



**Developing a Culture of Sustainable Consumption and Lifestyle
through Organic Production and Consumption in Rajasthan
(ProOrganic-II)**

Event Report

**District and Block Level
Partners Orientation Meeting**



April 23-24, 2019, Jaipur

Background

India is mainly an agricultural country, where around 58 percent of the nation's population is involved in agriculture for livelihood. There is a huge untapped resource of organic farming in India. Organic farming emerged as an alternative for meeting increasing food demand, maintaining soil fertility and enhancing soil carbon pool. Promotion of organic consumption is directly proportional to consumer's right to healthy environment in various ways. Use of harmful pesticides and chemicals in agriculture is one of the major causes of environmental degradation, and is also not good for human health. The chemicals in food products adversely affect reproduction in females.



Moreover, Indian society being largely patriarchal where needs of women are not prioritised, so they are prone to chemical contaminations in food. Hence, adoption of organic consumption will be beneficial to women, especially girls.

Insight into the Project

With support from the Swedish Society for Nature Conservation (SSNC), CUTS International is implementing a project entitled, 'Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan (ProOrganic-II)' from April 01, 2017 to March 31, 2021 in 192 *gram panchayats* of 10 selected districts of Rajasthan (India). The main objective of the project is to fill the identified gaps and sustain the acquired momentum to achieve expected outcomes for a better eco-system, by promoting organic consumption.

One of the basic concepts of the project is that promoting sustainable consumption and production are important aspects of sustainable lifestyle, which is largely consistent with environmental and social factors and education and empowerment of consumers. In this project, the focus is on sustainable food and farming and formulating an agenda to achieve the same through promoting organic production of farm products on one hand, and promoting organic consumption, on the other. Hence, this would ensure sustainable development in agriculture and environment sector, as a whole. The target group of the project is entire population of 10 districts to be covered, 96 blocks and selected 192 *gram panchayats* in the State of Rajasthan.

Creating a sustainable lifestyle takes a lifelong commitment and always requires reducing the use of non-renewable natural resources and personal resources at individual and societal level. Promoting sustainable consumption requires improved understanding and sensitisation of consumer behaviour and attitudes as per their different needs. The rationale behind promoting organic food production is that this method is more in harmony with the environment and local ecosystems.

The project aims to promote more organic consumption in 10 major agriculturally potent districts namely: Jaipur, Dausa, Kota, Udaipur, Chittorgarh, Pratapgarh, Bhilwara, Sawai Madhopur, Jodhpur and Jhalawar.

Project Objectives

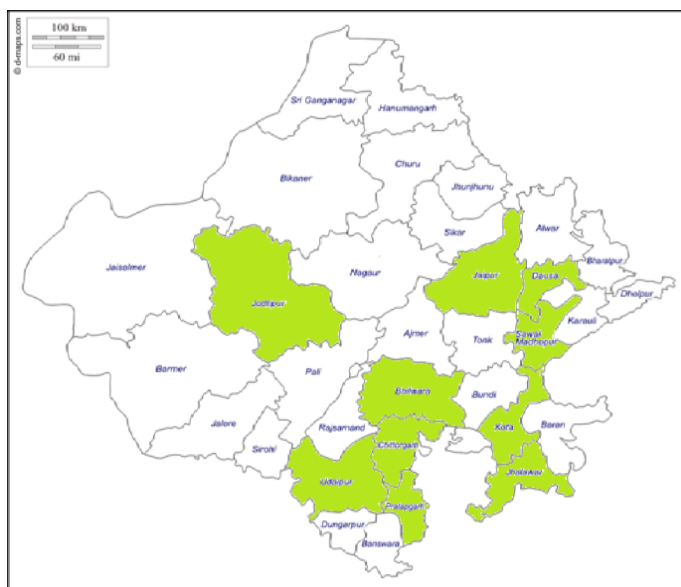
1. Develop a culture of sustainable development through sensitisation, awareness and education on organic consumption and production;
2. Capacity building of farmers to promote organic farming;
3. Advocating for policies in favour of organic farming;
4. Setting up community seed bank and vermicomposting cell with the help of farmers (long-term perspective);
5. Developing organic clubs and gardens in selected schools in each district;
6. Creating demand of organic consumption among the consumers (by Green Action Week); and
7. Getting acquainted with organic consumption through exposure visits.

Objectives of the Meeting

The aim of the Partner's Orientation meeting was to discuss the execution of the project. In addition, the meeting also discussed objectives of the project and way forward to commence activities according to the work plan.

District Project Partners

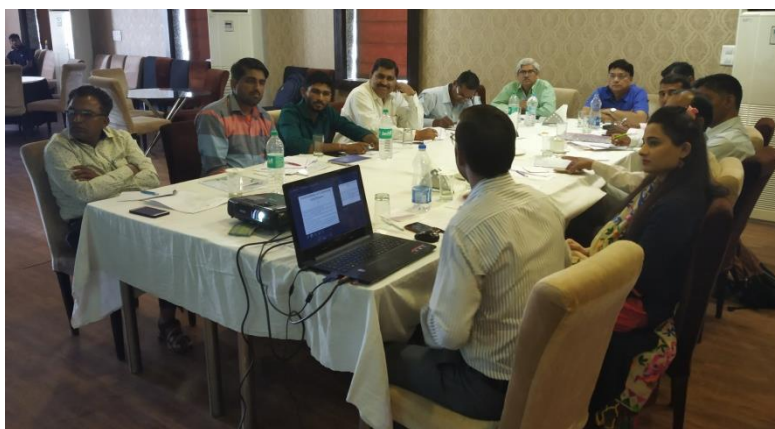
1. Prayatna Samiti, Udaipur
2. Ram Krishna Shikshan Sansthan, Kota
3. Hanuman *Gram Vikas Samiti*, Dausa
4. Marudhar Ganga Society, Jodhpur
5. RUDSOVOT, Sawai Madhopur
6. Samajik Vikas Sansthan, Jhalawar
7. CUTS Centre for Human Development (CHD) accountable to implement project activities in Chittorgarh, Bhilwara and Pratapgarh and CUTS Centre for Action Research and Training (CART) in Jaipur district



Proceedings

Inaugural Session

Nimisha Gaur, Programme Associate, CUTS International welcomed the project partners and briefly introduced the objectives of the event. She also emphasised on the need of generating better ideas for the second year of Phase-II of the project so as to make it more effective.



Introductory Remarks

George Cheriyan, Director, CUTS International expressed his gratitude towards district partners for participating in the second phase of the project. He shared aims and objectives of the project in his introductory remarks. He stated that partners should not only depend on budget-based activities but also look into collaboration with district offices for more concrete output of the project. Cheriyan opined that there is a need to publicise our good work across the state by partners so that we can make an image of the organisation working in this field. He mentioned that it has been now six years working in this sector but there has been nothing credible, which can be showcased as a success story. He requested partners to focus mainly on three components, while producing the better outcome of the project, which are quality and safety of food; how far we are successful and the overall impact among the target groups, who are farmers and consumers.



In crux, the major focus should be on balancing between creating the demand and in turn consumption. Cheriyan said that the organic garden is the best idea to advocate with district officials and partners which can be discussed within the districts and collaborated with Education Department also. This provides a platform to scale up the involvement with more people including children. He also laid emphasis on collaborating this intervention with the State Government, link departments and universities etc.

Discussion

Rajdeep Pareek, Project Officer, delivered a presentation on upcoming activities under the project. He provided a brief overview of objectives, activities and work plan of the project. Pareek explained that 192 *gram panchayats* would be involved in project activities in 10 district areas, but the major focus will be on developing organic clubs in selected two schools in each district focussing on promoting organic farming and consumption. This year, anew activity will be organised, i.e. establishment of community-managed seed cells in 10 districts. Further, he also shared innovative ideas for developing a culture of sustainable consumption in Rajasthan to promote organic production. He discussed all project activities accomplished with the partners and clarified the raised queries. He also mentioned concerns of previous year activities and solutions to improve them.

Project Activities at a Glance

Project Activities Planned For Year 2019-20

1. Partner's Orientation (District and Jaipur Blocks)
2. Awareness Campaign on Sustainable Consumption
3. Green Action Week
4. Training of Farmers Exposure Visit of Farmers
5. Formation of Organic Clubs and Developing Organic Gardens in Schools
6. Establishment of Community Managed Seed Cell
7. Organic Fair
8. District and State Level Sensitisation Workshop with Media
9. State Level Stakeholder's Consultation Meeting

Project Activities from a Broader Perspective

Partner's Orientation for District Partner & Block Partners

To discuss the objectives of project and how to initiate the activities in accordance with the defined work plan

Preparation of Information, Education and Communication (IEC) Material

Hand-outs and posters in vernacular language will be produced for distribution during the awareness generation activities

Awareness Campaign on Sustainable Consumption

There will be awareness campaigns in selected 192 *gram panchayats* of target districts. The objective is to sustain the acquired momentum of awareness in project areas and to enhance outreach in urban and semi-urban areas in project districts. Increased

awareness is expected to result in increased consumer demand, which will raise demand for availability and affordability of organic products contributing towards decreasing health hazards to consumers.

Green Action Week

This year, the theme of the Green Action Week is 'Sharing Communities'. The topic of the new theme was discussed with the district partners during the orientation meet and their ideas were also invited on the new theme.

Formation of Organic Clubs and Developing Organic Gardens in Schools Organic kitchen gardens will be developed in each district and organic clubs are going to be made in schools to create awareness for organic farming among students and teachers. Organic farming practice will take place in these gardens and students will learn how to create kitchen garden at their home.

Establishment of Community Seed System

- Selection of 10 farmers from each district who are involved in organic farming and willing to produce their own seed.
- Selection of community seed centres (suitable public or private place, where all members can approach easily)
- Knowledge sharing meetings with selected farmers (by CUTS team and district partners)
- Set up of community seed cells (provide traditional tools, pots, purchasing of seeds, registers, stationary etc.)
- Evaluation meetings and suggestions (CUTS Team and District Partners)
- Seed exchange programme (distribution of produced seeds to farmers and collection of other seeds, who are involved in organic farming)
- Management of community seed cell

Training and Exposure Visit of Farmers

- There will be ten district level trainings of farmers on 'Next Generation of Organic Issues' which include organic certification, market linkages, identification of 50 farmers who are willing to shift towards organic farming and engaged in activities, such as seed, organic garden, compost units. This is to fill the communication gap of earlier phase and to train more new farmers. One day Farmer's Training includes minimum four technical sessions by expert on organic issues, with 50 participants.
- One-day Exposure Visit (exposure visit of place where organic farming related activities are carrying out)

Organic Fair

- Collaboration with government institutions/research institute/ universities
- Identification of farmers who are doing organic farming
- Collaboration with other CSOs and organic product companies
- Organising one-day organic fair including minimum 10 stalls of organic products
- Involvement of cultural activities and other BCC tools

Sensitisation Workshops with Media

- Identification of media houses (daily, morning, afternoon, evening/weekly/fortnightly)/newspapers, which are active in district

- Identification of media person, if anyone is specifically writing on the issue of organic farming
- Identifying a subject expert who can address media person on the topic
- Selection of venue for the meeting
- Distribution of IEC material

State Level Stakeholder's Consultation Meeting

One such meeting will be organised to discuss the impact and outcomes of the project. This is required for the sustainability of the project and replicate the objectives of the same. Representatives of consumer and community-based organisations, social action groups, local producers and traders of organic products, media and policymakers will be invited to this consultation meeting. The participants will be inspired and oriented to adopt organic consumption and show the model success.

Budget (Third Year Activities)

The project team also discussed the budget details with project partners and briefed them about its allocation for various activities.

Vote of Thanks

Dharmendra Chaturvedi, Programme officer of CUTS delivered vote of thanks to all the participants.



Block Level Partners' Orientation Meeting

Jaipur, April 24, 2019

Objectives of the Meeting

The aim of the meeting was to discuss the execution of the project. In addition, the meeting was also held to discuss objectives of the project and discuss way forward to commence activities according to the work plan in Jaipur district with block partners.

Block Project Partners

This year, the team selected few NGOs for implementation of the project in Jaipur. The organisations and their distribution of blocks is as:

- Gramin Aarthik Samudayik Pune; Nirman evam Vikas Sansthan, Jaipur
- Awareness Training and Motivation for Action (ATMA), Jagmalpura, Jorpura, Jobner, Jaipur
- Lok Sahbhagi Sansthan, Kooploda, Med, Viratnagar, Jaipur

Distribution of Blocks for Jaipur District Partners

S. No.	Partner Name	Block Name
1	Awareness Training and Motivation for Action (ATMA), Jagmalpura, Jaipur	1. Sambhar 2. Jhotwara 3. Shahpura 4. Jalsu 5. Govindgarh 6. Dudu
2	Gramin Arthik Samudaik Punanirman Evam Vikas Sansthan, (Record) Sanganer, Jaipur	1. Bassi 2. Sanganer 3. Jamwa Ramgarh 4. Amer 5. Chaksu 6. Phagi
3	Lok Sahbhagi Sansthan, Viratnagar, JAIPUR	1. Virat Nagar 2. Kotputli 3. Paota
	Total Blocks	15

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Nimisha Gaur, Programme Associate, CUTS International welcomed the project partners and briefly introduced the objectives of the event, i.e. to discuss methodologies to implement project activities. Deepak Saxena, Assistant Director, CUTS International expressed his gratitude towards selected block partners for participating in the second phase of the project. He provided a brief overview of the project in his introductory

remarks. He also shared some of the major outcomes of the project, implemented during 2013-18, which were basically woven around three components. Saxena highlighted three components of the project comprising: educating consumers about the adverse effects of pesticides and chemicals; generating awareness and demand, promoting organic consumption and production by sensitising farmers; and advocating with the government for having a policy in place for supporting organic farming.

Gaur discussed distribution of blocks to select partners. She mentioned the role of the organisation in the remaining activities of the project and involvement of partners. Responsibility for different activities was given to partners, such as community seed cell, organic club and gardens etc. Budget for the activities was discussed with partners.

Vote of Thanks

Dharmendra Chaturvedi, Programme Officer, CUTS International delivered vote of thanks to all participants. He also mentioned that partners will continue to communicate regularly with farmers regarding adoption of organic agriculture. This would help CUTS' endeavours to meet the defined goals of the project and also nurture it as an ideal model on organic farming to replicate.