



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

November 18, 2022 Kota

### 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 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 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 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 Kota 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

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 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 Kota district to promote environmental preservation. He admired Kota 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. 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 Kota 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 of 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**

Rajkumar, Engineer, Rajasthan State Pollution Control Board (RSPCB) said that like many other cities around the world, it faces significant challenges related to plastic waste management. The excessive use of single-use plastic items, such as bags, bottles, and straws, has resulted in large amounts of plastic waste accumulating in the city. This waste often ends up in landfills, on streets, or in water bodies, leading to environmental pollution, health hazards, and aesthetic degradation. To tackle this problem, the government of Kota has implemented various initiatives such as banning single-use plastics, promoting the use of eco-friendly alternatives, and setting up waste segregation and recycling facilities. The RSPCB is creating awareness regularly in all over state through various mode of communication. Consumers, NGOs, educational institutions should also provide their support to create awareness.

Hemlata Gandhi, Project Coordinator, National Urban Livelihoods Mission (NULM) said promoting sustainable consumption in Kota is essential for creating a sustainable future for the city. Encouraging the use of eco-friendly products such as reusable bags, bottles and straws can help in reducing the number of single-use plastics. This can be done by promoting such products and making them easily accessible to the public. Additionally, there is a need for innovative solutions such as incentivising plastic waste collection and promoting the use of biodegradable plastics to reduce the environmental impact of plastic waste. She highlighted that NULM and Nagar Nigam are working towards the waste management programme that aims to improve the living conditions of the urban poor by providing them with employment opportunities through waste management activities.

Brijesh Vijayvargiya, Founder, Jal Biradari Sansthan, Kota said organising awareness programmes is a crucial step in encouraging community participation in waste management. The programmes can educate the public about the importance of waste management and its

impact on the environment. It can also promote responsible waste management practices such as waste segregation and recycling. Community participation is essential for effective waste management. It can promote responsible waste management practices, encourage people to take ownership of their waste and create a culture of sustainable waste management. The implementation of the above measures can help in encouraging community participation in waste management and promoting a cleaner and greener environment.

## Open Discussion

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



## रामकृष्ण शिक्षण संस्थान व कट्स इंटर नेशनल की कार्यशाला

हेडलाइन न्यूज़। कोटा

रामकृष्ण शिक्षण संस्थान कोटा एवं कट्स इंटर नेशनल जयपुर द्वारा निवृद्धि सोसायटी फॉर नेचर कंजर्वेशन के सहयोग से संचालित सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना के अंतर्गत हित धारक संवेदीकरण कार्यशाला होटल सूर्य रॉयल झालाबाड रोड, कोटा में आयोजित की गई।

संस्था सचिव एवं जिला समव्यक्त युधिष्ठिर चानसी ने सभी आगंतुक अतिथियों व प्रतिभागियों का स्वागत किया। स्वागत बेल्ला उपरांत परियोजना परिचय के साथ अमरदीपसिंह, 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।

नगर निगम उत्तर कोटा के वार्ड 21 में उपभोक्ता धारणा सर्वेक्षण की विस्तारण रिपोर्ट अमित बाबू, कार्यक्रम अधिकारी, कट्स जयपुर द्वारा प्रोजेक्टर के माध्यम से प्रस्तुत की और प्रतिभागियों से संवाद स्थापित किया। प्रदूषण नियंत्रण बोर्ड, कोटा विशेषज्ञ

राजकुमार ने कार्बन उत्सर्जन के बारे में बताया कि औद्योगिकरण ने रोजगार तो बढ़ाया परंतु सही प्रबंध नहीं होने के चलते कार्बन उत्सर्जन बढ़ता जा रहा है एवं ई वेस्ट जिसको हम कहीं भी फेंक देते हैं उसके कलेक्शन सेंटर पर ही जमा करना चाहिए, माना कि अभी तक इतने सेंटर नहीं हैं पर आगामी समय में अवश्य होंगे।

हेमलता गांधी, प्रभारी एन यू एल एम नगर निगम कोटा ने बताया कि आज के समय में पॉलीथीन सुबह से लेकर शाम तक हमारे लिए आवश्यक सामग्री बन गई है। पॉलीथीन केवल हमारी सुलभता के लिए थी, लेकिन उसका जरूरत से ज्यादा उपयोग आज संकट बन गया है।

कार्यशाला में आर.पी गुप्ता अध्यक्ष जन शिक्षण संस्थान कोटा, मुकेश राठौर निदेशक जन शिक्षण संस्थान कोटा, यज्ञदत्त हाड़ा, बृजेश विजयवर्गीय जल बिरादरी, कोटा, डॉ. राजेंद्र बैरागी, व्याख्याता, विमल जैन, आदि ने



विचार व्यक्त किये। युधिष्ठिर चानसी ने बताया कि हितधारक संवेदीकरण कार्यशाला में परियोजना के तहत पृष्ठभूमि, परियोजना के तहत गतिविधियां, सी पी एस, सतत उपभोग सूचकांक, उपभोक्ता जुड़व और जागरूकता कार्यक्रम -आदि बिंदुओं पर विचार साझा

किये गये। जुगलकिशोर चानसी, राम निवास राठौर, हेमराज प्रतिहार, लक्ष्मीनारायण, वंदना शर्मा, आदि का विशेष सहयोग रहा। प्रतिभा जैन, कट्स जयपुर द्वारा सभी का आभार व्यक्त किया गया।

## पर्यावरण संरक्षण के लिए जागरूकता जरूरी

हितधारक संवेदीकरण कार्यशाला संपन्न

नवज्योति/कोटा

रामकृष्ण शिक्षण संस्थान कोटा एवं कट्स इंटर नेशनल जयपुर द्वारा स्वीडिश सोसायटी फॉर नेचर कंजर्वेशन के सहयोग से हित धारक संवेदीकरण कार्यशाला निजी होटल में आयोजित की गई। संस्था सचिव एवं जिला समव्यक्त युधिष्ठिर चानसी ने सभी आगंतुक अतिथियों व प्रतिभागियों का स्वागत किया। इसके बाद अमरदीप सिंह वरिष्ठ कार्यक्रम अधिकारी कट्स इंटरनेशनल ने अपने उद्बोधन में कहा कि सतत उपभोग एवं उत्पादन के विषय में भारत और विशेष रूप से राजस्थान में बहुत कार्य करने की आवश्यकता है। राजस्थान ऐतिहासिक रूप से पर्यावरण संरक्षण के लिए जाना जाता है। वर्तमान में शहरी निकाय शहरों में उत्पन्न होने वाले अत्यधिक कचरे के निस्तारण की समस्या से जूझ रहे हैं। इसके समाधान



के लिए सभी हित धारकों को साथ में मिलकर काम करना होगा और नागरिकों में जागरूकता बढ़ानी होगी। जिससे हमारी धरती एवं पर्यावरण को प्रदूषण से बचाया जा सके।

नगर निगम उत्तर कोटा के वार्ड 21 में उपभोक्ता धारणा सर्वेक्षण की विश्लेषण रिपोर्ट अमित बाबू कार्यक्रम अधिकारी कट्स जयपुर द्वारा प्रोजेक्टर के माध्यम से प्रस्तुत की गई। प्रदूषण नियंत्रण बोर्ड कोटा के विशेषज्ञ राजकुमार ने कार्बन उत्सर्जन के बारे में बताया। हेमलता गांधी प्रभारी एनयूएलएम नगर निगम कोटा ने बताया

कि पूर्व में पॉलीथीन केवल हमारी सुलभता के लिए थी, लेकिन अब जरूरत से ज्यादा उपयोग आज संकट बन गया है। कार्यशाला में आर.पी गुप्ता अध्यक्ष जन शिक्षण संस्थान कोटा, मुकेश राठौर निदेशक जन शिक्षण संस्थान कोटा, यज्ञदत्त हाड़ा, बृजेश विजयवर्गीय जल बिरादरी कोटा, डॉ. राजेंद्र बैरागी व विमल जैन आदि ने विचार व्यक्त किए। इस दौरान जुगल किशोर चानसी, राम निवास राठौर, हेमराज प्रतिहार, लक्ष्मीनारायण, वंदना शर्मा आदि का विशेष सहयोग रहा। अंत में प्रतिभा जैन ने आभार व्यक्त किया।