



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

January 23, 2023 Bhilwara

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 carrying 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 maintaining 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 shift 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 is 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.

The 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 Bhilwara 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

Gaurav Chaturvedi 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 Bhilwara district to promote environmental preservation. He admired Bhilwara 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 that 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 etc. At the 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 Bhilwara district. He stated that consumers have positive attitudes regarding environmental protection. Most respondents recated 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



Ravi Chandel, Assistant Engineer, Rajasthan State Pollution Control Board (RSPCB) said IEC materials can play an important role in promoting effective solid waste management practices. Schools can play an important role in promoting sustainable waste management practices and educating students about the importance of reducing, reusing and recycling waste. In the context of waste management, EPR (Extended Producer Responsibility) requires producers to take responsibility for the end-of-life management of their products and packaging. By holding producers responsible for the end-of-life management of their products, EPR can encourage producers to design products that are more sustainable, reduce waste and increase recycling rates. This approach can also help reduce the burden on local governments and citizen who are often responsible for managing and disposing off waste.

Pushendra singh, Assistant Engineer, Municipal Corporation, Bhilwara highlighted about battery waste and construction waste and e-waste. To address this issue, many countries have established regulations for the disposal. Proper management and disposal of waste is important to protect human health and the environment. By recycling materials, we can reduce the amount of waste that is sent to landfills and conserve valuable resources.





Mukesh Sharma, Engineer Rajasthan Public Health Engineering Department (PHED) highlighted the water pollution issue in the city. Bhilwara is known as the textile city of Rajasthan, and the textile industry is one of the major sources of water pollution in the city. The dyeing and printing processes used in the textile industry discharge a large amount of untreated effluent into the water bodies, causing severe pollution. There is need to raise awareness among people regarding water pollution.

Open Discussion

A few participants shared their opinions and experiences regarding trash management culture and sustainable practices in an open discussion. Participants had discussed about Kothari River conservation.



उपभोक्ताओं के व्यवहार में परिवर्तन करके प्रदूषण में लाई जा सकती है कमी - सिंह

हितधारक संवेदीकरण कार्यक्रम आयोजित

लोकजीवन न्यूज सर्विस, भीलवाड़ा

कट्स संस्थान द्वारा सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना के तहत हितधारक संवेदीकरण कार्यक्रम का आयोजन एक निजी होटल में किया गया कार्यक्रम में अमर दीप सिंह, वरिष्ठ कार्यक्रम अधिकारी कट्स इंटरनेशनल ने 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 राजस्थान ऐतिहासिक रूप से पर्यावरण संरक्षण के लिए जाना जाता 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। ठोस कचरा, प्लास्टिक, इलेक्ट्रॉनिक वेस्ट आदि शहरी निकायों के लिए समस्या बन गए हैं। खेती के

उत्पादन को बढ़ाने के लिए हानिकारक रासायनिक खादों का उपयोग बढ़ रहा है। अनावश्यक भूजल के दोहन से शहरो का ग्राउंड वाटर बहुत नीचे चला गया है। इस दौरान कार्यक्रम कोर्डिनेटर अमित बाबु, परिषद के सहायक अभियंता पुष्पेंद्र सिंह, रवि चंदेल, मुकेश शर्मा सहित नागरिक संगठन, विकास समितियां ने विचार व्यक्त किये। कोठरी नदी के पुनर्जीवन करने, परंपरागत सतत उपभोग की जीवन शैली को अपनाने, आम नागरिकों में जागरूकता बढ़ाने के लिए, विभागों व सभी को अपने कार्य बेहतर तरीके से करने होंगे एवं नीति निर्धारकों को सही नीतियों का क्रियान्वयन करना होगा जिससे हमारे शहर और गांव कचरे के उत्पादन को कम कर सकें और हमारी धरती एवं पर्यावरण को प्रदूषण से बचाया जा सके। संचालन गौरव चतुर्वेदी ने किया।



कट्स संस्थान द्वारा सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु हितधारक संवेदीकरण कार्यक्रम



Admin



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भीलवाड़ा- कट्स संस्थान द्वारा सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना के तहत हितधारक संवेदीकरण कार्यक्रम का आयोजन होटल महाराजा, भीलवाड़ा में किया गया कार्यक्रम में अमर दीप सिंह, वरिष्ठ कार्यक्रम अधिकारी कट्स इंटरनेशनल ने कार्यक्रम अपने उद्बोधन 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 बढ़ाव 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।