

**Developing a Culture of Sustainable
Consumption and Lifestyle through Organic
Production and Consumption in the State of
Rajasthan
(Bridge Year, 2021)**

Event Report

Consultant's Orientation Meeting

July 02, 2021, Jaipur



Background

India is mainly an agricultural country, where around 58 percent of the nation's population is involved in agriculture for livelihood. There are enormous untapped resources of organic farming in India. Organic farming emerged as an alternative for meeting increasing food demand, maintaining soil fertility and enhancing soil carbon pool.

The promotion of organic consumption is directly related to the consumer's right to a healthy environment in various ways. The use of harmful pesticides and chemicals in agriculture is one of the major causes of environmental degradation, and this is also not good for human health. The chemicals in food products adversely affect reproduction in females.

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

Bridge Year, 2021

Looking to the above facts and rationale, for the bridge year, CUTS had proposed to carry on with the majority of the same set of activities, which were implemented during the last four years, though not all but most of them like:

1. Consultant's Orientation Meeting
2. Awareness Generation Programmes
3. GAW, Rajasthan and India
4. Farmer's Training and Exposure Visit
5. Organic Fair and Media Interface
6. Community Seed Cell Management
7. Organic Clubs & Gardens in Schools
8. State Level Stakeholders Consultation Meeting

Consultant's Orientation Meeting

Kick-starting the activities with three month's delay, the Consultant's Orientation was organised on July 02, 2021. The purpose of the meeting was to discuss the bridge year project's work plan and its implementation.

Details of District Consultants

1. Hanuman Gram Vikas Samiti, Dausa
2. Ram Krishan Shikshan Sansthan, Kota
3. CUTS Centre for Human Development Rawla, Senth, Bhilwara, Chittorgarh & Pratapgarh
4. Prayatna Samiti, Udaipur

5. Samajik Vikas Sansthan, Jhalawar
6. (RUDSOVOT), Sawai Madhopur
7. Marudhar Ganga Society, Jodhpur

Besides the above, there were three block consultants also responsible for conducting activities in different blocks of Jaipur districts, these are:

1. Gramin Aarthik Samudaik Punanirman evam Vikas Sansthan, Sanganer, Jaipur
2. Awareness Training & Motivation for Action (ATMA) Sansthan, Jobner, Jaipur
3. Lok Sahbhagi Sansthan, Kooploda, Med, Viratnagar, Jaipur

Proceedings

Inaugural Session

Deepak Saxena, Assistant Director, CUTS, **Welcomed** the Project Consultants and briefly introduced the event's objectives, i.e., to discuss mainly the methodologies and ways to implement project activities. Saxena also emphasised on the need for better ideas for bridge year to make it more effective and worthy. He also appreciated the work done by the entire team of consultants in an adverse and challenging situation. Later, he also clarified the need to use the term 'Consultant' in place of 'Partners'. Later, he briefed on the upcoming activities over the next six months' period.



As requested by Saxena, all the consultant's introduced themselves one by one.

George Cheriyan, Director, CUTS, in his **Opening Address** welcomed all the project consultants and started with the outcome and achievements from the last four years of work under ProOrganic II. Cheriyan thanked and appreciated all the consultants for accomplishing a huge number of almost 400 activities on the ground level during last year, which had a loss of three months due to the first phase of lockdown, similar to this year's lockdown. He also explained the mythical meaning of 'Bridge Year', which means, 'to look at the back and take stock and revisit and review it critically, the work done during last four years and plan for the upcoming years and then consolidate and do the concrete planning accordingly.'



Cheriyen also emphasised on the need to grab the advantage of the current situation, where people are now inclined towards eating safe and healthy food amid pandemic over the last one and half years, which is possible only when they develop a habit of eating only organic. Pandemic has also helped develop a habit among consumers of creating their own kitchen gardens for fresh vegetables because they just wanted to avoid buying unhealthy and rotten vegetables from the market, which could be chemically farmed.

All these indicate their level of awareness regarding the ill effects of chemical farming. So, this is high time to encash these changing habits and mentality of people. Cheriyen briefed all the consultants on the three main components on the principles of which activities were implemented. These are education about ill effects of chemical farming, enhancing organic food production, and filling the gap between demand and supply of organic consumption.

Apart from work, Cheriyen also urged the need to document success stories of farmers at constant level, which on imparting with others at wider platforms, motivates not only others but also boosts the morale of a farmer, whose story has been documented. Regarding one activity related to kitchen gardening in schools, Cheriyen asked the consultants to put it on hold until the situation normalises and should be done only with students when they are back. If schools are not opened even during this year, then we will have to think of some alternate activity, for which he asked all to come out with the ideas.

Deepak Saxena then moderated the session with all the consultants, who highlighted and lowlighted their activities in the previous year.

Rajdeep Pareek, Project Officer, CUTS, gave a presentation of the **Activities for Bridge Year, 2021**. Starting with the key findings of the endline survey, Pareek highlighted the main results of the survey, comparing it with the 2017 baseline survey.



He then detailed the broader objective of the Bridge Year project and discussed the activities planned for 2021. Pareek shed light on Awareness Campaigns on Sustainable Consumption in two levels i.e., BLAM (Block Level Awareness Meeting) & District Level Awareness Meeting (DLAM). He provided a brief overview of Advanced Farmer's Trainings (FATS) & Exposure Visits (EVs). Pareek mentioned both FATS and BLAMs and DLAMs, emphasised to scale up the qualities of these activities and training of farmers need to be done. Seed Cell Management System activity also needs to be improved and accomplished in a better infrastructured manner.



Open Discussion: Reaction and Views on Strategies and Planning on the Activities of Bridge Year

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. Partners said that they have already created a positive environment among farmers for organic farming. It is evident in tribal areas, where farmers are more inclined towards organic farming.



Consultants also focussed on the increasing popularity of kitchen gardening in school as other schools have shown their interest in starting school kitchen gardening. Some consultants suggested documenting more success stories in their respective areas and connecting with universities and colleges to bring senior students into the movement. In the last, consultants opined that despite challenging times, they would try their best to conclude all activities on time and before the possible third wave of COVID-19.

Signing of Consultancy Contracts with Consultants

As ‘Bridge Year’ is the new interim period phase, so all the consultants had signed the ‘Consultancy Contract’ with the organization with detailed mention of all deliverables, as mentioned above to be implemented during the prescribed time line.

Summing up, Endline Survey Press Release, Vote of Thanks & Way Forward

Dharmendra Chaturvedi, Programme Officer, CUTS, concluded the meeting and said that CUTS is hopeful that all consultants will help the organization to achieve it’s overall objective within the set mandate. He reiterated for a quality work in all types of envisaged activities so as to ensure a deep impact. Dharmendra also briefed about the press release on the key findings of endline survey, which was to be released on the same day i.e. July 2, 2021 and he urged all to use their contacts and resources for ensuring to release the same in the local dailies of respective areas.



| Total Activities in Bridge Year 2121 | | | | | | | | | |
|--------------------------------------|-------------------|------------------|------|------|---|---|-----------------------------------|---------------|---|
| S. N. | Partner's Meeting | District | BLAM | DLAM | Community Managed Seed Cell System (FM) | School Interface Meetings for Kitchen Grdens in Schools | Farmers Training & Exposure Visit | GAW-Rajasthan | Sate Level Organic Fair cum Media Interface |
| | | | | | FM | EM | Planned | | |
| 1 | 1 | Bhilwara | 4 | 1 | 1 | 4 | 1 | 1 | 1 |
| 2 | | Chittorgarh | 4 | 1 | 1 | 4 | 1 | 1 | |
| 3 | | Dausa | 4 | 1 | 1 | 4 | 1 | 1 | |
| 4 | | Jaipur | 4 | 1 | 1 | 3 | 1 | 1 | |
| 5 | | Jhalawar | 4 | 1 | 1 | 4 | 1 | 1 | |
| 6 | | Jodhpur | 4 | 1 | 1 | 4 | 1 | 1 | |
| 7 | | Kota | 4 | 1 | 1 | 4 | 1 | 1 | |
| 8 | | Pratapgarh | 4 | 1 | 1 | 4 | 1 | 1 | |
| 9 | | Sawai Madhopur | 4 | 1 | 1 | 3 | 1 | 1 | |
| 10 | | Udaipur | 4 | 1 | 1 | 4 | 1 | 1 | |
| Total | 1 | | 40 | 10 | 10 | 38 | 10 | 10 | 1 |
| | | Total Activities | | | | | | | 120 |

Timeline for Year 2021-22

| Activity | Timeline | | | | | | | | | |
|---|----------|-----|------|------|--------|-------|------|------|------|--|
| | April | May | June | July | August | Sept. | Oct. | Nov. | Dec. | |
| Partner's Orientation meeting (District & Block Partners) | | | | | | | | | | |
| Awareness campaigns on sustainable consumption (Block & District level) | | | | | | | | | | |
| Green Action Week, Rajasthan | | | | | | | | | | |
| Advanced training & Exposure Visits of Farmers | | | | | | | | | | |
| Strengthening of Community Managed Seed Cells | | | | | | | | | | |
| Developing organic clubs & gardens in the schools | | | | | | | | | | |
| State level Organic Fair & Media Interface | | | | | | | | | | |
| Monitoring visits of Team members | | | | | | | | | | |

Programme Schedule

| Time | Subject | Person |
|---------------|---|--|
| 9:30 – 10:30 | Registration and Tea | CUTS |
| 10.30 – 10.40 | Welcome Address (<i>Purpose and Agenda</i>) | Deepak Saxena Assistant Director |
| 10:40 – 11:00 | Opening Address (<i>Observation on Project Implementation So Far and Expectations for Future</i>) | George Cheriyan, Director |
| 11:00 – 12:00 | Presentation by District Consultants (<i>Key Highlights and Lowlights of the Activities of the Year 2020-21</i>) | All Consultants & Deepak Saxena: Moderator |
| 12.00 – 12.30 | Presentation of the Activities of the Bridge Year 2021 (<i>Main Activities and Challenges</i>) | Rajdeep Pareek, Programme Officer |
| 12:30 – 13:00 | Reaction/Views/Strategies and Planning on the Activities of 2021 | All Consultants & Rajdeep Pareek Programme Officer: Moderator |
| 13.00 – 13.15 | Consultancy Contract Signing | All Consultants and CUTS |
| 13.15 – 13.30 | Summing up, Endline Survey Press Release, Vote of Thanks & Way Forward | Dharmendra Chaturvedi, Programme Officer |
| 13.30 | Lunch | |

List of Participants

| S. N. | Names | Name and Address of the Organization |
|-------|-----------------------|---|
| 1 | Om Prakash Pareek | Hanuman Gram Vikas Samiti, Dausa |
| 2 | Dinesh Kumar Bagda | (RUDSOVOT), Sawai Madhopur |
| 3 | Gourav Chaturvedi | CUTS Centre for Human Development, Bhilwara |
| 4 | Anil Vyas | Prayatna Samiti, Udaipur |
| 5 | Vinod Sharma | Awareness Training and Motivation for Action, Jobner, Jaipur |
| 6 | Yudhisthir Chansi | Ram Krishan Shikshan Sansthan, Kota |
| 7 | Nathu Ram Choudhary | Samajik Vikas Sansthan, Jhalawar |
| 8 | Bharat Kumar Bhati | Marudhar Ganga Society, Jodhpur |
| 9 | Madan Giri Goswami | CUTS Centre for Human Development Rawla, Senth, Chittorgarh <i>(representing both Chittorgarh & Pratapgarh)</i> |
| 10 | Gopal Singh | Lok Sahbhagi Sansthan, Viratnagar, Jaipur |
| 11 | Manju Sharma | Gramin Aarthik Samudayik Punar Nirman Evam Vikas Sansthan, Sanganer, Jaipur |
| 11 | George Cheriyan | CUTS International, Jaipur |
| 12 | Deepak Saxena | CUTS International, Jaipur |
| 13 | Dharmendra Chaturvedi | CUTS International, Jaipur |
| 14 | Rajdeep Pareek | CUTS International, Jaipur |
| 15 | Pratibha Jain | CUTS International, Jaipur |