



Swedish Society
for Nature Conservation



Developing a Culture of Sustainable Consumption and Lifestyle Through
Promoting Organic Consumption and Production and Adopting Sustainable Consumption
Practices by Engaging Consumers in the State of Rajasthan, India (ProScop)

State-Level Stakeholders' Consultation

Event Report

14 MARCH, 2023
JAIPUR, RAJASTHAN

About the Project

CUTS has been involved in Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan ever since October 2013, which got concluded in December 2021. The work had made a deep impact and contributed to promoting organic consumption in the state. Looking at the success and to further consolidate its work on the issues, CUTS in partnership with the Swedish Society for Nature Conservation (SSNC) has designed an ambitious five years project clubbing sustainable production, consumption and practices together in its intervention.

The project ‘Developing a Culture of Sustainable Consumption and Lifestyle Through Promoting Organic Consumption and Production and Adopting Sustainable Consumption Practices by Engaging Consumers in the State of Rajasthan, India’ (ProScop)’ is being implemented in twelve targeted districts & all seven divisions of Rajasthan for five years.

State-Level Stakeholders’ Consultation

Before embarking on the decisive stage of a project, it is quite apt to discuss the pros and cons 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 Consultation was held after the first year of the ProOrganic part of ‘ProScop’. The event was clubbed with World Consumer Rights Day.

Proceedings

Nimisha Sharma, Project Officer, CUTS International welcomed all the participants and speakers and briefed them about the objective of the Consultation. She said that this is the platform, where all the stakeholders can discuss the progress of the project and this is where the organisers can showcase their performance.



Welcoming all the guests and participants, **Deepak Saxena**, Associate Director, CUTS, started with the overall objectives of stakeholder consultation and the past work by CUTS since October 2013. He gave a brief about all the key findings, achievements and challenges faced in the last phases of the project. Saxena also narrated some major outcomes as proposed for future times of ProScop.

In his opening remarks, **George Cheriyan**, Director, CUTS, said this project phase (2022-2026), envisages converting selected *gram panchayats* to 100 percent organic farming. He said that there had been several challenges in making consumers aware and converting chemical farmers to organic. Though a small change is still very motivating, we all need to continue to be ambitious to increase the number of organic farmers. He also said that people are, after COVID, now becoming more worried about their health.



Cheriyan said that we have started our work by creating awareness about the harmful effects of chemical farming and the benefits of organic farming. He said that the green revolution pushed the use of chemical fertilisers and pesticides in India and production increased. But on the other hand, the quality of products has reduced resulting in decreased immunity in humans as well as in animals. Today we are eating an average of 30 grams of pesticides in our daily consumption. We need to see inward-looking policies for domestic consumption for our population. He also mentioned that the area of organic farming is also increasing but it is very less, which could not fulfil the demand of the consumers. In India, only 2.5 percent of the total area is under organic farming which needs to be increased.



Rajdeep Pareek, Programme Officer, CUTS, gave a presentation about the activities accomplished in the year. He said that four *gram panchayats* were selected from each district in two selected blocks. He showcased different activities like awareness campaigns, organic gardens in schools, kitchen garden training, green action week, and community-managed seed cells organic fairs at the block level were implemented in the project districts and had a good response from rural and urban consumers and producers. These all activities were planned and implemented with different objectives of each activity. He also mentioned the five years ambitious plan of creating model organic villages in all the project districts. He told that kitchen garden training was organised under the project to make an approach at the household level and understand the need of the people.

Professor Balraj Singh, Vice-chancellor of SKN Agricultural University shed light on the recent developments in the area of organic farming and appreciated the efforts made by CUTS in the last years. He also mentioned the requirement of the increasing population and our plan of implementation in India. He advised adopting a cluster approach for better results in organic farming.



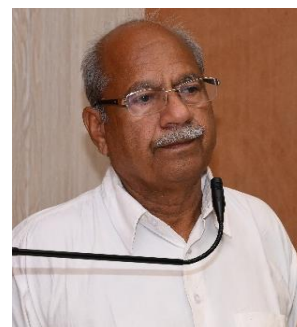
He also laid stress on the judicious use of water in agriculture so that water could be saved. He also advised identifying suitable integrated farming systems in a particular district and making farmers aware of these benefits. It will also enhance the income of the farmers and they will provide good quality products to consumers. He also mentioned that to increase the accessibility, affordability and availability of organic products there is a need to empower farmers. There is also a need to look at soil management, storage, and processing of the products.



Deepika Saini, Programme Officer, Rajasthan Organic Certification Agency (ROCA) spoke about the certification process of organic products by the government. He said that ROCA is the apex government body in Rajasthan which is involved in certification in Rajasthan. It is also doing certification in Madhya Pradesh, Uttar Pradesh, and other adjoining districts.

She mentioned the challenges faced by farmers in certification and how they should deal with them. She appreciated the work done by CUTS and said that we have certified many farmers who have adopted organic farming through the efforts of CUTS and they usually connect the farmers with ROCA and now these farmers are getting an award at the block level, district level and state level in the area of organic farming. She ensures that we will be ready to help the farmers as well as CSOs who want to step into the process of certification.

Laxman Singh Laporla Padmas Shree Awardee who was also the chief guest of the meeting showcased how they started their work on water conservation in the last 20 years and now their village is self-dependent on water requirements. He said that they have started their work to fulfill the basic water requirement of the community as well as forest and animals.



He stated that the community has been engaged in cleaning the ponds and every member from one community will work for some time under the name '*shramdaan*.' He also mentioned that with the help of the department we have dug the bore wells, contour bunds, and check dams according to the basic structure of the village. Now we have developed the concept of '*ganv ka pani ganv me or khet ka pani khet mein*.'

He also emphasised the efforts of CUTS in the area of organic farming and said that organic farming can play a major role in water conservation, soil conservation, and other flora and fauna in the soil. He appealed that organic farming is the need of the hour and that every farmer should adopt organic farming for better and quality output. He also thanked CUTS for inviting him to share their work on critical issues and appealed to all the stakeholders to spread the message widely.



Dharmendra Chaturvedi, Programme Officer, CUTS International proposed the vote of thanks and highlighted the key takeaways from different speeches, which are said to serve as motivational agenda points for guidance throughout the implementation phase. He also thanked all the guests who have shared their valuable points and suggestions including all the district consultants, farmer representatives and other organisation members for making this event remarkable and learning.

Highlights

- Wider participation of consumers and farmers representing all the targeted 12 districts of the project.
- All the speakers spoke at length and were on track to summarise valuable suggestions to participants.

Programme Schedule

10.00-11.00	Registration/Tea & Coffee	Sessions
11.00-11.05	Welcome Address	Deepak Saxena Associate Director, CUTS International
11.05-11.30	Project Overview by Presentation	Rajdeep Pareek Programme Officer, CUTS International
11.30-11.45	Opening Remarks	George Cheriyan Director, CUTS International and Head CUTS CART
11.45-12.45	Address by Special Guests	Prof. Balraj Singh Vice-Chancellor, S.K.N. Agriculture University, Jobner Deepika Saini Seed Certification Officer, Rajasthan State Seeds & Organic Certification Agency
12.45-13.00	Address by Guest of Honour	Padma Shree Laxman Singh Laponiya Secretary, Gram Vikas Navayuk Mandals
13.00-13.30	Commemoration of WCRD, 2023	Deepak Saxena -Background Akash Sharma-Theme Presentation
13.30-13.35	Vote of Thanks and Way Forward	Dharmendra Chaturvedi Programme Officer, CUTS International
13.35 onwards	Lunch	

List of Participants

S.N.	Name	Name of the Organisation
1	Manju Sharma	RECORD Sansthan, Sanganer, Jaipur
2	Deepak	RECORD Sansthan, Sanganer, Jaipur
3	Ram Lal	Organic Farmer, Begun, Chittorgarh
4	Bansi Lal	Organic Farmer, Rajpura, Pratapgarh
5	Hariram Labana	Gramin Vikas Sansthan, Aspur, Dungarpur
6	Amarji Patidar	Gramin Vikas Sansthan, Aspur, Dungarpur
7	Bhanwar Lal Bamaniya	CUTS International, Banswara
8	Vinod Upadhyay	Harshit Shiksha Vikas Sansthan, Paldi Meena, Jaipur
9	Abhishek Pareek	Pehchan, Shyam Nagar, Jaipur
10	Kailash Vaishnav	Bhilwara
11	Goverdhan Lal Pareek	CUTS International, Bhilwara
12	Nathu Ram Choudhary	Samajik Vikas Sansthan, Asnavar, Jhalawar
13	Mukut Bihari Gurjar	Samajik Vikas Sansthan, Asnavar, Jhalawar
14	Amit Sharma	Kisan Call Centre
15	Vinod Kumar Sharma	Awareness Training and Motivation for Action (ATMA), Jagmalpura, Via- Jobner, Jaipur
16	Mukut Bihari Gurjar	Sawai Madhopur
17	Amit Choudhary	Gramin Chetna Kendra, Kheri
18	Om Prakash Pareek	Hanuman Gram Vikas Samiti, Dausa
19	Rubi Pareek	Progressive Farmer, Dausa
20	Seema Sinha	Kumarappa Gram Swaraj Sansthan, Jaipur
21	Ashok Kumar	Nalini Foundation
22	B.R. Sharma	Hardev Shikshan and Jan Kalyan Sansthan, Jaipur
23	Harish Sharma	Hardev Shikshan and Jan Kalyan Sansthan, Jaipur
24	Laxman Singh	GVNML, Laporiya, Jaipur
25	Ramavtar Kumawat	
26	Sanjay Pandey	GHAI
27	George Cheriyen	CUTS International, Jaipur
28	Dharmendra	Aparna Sansthan, Dausa
29	Rekha	Shiv Shikshan, Jaipur
30	Deepika Saini	ROCA, Agriculture Department
31	Deepak Saxena	CUTS International, Jaipur
32	Nimisha Sharma	CUTS International, Jaipur
33	Rajdeep Pareek	CUTS International, Jaipur
34	Kamlesh Jangid	CUTS CHD
35	Uday Lal Gadari	CUTS Banswara
36	Chhagan Lal Gurjar	SDGS, Heerapura
37	Anil Dutt Vyas	Prayatna Samiti, Udaipur

S.N.	Name	Name of the Organisation
38	Laxmi Lal	Prayatna Samiti, Udaipur
39	Sunil Gupta	Anavarat Sansthan, Himmat Nagar, Jaipur
40	Yudhishthir Chansi	Ram Krishna Shikshan Sansthan, Bhadana, Kota
41	Navdeep Singh	Ram Krishna Shikshan Sansthan, Bhadana, Kota
42	Bharat Kumar Bhati	Marudhar Ganga society, Manaklav, Jodhpur
43	Budha Ram	Marudhar Ganga society, Manaklav, Jodhpur
44	Ramji Lal	Maheshvas
45	Rajesh Malakar	Vikasonmukh Sansthan, Jaipur
46	Sharda Saini	Vikasonmukh Sansthan, Jaipur
47	Priyanka Sinsinwar	CEE, Rajasthan
48	R.K. Sharma	Navjeen Society, Jaipur
49	Santosh Swami	KHD Jan Kalyan Seva Sansthan
50	Raj Sharma	Saakaar Sansthan
51	Dheeraj Singh	Lok Sambhagi Sansthan, Virat Nagar
52	Vinod Kumar	Devthala, Chomu
53	Dularam Yadav	Devthala, Chomu
54	Madan Lal Bairwa	Indragarh, Bundi
55	Pappu Kumar Sharma	Nehru Yuva Mandal, Anantpura, Jaitpura
56	Akash Sharma	CUTS International, Jaipur
57	Animesh Kumar	CUTS International, Jaipur
58	Rohit Parakh	NCNF
59	Lalit Bhardwaj	Sarojani Naidu Sanstha
60	Alok Vyas	CECOEDECON
61	Dharmendra Chaturvedi	CUTS International, Jaipur
62	Balraj Singh	VC, SKN Agriculture University, Jobner
63	Piyush Sharma	Haldhar Times
64	Rinku Devi	Kumarappa Institute

Glimpses



