

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)

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 with key stakeholders, especially for the second aspect of the approach, i.e., identifying new practices or transferring the ideas of other states' studies and seeing the prospects of making it workable in Rajasthan.
- **Constructive Community Engagement:** All the stakeholders, including farmers and consumers, the two main beneficiaries, especially women, will be engaged constructively for better outcome and ownership of the project activities and initiatives. Besides, few other stakeholders, especially the second approach of sustainable consumption practices, depending upon the case, need to be engaged.
- **Gender Mainstreaming:** Women in villages are less informed and networked with each other to share their practices and experiences with the peer villagers and, as a result, they are the disadvantaged section of the target group. Therefore, they will be involved in all the activities and initiates of the project.
- **Human Rights-based Approach (HRBA) as a Tool:** This has been effectively used in the second phase of 2017-21 and prior to it, in 2013-2015, as well. There were capacity building exercises during both the phases for stakeholders. So, taking that experience on board, this would be taken as an effective tool during this proposed phase as well. 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 is essential for the effective implementation of the entire proposed phase. This network is mandated to enhance the bargaining power of the beneficiaries to demand their rights and entitlements and better advocate for their needs.
- **Sustainability as a Tool:** Sustainability is an important aspect of every project. It is directly linked with the outcome and impact also. It is the need of the hour to sensitise all the players about the concept of proposed two-fold approach of this phase.
- **Focusing on a Model Approach:** The major activity of the project, awareness campaigns, would be organised in two selected villages from each block for all the four years. Working in the selected GPs will result in making at least one village as an Organic Village and as a focused activity which it would yield better and attractive outcome. The same model approach would be

followed with the second approach of the whole phase as well, which is identifying sustainable consumption practices in a particular area. This will be a challenging work, but for this, certain indicator will be adopted to achieve it.

- **Consolidation and Networking:** This is required while consolidating the existing community seed cells. Both decentralised (at farmer level) as well as centralised (district or block level) strategies would be adopted to strengthen the cells.
- **Capacity Building:** The farmers' advance training would be the priority and organic farming certification would be a continuous process. In a run up to it, linking animal husbandry with organic farming will be another work of priority. This capacity building approach would be adopted in the work of organic gardens/ kitchen gardens proposed in urban areas with the help of women and students.
- **News and Social Media:** For all sorts of mass reach-out programmes, both social and news media prove to be critical allies and help in carrying out the project objectives and inherent messages and practices up to most of the beneficiaries and target groups in less time and efforts. Therefore, the media would be engaged under the project throughout.
- **Traditional Culture:** On the one hand, the media is critical, as mentioned above, on the other, traditional artists, folk performers and street players will also be used for engaging illiterate and uneducated beneficiaries and consumers 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. Project also aims at doing advocacy on farmer and consumer issues related to sustainable agriculture.

Project Duration

The duration of the Project will be from January 1, 2022-December 31, 2026.

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

- Consolidating organic farming by way of spreading awareness on benefits of organic farming and hazardous effects of chemical-based farming in a confined area. This will pave the way for spreading and consolidating the team of farmers in that area;
- Taking the organic message, through school children, to urban areas as well using the experience of kitchen gardens during GAW campaign. Will help in establishing patterns of sustainable consumption and availability of organic seeds at the local level, thus helping farmers making use of it and it would help in increasing the area of organic farming;
- Capacity building of organic farmers through advance trainings and exposures. Our objective would be to create a set of organic farmers in each district before the end of 2026; and

- Organic fairs proposed at block level will help in bringing more visibility of CUTS' work and more and more platforms, which could provide a facility to both farmers and consumers to interact each other. The increasing number of fairs in this phase is as per the demand of such activities from the field.

ProOrganic Activities

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

ProOrganic Districts



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

ProOrganic Consultants

- Vinod Kumar Sharma, Jobner, Jaipur
- Om Prakash Pareek, Dausa
- Yudhisthir Chansi, Kota
- Madan Giri Goswami, Chittorgarh
- Kamlesh Kumar Jangir, Pratapgarh

- Anil Dutt Vyas, Udaipur
- Nathu Ram Choudhary, Jhalawar
- Bharat Kumar Bhati, Jodhpur
- Santosh Kumar Swami, Sawai Madhopur
- Gourav Chaturvedi, Bhilwara
- Hariram Labana, Dungarpur
- Madan Lal Keer, Banswara

ProOrganic: An 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 in urban areas as well.
- The existing seed cells would be visible with more and more work into it over the period.
- Advance training, which would be taken up during the bridge year would be carried forward in this phase also. Farmers would be smarter than what they are as on today.
- Bringing down this activity would make things easier and result oriented. Each year, would be a different set of blocks under it.

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. In the meantime, waste and pollution grows, and the gap between the rich and the 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 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

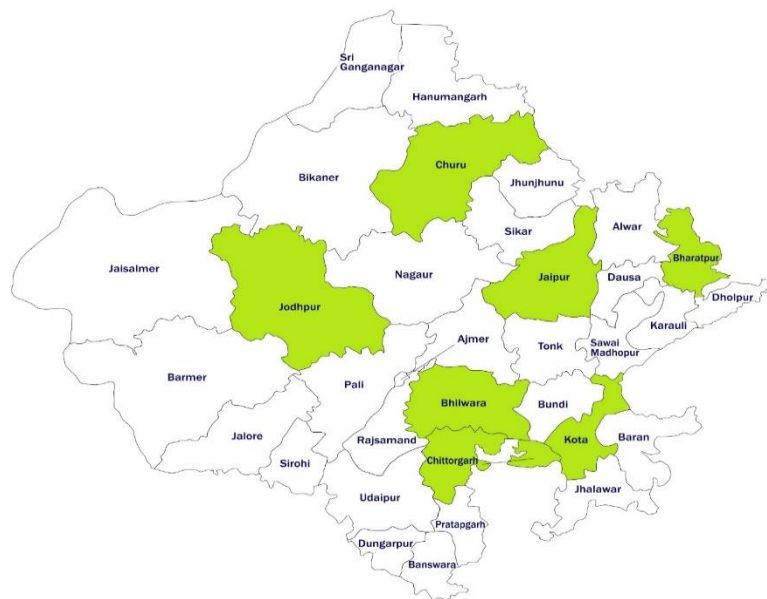
- Minimizing the use of natural resources and emissions of waste and pollutants.
- Decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.
- Contributing substantially to poverty alleviation and the transition towards low-carbon.

SCP Activities

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

SCP Districts

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



SCP Consultants

- Yudhisthir Chansi, Kota
- Madan Giri Goswami, Chittorgarh
- Bharat Kumar Bhati, Jodhpur
- Gourav Chaturvedi, Bhilwara
- Dr. Harish Kumar, Bharatpur
- Rajendra Singh Rathore, Churu
- B. R. Sharma, Jaipur

SCP: An Expected Outcome

- In long term, SCI ranking will be helpful in localising the SDG 12 indicators and parameters with more concern for consumers behaviour and consumption pattern. It will support concerned authorities and policy makers to focus more on implementing SCP policies in their respective cities in a better way.

- In longer term, findings of the 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.

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