

State Consultation

SUSTAINABLE CONSUMPTION AND PRODUCTION IN INDIA: A CONSUMER PERSPECTIVE

27 October 2021
Jaipur, India

EVENT REPORT



Introduction

Sustainable Development Goal 12 is about "Sustainable Consumption and Production (SCP)". It is one of the 17 Sustainable Development Goals adopted by the United Nations in 2015. SCP concerns material use, hazardous chemicals and waste, sustainable business practices, and consumer behaviour. With the increasing use of natural resources, air, water, soil pollution, and ever-growing amount of waste, it is clear that our current way of consumption and production has to change fundamentally. To reach the goal, world leaders have agreed on targets, such as improved resource efficiency, reduced waste and better awareness of sustainable lifestyles.

In 1985, the United Nations adopted a set of Guidelines for Consumer Protection which was revised in 1999 and 2015. One of the objectives of the guidelines for consumer protection is to promote sustainable consumption which includes meeting the needs of present and future generations for goods and services in ways that are economically, socially and environmentally sustainable.

Sustainable Consumption and Production

In the global market of goods and services, consumers drive the economy according to their demand and consumption patterns. They hold the power to influence production decisions, based on what goods and services they consume. If consumers prefer to buy sustainable products and services, it would result in a higher demand for such products and services. Rise in demand consequently puts pressure on firms to see that they produce sustainable products and services in order to stay in business. Consumers may also opt for sustainable way of living by reducing their consumption. Therefore, the role of choices and decisions made by each and every individual forms the crucial point of influence which cannot be ignored in the process of achieving the targets of 17 SDGs.

Of all the Goals, SDG 12 aims at ensuring responsible consumption and production patterns everywhere in the world, notably by:

- halving global food waste per capita and ensuring efficient and sustainable use of natural resources by 2030;
- fighting pollution, reducing the overall waste generation, and improving management of chemicals and toxic wastes;
- supporting companies' transition to green infrastructures and practices; and
- making sure everyone everywhere is fully informed of ways to live in harmony with nature and eventually adopts thoughtful habits.

The very objective of this goal is also highlighted in the text of the UNGCP, which states that unsustainable patterns of production and consumption are the main cause of the continuing deterioration of the environment and all Member States should focus on promoting sustainable consumption patterns.

Therefore, participation of consumers becomes paramount to ensuring a more sustainable and inclusive development. Governments across the globe should consider improving the laws and policies to better fulfill their commitments of Agenda 2030 and, at the same time, consider the consumer protection dimension while devising and implementing their development strategies.

CUTS Study on SCP

CUTS, in partnership with Swedish Society for Nature Conservation (SSNC), conducted a study mainly looking at SDG 12 from consumer perspective based on The United Nations Guidelines for Consumer Protection (UNGCP). This study is to frame the understanding of the concept of SCP beyond the SDG 12 and expand it beyond its current environment dimension. The concept shall be studied taking into consideration its presence in UN guidelines for Consumer Protection from the perspective of sustainable consumption and production.

Kerala, Chhattisgarh, Himachal Pradesh, Rajasthan and Uttar Pradesh are covered under the study. CUTS visited targeted states and gathered the information from different stakeholders across the states regarding SDG-12-related policies and programmes from consumer perspective.

State Consultation

To share the finding of the study and gather crucial inputs from relevant stakeholder, CUTS organised a State Level Consultation on SDG 12 in collaboration with NITI Aayog at Hotel Radisson Jaipur City Center, Jaipur, on Wednesday, October 27, 2021. The main objective of the State Consultation was to disseminate the key finding of the study with specific focus on the state scenario as well as practices and learning from five targeted states.

The discussion also included best practices and case studies from different parts of the Rajasthan in relation to SDG 12. Representatives from various government departments and organisations working on sustainable consumption from Rajasthan were invited to take part in the consultation.

Proceedings

The meeting started on time and arrangements were made to ensure that participants are given an opportunity to self-introduce themselves with one another over a cup of tea and cookies. The consultation was a first of its kind for all the stakeholders present, i.e., a physical discussion between the stakeholders since the onset of pandemic. The half-day-long meeting was split into two different sessions – inaugural session and technical session.

To give a brief introduction to the project, the inaugural session began with the welcome address, opening address, a presentation on CUTS Study, followed by keynote address and

special address by the guests. The next session was entirely focused on presenting the findings of the CUTS study at state level. The technical session was followed by fruitful discussions for gaining new insights. CUTS had the opportunity to share its knowledge and as well learn a few new developments in the field of SCP from the wider set of participants.

Inaugural Session

Amar Deep Singh, Senior Programme Officer, CUTS International, welcomed the meeting attendees and key speakers.

OPENING ADDRESS

George Cheriyan, Director, CUTS International, delivered the introductory and opening remarks of the programme. He stated the objectives of the meeting and recounted memories of how CUTS has been a pioneer in sustainable consumption and production practices. After talking about the purpose of this state consultation on “Sustainable Consumption and Production in India: A Consumer Perspective”, he touched upon a little bit of the background to underline the importance of the SDGs, in general, and SDG 12, in particular. He also referred to the report of Asia and Pacific SDG Progress Report 2020 and 2021 and cautioned that the progress on SDG 12 is stagnant and it is anticipated that the region could miss every single measurable target under Goal 12, if no serious interventions are made. Quoting from the findings of the report, he underlined that the Asia-Pacific region is not on track to achieve any of the 17 SDGs by 2030. On its current trajectory, the region may achieve less than 10 percent of the SDG targets.



He also spoke about SDG 12 by referring to the third edition of the SDG India Index and Dashboard 2020-21. Though the Department of Environment, Science and Technology is the nodal department for SDG 12, George expressed concern about how neglected SDG 12 is when compared to all other goals. He claimed that SDG 12 is an orphan goal, as the goal itself is a mixed bag with many of its targets outside the control of the Department of Environment. For instance, sustainable tourism is responsibility of the Department of Tourism and Sustainable Public Procurement, if implemented, would become the responsibility of the Department of Finance. Various departments are responsible for various targets and this is not the case with other goals.

It is in this context, CUTS, in partnership with the Swedish Society for Nature Conservation (SSNC), planned to conduct a study mainly looking at SDG 12 from a consumer perspective based on the UNGCP. While a lot of studies and discussions are available online that look at SDG 12 from producers' and governments' perspectives, nothing much could be seen that attempts to understand this goal from a consumer's perspective. Hence, the study presents an analysis of the progress towards SDG 12 up till 2020 from a consumer perspective using the

framework of UNGCP. The study was carried out during 2019-20 by CUTS team. The importance of studying and analysing the achievement of a country's progress under SDG 12 than any other Goal was also felt because of its interlinking nature with other goals. Almost all the other Goals are connected with SDG 12, thereby underlining that any progress to meet Agenda 2030 by a country cannot be achieved without carefully approaching and addressing the concerns under SDG 12.

He also apprised about the negative impact of pandemic on sustainable consumption and how the world is witnessing a never-before-seen increase in usage of plastic. While plastic is playing an important role in protecting people from the deadly virus, especially frontline workers, increased usage of plastic face masks, gloves and hand sanitizer bottles have increased the burden of plastic waste. Apart from these, it is estimated that plastic packaging waste is projected to increase by as much as 300 percent because of lockdown measures and the increase of our consumption of single-use plastics.

While summing up, George pointed out that good practices of Rajasthan need to be documented for improving its SDGs Ranking. He expects that key findings of the report are discussed and deliberated in this day-long consultation to further improvise the SDG 12 work and thanked all stakeholders and delegates for the most valuable inputs.

OVERVIEW OF CUTS STUDY ON SCP IN INDIA

Amar Deep Singh, Senior Programme Officer, CUTS International, presented a brief overview of the study along with key recommendations for better understanding of the audience. His presentation began with an introduction of CUTS and later touched upon the objectives of the project/study, its framework and outline. He also explained to the gathering the methodology of the study for better understanding of how the study was carried out by CUTS and explained the reason for targeting the five project states, the stakeholders approached for getting inputs for the study, etc. He assured that detailed discussion of the study and its findings would be shared with the audience by CUTS during the course of this consultation. However, for the immediate knowledge of the dignitaries sitting on the dais, Amar shared the crux of the major findings of the study and the same was well received by the audience.



ADDRESS BY THE KEYNOTE SPEAKER

Sundar Narayan Mishra, Senior Consultant-SDGs, NITI Aayog, Government of India, began his talk by thanking CUTS for organising this event on SDG 12. He spoke about the NITI Aayog's SDG India Index – the principal and official tool for monitoring progress on SDGs at the national, state, and Union Territory levels. SDG 12 has



compounded targets. These targets include food waste, chemical & municipal waste, sustainable public procurement, access to renewable energy, etc. These targets have impact on other SDGs. Therefore, achieving SDG 12 is very critical to achieving overall SDG goals. Not only India but many countries in the world are lagging behind in implementation of SDG 12 in terms of awareness generation, focus initiative, and policy priorities on SDG 12. If we do not achieve Goal 12 (sustainable consumption and production), other targets of SDGs will be affected. The good initiative and practices on sustainable consumption and production need to be scaled up and replicated in India, he added.

There are several initiatives at grassroots level, but scalability is a challenge. Those small initiatives need to make larger initiatives by coordinated efforts and reporting. The progress of SDG 12 is important to achieve SDGs. He also discussed climate-smart agriculture, green building, pandemic and SDG and various best practices related to sustainable consumption. He further added there is a need for effective monitoring and data collection framework for SDG 12. Sharing these efforts are being currently undertaken under NITI Aayog to address this concern. He highlighted Aayog's milestone and strategy to achieve the SDG 12.

SPECIAL ADDRESS

Anand Mohan, Member Secretary, Rajasthan State Pollution Control Board, highlighted various government schemes and initiatives regarding waste. He also briefed about the Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, the Environment (Protection) Act and how these three laws are working in Rajasthan. Older electronic equipment is quickly replaced by newer models due to fast technological advancements and the manufacture of newer electronic equipment. In India, it has resulted in an exponential growth in e-waste, he said during discussed about e-waste. In India, consumers are the key to effective e-waste management. Extended Producer Responsibility, Design for the Environment, and the (3Rs) Reduce, Reuse, Recycle technology platform for connecting the market and facilitating the circular economy are all aimed at encouraging consumers to properly dispose of e-waste, with increased reuse and recycling rates, as well as adopt sustainable consumer habits.



The use of easily recoverable, recyclable, and less harmful materials that can be utilised for disassembly, refurbishment, reuse, and remanufacturing should be the primary priority. Recycling and reuse of materials are likely solutions for reducing e-waste. There is need of sustainable consumption behaviour in society to achieve the SDG 12 target, he concluded.

Technical Session – SCP: Learning from the State

Presentation on State-level Findings of SCP

Amit Babu, Programme Associate, CUTS International, presented the State-level findings of SCP from Rajasthan. He highlighted the institutional setup in Rajasthan with regard to SDG12. Various government schemes and initiatives related to SCP in Rajasthan were discussed. He emphasized the key case studies related to SCP in Rajasthan. Saving Initiatives in Street Lighting by Jaipur Municipal Corporation, Rejuvenating River Dravyavati in the City of Jaipur and Jal Swavalamban Abhiyan are the case studies, he said. The study highlighted the following challenges: Lack of coordination among departments for SDG 12, localisation of indicator, no dedicated fund for SDGs, and shortage of technical staff.



Amar Deep Singh, Senior Programme Officer, CUTS, moderated the session and mentioned that Rajasthan can improve its performance under SDG12 by documenting best practices of various interventions of different departments. There are several practices and programmes run by the concerned departments, but these are underreported. This session was mainly to discuss practices and programmes that link it with the progress of SDG12. He introduced the speakers of session and invited them to share their thoughts.

Punita Singh, Joint Director, Department of Tourism, Rajasthan, highlighted various traditional practices and government initiatives for sustainable tourism in Rajasthan. Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism contributes to community development by offering a more sustainable alternative source of income for the local population. Its goal is to protect resources, particularly biological diversity, and to ensure sustainable resource usage, in order to provide tourists with an ecological experience, while also conserving the environment and gaining economic advantage. According to Rajasthan Eco Tourism Policy 2021, ecotourism is defined as a kind of sustainable tourism which has natural or cultural heritage region that includes community engagement, natural resource conservation and management, culture, indigenous knowledge and customs, environmental education and ethics, as well as economic benefits, she added.



Hitballabh Sharma, Deputy Secretary, Department of Rural Development, Rajasthan, discussed the challenges in implementation of SDG 12 and mentioned about lack of awareness and coordination among government agencies. Poverty reduction is the primary goal of the United Nations' 17 Sustainable Development Goals (SDGs), and the Government of India is concentrating on accomplishing the SDGs in the next few years. He also highlighted the various initiatives of Rajasthan



Grameen Aajeevika Vikas Parishad (RAJEEVIKA). RAJEEVIKA is contributing towards localizing SDGs, doubling farmer's income and eradication of poverty. He mentioned the role of SHGs to achieve the SDG12. There is a need to promote the SHGs and collaboration with CSOs.

Dr. D.K. Gupta, Professor, SKN Agriculture University, Jobner, highlighted that optimal use of nitrogen in agriculture establishes a critical link between agricultural growth and the United Nations Development Program's Sustainable Development Goals (SDGs). There are positive contributions of organic agriculture in achieving the Sustainable Development Goals (SDGs). The SDGs maintain nations' commitment to fighting for a sustainable and poverty-free world beyond 2015. As a result, organic agriculture is a critical development strategy in the age of Sustainable Development Goals. Government should develop and operate affordable and energy efficient cold storage facilities for small and medium-sized farmers and cooperative societies.



Shafqat Hussain, Social Policy Specialist, UNICEF Rajasthan, said SDG 12 is the soul of SDGs. He also discussed the history of SDGs. The United Nations Conference on Sustainable Development or Rio+20 was a historic opportunity to define pathways to a safer, more equitable, cleaner, greener and more prosperous world for all. The 10YFP is a global framework for action to enhance international cooperation and accelerate the shift towards sustainable consumption and production (SCP) patterns in both developed and developing countries, he added. Seventeen per cent of total food available to consumers in 2019 went into the waste bins of households, retailers, restaurants and other food services, according to the Food Waste Index Report 2021 published by the UN Environment Programme (UNEP). Therefore, consumer awareness towards sustainable consumption is key to achieving SDG 12.



Amar Deep Singh summarised the observations made by different speakers and concluded the session by thanking all of them on behalf of CUTS. He also thanked all concerned stakeholders and NITI Aayog for supporting CUTS International in working on SCP.

Open Discussion

The panel discussion was followed by an open session where participants shared their views on the SCP. The consultation participants advised documentation of more best practices from Rajasthan. There is need to generate awareness among consumers about sustainable consumption and production. Government departments should not work in silos. There is need to enhance partnership between the Civil Society, government and business to achieve the SDG -12.

Vote of Thanks

Amit Babu, CUTS International, delivered the vote of thanks. He thanked all the participants and speakers for attending the consultation. He also thanked all concerned stakeholders and NITI Aayog for supporting CUTS International to work on SCP. He said, in future, CUTS International will organise the consultations in Rajasthan.



List of Participants

S.No.	Name	Organisation's Name and Address
1	Paul PM	Cecoedecon, Jaipur
2	Rakesh Malakar	Vikasonmukh Sansthan
3	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura, Jaipur
4	Abhishek Pareek	Pehchan, Shyam Nagar, Jaipur
5	Mohan Lal Meena	SKS NGO
6	Rakesh Kumar Parmar	Samajik Vikas Samiti, Dholpur
7	Sangeeta Singh	D-39, Madho Singh Road, Banipark, Jaipur
8	P.R. Acharya	Anuvarat Sansthan, Jaipur
9	Gauhar Mahmood	CUTS CHD, Chittorgarh
10	Ram Kumar	Ugariyavas Jagrity Kendra Sanstha
11	Sonali Misra	Arhad Community, Jaipur
12	Manoj Jain	Pehchan
13	Radhika Sharma	Jeevan Ashram Sanstha
14	B.R. Sharma	Hardev Shikshan & Jan Kalyan Sanstha
15	Yudhishtir Chansi	Ram Krishna Shikshan Sansthan, Kota
16	Nathu Ram Choudhary	Samajik Vikas Sansthan, Jhalawar
17	R.K. Sharma	Navjeevan Society, Jaipur
18	Ashutosh	Shiv Shikshan Sansthan, Pratap Nagar, Jaipur
19	Hema	Shiv Shikshan Sansthan, Pratap Nagar, Jaipur
20	Deepak Bari	B-Able, Heera Path, Vaishali Marg, Jaipur
21	Raj Sharma	Saakaar Sanstha, Jaipur
22	Ashok	Parivar Seva Sanstha
23	Sarita Tailor	Parivar Seva Sanstha
24	Dr. D.K. Gupta	SKN University, Jobner
25	Shalu	Shorya Seva Sanstha
26	Om	Shorya Seva Sanstha
27	Manish Saxena	WORLD Organisation, 1-Ga-12, Jawahar Nagar, Jaipur

S.No.	Name	Organisation's Name and Address
28	B.D.	IIRM, Jaipur
29	A.K. Srivastava	IIRM, Jaipur
30	Vikram Singh	Pawatpuri, Amer
31	Hemendra Singh	Pawatpuri, Amer
32	Shafquat Hussain	UNICEF
33	Dr. Seema Joshi	Maulik Foundation
34	Sourabh Sharma	IITA, Suraj Nagar, Jaipur
35	Rahul Sharma	IITA, Suraj Nagar, Jaipur
36	Yogendra Kumar Joshi	69, Goverdhan Colony, New Sanganer Road, Jaipur
37	H.B. Sharma	Rural Department
38	Hanuman Singh Charan	DD News
39	Sunil Kumar	DD News
40	Somendra Harsh	Voice of Jaipur
41	Eshan	Simply Jaipur
42	Bahadur Singh	C- 39, Banipark, Jaipur
43	Amar Deep Singh	CUTS
44	Amit Babu	CUTS
45	Anand Mohan	Member Secretary, RSPCB, Jaipur
46	Madhu Sudan	CUTS
47	Sundar N. Mishra	NITI Aayog
48	Nimisha Sharma	CUTS International
49	Pratibha Jain	CUTS International
50	Vinesh Singh	Planning Department
51	Mahitosh	HEDCON
52	Gopal Singh	Lok Sambhagi Sanstha, Virat Nagar
53	George Cheriyan	CUTS International
54	Namrata	Dy. Director, WORLD
55	Dr. Punita Singh	Joint Director, Deptt. of Tourism, GoR

Programme Schedule

10:00	Registration & Welcome Tea
10:30- 11:30	<i>Inaugural Session</i>
	<p>Welcome Address & Overview of CUTS Study on SCP in India Amar Deep Singh, Senior Programme Officer, CUTS</p> <p>Opening Remarks: George Cheriyan, Director, CUTS International</p> <p>Keynote Address:</p> <ul style="list-style-type: none"> • Sh. Sundar Narayan Mishra, Senior Consultant-SDGs, NITI Aayog, Government of India <p>Special Address:</p> <ul style="list-style-type: none"> • Sh. Anand Mohan, IFS, Member Secretary, State Pollution Control Board, Govt. of Rajasthan <p><i>Release of the CUTS Report: “Sustainable Consumption and Production”</i></p>
11:30- 11:45	Tea/Coffee Break
11:45- 1:15	Technical Session- <i>SCP: Learning from the Rajasthan</i>
	<p>Presentation- State Context of SCP: Amit Babu, Programme Associate, CUTS</p> <p>Moderator: Amar Deep Singh, Senior Programme Officer, CUTS</p> <p>Discussants:</p> <ul style="list-style-type: none"> • Smt. Punita Singh, Joint Director, Department of Tourism, Govt. of Rajasthan • Sh. Hitballabh Sharma, Dy Secretary, Department of Rural Development • Dr. D.K. Gupta, Professor, SKN Agriculture University, Jobner • Sh. Shafqat Hussain, Social Policy Specialist, UNICEF Rajasthan <p><i>Open Discussion</i></p>
1:15-1:30	<p>Vote of Thanks: Amit Babu, Programme Associate, CUTS</p>
1:30 onwards	Lunch & Departure

Glimpses of Consultation







© October 28, 2021 4 Min Read



दिनांक 31 अक्टूबर 2021, रविवार

सत्यमेव जयते ॥

[illegible]

एसडीजी 12 लक्ष्यों में
पिछड़ रहा है राजस्थान



पर। साधारणतः, सम्पन्ध और डेटा को
नी के चलते राजस्वदायक एमडीसी-12 के
में प्रचलित हुआ नजर आ रहा है।
त ऐसे ही होने देते तो वर्ष 2030 तक
और भी खराब होने का अनुमान
व निरीक्षण में लगाया है। कंसल्ट
मन्तल में आयोजित एमडीसी परामर्शों
को लेऊन में बताया कि विधायी में
और तकनीकी कर्मचारियों को कमी
त-साथ अत्यंत निगरानी और
एमडीसी कियानबन्ध को सम्पन्न
रहे है।

यह बात सामने आई है। भारत सरकार के एसडीजी नीति आयोग के वॉरर सल्लाहकार मुख्तार नारायण ने बताया कि स्थान स्तर पर कौन प्रकार से नवाचार किये जा रहे हैं। लेकिन, उनकी मात्रा को बढ़ाना आवश्यक है। जिससे मात्रा के आधार पर एसडीजी 12 के लक्ष्यों को प्राप्त किया जा सके। उन्होंने जलवायु स्मार्ट कृषि सहित ध्वनन महामारी और एसडीजी और हरित ध्वनन खचर से सम्बन्धित संशोधन प्रयाजों के बारे में भी

पुनर्विचार विभाग की संयुक्त निर्देशिका

को गृह है। इसमें इनके दूरिज का प्रकार के स्थायी प्लेटिन के स परिभाषित किया गया है। तबका के नीति में लघुप्राधिक जुगल, प्रकृ संसाधन संरक्षण और प्रबंधन, सं स्पर्धी हान और गैर-प्रति

लक्ष्यों के क्रियान्वयन में पिछड़ रहा है एसडीजी

[illegible]

<p>ने 'कट्स राजस्थान' हलफाई है लेकिन आधार पर</p>	<p>एसटीडी 12 के लक्ष्यों को प्राप्त किया जा सके। उन्होंने जलकान्ठ स्मार्ट कृषि हरित भवन महामारी और एसटीडी और स्थानीय खाद्य से सम्बंधित सर्वोत्तम प्रथाओं के बारे में भी चर्चा की। उन्होंने आगे कहा कि एसटीडी 12 के लिए प्रभावी निगरानी और डेटा संग्रह की आवश्यकता है। उन्होंने साझा किया कि इस</p>	<p>प्राथमिक उपयोग एसटीडी उपभोग निदेशक</p>
--	--	---

[illegible][illegible]

