



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

January 25, 2023 Chittorgarh

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. 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 keeping in mind 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

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.

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.

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 Chittorgarh 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 for divisional level advocacy with policymakers.

Proceedings

Welcome Remarks

Gauhar Mahmood 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 the participants 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 Chittorgarh district to promote environmental preservation. He admired Chittorgarh 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 for strict implementation of policies such as single use plastic ban, extended producers' responsibility, sustainable transportation and public bicycle sharing system, etc. In 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 Chittorgarh 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 included data on reasons for not preferring to ride a bicycle or walk and individual choices for disposing of electronic waste. He added that EcoMark/EcoLabel is familiar to a relatively small number of people, and we need to raise awareness about the sustainability certification label.

Key Speakers

Sandeep Sharma, Chairman, Nagar Palika Parishad, Chittorgarh, said the waste generated in Chittorgarh includes household waste, commercial waste, and industrial waste. The municipal corporation collects the waste from households and businesses and transports it to a landfill site outside the city. However, the waste management system in Chittorgarh faces several challenges. One of the major challenges is the lack of infrastructure and resources to manage the waste effectively. The city lacks proper waste segregation and recycling facilities, which leads to the accumulation of waste in landfills, causing pollution and health hazards.

Mahendra Dudi, District Development Manager (DDM), National Bank for Agriculture and Rural Development (NABARD), said use of organic farming practices, which involve the use of natural inputs and methods to manage soil fertility, control pests and diseases, and promote biodiversity. Organic farming practices can help reduce the use of synthetic fertilizers and pesticides, which can have negative impacts on the environment and human health. There is need to promote local and regional food systems, which can reduce the environmental impact of transporting food over long distances and support local economies.

Naresh Dhakad, Councillor, Nagar Palika Parishad, Chittorgarh, said, when waste is generated, proper waste management is necessary to minimize the environmental impact. This involves proper disposal of waste through methods such as landfilling, incineration, or composting, depending on the type of waste. Nagar Palika is working towards sustainable waste management. One of the key principles of sustainable consumption is the use of the "3Rs" reduce, reuse, and recycle to minimize the amount of waste generated. Proper waste management can also contribute to sustainable consumption.

Open Discussion

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



हितधारक संवेदीकरण कार्यशाला में दी जीवन शैली की जानकारी

भास्कर संवाददाता | चित्तौड़गढ़

कट्स मानव विकास केंद्र द्वारा सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने के लिए परियोजना के तहत हितधारक संवेदीकरण कार्यशाला का आयोजन कट्स के केंद्र समन्वयक गौहर महमूद के स्वागत उद्बोधन के साथ हुआ। मुख्य अतिथि नगर परिषद सभापति संदीप शर्मा ने कहा कि सतत उपभोग में जीवन शैली व दैनिक दिनचर्या में पर्यावरण एक गहन मुद्दा है।

उन्होंने कहा कि नगर परिषद् द्वारा घर-घर कचरा कलेक्शन का अभियान चला रखा है एवं डस्ट बिन बाटे जा रहे हैं। कार्यक्रम में वरिष्ठ कार्यक्रम अधिकारी अमर दीप सिंह 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 बदलाव आया है,

जिसका पर्यावरण एवं मानव जीवन पर बुरा प्रभाव पड़ रहा है। कार्यक्रम में कार्यक्रम एशोशिएट्स कट्स अमित ने चित्तौड़गढ़ जिले के वार्ड नंबर 30 में हुए सर्वे में आए आंकड़ों की जानकारी दी। कृषि एवं ग्रामीण विकास बैंक (नाबार्ड) के डीडीएम महेंद्र डूडी ने विकास को बाधित करने वाले कारणों को बताया। नरेश धाकड़ पार्षद ने परंपरागत उपभोग की जीवन शैली को अपनाने एवं आम नागरिकों में जागरूकता बढ़ाने के लिए प्रेरित किया। संचालन मदन गिरी गोस्वामी ने किया। ओम सिंह शेखावत (बड़ोदा स्वरोजगार डायरेक्टर), विजय सिंह (आदित्य विरला कार्पोरेशन), भगवत सिंह तंवर, छगनलाल चावला, नीतू जोशी, रेनु चतुर्वेदी एवं भरत कुमार शर्मा ने विचार व्यक्त किए। भदोसर एफपीओ में आत्मा कृषक पुरस्कार योजना के तहत हुए आवेदनों में से दिनेश चंद्र जाट नाहरगढ़ का जैविक खेती में पंचायत समिति स्तर पर चयन हुआ है।