

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)

2022-26

Project Launch

April 12, 2022



Background

Rajasthan being the largest state in India, nearly two-third of its area is arid or semi-arid with low and irregular rainfall characterized with extremes of climate. It has nearly 10 percent of country's land surface with nearly 6 percent of its population. Despite a hostile climate and unfavorable geographical conditions, population growth of the state is one of the highest in the country. Rajasthan is endowed with diverse soil and weather conditions comprising of several agro-climatic situations that helps the state to adopt a diversified cropping pattern. The state has well identified 10 agro-climatic zones comprising of several agro-climatic situations, warm humid in south-eastern parts to dry cool in western parts of the state. About 65 per cent population (i.e. about 56.5 million) of the state is dependent on agriculture and allied activities for their livelihood. In Rajasthan, total number of cultivators (as per 2011 census data) were 1.31 crore constituting about 23.3 percent of total population of the state. Cultivators in rural areas were 1.92 crore in number constituting about 98.3 percent of total rural population in the state. Among the cultivators, about 60.77 lakh were women constituting about 46 percent of total cultivators in the state. On the other hand, the total numbers of agricultural laborers in Rajasthan were 25.24 lakh, out of which, 14.68 lakhs were women constituting about 58.2 percent of total agricultural laborers in the state.

Though several factors are attributed for lowering of agricultural productivity in some parts of the state, many consider skewed distribution of agricultural land, small size of operational holding, high incidence of share tenancy and rural poverty as the major impediments to agricultural growth. The average size of land holdings in the case of large farmers and medium farmers is 17.88 hectares and 6.16 hectares respectively, while that in the case of marginal and small farmers is just 0.49 hectares and 1.43 hectares respectively in Rajasthan.

Rajasthan started its quest for sustainable development with several handicaps rather having very few advantages. Its contemporary food production and consumption cannot be regarded as sustainable since it is attached with lots of concerns and involves several other contributors in the problem. Moreover, in the face of demographic change and a growing state and national population, sustainability problems are arising from the issues like growing unhealthy cultivation methods and practices, market orientated malpractices, emphasis on high yields by using high chemical manures, commercial motives, feeling insecure, lack of motivation & support for altering the current practices and degraded agricultural ethos of the cultivators or farmers or corporates involved in it, which would likely to become more serious in the very coming future. Lack of attention to more systemic issues and hence the lack of political will for changes may be one reason, why food-consumption patterns show barely any shift toward sustainability.

As far as organic farming is concerned in the state of Rajasthan, the results are overwhelming as the figures comparing with 2017-18, which was around 2,31,571 hectares is now 4,21,686 hectares in 2020-21. But the target is still far away as with the increase of organic farmers have also increased over the period and in Rajasthan as on date, it is said to be somewhere 4,46,905 farmers in the state, which is too low seeing the density and geographical area of 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 in promoting organic consumption in the state. Looking at the success and in order to further consolidate its work on the issues, CUTS in partnership with Swedish Society for Nature Conservation (SSNC) has designed an ambitious five years 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 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 to 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 has also started showing its inclination towards organic culture work throughout the country in its way.

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 currently consuming more resources than ever, exceeding the planet’s capacity for generation. In the meantime, waste and pollution grows, 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 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.

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).

Objective

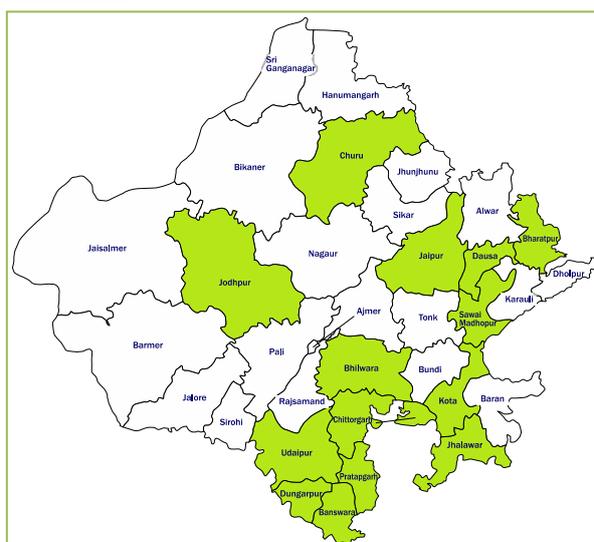
- Develop Model Organic Villages to create an enabling environment and for a substantial impact of the project.
- Awareness Generation about Organic Consumption & Production.
- Capacity Building and Training.
- Sensitization and Advocacy.
- Minimizing the use of natural resources and emissions of waste and pollutants.
- Decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles
- Contributing substantially to poverty alleviation and the transition towards low-carbon.

Project Areas

1. Banswara	2. Bhilwara	3. Bharatpur
4. Chittorgarh	5. Churu	6. Dausa
7. Dungarpur	8. Jaipur	9. Jhalawar
10. Jodhpur	11. Kota	12. Pratapgarh
13. Sawai Madhopur	14. Udaipur	

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

SCP Districts: Bharatpur, Bhilwara, Chittorgarh, Churu, Jaipur, Jodhpur and Kota



Proceedings



Welcoming all the guests and participants, **Deepak Saxena**, Assistant Director, CUTS, started with the overall objectives of the launch 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 outcome as proposed over next five years of ProScop.

In his opening remarks, **George Cheriyan**, Director, CUTS, said this project phase (2022-2026), envisages converting selected gram panchayats to 100% 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 according to the IFOAM report "The World of Organic Agriculture 2022", 190 nations practice organic farming and 74.9 million hectares of land are organic. It is, however, only 1.6 percent. Additionally, he stated that India ranks fifth (Australia 1st) in the area of organic certification and 1st in terms of the total number of producers (1.36 million) of organic producers globally. Furthermore, he cited the India Organic Report, which says that state-wise, Madhya Pradesh has covered the largest area under organic certification and Rajasthan earned the 2nd position, with 12% of the total organic certified land in the country. In a similar line, Cheriyan said, we should not think of shifting from conventional farming into organic farming overnight. We need to go slow and gradually, keeping in mind the present situation of the Sri Lankan crisis, which shifted to organic farming without any preparations.

Cheriyan continued saying that this project phase (2022-2026), envisages converting selected gram panchayats to 100% organic farming. 190 countries are practicing organic farming, and 74.9 million hectares of land is organic, as per "The World of Organic Agriculture 2022" report of IFOAM. However, it is only 1.6 percent. Furthermore, he added, India ranks fifth (Australia 1st) in the area under organic certification and 1st in terms of the total number of producers. George also quoted and highlighted that state-wise, Madhya Pradesh has covered the largest area under organic certification and Rajasthan earned the 2nd position, with 12% of the total organic certified land in the country. In the end, Cheriyan added, organic farming is a time-consuming process. There are several challenges, but we all need to move slowly and gradually and we will achieve our target without facing any crisis issues.

Rajdeep Pareek, Programme Officer, CUTS, gave a presentation covering the entire project activities, which will go to cover in this phase (2022-2026). He emphasised the project's broader objectives and provided detailed slides of all activities for giving a better understanding to all stakeholders, consultants and farmers.



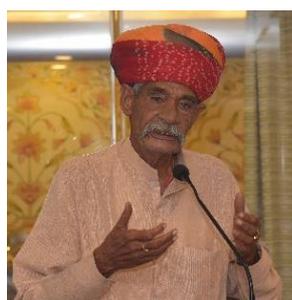
Amit Babu, Programme Associate, CUTS, gave an abridged outline of Sustainable Consumption and Production (SCP), which is about minimising the use of natural resources and the emission of waste and pollutants, helping to improve resource efficiency and promoting a sustainable lifestyle. He also gave a presentation to cover SCP activities.

As the first speaker among guests, **Dr. A.S. Baloda**, Director, Rajasthan Agriculture Research Institute (RARI), stated that organic farming can help to maintain the climate, environment, and water issues. Furthermore, he emphasised the need to continue promoting organic farming, noting that farmers and consumers should recognise its importance in the long term. In a similar way, Dr Baloda underlined the importance of farmers in organic farming working honestly.



Hanuman Mal Dhaka, Director, Department of Agricultural Marketing, highlighted the adverse effects of chemicals that are used by farmers in their farming. Dhaka also addressed product demand and supply, stressing that we must promote public knowledge about the dangers of chemical products so that people recognise the value of organic products.

Surendra Awana, a Progressive Farmer, talked about innovative ways of farming and divergent practical methods that are helping farmers take new initiatives to move towards organic farming. Awana stated that no one should be left behind and that they should come forward with organic products for business purposes as well.



Jagdish Pareek, a Padma Shri award-winning farmer, talked about the real situation of farmers at the ground level. He discussed all the challenges faced by farmers along with their solutions. He gives his example by being a model for all farmers and explains how farmers can do organic farming without any loss. Pareek pointed out that Rajasthan, a state suffering from water shortages, needs technology along with the traditional strategy to achieve our target without any

financial loss. During organic farming, farmers were demotivated several times and again came back to chemicals. To be motivated, Pareek said, everyone needs to move gradually and farmers need to do hard work. Furthermore, he emphasised the need for farmers to perform honestly in organic farming.

As a last speaker, **Kuldeep Panwar**, Director, CUTS International briefly mentioned about CUTS work on Framers Producers Organisation (FPO). The concept behind Farmer Producer Organizations is that farmers, who are the producers of agricultural products, can form groups. To facilitate this process, the Small Farmers' Agribusiness Consortium (SFAC) was mandated by Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India, to support the State Governments in the FPOs. Panwar spoke that the role of FPO is to act as an aggregator for member farmers including from inputs to output which will enhance the economy of scale and bargaining power of member farmers. He further added that FPOs can act as an aggregator for its member and sell through e-trading as one/ multiple lot depending upon requirement. CUTS is currently working on 25 FPOs in Chittorgarh, Pratapgarh, Bharatpur and Banswara.



Dharmendra Chaturvedi, Programme Officer, CUTS International proposed the vote of thanks and highlighted the key takeaways from different speeches, which is said to serve as a motivational agenda points for guidance throughout the implementation phase.

Key Takeaways

- The failures and drawbacks of past nine year's work to be treated as a lesson for future.
- Successfully creating one model organic village in 12 districts will prove as biggest outcome of the project.
- A small change is still very motivating; we all need to continue to be ambitious to increase the number of organic farmers.
- Organic farming is a time-consuming process. Need to go slow and gradually, keeping in mind the present situation of the Sri Lankan crisis, which shifted to organic farming without any preparations.
- There are several challenges, but gradually, we will achieve our target without facing any crisis issues.
- Minimising the use of natural resources and the emission of waste and pollutants, will ultimately help improve resource efficiency and promoting a sustainable life.
- Need to continue promoting organic farming, noting that farmers and consumers should recognise its importance in the long term.

- Innovative ways of farming and divergent practical methods that are helping farmers should be adopted constantly.
- Rajasthan, a state suffering from water shortages, needs technology along with the traditional strategy to achieve our target without any financial loss.

Highlights

- A good representation of consumers and farmers representing all the targeted twelve districts of ProOrganic.
- All the ProOrganic and SCP consultants were present, though many districts are common in both.
- All the speakers spoke at length and on track summarising with valuable suggestions to participants.
- A good number of presence with good discussions.
- Nice and organised arrangements.

Programme Schedule

10.00-11.00	Registration/ Tea & Coffee	Sessions
11.00-11.05	Welcome Address	<ul style="list-style-type: none"> • Deepak Saxena, Assistant Director, CUTS International
11.05-11.30	Project Overview by Presentation	<ul style="list-style-type: none"> • Rajdeep Pareek, Programme Officer, CUTS International • Amit Babu, Programme Associate, CUTS International
11.30-11.45	Opening Remarks	<ul style="list-style-type: none"> • George Cheriyan, Director, CUTS International
11.45-12.30	Key Note Address	<ul style="list-style-type: none"> • Dr. A S Baloda, Director, Rajasthan Agriculture Research Institute, Jaipur Commissioner, Agriculture, Govt. of Rajasthan • Shri Surendra Singh Awana, Progressive Farmer • Shri Hanuman Mal Dhaka, Additional Director, Agriculture, Govt. of Rajasthan
12.30-12.45	Address by Chief Guest of Honour	<ul style="list-style-type: none"> • Shri Jagdish Pareek, Padma Shree Farmer
12.45-13.00	Brief Overview of CUTS Work on FPOs	<ul style="list-style-type: none"> • Kuldeep Panwar, Director, CUTS International
13.00-13.05	Vote of Thanks and Way Forward	<ul style="list-style-type: none"> • Dharmendra Chaturvedi, Programme Officer, CUTS International

List of Participants

S.N.	Name	Name of the Organisation
1	Anil Dutt Vyas	Prayatna Samiti, Udaipur
2	Syoji Ram Gurjar	Sanghrash Samiti, Dhandholi
3	Govardhan Lal Pareek	CUTS CHD, Chittorgarh
4	Udai Lal Gadari	CUTS CHD, Banswara
5	Manju Choudhary	ATMA Sansthan, Jagmalpura
6	Ramdhan Singh Choudhary	ATMA Sansthan, Jagmalpura
7	Ramkesh Meena	ATMA Sansthan, Jagmalpura
8	Santosh	Apoorva Jaivik Farm
9	Radhika Sharma	Jeevan Ashram Sanstha
10	Nathu Ram Choudhary	Samajik Vikas Sansthan, Jhalawar
11	Yudhishthir Chansi	Ram Krishan Shikshan Sansthan, Bhadana, Rangpur Road, Kota
12	Mahaveer Singh	Amritatva
13	Preeti Rathore	Amritatva
14	Shalu	Shorya Seva
15	Om Mali	SSS
16	Gopal Singh	Lok Sahbhagi Sansthan, Virat Nagar
17	Vaishali	Vaishali Farms, Alessar, Govindgarh
18	George Cheriyen	CUTS, Jaipur
19	Dr. Harish Kumar	MMSS, Bharatpur
20	Nimisha Sharma	CUTS, Jaipur
21	Dharmendra Chaturvedi	CUTS, Jaipur
22	Deepak Saxena	CUTS, Jaipur
23	Rajdeep Pareek	CUTS, Jaipur
24	Pradeep Sharma	SCM SPRI, Jaipur
25	Kuldeep Panwar	CUTS, Jaipur
26	Vishal Lalwani	CUTS, Jaipur
27	Surendra Awana	Roshan Shivan Dairy
28	Vimal Sharma	Jaipur
29	Dalpat Singh Rathore	Talahgan Farm
30	Vijay Godara	Kisan Call Centre, Durgapura, Jaipur
31	Gaurav Chaturvedi	CUTS CHD, Bhilwara
32	Chagan Lal	Dhun Life Hirapura
33	Shashwath Bhat	Chun Life Hirapura
34	Mangi Lal Sharma	Barala, Bassi, Jaipur
35	Hari Ram Labana	Gramin Vikas Sansthan, Aspura, Dungarpur
36	Raj Sharma	Saakar Sansthan, Jaipur
37	Ranveer Singh	Gram Chetana Kendra, Kheri Milk

S.N.	Name	Name of the Organisation
38	Pukhraj Acharya	Anavrat Sansthan, Jaipur
39	Madan Lal Keer	CUTS CHD, Banswara
40	Sukhpal	CRDC, Thali
41	Madan Giri	CUTS CHD, Chittorgarh
42	Bharat Kumar Bhati	Marudhar Ganga Society, Manaklav, Jodhpur
43	Rajesh Malakar	Vikasonmukh Sansthan
44	Vinod Yadav	ATMA Sansthan, Jagmalpura
45	Jagmal Singh	ATMA Sansthan, Jagmalpura
46	Jagdish Yadav	ATMA Sansthan, Jagmalpura
47	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura
48	R.K. Sharma	Navjeen Society, Sharma Colony, Jaipur
49	Amit Sharma	Farmer Supervisor, Kisan Call Centre
50	Manoj Jain	Pehchaan
51	Om Prakash Pareek	HGVS, Dausa
52	Abhishek Pareek	Pehchan
53	Surender Sharma	Libban Protech
54	Amar Deep Singh	CUTS, Jaipur
55	Pratibha Jain	CUTS, Jaipur
56	Dr. Amit Kumar	Kumarrappa Sansthan
57	Amit Babu	CUTS, Jaipur
58	Hemraj	Lado NGO
59	Nand Kishore Dubey	Laado NGO
60	Dr. A.S. Baloda	Director, RARI, Durgapura, Jaipur
61	Rajendra Singh Rathore	Lilki GVS, Rajgarh, Churu
62	Bhoop Ram Sharma	Hardev Shikshan & Jan Kalyan Sasntha
63	Harish Chandra Sharma	Hardev Shikshan & Jan Kalyan Sasntha
64	Lalit Bhardwaj	Sarojini Naidu Mahila Vikas Samiti
65	Gayatri	E-News

Glimpses



