



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

February 17, 2023, Rajgarh, Churu

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 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 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 Rajgarh, Churu 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

Rajendra Singh Rathore 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 Churu district to promote environmental preservation. He admired Churu 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 reduce 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. 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 Churu 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

Raziya Gehlot, Chairperson, Rajgarh Nagar Palika (Municipal Council), highlighted the issue of plastic pollution and air pollution. Plastic pollution is harmful for both nature and animal. Uncollected plastic waste is the biggest issue; it is thrown in landfills, blocks waterways, and pollutes roads. This unmanaged plastic waste makes it easy to enter animal bellies and simultaneously to the plastic crisis and overproduction of plastic. To deal with the issue, Nagar Palika will establish a waste treatment plant in Rajgarh. She appreciated the study conducted by CUTS and said that Nagar Palika will ensure waste collection from all households and will also work towards creating awareness in the city.



Rajendra Kumar Sharma, Regional Forest Officer, Department of forest Rajasthan, said not just from a holistic perspective but also in our daily lives, climate change has had several negative effects. World's resources are being depleted by unsustainable lifestyles, irresponsible production and distribution practises. He described the initiative taken by the Department of Forest, Rajasthan, for sustainable consumption and production and water conservation. He said forest green cover has

increased in Rajasthan due to government initiatives. He stressed upon the need to change consumer behaviour towards sustainable products.

Rahul Parik, Councillor, Rajgarh Nagar Palika, said one such activity where public participation is essential to success is solid waste management. To allow low-income groups and neighbourhoods to participate and encourage changes within their areas, we also need to take a fresh look at how community involvement is defined. As local councillor, he is trying to make their town garbage free and also trying to make people aware of the need to reduce their waste. He also said Rajgarh Nagar Palika requires a waste treatment plant.



Pawan Mohta, President, Rajgarh Trade Union, said we need to observe consumers' attitudes and purchase intention of eco-friendly products. Rajgarh Trade Union has appreciated the single use plastic ban. All stakeholders have to follow and obey the environment-related rules and policies.

Open Discussion

A few participants shared their opinions and experiences regarding trash management culture and sustainable practices in an open discussion. Participants also raised the issue of food waste in social functions, which was not the practice in culture. There is lot of food waste due to buffet system in social functions.



Media Coverage

सतत उपभोग की जीवन शैली व संस्कृति विकसित करने को लेकर कार्यशाला हुई



सादुलपुर. कार्यशाला को संबोधित करते अतिथि।

भास्कर न्यूज़ | सादुलपुर

कट्स इंटरनेशनल एनजीओ के सहयोग से शुक्रवार को सतत उपभोग की जीवन शैली व संस्कृति विकसित करने विषय पर कार्यशाला हुई। मुख्य अतिथि पालिकाध्यक्ष रजिया गहलोत तथा विशिष्ट अतिथि सेवानिवृत्त एएसपी नियाज मोहम्मद, पार्षद राहुल पारीक, व्यापार मंडल अध्यक्ष पवन मोहता व क्षेत्रीय वन अधिकारी राजेंद्र प्रसाद शर्मा थे।

वरिष्ठ कार्यक्रम अधिकारी अमरदीप सिंह ने बताया कि सतत उपभोग व 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

कार्यशाला का हुआ आयोजन

सादुलपुर. कट्स इंटरनेशनल की ओर से शुक्रवार को एक कार्यशाला का आयोजन सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने के लिए परियोजना विषय पर किया गया। मुख्य अतिथि नगरपालिका चेयरमैन रजिया



गहलोत, विशिष्ट अतिथि रिटायर्ड एएस पी नियाज मोहम्मद तथा चूरू जिला अरबन कोऑपरेटिव बैंक के चेयरमैन राहुल पारीक, सयुक्त व्यापार मंडल अध्यक्ष पवन कुमार मोहता, क्षेत्रीय वन अधिकारी राजेंद्र प्रसाद शर्मा थे। इस अवसर पर अमर दीप सिंह, वरिष्ठ कार्यक्रम अधिकारी कट्स इंटरनेशनल ने कहा कि उपभोक्ताओं के व्यवहार में परिवर्तन करके प्रदूषण में कमी लाई जा सकती है। सहयोगी संस्था लीलकी ग्रामीण विकास समिति से राजेन्द्र सिंह राठौड़ द्वारा स्वागत और संचालन किया गया। हैल्थ इंडिया सोसायटी से सुमेर सिंह गुलपुरा ने पूनमचंद स्वामी, श्रवण सोनी, मकसूद चिश्ती, सद्दाम हुसैन बड़गुजर, ताज मोहम्मद, सुधीर सिहाग, नवीन सिहाग, रिटायर्ड सीआई शिवचंद पचार, आदि ने कार्यक्रम में भागीदारी निभाई।

मकसूद चिश्ती, बड़गुजर, पूर्व टीआई ताज मोहम्मद, सुधीर सिहाग, नवीन सिहाग, रिटायर्ड सीआई शिवचंद पचार ने भी विचार व्यक्त किए।