

## Event Report

# Stakeholders Sensitisation Programme

### August 25, 2023, Rajgarh, Churu

### 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 Rajgarh, Churu 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, Rajendra Singh Rathore, Chairman, Gramin Vikas Samiti Lilki 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.

## Opening Remarks

Amar Deep Singh, Senior Programme Officer, CUTS International, in his address at the event, 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 is also having a bad impact on the health of the citizens. Keeping this situation in mind, CUTS has been implementing several studies and projects in the field of sustainable consumption for the past several years.

In the state of Rajasthan, a project is being implemented to develop a culture of sustainable consumption which will be operated in all the divisions of Rajasthan. He said that Rajasthan is historically known for environmental protection. He said that Western Rajasthan is known for the conservation of water. Here, water tanks are made in every house, in which rainwater is collected and used for drinking throughout the year. Dry vegetables have great importance in western Rajasthan because due to the dry environment, there is a shortage of vegetables. Hence, dry vegetables fulfill the needs of the people which are also purely organic.

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 with 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.

Razia Gehlot, Chairperson, Rajgarh Municipality as the chief guest appreciated the efforts of CUTS to conduct such an important and useful discussion in a small town Rajgarh of Churu. Usually, such discussions only happen in bigger cities not in smaller towns. She further informed that Rajgarh Municipality is also working efficiently for environmental protection. She said that the work of planting 36,000 saplings is in progress by the Municipality and the environment is being promoted by beautifying public places like Gandhi Park and Ashok Pillar. Eco parks are also being developed in the area. She stressed the need to promote sustainable consumption by improving lifestyle.

Dr. Pawan Sharma, an Ayurvedic Doctor said that at present many types of diseases are increasing in the country due to eating habits and lifestyle which can be avoided through naturopathy, Ayurveda as well and yoga. Everyone should plant medicinal plants in their homes and should not use fruits and vegetables grown with chemicals.

Sushil Kumar Saraogi, Senior Journalist expressed his views on the role of media and journalists in environmental protection. He said that media can play an important role in making common consumers and citizens aware, hence it is necessary to include media as an important determinant in such projects and innovations. Further, he said that having such a discussion in Rajgarh is a commendable step for which we applaud the efforts of CUTS. It is also necessary for all stakeholders to come on one platform so that issues like environmental protection and public health are taken seriously.

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.



Rajendra Singh Rathod 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 50 voluntary organisations, educational institutions, media, trade bodies, environmentalists and consumers who were involved in the project actively.

## Glimpses & Media Coverage



### सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना विषय पर कट्स इंटरनेशनल की तरफ से कार्यशाला का आयोजन

**पुल ज्योति**

**सादलपुर।** होटल जगता में कट्स इंटरनेशनल की तरफ से सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना विषय पर एक कार्यशाला का आयोजन किया गया।

कार्यक्रम में मुख्य अतिथि नगर पालिका अध्यक्ष रविशंकर गहलोत तथा विशिष्ट अतिथि वैद्य पवन कुमार शर्मा आयुर्वेदचिकित्सक, हितवाचक (डॉ. पुलिन अग्रवाल) एवं राजेश्वर सिंह, जेठ निवृत्त एएससी निखिल मोहन, पब्लिशिंग प्रमुख सुब्रह्मण्य रावणानी, सुहृद सिंह चहल (निदेशक शैली अकादमी चहल) एवं ग्राहक मित्र शैली के। इन्होंने कार्यक्रम को समर्थन देने के लिए भाग लिया और कार्यक्रम के विषय में सतत उपभोग की आवश्यकता के बारे में जानकारी दी। कार्यक्रम में उपस्थित लोगों को उपभोग का जीवन शैली के बारे में बताया गया।



### हितधारक संवेदीकरण कार्यशाला का आयोजन

**सादलपुर।** कट्स इंटरनेशनल व ग्रामीण विकास समिति लीलकी की ओर से राजगढ़ में सतत उपभोग की जीवनशैली व संस्कृति विकसित करने के लिए परियोजना के तहत हितधारक संवेदीकरण कार्यशाला हुई। मुख्य अतिथि नगर पालिका अध्यक्ष रजिया गहलोत ने कहा कि नगरपालिका की ओर से 36 हजार पौधे लगाने का कार्य प्रगति पर है। गांधी पार्क व अशोक स्तंभ जैसे पार्कों का सौंदर्यीकरण कर पर्यावरण को बढ़ावा दिया जा रहा है। वरिष्ठ कार्यक्रम अधिकारी अमरदीप सिंह ने कहा कि सतत उपभोग व उत्पादन के विषय को लेकर भारत में ओर विशेष रूप से राजस्थान में बहुत कार्य करने की आवश्यकता है। उपभोक्ताओं द्वारा वस्तुओं और सेवाओं के उपभोग करने के तरीकों में बढ़ावा हुआ है, जिसका पर्यावरण पर बुरा असर पड़ रहा है। प्रदेश में सतत उपभोग की संस्कृति को विकसित करने के लिए परियोजना का क्रियान्वयन किया जा रहा है, जो कि सभी विभागों में संचालित होगा। डॉ. पवन शर्मा, सह आयोजक राजेंद्र सिंह राठौड़ अध्यक्ष ग्रामीण विकास समिति लीलकी ने भी विचार व्यक्त किए।

कार्यक्रम का संचालन किया। इस अवसर पर डॉ. पवन शर्मा ने सतत उपभोग के लिए आवश्यकताओं के बारे में जानकारी दी। कार्यक्रम में उपस्थित लोगों को उपभोग का जीवन शैली के बारे में बताया गया।

### सतत उपभोग की जीवन शैली को विकसित करने के लिए कार्यशाला आयोजित



**सादलपुर।** सतत उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना के अंतर्गत हितधारक संवेदीकरण कार्यशाला का आयोजन कट्स इंटरनेशनल एवं ग्रामीण विकास समिति लीलकी द्वारा आयोजित किया गया। मुख्य अतिथि के तौर पर नगर पालिका अध्यक्ष रजिया गहलोत ने कहा कि नगरपालिका द्वारा 36 हजार पौधे लगाने का कार्य प्रगति पर है। इस अवसर पर आयुर्वेद चिकित्सक, डॉक्टर पवन शर्मा ने बताया कि वर्तमान में खानपान और जीवन शैली के कारण कई प्रकार के रोग देश में बढ़ते जा रहे हैं, जिनमें सुधार करने के लिए प्राकृतिक चिकित्सा आयुर्वेद के साथ-साथ योग के द्वारा हम रोगों से बच सकते हैं। इस अवसर पर स्वयंसेवी संस्थाओं के प्रतिनिधि, शैक्षणिक संस्थान, व्यापार मंडल, पर्यावरणविद आदि ने भाग लिया।