

Event Report

Stakeholders Sensitisation Programme, Chittorgarh

July 20, 2023

ProScop: An Overview

CUTS has been involved in Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan ever since October 2013, which got concluded in December 2021. The work had made a deep impact and contributed to promoting organic consumption in the state.

Looking at the success and to further consolidate its work on the issues, CUTS in partnership with the Swedish Society for Nature Conservation (SSNC) has designed an ambitious five years project clubbing sustainable production, consumption and practices together in its intervention. The so-called 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 twelve targeted districts & all seven divisions of Rajasthan for five years.

Sustainable Consumption and Production (SCP)

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. We are currently consuming more resources than ever, exceeding the planet's capacity for generation. In the meantime, waste and pollution grow, and the gap between rich and poor is widening. Health, education, equity and empowerment are all adversely affected. Crucially, SCP can contribute substantially to poverty alleviation and the transition towards low-carbon and green economies. CUTS has documented SCP practices in India and studied sustainable consumption from a consumer perspective at the National level.

One step ahead, CUTS is implementing SCP intervention in the selected cities of Rajasthan by conducting research to understand the perception, practices and pattern of consumption. Also, a sustainable consumption index will be prepared for the cities. Through the intervention, local consumers and stakeholders will be sensitised towards a sustainable lifestyle. This approach will be an advocacy tool to streamline existing policies of the government and push for more dedicated efforts to support SCP from the consumer perspective.

Proceedings

Madan Giri welcomed all the participants and stated the objective of the meeting and provided a brief introduction to the project ProScop. He also mentioned the survey findings which were done last year in an urban area of Chittorgarh district.

Rajdeep Pareek mentioned the project ProScop and emphasised the need for SCP. He told that we are in an era of more and more consumption and use the natural resources from our future generations which will impact severely upcoming generations. He also mentioned the survey which was conducted in which we asked questions as simple as whether you used to take cloth bag which going to the market and majority of the respondent has said no on this question. He also mentioned the difference between linear economy and circular economy. He also mentioned the world earth overshoot day which is falling on August 02, 2023 in this year.

S S Rajawat, Project Director, ATMA has told about the different schemes supported by the government in different issues like water conservation in agriculture and rainwater harvesting. He told that water is an important natural resource on the earth and we are using it carelessly. He also mentioned that Rajasthan is the largest state in India and we have only one percent of total usable water so we need to think about the judicious use of water and other technologies which promote water conservation in agriculture and rainwater harvesting. He emphasised the plastic pollution in urban and rural areas and appealed to minimise the use of single-use plastic.

Ratan Lal Solanki Scientist KVK, Chittorgarh, has mentioned the concept of sustainable agriculture to minimise the use of natural resources and environmental protection. He also mentioned the techniques developed by the Krishi Vigyan Kendra which are being used by farmers in this area. He told about the technique of vermicomposting which is popular in rural as well as urban areas

for the promotion of the kitchen garden concept. Solanki mentioned the indiscriminate use of chemical fertilisers and pesticides by the farmers which resulted in soil and water pollution of that particular area and arising of many diseases in humans as well as animals of that area.

Anju Kanwar Director of FPO and PSS member stated that they are promoting kitchen gardens in rural areas with women groups to promote organic vegetable consumption. She also mentioned the efforts they have made in the rural villages to control single-use plastic. She also mentioned that through our SHG groups in the villages, we are making cloth bags and distributing them to our members for use thus we are reducing the use of single-use plastic.

Gauhar Mahmood expressed a vote of thanks to all participants and informed them that CUTS is implementing the SCP project in Bhilwara and Chittorgarh districts where different wards of urban areas have been surveyed with a set of questionnaires.

The event was witnessed by approximately 30 participants including CSO members, government officials, and other stakeholders who were involved in the project actively.

Glimpses & Media Coverage

