ProScop

This phase would be involving a two-pronged approach to address both organic consumption and production-related work and identification of new sustainable practices in the targeted districts, including the new two districts, which can further help in stimulating sustainable patterns that ultimately instigates sustainable lifestyle. The whole exercise is not just restricted to identifying new practices under the study but also transferring those ideas, some of which already have been identified through previous works.

In order to reach out to the stakeholders and achieve the objective of 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 (ProScop), this two-pronged approach would be taken for a greater impact and holistic coverage.

Following strategies are envisaged to be adopted during the implementation of the project activities:

- Strategic & Scoping Visits: Extensive scoping visits of the targeted areas, including the districts, blocks and gram panchayats, would be done and interactions and rapport would be built.
- Constructive Community Engagement: All the stakeholders, will be engaged constructively for better outcome and ownership of the project activities and initiatives.
- Gender Mainstreaming: Women in villages who are less informed and networked with the target group will be involved in all the activities and initiates of the project.
- Human Rights-based Approach (HRBA) as a Tool: Gender, disability, schedule caste and schedule tribe rights would be central in this approach.
- Networking with Relevant Stakeholders: A very strong, active and vibrant network will enhance the bargaining power of the beneficiaries to demand their rights and entitlements and better advocate for their needs.
- Sustainability as a Tool: Making an organic village will ensure the sustainability of the project and will be a major outcome as well.

- Focusing on a Model Approach: Working in the selected GPs will result in making at least one village as an Organic Village and it would yield better and attractive outcome.
- Capacity Building: The farmers' advance training would be the priority and organic farming certification would be a continuous process.
- News and Social Media: For all sorts of mass reach-out programmes, both social and news, the media would be engaged under the project throughout.
- Traditional Culture: Traditional artists, folk performers and street players will also be used for engaging illiterate and uneducated beneficiaries so that they can also be engaged and benefited.
- Advocacy: Advocacy with policy makers and duty bearers for policy change is very crucial and demands for special and dedicated strategies to do so.

ProOrganic: An Overview

In the phase of 2022-26, taking our past experience and the network created as our strength, we plan to escalate work on organic consumption and production with an addition of two more districts, thus making it twelve now. The purpose of carrying our work in the present ten districts is to not only consolidate the already set base, which was created more than eight years back and has started yielding results at ground, but also to strengthen it by further working on it continuously and more passionately with an innovative approach, keeping all the stakeholders in loop as this is a better time, when the state governments and the Government of India have also started showing their inclination towards organic culture work throughout the country.

ProOrganic: Broader Objectives

- Develop Model Organic Villages in each of the targeted district to create an enabling environment and for a substantial impact of the project.
- Awareness Generation about Organic Consumption & Production.
- Capacity Building and Training.
- Sensitization and Advocacy.

ProOrganic Activities

- Scoping Visits & Selection of Consultants
- Project Launch & Consultants' Orientation Meeting
- Awareness Campaign on Organic Production & Consumption
- Creation/Formation of Model Organic Villages
- Farmers' Advance Trainings and Exposure Visits
- Organic Clubs and Gardens in Selected Schools
- Strengthening Existing Seed Cells
- Organic Fairs at Block Level
- Green Action Week, Rajasthan
- State level Stakeholders' Consultation
- Monitoring Visits of Project Team

ProOrganic Districts



Banswara, Bhilwara, Chittorgarh, Dausa, Dungarpur, Jaipur, Jhalawar, Jodhpur, Kota, Pratapgarh, Sawai Madhopur and Udaipur

ProOrganic: Expected Outcome

- Working in the selected GPs will result in making at least one village as a 'Model Organic Village'.
- Increased sensitivity for sustainable consumption among school children and in urban areas as well.
- The existing seed cells would be strengthened & visible with more and more work into it over the period.
- Advance trainings of farmers would make them smarter than what they are as on today.
- Organic fairs will help in establishing domestic market for the farmers and bridge the gap between demand & supply.

Sustainable Consumption and Production (SCP): An Overview

SCP is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles. We are currently consuming more resources than ever, exceeding the planet's capacity for generation. Health, education, equity and empowerment are all adversely affected. Crucially, SCP can contribute substantially to poverty alleviation and the transition towards low-carbon and green economies. CUTS has documented SCP practices in India and studied sustainable consumption from a consumer perspective at the National level. One step ahead, CUTS is implementing SCP intervention in the selected cities of Rajasthan by conducting research to understand the perception, practices and pattern of consumption. Also, a sustainable consumption index will be prepared for the cities. Through the intervention, local consumers and stakeholders will be sensitised towards sustainable lifestyle. This approach will be an advocacy tool to streamline existing policies of the government and push for more dedicated efforts to support SCP from the consumer perspective.

SCP: Broader Objectives

- Minimizing the use of natural resources and emissions of waste and pollutants.
- Decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

SCP Activities

- Consumer Engagement, Awareness Programme (CEAP)
- Stakeholder Sensitisation Programme (SSP)
- 'Documentation of SCP Practices'
- Sustainable Consumption Index (SCI)
- Consumer Perception Survey (CPS)
- State Level Advocacy Meeting (SLAM-SCP)-Index Release

SCP Districts

Bharatpur, Bhilwara, Chittorgarh, Churu, Jaipur, Jodhpur and Kota



SCP: Expected Outcome

- In longer term, findings of the SCI and CPS study will be useful to design awareness programme and advocacy strategy. Also, the findings of the study will help the local administration and the government to act upon the SCP policies.
- Informed consumers will adopt sustainable lifestyle practices and overall it will contribute towards a culture of sustainable consumption.
- As top-down approach, SDG 12 will reach local level and stakeholders will be made aware about their role on SCP.
 Through increased awareness and sensitised stakeholders, sustainable consumption will increase.
- Advocacy with the policy makers will be helpful in ensuring effective implementation of the sustainable consumption policy in the state, which will further support the objective of project.



This document has been produced with the financial contribution by Swedish public development co-operation aid through the Swedish Society for Nature Conservation, SSNC. The views herein shall not necessarily be taken to reflect the official opinion of SSNC or its donors.



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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)

January 01, 2022-December 31, 2026

