

## Event Report

# Stakeholders Sensitisation Programme

### August 11, 2023, Bharatpur, Rajasthan

### 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 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

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 the national level. One step ahead, CUTS is implementing SCP intervention in the selected cities of Rajasthan by conducting research to understand the perceptions, practices and consumption patterns of local consumers. The programme aims to improve health, education, equity, and empowerment and reduce waste and pollution. 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

- Minimise the use of natural resources and emissions of waste and pollutants
- Decouple economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles
- Educate consumers to make informed choices to promote a culture of sustainable consumption
- Implement SDG 12 on a local level, raising awareness among stakeholders about their role in Sustainable Consumption and Production (SCP). This heightened awareness will drive an increase in sustainable consumption
- Advocate for sustainable consumption policies with policymakers to effectively implement them at the state level, aligning with the project's objectives

## Stakeholder Sensitisation Programme

Under the project, a stakeholders' sensitisation programme was organised at Bharatpur, Rajasthan 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 advocacy with policymakers.

## Proceedings

Co-organiser of the programme, Harish Kumar, Chairman, Manav Mangal Sansthan, Bharatpur welcomed the key speakers and participants. He briefly introduced the key speakers and gave a quick overview of the SCP activities. He informed that under the project he interacted with the residents of the town and conducted a consumer perception survey as part of the project. He said that environment and water conservation are inherent in the culture of Rajasthan, and there is a need to conserve culture and environment through our respective efforts.

Amar Deep Singh, Senior Programme Officer, CUTS, in his address, said that a lot of work needs to be done in India, especially in Rajasthan regarding sustainable consumption and production. Presently, there is a change in the way consumers consume goods and services. There has been a lot of growth, which is having a bad impact on the environment and the health of the citizens.

Keeping this situation in mind, CUTS has been implementing many studies and projects in the field of sustainable consumption for the last several years. A project is also being

implemented in the state of Rajasthan to develop a culture of sustainable consumption which will operate in all divisions. He said that Rajasthan is historically known for environmental protection.

He said that Bharatpur was earlier known as an industrial city and currently it is progressing very fast as an educational city. Students from all over the country come here to study, due to which plastic and other waste is also being generated in the city. There is a need for the urban bodies to keep in mind the facilities of all the citizens coming here from outside and also to make efforts to protect the natural resources from getting polluted.

Similarly, pollution can be reduced by changing the behaviour of present consumers. At present, in some places, urban bodies are struggling with the problem of disposal of excessive waste generated in the cities and in some places, there are problems of water conservation. Chemical farming is having adverse effects on public health. All the stakeholders will have to work together, awareness will have to be increased among the common citizens, departments will have to do their work in a better way and policymakers will have to implement the right policies so that our cities and villages can reduce the production of waste and pollution. We can stop this, increase the water level and protect our earth and environment.

Abhijeet Kumar, Mayor, Bharatpur Municipal Corporation as a chief guest of the programme addressed the participants. He highlighted the importance of the collective role of the community in reducing waste and environmental protection to achieve sustainable development goals. Community awareness and participation were said to be important for waste management and maintaining cleanliness.

He said that our culture promotes cleanliness and a healthy lifestyle. However, widespread ignorance has led to the reckless misuse of our precious natural resources. Using the case of Sujan Ganga as an illustration, he underscored the need for citizen involvement in maintaining its cleanliness. Despite the diligent efforts of the Municipal Corporation, pollution in Sujan Ganga remains a persistent issue. Additionally, he pointed out the pressing challenge of plastic waste in our city. He stressed the importance of altering our consumption patterns and adopting responsible behavioural practices to address these critical concerns.

Pradeep Mishra, Environmental Engineer, Municipal Corporation highlighted the importance of water and air pollution and said that due to pollution, climate change is happening at a rapid pace. Nature is sending us clear signals; we must rouse ourselves to effectively manage waste, and eradicate pollution, and only then can genuine progress and development occur. The participation of common citizens is important in environmental protection. Without community participation, the efforts made by the government are not successful. All stakeholders will have to work together to develop environment-friendly behaviour and culture.

Dr Ravindra Kuntal, Homeopathic Doctor, while expressing his views on the ill effects of chemical farming, gave information about Agro Homeopathy and said that we can protect health through treatment through natural methods. Chemical farming is having an adverse effect on public health, its solution is very important. Healthy food and grains are needed to protect the new generation from diseases. Agro Homeopathy produces vegetables, fruits and grains without the use of chemicals. This method is beneficial for public health and very necessary for this to be promoted.

Raghuveer Prasad, Councilor, Municipal Corporation said that to maintain the cleanliness of the city, the Municipal Corporation is collecting waste from every house and single-use plastic has been banned. At present, arrangements have been made for door-to-door garbage disposal and collection by urban bodies, but without the cooperation of the general public, garbage cannot be collected in different ways. Citizens should dispose off wet waste at their level. Corporations are making arrangements for dry waste.

During the open discussion, some issues were raised by the participants which were suitably answered by the speakers. Participants shared their views about the discussion and the way forward.

Dr Harish Kumar expressed a vote of thanks to all the participants and requested them to understand the issue and the wider publicity of SCP at their level. He mentioned that all of us can make positive changes in the consumption pattern and protect the environment. The event was witnessed by representatives of more than 40 voluntary organisations, government departments, educational institutions, media, trade bodies, environmentalists and consumers who were involved in the project actively.

## Glimpses & Media Coverage







## हितधारक संवेदीकरण कार्यशाला का किया आयोजन

भारतपुर @ पत्रिका कट्स इंटरनेशनल जयपुर एवं मानव मंगल सेवा संस्थान के संयुक्त तत्वाधान में शुक्रवार को सतत उपभोग की जीवनशैली एवं संस्कृति विकसित करने के लिए परियोजना के अन्तर्गत हितधारक संवेदीकरण कार्यशाला का आयोजन किया गया। कार्यशाला में मुख्य अतिथि नगर निगम महापौर अभिजीत कुमार ने कचरा प्रबंधन तथा पर्यावरण संरक्षण के सतत विकास के लिए समुदाय की सामूहिक भूमिका के महत्व पर प्रकाश डाला। इस अवसर पर वरिष्ठ कार्यक्रम अधिकारी अमरदीप सिंह ने बताया कि सतत उपभोग एवं उत्पादन के विषय में कार्य करने की आवश्यकता है। राज्य में भी सतत उपभोग की संस्कृति को विकसित करने के लिए

भारतपुर. कार्यशाला में बोलते महापौर।

एक परियोजना का क्रियान्वयन किया जा रहा है, जो कि राजस्थान के सभी संभागों में लागू होगी। नगर निगम के प्रदीप मिश्रा ने जल एवं वायु प्रदूषण के महत्व पर प्रकाश डाला। बताया कि प्रदूषण के कारण जलवायु परिवर्तन तीव्र गति से हो रहा है। होम्योपैथिक चिकित्सक डॉ. रविन्द्र कुन्तल ने रासायनिक खेती के दुष्प्रभावों पर विचार व्यक्त करते हुए एग्री होम्योपैथी की

जानकारी दी। पार्श्व रघुवंश बताया कि शहर की स्वच्छ बनाए रखने के लिए नगर निगम से कचरे का संग्रहण कार्यक्रम का संचालन मा. कट्स संस्थान के सचिव कुमार ने किया। स्वाधीन अध्यक्ष टीपी मिश्रा ने कार्यक्रम में संस्थाओं, शैक्षणिक प्रतिनिधियों ने भाग

## प्राकृतिक उपचार से होती है स्वास्थ्य की रक्षा : डॉ. कुन्तल

कार्यशाला में वक्ताओं ने लोगों को दी जानकारी

भास्कर न्यूज़। भारतपुर

रासायनिक खेती के दुष्प्रभावों पर विचार व्यक्त कर एग्री होम्योपैथी की जानकारी दी। उन्होंने कहा कि प्राकृतिक तरीकों से उपचार के माध्यम से हम स्वास्थ्य की रक्षा कर सकते हैं। अमर शीप सिंह, वरिष्ठ कार्यक्रम अधिकारी ने बताया कि सतत उपभोग एवं उत्पादन के विषय में और विशेष रूप से राजस्थान में बहुत कार्य करने की आवश्यकता है साथ ही नागरिकों के स्वास्थ्य पर भी बुरा प्रभाव पड़ रहा है। उन्होंने बताया कि भारतपुर एवं राजस्थान ऐतिहासिक रूप से पर्यावरण संरक्षण के लिए जाना जाता है। पूरी दुनिया में चिपको आंदोलन का उदाहरण देकर के जोधपुर पर्यावरण संरक्षण में अग्रणी रहा है। प्रदीप मिश्रा पर्यावरण रखने के लिए सहायता करनी ईन्जीनियर, नगर निगम ने जल एवं वायु प्रदूषण के महत्व पर प्रकाश डाला।