

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 Project Launch cum Consultants' Orientation

12 APRIL, 2022
JAIPUR, RAJASTHAN



Event Report

Background and Introduction of ProScop

CUTS has been involved in Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan since October 2013, which was concluded in December 2021. The work has deeply impacted and contributed to promoting organic consumption in the state. Looking at the success and further consolidating its work on the issues, CUTS, in partnership with the Swedish Society for Nature Conservation (SSNC), has designed an ambitious five-year project clubbing sustainable production, consumption, and practices together in its intervention. The so-called 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) will be implemented in twelve targeted districts & all seven divisions of Rajasthan for five years.

ProOrganic

In the phase of 2022-26, taking our 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 to twelve now. The purpose of carrying out work in the present ten districts is to consolidate the already set base and strengthen it by further working on it. This innovative approach keeps all the stakeholders in the 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.

Sustainable Consumption and Production (SCP)

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 consuming more resources than ever, exceeding the planet's capacity for a generation. In the meantime, waste and pollution grow, and the gap between rich and poor is widening. 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 researching 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 toward a sustainable lifestyle. This approach will be an advocacy tool to streamline existing government policies and push for more dedicated efforts to support SCP from the consumer perspective.

So, working on the two-fold approach has enabled us to title this phase of 2022-26 as 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).

Consultants' Orientation

The Consultants' Orientation was organised in the second half of April 12, 2022, after the project's formal launch during the first half. This **Consultants' Orientation** was the first in the physical model under the new project. Before this orientation, there were a couple of online meetings in January 2022. Still, taking an opportunity of the launch meeting, it was decided to hold a physical orientation with consultants. The purpose of the meeting was to discuss the activity plan for the year 2022-23 and its implementation. All the twelve district consultants under ProOrganic and seven under SCP (few are common in both) attended the orientation.

Proceedings

Deepak Saxena, Associate Director, CUTS, welcomed the project consultants and briefly introduced the objective of the meeting, i.e., to discuss mainly the methodologies and ways to implement project activities. He mentioned the ambitious, targeted approach for this five-year project which needs more attention and concentration during the implementation.



Saxena also emphasised the need for better ideas for this phase to make it more effective and worthy. He also mentioned the expansion of the project area. At this time, some new consultants were involved from newly added districts in the project, and all the consultant's introduced themselves one by one.

SCP

Amar Deep Singh, Senior Programme Officer CUTS, and **Amit Babu**, Programme Associate, CUTS, oriented on the SCP part of the project. The Project activities target seven districts of all the divisions of Rajasthan. This will also be a set of activities targeting a specific area in those particular districts about different sustainable cultures and practices and the current condition of these practices. These districts are Kota, Bhilwara, Chittorgarh, Bharatpur, Churu, Jodhpur, and Jaipur. He said that this survey study would be aimed at the identification of challenges, behaviour patterns of consumers, level of awareness of SCP policies, and related factors under SCP. All the consultants were oriented on filling out survey forms, and hard copies were distributed to them.



He also highlighted SCI ranking would help localise the SDG12 indicators and parameters with more concern for consumer's behaviour and consumption pattern. A consumer engagement and awareness programme (CEAP) will be organised in all selected seven cities of Rajasthan with the support of local civil society organisations to create awareness of a sustainable lifestyle.

Stakeholder Sensitisation Programme (SSP) programme will be organised to sensitise relevant stakeholders, including government officials, policymakers, consumer groups, organisations working on environmental issues, media, and others in selected cities of Rajasthan, added. He concluded that the project activities would focus on practices and patterns related to sustainable consumption, food waste, water conservation, environmental pollution, sustainable mobility, and nutrition.

Planned Activities Under SCP

- Green Action Week, Rajasthan
- Sustainable Consumption Index (SCI)
- Consumer Perception Survey (CPS)
- Consumer Engagement Awareness Programme (CEAP)
- Stakeholder Sensitisation Programme (SSP)
- State Level Advocacy Meeting-Ranking Release (SLAM-SCP)
- Publication of Ranking Document

ProOrganic

Rajdeep Pareek, Programme Officer CUTS, provided a brief orientation about the five-year project and the ambitious target of converting a village into a "Model Organic village" during this project phase. He told that two new districts, viz. Dungarpur and Banswara are also included. Now the total number of districts has increased to 12.



He shed light on the broader objective of the project and discussed the activities planned for 2022-23. He spoke about Awareness Campaigns on organic production and consumption in two selected blocks of the district, where the organisation will work in four selected gram panchayats (GP). He said that after a round of activities in these GPs, one village would be selected as a model organic village, and a separate plan would be prepared for each district. An organic garden will be developed in selected schools in the targeted area, along with caring for the old ones. The main objective is to get acquainted with the benefits of organic farming to the rural children with the help of these gardens so that they can also mobilize their parents to adopt it. The area and number of farmer members will be increased by strengthening existing Seed Cells and the scope of new seed cells in selected GPs. Organic fairs will be organised at the block level to include the farmers from the target area and also for local consumption of available organic products.

After a brief description of the activities, it was also discussed to link the farmers of the targeted area with different schemes being implemented by the government. Pareek also focused on documenting the success stories of those organic farmers who have converted into an organic mode through their efforts. Now, the documentation will serve as a motivational tool for other farmers.

All consultants have promised to improve the quality and cover up the low lights of previous years and assured that they would surely increase the number of successful stories of converted farmers in each district. Consultants said that they have already created a positive environment among farmers for organic farming, which is evident in tribal areas, where farmers are more inclined towards organic farming. Consultants were urged to also focus and encase the increasing popularity of kitchen gardening in school as other schools not part of the project have shown their interest in starting school kitchen gardening.

Planned Activities Under ProOrganic

- Project Launch cum Consultants' Orientation Meeting
- Creation/Formation of Model Organic Village
- Awareness campaigns on organic production and consumption
- Organic Clubs and Gardens in Selected Schools
- Strengthening the Existing Community Managed Seed Cells
- Organic Fairs at Block Level
- State Level Stakeholders' Consultation Meeting

Signing of Consultancy Contracts with Consultants

On occasion, the service contract with consultants was signed and counter-signed, which mentioned all the terms and conditions under which the consultants are supposed to work and implement the activities.



Key Takeaways

- As usual consultants' orientation has helped not only to bring all of them under a common roof to discuss and know about the new initiative but also has helped in introducing each other mainly the new consultants.
- It helped in raising an awareness about sustainable consumption and production practices among the consultants, which is a new subject for them.
- Consultants looked fervent for an ambitious target of converting the village into model organic village.
- They were well-oriented about the year wise activities to be conducted in both the parts of ProScop i.e., ProOrganic & SCP.

Vote of Thanks

Nimisha Sharma, Programme Officer, CUTS, concluded the meeting by giving a vote of thanks and said that CUTS is hopeful that all consultants will help the organization to achieve its overall objective within the set mandate with their zeal and zest. She reiterated for a quality work in all types of envisaged activities so as to ensure a deep impact. She also promised to all districts consultants to solve their issues related to the implementation of the project. Nimisha also mentioned about the start the activities of the ground with this month itself.

Programme Schedule

14.15-14.20	Introduction: Partners' Orientation	Deepak Saxena Associate Director, CUTS International
14.20-15.20	Orientation on Sustainable Consumption & Production (SCP)	Amar Deep Singh Senior Programme Officer, CUTS International
	Working Tea/Coffee	
15.20-16.20	Orientation on ProOrganic	Rajdeep Pareek Programme Officer, CUTS International
16.20-17.00	Signing of Service Contract	All Consultants and Project Team
17.00-17.10	Vote of Thanks and Way Forward	Nimisha Sharma Programme Officer, CUTS International

List of Participants

S.N.	Name	Name of the Organiation
1	Anil Dutt Vyas	Prayatna Samiti, Udaipur
2	Om Prakash Pareek	HGVS, Dausa
3	Santosh Swami	Apoorva Jaivik Farm, Bonli, Sawai Madhopur
4	Nathu Ram Choudhary	Samajik Vikas Sansthan, Jhalawar
5	Yudhishither Chansi	Ram Krishan Shikshan Sansthan, Bhadana, Rangpur Road, Kota
6	Dr. Harish Kumar	MMSS, Bharatpur
7	Rajendra Singh Rathore	Lilki GVS, Rajgarh, Churu
8	Hari Ram Lavana	Gramin Vikas Sansthan, Aaspur, Dungarpur
9	Bhoop Ram Sharma	Hardev Shikshan & Jan Kalyan Sansthan
10	Harish Chandra Sharma	Hardev Shikshan & Jan Kalyan Sansthan
11	Bharat Kumar Bhati	Marudhar Ganga Society, Manaklav, Jodhpur
12	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura
13	Govardhan Lal Pareek	CUTS CHD, Chittorgarh
14	Gaurav Chaturvedi	CUTS CHD, Bhilwara
15	Madan Lal Keer	CUTS CHD, Banswara
16	Madan Giri	CUTS CHD, Chittorgarh
17	Nimisha Sharma	CUTS, Jaipur
18	Deepak Saxena	CUTS, Jaipur
19	Rajdeep Pareek	CUTS, Jaipur
20	Amar Deep Singh	CUTS, Jaipur
21	Amit Babu	CUTS, Jaipur