



Sustainable Consumption and Production in India Stakeholder Sensitisation Programme (SSP)

December 01, 2022 Bharatpur

Event Report

Background

India and other countries signed the 2030 Agenda for Sustainable Development declaration, comprising 17 Sustainable Development Goals (SDGs). Sustainable Consumption and Production (SCP) has become essential to the SDGs. It promotes social and economic development within the optimal capacity of ecosystems, raises efficiency and ensures sustainability in the use of resources and production processes. The SCP can only be achieved if every country ensures its production and consumption patterns are not undermining the planet's environmental boundaries. It also has to be done while keeping such practices' social and economic impact.



Rajasthan's contemporary food production and consumption cannot be considered sustainable since it is attached to many concerns and involves several other contributors to the problem. Moreover, sustainability problems are arising from issues such as growing unhealthy cultivation methods and practices, emphasis on high yields by using high chemical manures, feeling insecure and lack of motivation and support for altering the current practices. Lack of attention to more systemic issues and hence the lack of political will for changes may be one reason food-consumption patterns barely shifted toward sustainability.

About the Project

The 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. Sustainable consumption from a consumer perspective can contribute substantially to poverty alleviation and the transition towards low-carbon and green economies. CUTS has documented sustainable consumption practices in India and studied sustainable consumption at a national level. One step ahead in implementing SCP intervention in the selected cities of Rajasthan by conducting research to understand the perception, practices and consumption patterns. The programme aims to improve health, education, equity and empowerment and reduce waste and pollution.

Through the intervention, local consumers and stakeholders will be sensitised towards sustainable lifestyles. 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.

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. The work deeply impacted and contributed to promoting organic consumption in the state. In partnership with the Swedish Society for Nature Conservation (SSNC), CUTS has designed an ambitious five-year project clubbing sustainable production, consumption, and practices together. The 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 seven divisions of Rajasthan.

Objective

- Minimising the use of natural resources and emissions of waste and pollutants.
- Decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.
- Informed consumers will adopt sustainable lifestyle practices and overall it will contribute towards a culture of sustainable consumption.

- As a top-down approach, SDG 12 will reach a local level and stakeholders will be made aware of their role on SCP. Through increased awareness and sensitised stakeholders, sustainable consumption will increase.
- Advocacy with the policymakers will help ensure the effective implementation of the sustainable consumption policy in the state, which will further support the project's objective.

The SCP activities will be organised in the selected cities from all seven administrative divisions of Rajasthan. These selected cities are Bharatpur, Bhilwara, Chittorgarh, Churu, Jaipur, Jodhpur and Kota.

Stakeholder Sensitisation Programme

Under the project, the sixth stakeholder sensitisation programme (SSP) was organised at Bharatpur city to sensitise relevant stakeholders, including government officials, policymakers, consumer groups, organisations working on environmental issues, media and others. Similar programmes will be organised in other selected divisions of Rajasthan. Policies on SCP and best practices for sustainable lifestyles will be shared through these programmes. These platforms will also be used as divisional level advocacy with policymakers.

Proceedings

Welcome Remarks

Harish Kumar welcomed the key speakers and participants. He briefly introduced the key speakers and gave all key speakers and participants a quick overview of the SCP activity. He informed that under the project he interacted with the local residents of the town and conducted a consumer perception survey.

Opening Remarks

Amar Deep Singh, Senior Programme Officer, CUTS elaborated on the SCP project by relating it to the background of the Bharatpur district to promote environmental preservation. He admired Bharatpur district culture, which still adheres to the environmental protection practices of its ancestors and sustainable consumption, such as conserving rain water by collecting in water tank known as 'Tanka' at individual houses and 'Bavadi' at community level. There are also practices for reducing food waste at every household level. He also quoted the example of the historical Chipko movement, which originated from the *Khejadli* village of Jodhpur in 1773. This is an unmatched example globally where 363 villagers sacrificed their lives to protect the trees. This inspires many environmental leaders in the world.

Similarly, he examined the studies conducted in several divisions to identify the culture of the residents. He provided a short description of the objective of the stakeholder sensitisation programme. He continued by pointing out that urban areas generate a large amount of garbage

and segregating such waste has become a significant issue. Though there are various policies to address the waste management issues, still consumers need to change the practices of generating waste and consider responsible consumption. There is need to strict implementation of policies such as single use plastic ban, extended producers responsibility, sustainable transportation and public bicycle sharing system. At conclusion, he pointed out that all stakeholders concerned needed to work together, raise awareness and develop sound policies. These two actions can stop waste production and control pollution from harming our ecosystem and land.

Presentation

Amit Babu, CUTS, provided a detailed presentation about the survey results for the Jaipur district. He stated that consumers have positive attitudes regarding environmental protection. Most respondents responded positively to sustainable practices like segregating waste, lending clothes to the needy and buying less harmful products for the environment. His presentation includes data on reasons for not preferring to ride a bicycle or walk and individual choices for disposing off electronic waste. He added that EcoMark/EcoLabel are familiar to a relatively small number of people and we need to raise awareness about the sustainability certification label.

Key Speakers

Abhijeet Kumar, Mayor, Bharatpur Municipal Corporation Greater highlighted the best practices regarding sustainable waste management. The Nordic countries, including Denmark, Finland, Iceland, Norway, and Sweden, are known for their strong focus on sustainable waste management. He highlighted that the Centre notified new solid waste management rules Solid Waste Management Rules, 2016 , but India's waste management problem has continued to worsen mainly due to the non-implementation of rules. There is need for integrated waste management system in Bharatpur city.

Narendra Rajawat, Engineer, Rajasthan State Pollution Control Board (RSPCB) highlighted the National Green Tribunal (NGT)'s important judgments on pollution and waste management. He said NGT plays a critical role in enforcing environmental legislation in India and ensuring that industries and individuals comply with environmental laws to protect the environment and natural resources. Collective action can play a crucial role in waste management by encouraging individuals to take responsibility for their waste, promoting waste segregation, recycling and composting and reducing the amount of waste that ends up in landfills. He explained about the Extended Producer Responsibility (EPR). The EPR is a policy approach that can help reduce the environmental impact of waste by making producers responsible for the entire lifecycle of their products. The EPR policies encourage producers to design products that are environmentally friendly, durable and easy to recycle, resulting in a more sustainable approach to waste management.

Laxman Kumar Pathak, Engineer, Rajasthan Public Health Engineering Department (PHED) said climate change has a significant impact on sustainable consumption, affecting the availability of natural resources, food production and the transition to a low-carbon economy. Addressing climate change is critical to promoting sustainable consumption and ensuring that future generations can meet their own needs. In order to address the impact of climate change on sustainable consumption, it is important to promote the adoption of sustainable practices and technologies, such as renewable energy, energy-efficient buildings and appliances, and sustainable agriculture. He also discussed about Sikkim's success in reducing plastic waste. Sikkim, a small state in northeastern India, has emerged as a leader in the fight against plastic waste. In 1998, Sikkim became the first state in India to ban the use of plastic bags, and in 2016, it became the first state to achieve a 100 per cent organic farming status.

Open Discussion

A few participants shared their opinions and experiences regarding trash management culture and sustainable practices in an open discussion.



Media Coverage



भरतपुर में कट्स इंटरनेशनल जयपुर तथा एम.एम.एस.एस. भरतपुर के सहयोग से सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना का आयोजन हितधारक संवेदीकरण कार्यशाला मुख्य अतिथि माननीय अभिजीत कुमार जी उपस्थिति में क्रियान्वित किया गया। आयोजन में कट्स इंटरनेशनल के प्रतिनिधि वरिष्ठ कार्यक्रम अधिकारी एवं अमरदीप सिंह एवं अमित कुमार प्रोजेक्ट कार्यकारी एवं पॉल्यूशन बोर्ड भरतपुर के अधिकारी नरेन्द्र राजावत इन्जीनियर, अनुराग त्रिपाठी पीएसईडी विभाग से नाहर सिंह जी एवं लक्ष्मण पाठक आदि उपस्थित रहे। अमर दीप सिंह, वरिष्ठ कार्यक्रम अधिकारी कट्स इंटरनेशनल ने कार्यक्रम अपने उद्घोषण में बताया कि सतत उपभोग एवं उत्पादन के विषय में भारत में और विशेष रूप से राजस्थान में बहुत कार्य करने की आवश्यकता है वर्तमान में उपभोक्ताओं के उपभोग करने के तरीकों में बहुत बढ़ावा आया है, जिसका पर्यावरण पर बुरा प्रभाव पड़ रहा है साथ ही नागरिकों के स्वास्थ्य पर भी।

हितधारक संवेदीकरण कार्यशाला का हुआ आयोजन

चमकता राजस्थान

भरतपुर, (राजवीर सिंह) गुरूवार को स्थान राणा होटल भरतपुर शहर में कट्स इंटरनेशनल जयपुर तथा एम.एम.एस.एस. भरतपुर के सहयोग से सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना का आयोजन हितधारक संवेदीकरण कार्यशाला के रूप में समय प्रातः 10 बजे से दोपहर 2 बजे तक मुख्य अतिथि माननीय महापौर श्री अभिजीत कुमार जी उपस्थिति में क्रियान्वित किया गया। आयोजन में कट्स इंटरनेशनल के प्रतिनिधि वरिष्ठ कार्यक्रम अधिकारी एवं श्री अमरदीप सिंह एवं श्री अमित कुमार प्रोजेक्ट कार्यकारी एवं पॉल्यूशन बोर्ड भरतपुर के अधिकारी श्री नरेन्द्र राजावत इन्जीनियर श्री अनुराग त्रिपाठी पीएसईडी विभाग से नाहर सिंह जी एवं श्री लक्ष्मण पाठक आदि उपस्थित रहे। अमर दीप सिंह, वरिष्ठ कार्यक्रम अधिकारी कट्स



इंटरनेशनल ने कार्यक्रम अपने उद्घोषण में बताया कि सतत उपभोग एवं उत्पादन के विषय में भारत में और विशेष रूप से राजस्थान में बहुत कार्य करने की आवश्यकता है वर्तमान में उपभोक्ताओं के उपभोग करने के तरीकों में बहुत बढ़ावा आया है, जिसका पर्यावरण पर बुरा प्रभाव पड़ रहा है साथ ही नागरिकों के स्वास्थ्य पर भी इसका बुरा प्रभाव पड़ रहा है। इस स्थिति को ध्यान में रखते हुए कट्स विगत कई

वर्षों से सतत उपभोग के क्षेत्र में कई अध्ययन और परियोजनाओं का क्रियान्वयन कर रहा है राजस्थान राज्य में भी सतत उपभोग की संस्कृति को विकसित करने हेतु एक परियोजना का क्रियान्वयन किया जा रहा है जो कि राजस्थान के सभी संभागों में लागू होगी। उन्होंने बताया कि भरतपुर एवं राजस्थान ऐतिहासिक रूप से पर्यावरण संरक्षण के लिए जाना जाता है पूरी दुनिया में चिपको आंदोलन का उदाहरण

देकर के जो धरती पर्यावरण संरक्षण में अग्रणी रहा है। इसी प्रकार वर्तमान में उपभोक्ताओं के व्यवहार में परिवर्तन करके प्रदूषण में कमी लाई जा सकती है। वर्तमान में शहरी निकाय शहरों में उत्पन्न होने वाले अत्यधिक कचरे के निस्तारण की समस्या से जूझ रहे हैं। सभी सभी हित धारकों को साथ में मिलकर काम करना होगा आम नागरिकों में जागरूकता बढ़ानी होगी विभागों को अपने कार्य बेहतर तरीके से करने होंगे एवं नीति निर्धारकों को सही नीतियों का क्रियान्वयन करना होगा जिससे हमारे शहर गांव कचरे के उत्पादन को कम कर सकें और हमारी धरती एवं पर्यावरण को प्रदूषण से बचाया जा सकें। कार्यक्रम का संचालन मानव मंगल सेवा संस्थान के सचिव श्री हरेश कुमार द्वारा किया गया एवं समापन पर स्वाधीन संस्थान के अध्यक्ष टी.पी. मिश्रा द्वारा सभी का आभार व्यक्त किया गया।