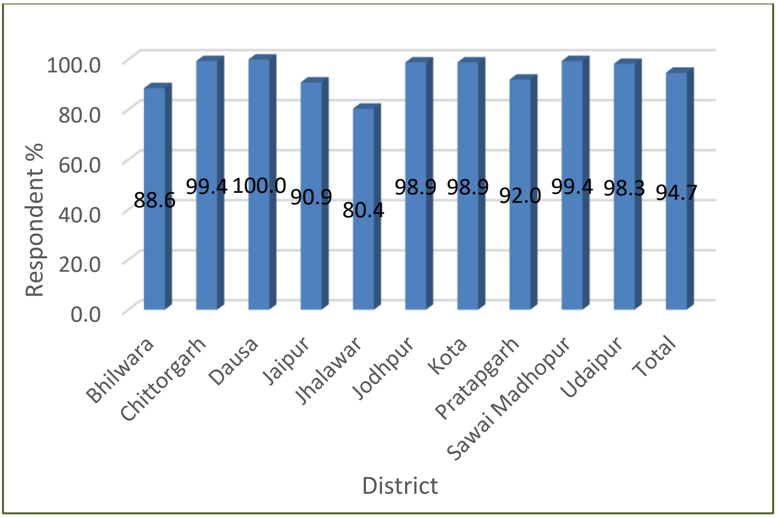
Majority of respondents are aware about the hazards caused by chemical inputs. In three districts, all the consumer respondents were found aware of this although in other districts also most of the consumers were found aware of this fact. Looking at it gender wise 96.9% male and 98.1% female respondents were found aware.



Education wise there is no major difference in the awareness on hazards caused by chemical inputs.

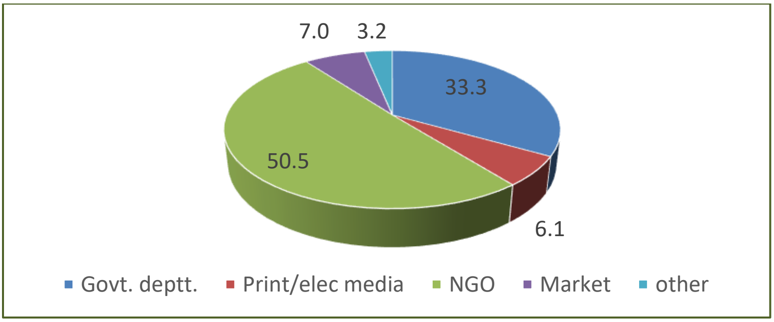
Awareness Regarding Organic Products

Good number of responses on awareness on organic products.

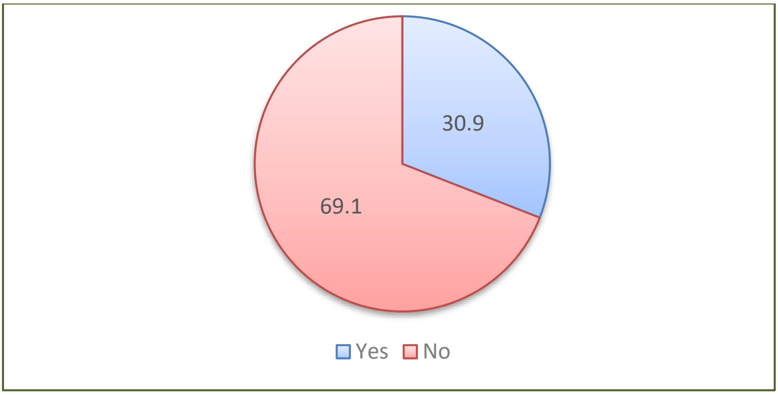


Source of Information on Organic Products

On asking what the source of information about the knowledge on organic products was, more than half of the respondents were found to get the information from the non-governmental organisations, while one third of the consumer respondents attributed this to government departments. The role of media was found low at only 7%.



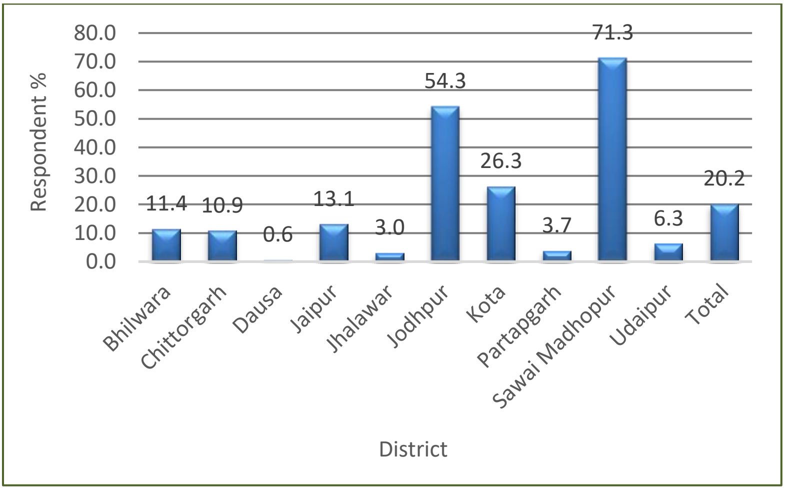
Knowledge of Particular Organic Store



More than two-third of the respondents were found unaware about any store selling organic products.

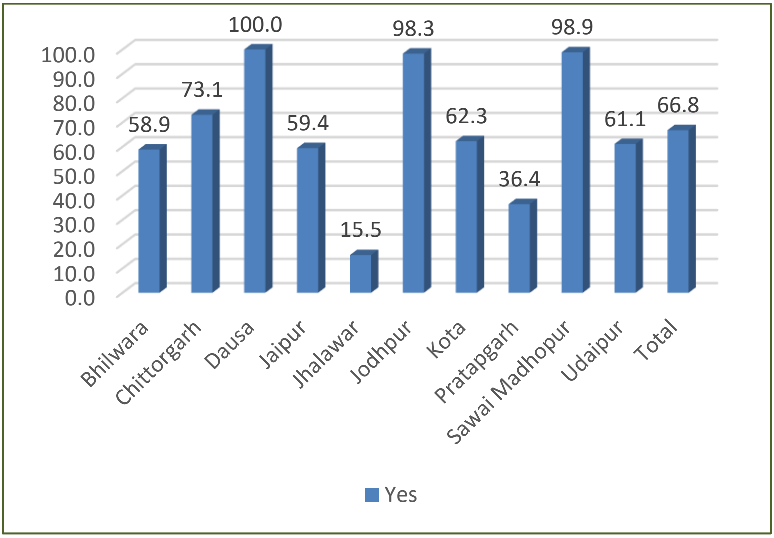
Knowledge of Standard Mark for Organic

Only 20.2% of the consumers were found having knowledge of any standard mark about organic certification.



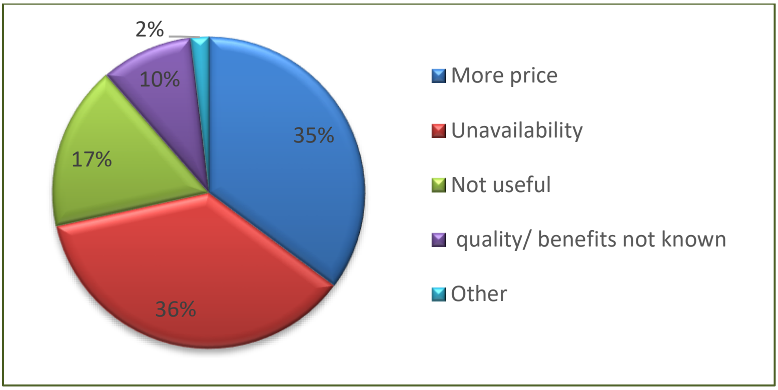
Have Ever Purchased Organic Products

Approximately two third of the respondents reported having purchased organic products ever although one third reported that they have never purchased any organic product.

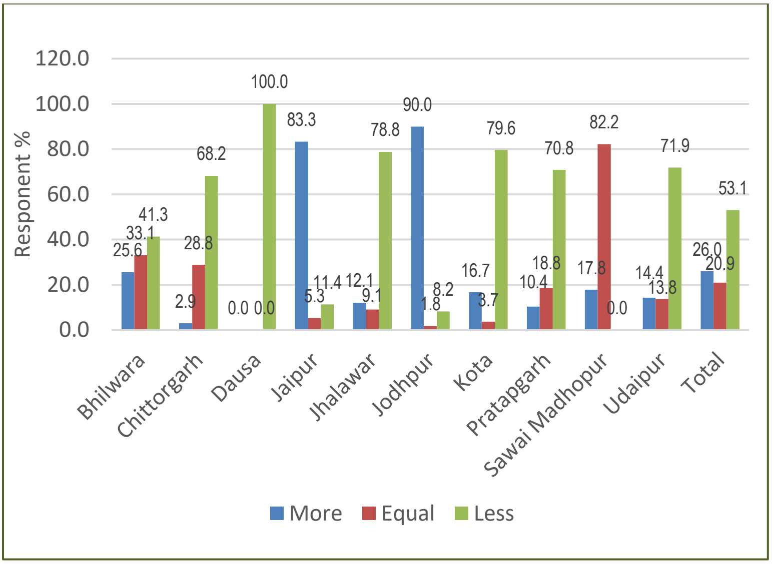


Reason for Not Purchasing Organic Products

Higher costs and lack of availability are the major reasons cited by the respondents behind not purchasing organic products.

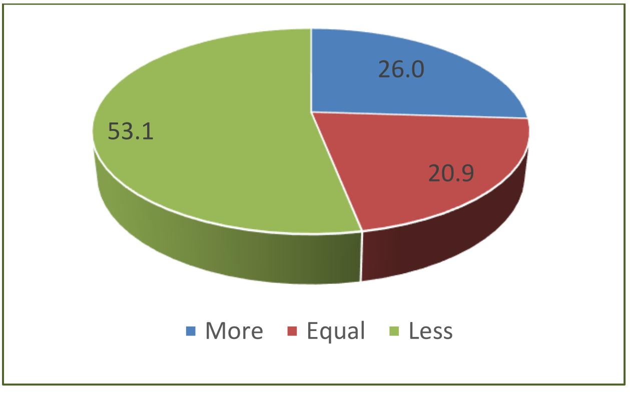


District wise Perception on Comparison in Price of Organic Products

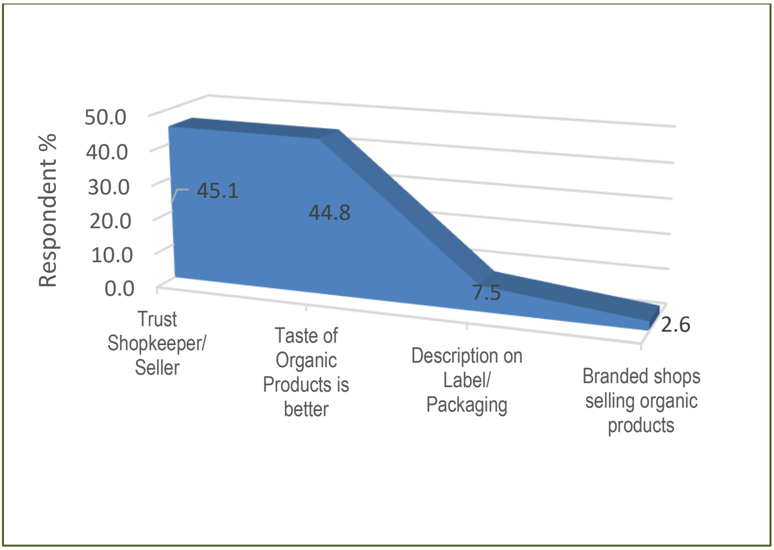


When the consumers were asked to compare the prices of organic products more than half of the consumers reported them to be lower than the chemical input-based products.

Price Comparison of Organic Products



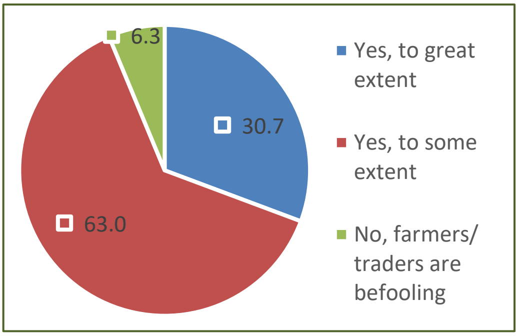
Identifying Genuine Organic Products



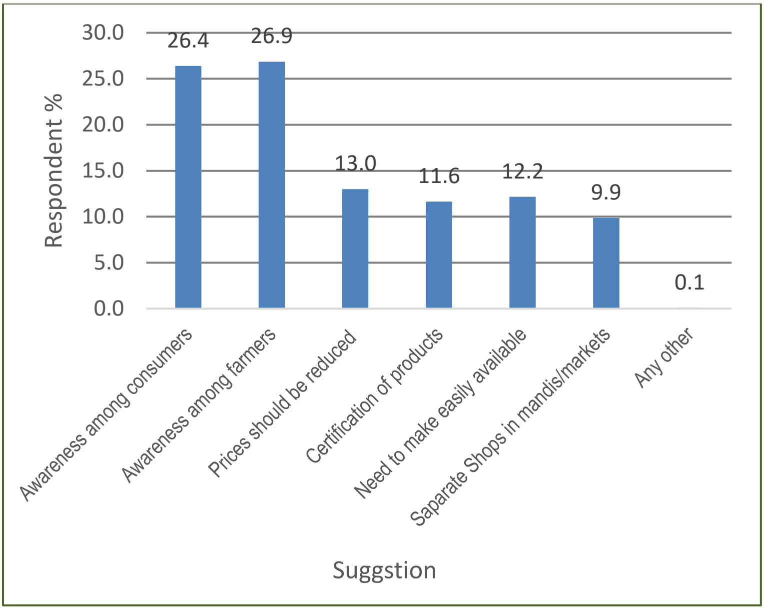
Majority of consumers buying organic products either trust the words of the shopkeeper/seller or identify the products based on its taste. Only 7.5% consumers look for description on labelling/packing of the product to identify genuine organic products, while only 2.6% consumers go for branded shops.

Consumer Satisfaction with the Quality of Organic Products

Talking about the satisfaction level of the consumers, it has been found that a majority of 93.7% consumers are satisfied either to great extent or to some extent.



Suggestions to Increase Use of Organic Foods

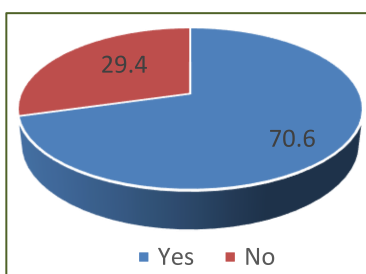


Most of the consumer respondents were of the opinion that to increase use of organic foods, consumers and farmers shall be made aware on the same.

Section 2 C: Project Involvement and Experiences

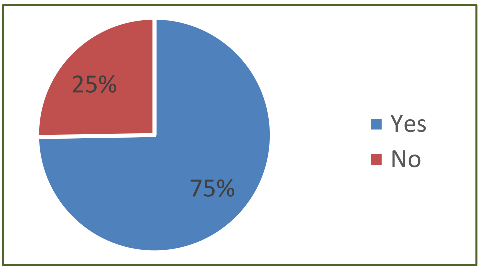
Consumer Awareness of ProOrganic Project

A good majority of 70% of the consumer respondent reported that they have either heard about the ProOrganic project being implemented by CUTS or have participated in an event organised by it.

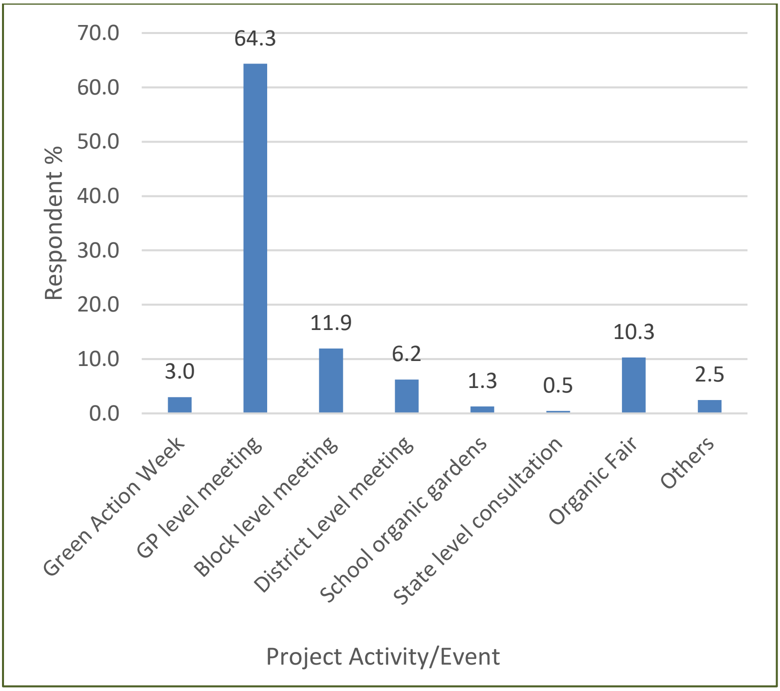


Consumer Involvement in ProOrganic Project

Of those, who have heard about the project, almost three fourth have reported involvement in the project in some or the other way.



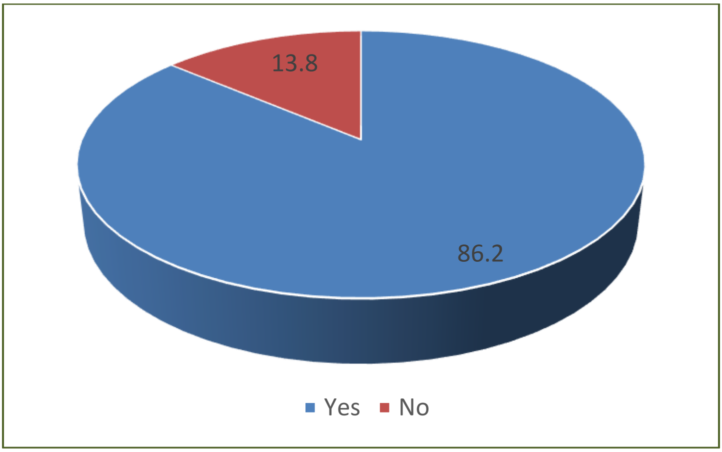
Consumer Participation in the Project Activities



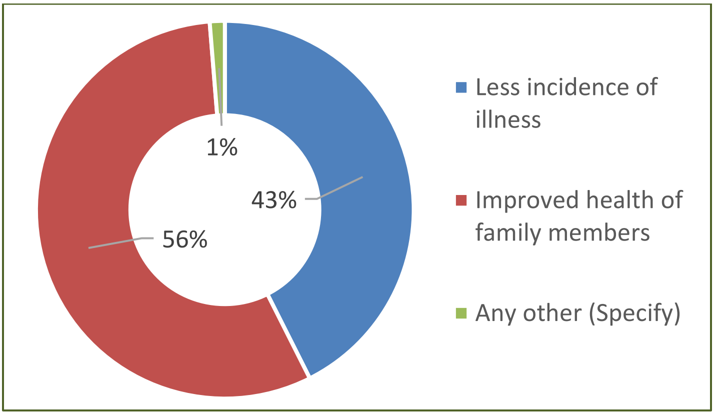
Gram Panchayat level awareness meeting were found to be the most participative wherein 64.3% respondents took part.

Is there Any Impact of the Project on Consumption Pattern?

86.2% of the consumer respondents who had been involved in the project reported that the project had made an impact on their consumption pattern.



How Project was Beneficial for Consumers

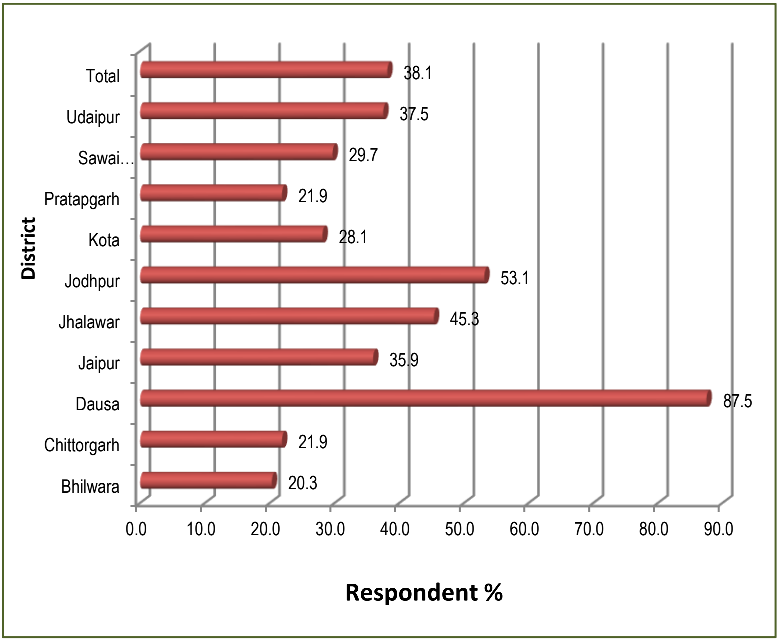


The respondents cited less incidences of illness followed by improved health of family members as the benefits of the project for them.

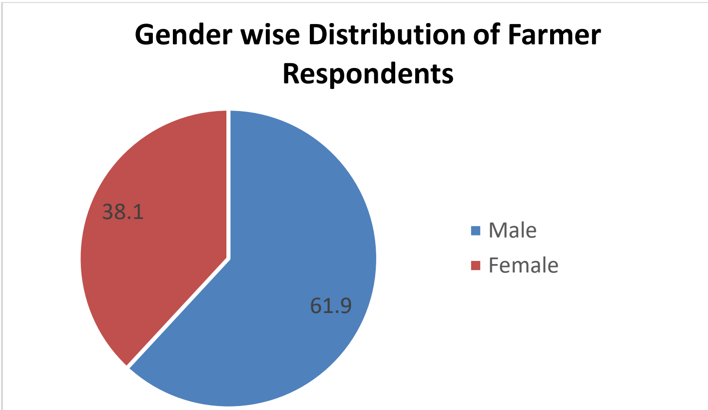
3 Key Findings: Quantitative Survey of Farmers

Section 3A: Respondent Profile

Gender and District Wise Distribution of Farmer Respondents
640 farmers were interviewed during the survey. District wise 64 farmers were interviewed in each of the 10 project districts. Bhilwara has the lowest number of female respondents (20.3%) while Dausa has the highest proportion of female respondents.



Overall a total of 38.1% of the farmers interviewed were female.



Almost one third of the farmer respondents interviewed belonged to the Below Poverty Line economic category.

Educational Status of Respondents

More than half of the farmers interviewed were those who have either not attended any school or are just literate. Only 7% farmer respondents were either graduate or post graduate.

Most of the respondents (71.3%) are into farming while almost one fourth were found doing farming as well as farm labour.

Respondent Distribution by Household Income

More than two-thirds of the farmer respondents reported their monthly family income below 10 thousand rupees. Only 1.8% of the respondents reported their family income more than 20 thousand per month.

Respondent Distribution by Total Cultivable Land

451 out of 640 farmers belong to very poor background as they possess only 0 to 10 *bighas* of total cultivable land.

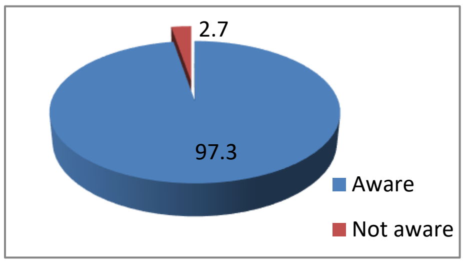
Availability of Labour Among Farmer Households

Above chart shows the availability of labour in the family as well as hired labour. Child labour is available in the family to a large extent although there is hardly any hired child labour.

Section 3B: Knowledge and Practices

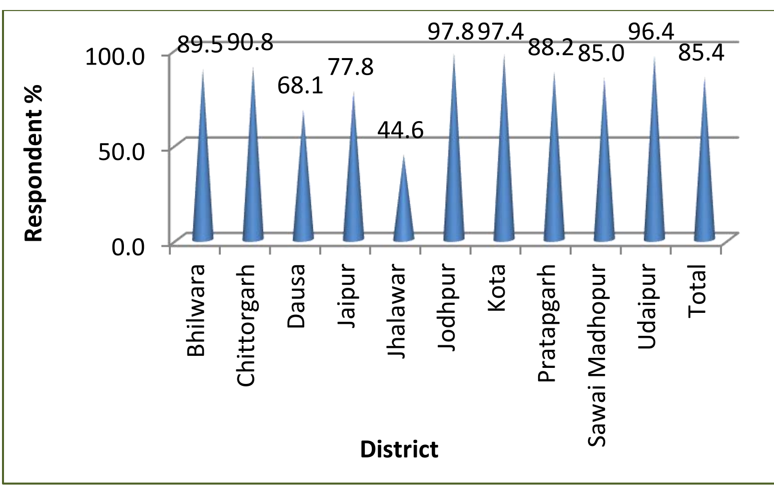
Farmer Awareness on Ill Effects of Chemical Inputs

A whopping majority of 97.3% respondents interviewed reported that they are well aware of the ill effects of chemical input-based food products.



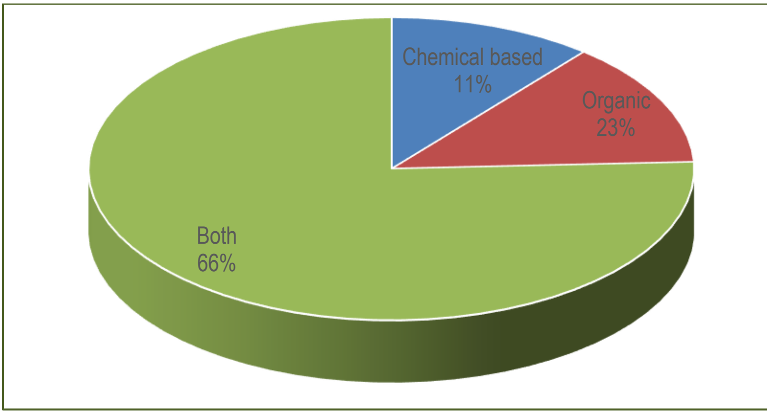
Increase in Number of Farmers Doing Organic Farming in Last Three Years

85.4% respondents reported increase in number of farmers doing organic farming in their area during the last 3 years.



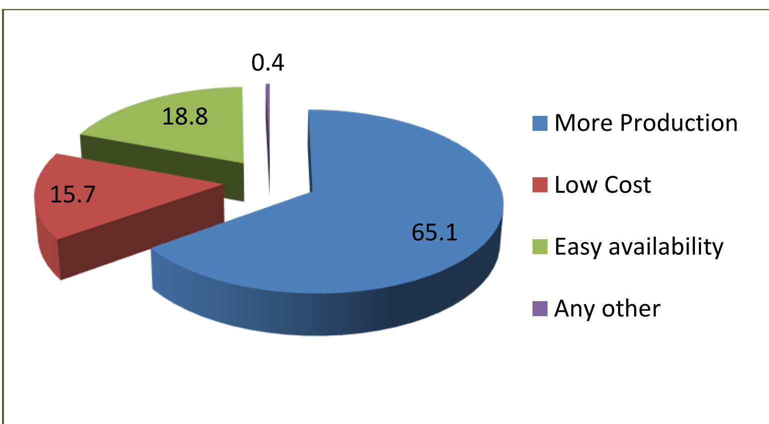
Type of Farming Respondents Are Engaged

Maximum farmers interviewed reported that they are engaged in a farming pattern, which is a mix of organic and chemical input base.

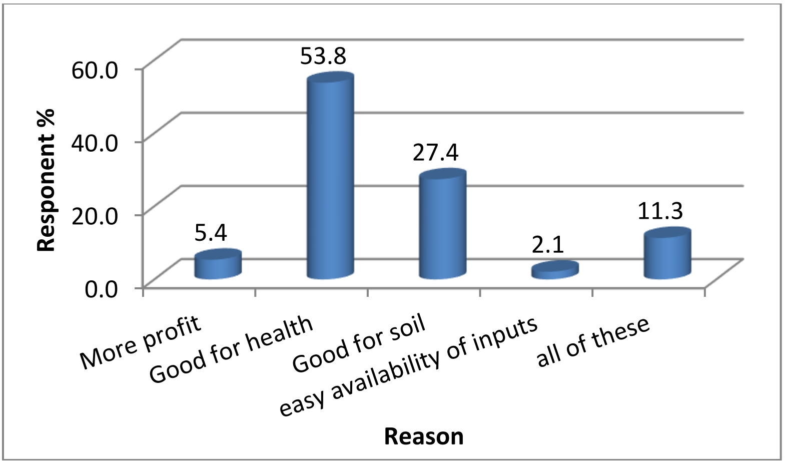


Reasons for Usage of Chemical Inputs

More than 65% farmers reported more production as the sole reason for using chemical inputs for their farming.

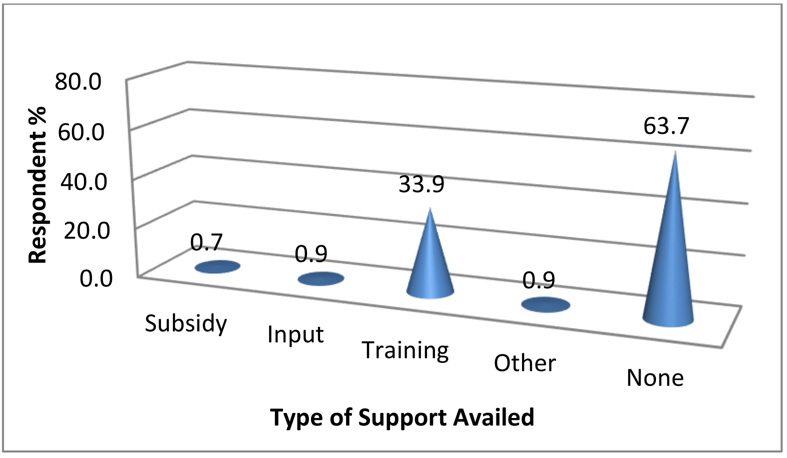


Reason for Adopting Organic Farming



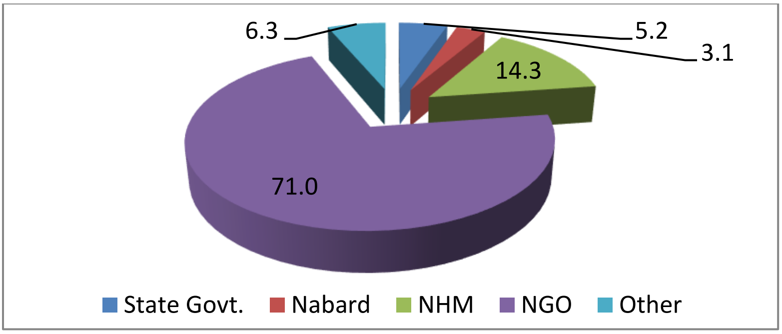
More than half of the respondents cited good for health as the reason for adopting organic farming.

Type of Support Availed for Organic Farming



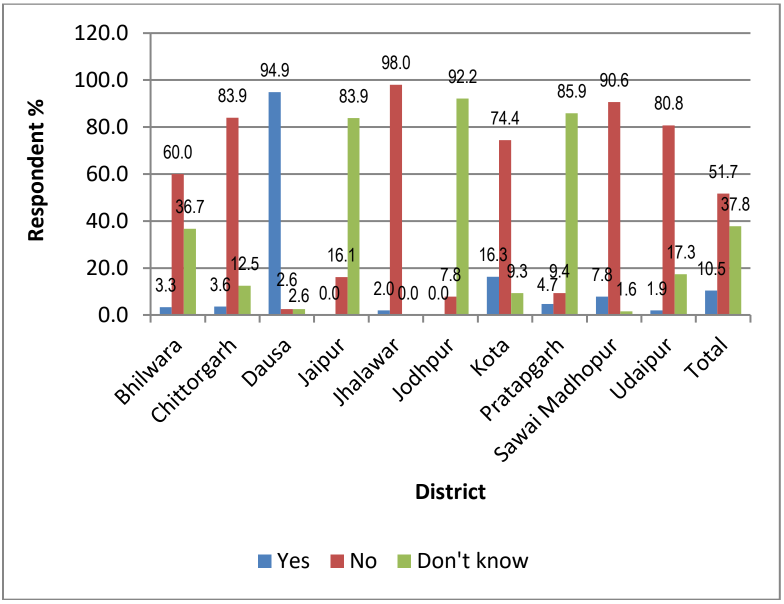
Of the farmers doing organic farming, one third reported receiving support in the form of training, while a majority of 63.7% reported receiving no support at all.

Source of Support for Organic Farming



NGOs are a major source for providing support to the farmers doing organic farming. National Horticulture Mission (NHM) comes second at 14.3%.

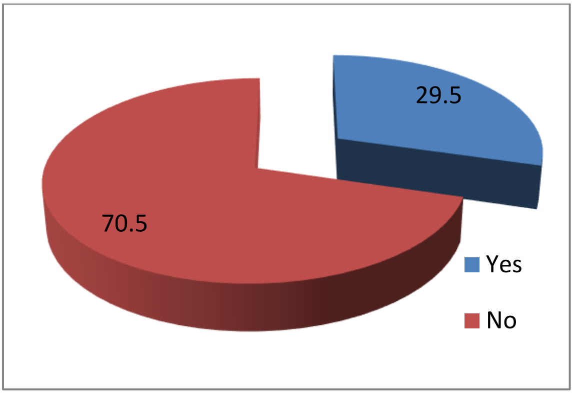
Availability of Certificate for Organic Farming



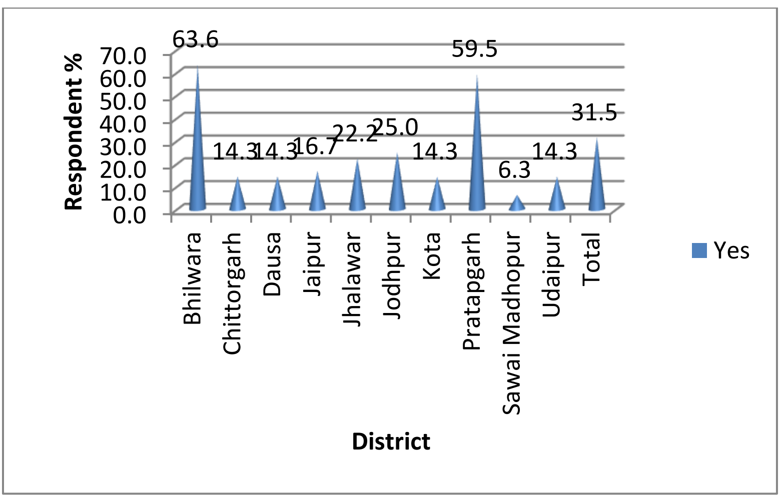
Only 10.8% of organic farmers doing organic farming reported availing certificate for the same.

Whether Faced Problem in Certification

Almost 30% of the farmers availing certificate for organic farming reported facing problems in availing the certificates.

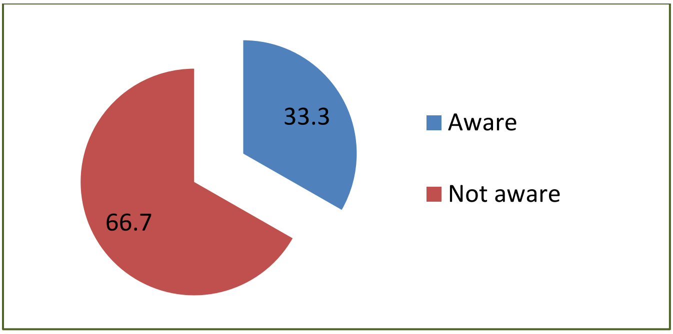


Status of Problems in Marketing of Organic Produce



Less than one third of the farmers doing organic farming reported that they had faced problem in marketing of their organic produce.

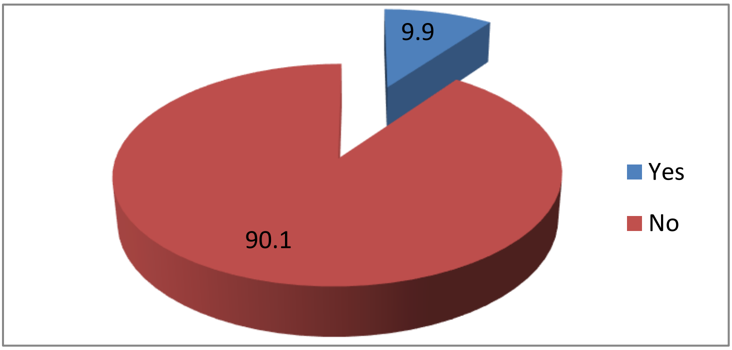
Awareness on Community Managed Seed System



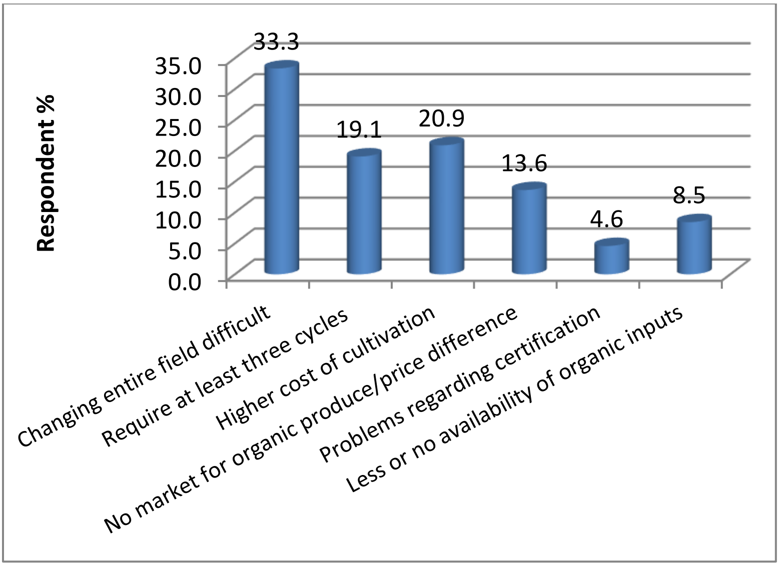
Only one-third of the farmer respondents reported awareness about the community managed seed system.

Availability of Community Managed Seed System in the Villages

Out of the farmers reporting awareness about the community managed seed system, more than 90% reported that there is no existence of Community Managed Seed System in their village. 10 % farmers are aware about existence of community managed seed system in the village.



Barriers in Organic Farming

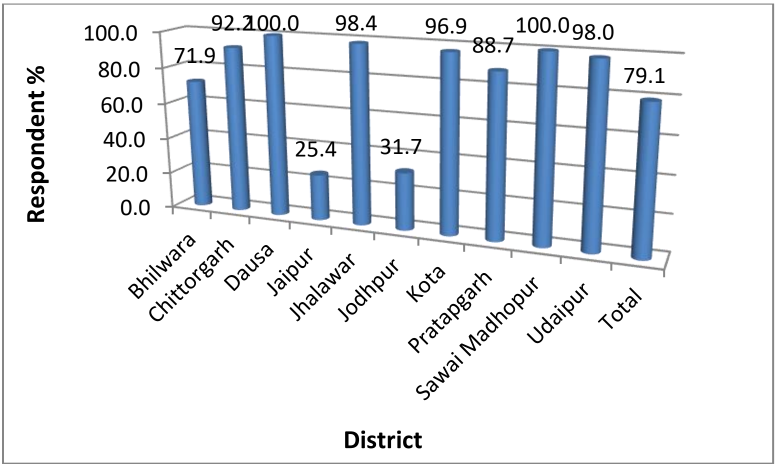


Changing entire field is the prominent barrier in the organic farming cited by one third of the farmer respondents.

Section 3 C: Project Involvement and Experiences

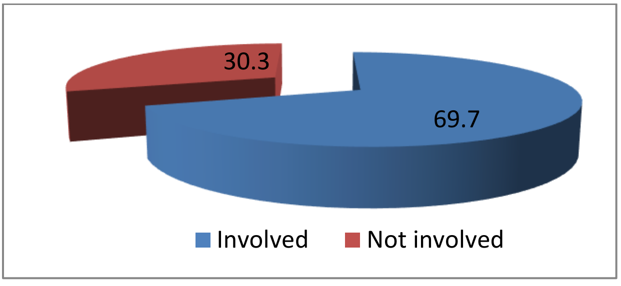
Awareness About the ProOrganic Project

79.1% of the farmer respondents reported awareness about the CUTS supported ProOrganic project.



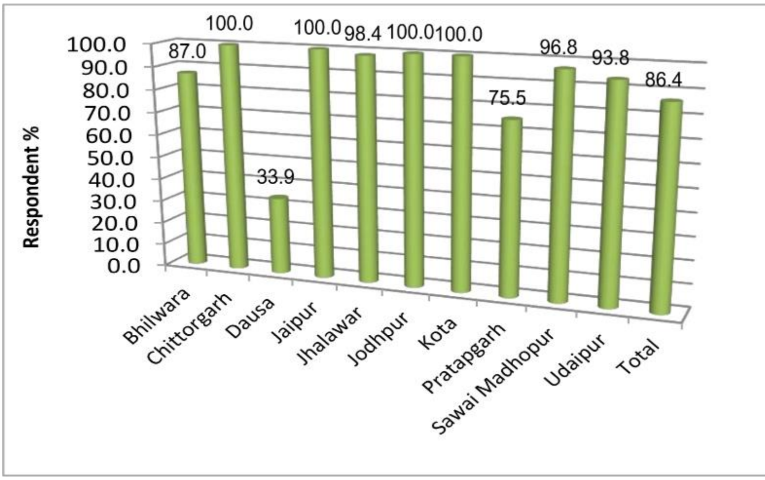
Farmers' Involvement in the Project

Out of the respondent aware about the project, more than two third reported that they have been involved in the project.

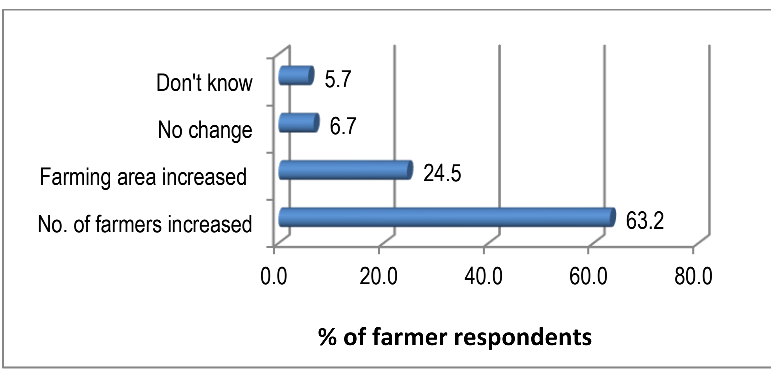


Farmers' Response on Project Making Any Impact

Out of the respondents reporting involvement with the project, a majority (86.4%) reported that the project had made an impact on them.

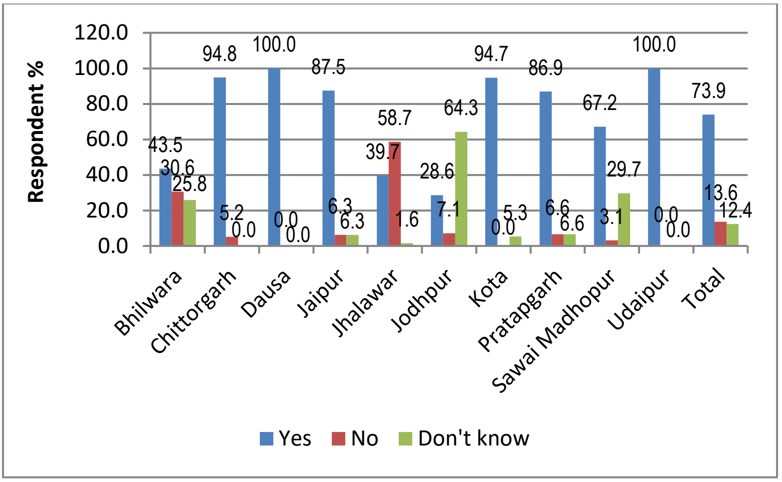


Change in Number of Farmers/Farming Area for Organic in Last Three Years



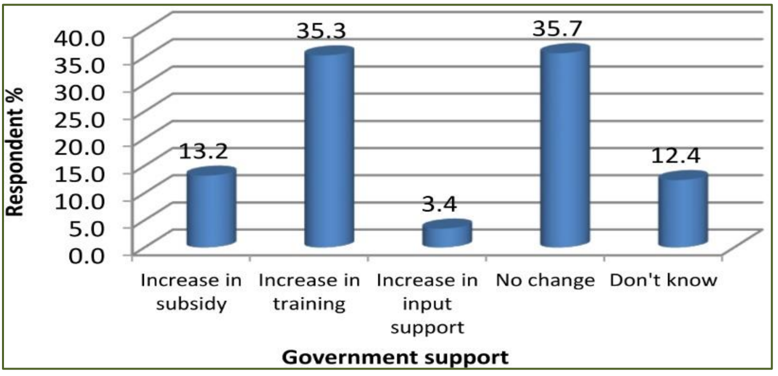
63.7% of the respondents reported that there is an increase in the number of farmers doing organic farming over the last 3 years.

Increase in Demand of Organic Products



Overall, 73.9% respondents reported an increase in the demand of organic products.

Status of Change in Government Support for Organic Farming in Last Three Years



More than one third of the respondents reported that there is an increase in the government support for training on organic farming in the last 3 years.

4 Key Findings of Quantitative Interviews

Findings: In Depth Interviews of Govt. Officials/Subject Matter Experts/Organizations Working on Organic Farming and Consumption Issues	
1.	**Organizations/Departments/Agencies Working on Organic Farming and Consumption Issues**
	• There are many organizations, agencies and departments of central and state government working on the issues related to organic farming and consumption. • The prominent agencies of Government of India include the 'Department of Agriculture and Farmer Welfare' Department of Horticulture, National Horticulture Board, National Center of Organic Farming (under the aegis of Ministry of Agriculture and Farmers' Welfare) and National Bank for Agriculture and Rural Development (NABARD).
2.	**Main Functions/Activities of Organisations/ Departments/Agencies Related to Organic Farming**
	• Agriculture and Horticulture departments are providing in campus and off campus training to the farmers on various issues related to organic farming and consumption.

	• Agriculture department is conducting training sessions for farmers and extension workers and also provides vermi beds for organic farming. • Rajasthan State Organic Certification Agency (RSOCA), which is an integral part of Rajasthan State Seed and Organic Certification Agency (RSSOCA) is doing Certification of organic produce and seeds and conducting research activities on the subject in consultation with the line departments.
3.	**What Organizations/Agencies Doing to Reduce/ Control Harmful Effects of Chemical-Based Fertilizers/Pesticides/Weedicides etc.**
	• NGOs are organizing periodic meetings with farmers about organic farming especially vermin compost making. • Some of the organisations/institutes are providing training on preparing vermi beds and also arrange for verms for vermi compost preparation.
4.	**Programmes/Schemes of Departments/Agencies for Promoting Organic Farming and Consumption**
	• **Paramparagat Krishi Vikas Yojana (PKVY)** is a sub-component of **Soil Health Management (SHM)** scheme under **National Mission of Sustainable Agriculture (NMSA).** PKVY scheme promotes cluster based organic farming with PGS certification. Cluster formation, training and marketing are supported under the scheme. • PKVY is also promoting organic certification under **Participatory Guarantee System (PGS).** Union Agriculture Ministry introduced PGS to incentivize more 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. • PKVY is being implemented in some of the districts. Agriculture department is promoting this scheme. Next phase of PKVY is being implemented from 2020-2023 in many districts of the state. It aims at development of 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 organic e-commerce platform www.jaivikkheti.in has been promoted for directly linking organic farmers with the buyers. • Paramparagat Krishi Vikas Yojana promotes cluster based organic farming with PGS (Participatory Guarantee System) certification. Cluster formation, training, certification and marketing are supported under the scheme. Assistance of Rs. 50,000 per ha /3 years is provided out of which Rs. 31,000/- is given as incentive to a farmer towards organic inputs. • **Capital Investment Subsidy Scheme (CISS) under Soil Health Management Scheme** provides 100 percent assistance to government agencies and up to 33 percent of cost limit as capital investment for setting up of mechanised fruit and vegetable market waste, agro waste compost production units. • **National Food Security Mission (NFSM) provides** financial assistance for promotion of bio-fertiliser (Rhizobium/PSB) at 50 percent of the cost limited to Rs. 300 per hectare.

	• State agencies, **Primary Agricultural Credit Societies** (PACS), **Farmer Producer Organisations** (FPOs), entrepreneurs among others can avail loans for setting up of post-harvest infrastructure for value addition to organic produce under 1 lakh crore **Agriculture Infrastructure Fund** (AIF) of **Aatmanirbhar Bharat.** • **National Project on organic Farming (NPOF)** aims to promote organic farming through capacity building of various stakeholders, technical aid for research and development in organic inputs and development of market and supply chain of organic products. • **National Horticulture Mission** is a central scheme aiming to provide financial assistance for adoption of organic farming, preparing vermi compost units and organic certification. • **National Project on Management of Soil Health and Fertility** 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. • **Network project on organic farming:** This is a joint project initiated by ICAR and Indian Institute for farming systems research. To focus on productivity, profitability, sustainability, quality and inputs of different crops and cropping systems.
5.	**Organic Kitchen Gardens/Poshan Vatika concept in the Govt. schools or Aanganvadis**
	• Kitchen gardens are being developed Under MGNREGA scheme. The workers have been involved in the development of Kitchen Gardens in the empty

	spaces of government schools and Aanganwadis. The initiative is reducing malnutrition and is also improving the quality of mid-day meals as the vegetables such produced are supplied as part of mid-day meals. • Poshan Vatika (Nutri garden) scheme of the Women and Child Development department, Government of Rajasthan was initiated to provide nutritious food to the children in the Aanganwadi centers. However, this scheme has not been able to be implemented fully as only 300 nutri gardens could be promoted so far in out of the 6200 Aanganwadi centers in the state.
6.	**Place of Organic Farming and Consumption the Activity Planning and Stakeholder Engagement**
	• Organic farming and consumption hold a very prominent place in the activity planning and stakeholder engagement nowadays. It is emerging as one of the important policy issues in the planning of government departments/agencies and agriculture research institutes. • Despite inclusion of this aspect in the policies and planning much focus need to be provided to adhere to this while doing execution of these policies and plans. • Promotion of organic farming and consumption need to be taken up as a priority and need to be included in the plans such as Annual Credit and Livelihood Plans prepared by lead district banks and Potential Linked Plans (PLPs) prepared by NABARD. • Very limited farmers are involved in organic production and consumer's demand for organic is not visible. A big proportion of farmers doing organic farming is either doing it along with the chemical input-based farming

	or doing it just for self or local consumption. Organic farming on commercial basis is yet to be taken up on large scale.
7.	**Percentage of Farmers/Farming Area Shifted/Covered Under Organic Farming and Receptivity of Farmers/Consumers**
	• Based on the responses, it is estimated that approximately 40% of the farmers have shifted to organic farming with the efforts of various government and non-government organizations/agencies. Although most of the farmers are doing organic farming only on partial basis and mostly for own consumption or to fulfil local and confirmed demand. • Organic farming on commercial basis/to sell the produce in open market is very limited. One of the reasons for farmers not being interested in the organic farming is lack of organized market for organic produce.
8.	**Challenges in Promoting Organic Farming and Suggestions for Government/Policy Makers and NGOs to Improve the Situation of Organic Farming and Consumption in Rajasthan**
	• One of the major challenges faced in promoting organic farming is that there is no designated market for farmers to sell their organic produce. • One of the suggestions for government/policy makers is that they should hold the meeting with farmers at village level and aware the farmers for adopting organic farming. Further the concerned government officers should remain present in the village level meetings to motivate the farms and spread the word

	about the government schemes for promotion of organic farming. • One of the suggestions was that similar to the subsidy on chemical inputs, government shall provide subsidy/training/other support for organic inputs/organic farming.
9.	**Opinion on whether "Organic Dungarpur" Scheme of Rajasthan Govt. is Successful and Reasons**
	• Organic Dungarpur has been referred to as a successful model. 'Organic Dungarpur' scheme of the Government of Rajasthan has been hailed as a very pro-active approach to promote organic farming by most of the respondents. • On farm training of farmer couples to undertake organic farming on one acre of their land and involving 2500 farmers by benefiting them under various schemes has been considered as a very good move. It has been recommended to expand this scheme to the whole state and involve more and more farmers in such way.
10.	**Knowledge and Involvement of ProOrganic Project and Opinions/Suggestions/Feedback About the Project**
	• Most of the stakeholders interviewed were found aware of the project and its activities. The respondents appreciated the initiatives taken up through the project for organic farming and consumption. However, many of them were of the opinion that for the impact to be sustainable in the long run, project should spread its geography and expand its gamut of activities.

	• Suggestions for project functionaries of CUTS International include the continuing efforts to improve their functions and keep organizing regular meeting about organic farming and consumption. • It was suggested that CUTS should organize regular monthly meeting to continuously motivate the farmers about organic farming and should also provide the training to farmers.

5 Comparison with Baseline Survey Findings

Comparison Between Baseline and End Line Survey Findings in Crux

Comparative Assessment of Findings Against the Baseline Indicators			
S. N.	**Parameter**	**Baseline Status**	**Endline Status**
1	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.
2	Awareness about organic products	84% consumers were found aware.	94.7% consumer respondents reported awareness.
3	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
4	Those purchasing organic	More than 50% of the consumer	Only 26% consumer respondents reported higher

	products (from above 66.8%) reporting higher prices for organic products	respondents reported this.	prices of organic products.
5	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.
6	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. (*could be other factors for lesser number in complete satisfaction like market force, competition and quality etc.*)
7	Farmer awareness on ill effects of farming based	94% farmers were aware.	More than 97% of the respondents reported awareness on ill effects of

	on chemical inputs		farming based on chemical inputs.
8	Farmers doing farming based on chemical inputs only	19% farmers reported doing farming based on organic inputs only. 55% were involved in mix and 26% doing chemical.	Only 23% farmers reported doing farming based on organic inputs only. 11% says that they are doing chemical based farming, while 66% says that they do mix.
9	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. (*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.*)

10	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. (*higher number in end line is because the number of organic growers have increased now as compared to 2017 data*)
11	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.
12	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.

6 Recommendations

- State Government should form a commission/corporation for promotion of organic farming and consumption in the state in a focussed manner.
- Mission 'Organic Dungarpur' is a good initiative, however needs further strengthening and expansion to bring the desired outcome. It also needs institutional support and convergence with other departments in order to have wide outreach. State Government may also launch a "Mission Organic Rajasthan" on the side-lines of region-specific plans.
- PKVY scheme need to be further strengthened and expanded. It also needs to be transitioned to incorporate all the components to provide support for organic farming and consumption including more focus on certification and marketing.
- Producers/Farmers should be motivated to adopt organic farming in a phased manner i.e. the farmer should be first provided training and input support in a piece of land as a pilot and then should be incentivised to replicate it.
- For marketing of organic produce, a separate agency on the lines of Agriculture Marketing Board shall be constituted for development of market, access initiatives, pricing support and forward and backward linkages throughout the value chain. This agency shall promote provisions of separate outlets/dedicated platforms for sale of organic grains/vegetables with premium pricing system. Minimum Support Prices (MSP) should be announced by the government for various organic gains/products.

- Organic farming and Consumption shall be recognised and integrated in the policies of the Government in the sectors such as Agriculture, Food Processing, Health and Environment which will ensure that all the issues to be properly addressed and considered in Union and State Government programmes budgets.
- Convergence with departments such as Ministry of Small and Medium Enterprises (MSME) and Industry Bodies shall be promoted to promote awareness on organic farming and consumption issues.
- As a state level supplementary component to the PKVY scheme, state government shall also adopt a cluster-based approach for promoting organic farming in different geographies to increase the area and generate marketable surplus.
- Community Based Organisations such as Self-Help Groups (SHGs/Farmer Clubs/Cooperative Federations shall be taken on board in convergence with the WCD/RD departments.
- Technological inputs shall be promoted in organic farming and consumption space. Applications may be developed and cadres on the lines of Business Correspondents may be promoted. They may also facilitate provision of information and credit to the farmers through various banks and rural credit institutions such as RRBs.
- Community managed seed cells should be promoted at government level and separate planning should be made by the department.

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CUTS International
D-217, Bhaskar Marg, Bani Park, Jaipur-302016, India
Ph: +91.141.2282821, Fx: +91.141.4015395
E-mail: cart@cuts.org; cuts@cuts.org
Web: www.cuts-international.org
Also at Delhi, Calcutta and Chittorgarh (India); Lusaka (Zambia); Nairobi (Kenya); Accra (Ghana); Hanoi (Vietnam); Geneva (Switzerland), and Washington DC (USA)