

## Event Report

# Stakeholders Sensitisation Programme

### September 08, 2023, Jaipur, 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 Jaipur, Rajasthan to sensitise relevant stakeholders, including government officials, policymakers, consumer groups, organisations working on environmental issues, media and others. Similar programmes were organised in other selected divisions of Rajasthan. Policies on SCP and best practices for sustainable lifestyles were shared through these programmes. These platforms are used for advocacy with policymakers.

## Proceedings

Co-organiser of the programme, B. R. Sharma, President, Hardev Shikshan evam Jan Kalyan Sansthan welcomed the key speakers and participants. He briefly introduced the key speakers and gave a quick overview of the SCP activities. 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, hence 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 in all divisions. He said that Rajasthan is historically known for environmental protection.

Despite the ban on single-use plastics, their availability remains prevalent in the markets. It is imperative for trade associations, market organisations, and related entities to actively cooperate in enforcing this ban. Notably, a concerning observation is the contradiction between efforts to aid cow shelters through donations and the simultaneous provision of plastic bags by shopkeepers. Tragically, plastic bags consumed by cows lead to their harm and even death, a truly inhumane outcome. To address this issue, it is suggested that shops incorporate donation boxes for Gaushalas (cow shelters) alongside a commitment to abstain from the use of plastic. This dual approach will not only support the welfare of cows but also promote responsible environmental practices. Market associations should thoroughly consider implementing this initiative.

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 at 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.

OP Shardul, Scientific Officer, Pollution Control Board said that the government has banned single-use plastic since last year. However, due to a lack of awareness among the general public, implementation is not being done properly. Increasing plastic is a major cause of diseases and the harmful chemicals used in farming are also having a bad effect on public health. Electronic waste is also increasing in large quantities. Pollution Control Boards is doing monitoring of various policies however, the cooperation of the general public is very important in all these things, so that they can be resolved.

Dr. Bhagwan Singh, an Ayurvedic Doctor said that at present many types of diseases are increasing in the country due to eating habits and lifestyle, to improve this we can avoid diseases through natural medicine Ayurveda as well as yoga. Everyone should plant medicinal plants in their homes and should not use fruits and vegetables grown with chemicals and pesticides. Further, he added that Ayurved and Yoga are part of Indian culture which promotes a sustainable lifestyle.

Ram Ratan Jat, Councilor, Municipal Corporation Greater assured support for environmental protection and cooperation in this initiative of CUTS. He 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 own level.

Hetram Choudhary, retired IFS from the Forest Department, inspired the common people to plant medicinal trees. Raju Goyer, Sanitary Inspector, Municipal Corporation Greater Jaipur and Councilor Representative Ram Ratan Jat assured full support for environmental protection and cooperation in this project.

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.

B.R. Sharma 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





## सतत् उपभोग की शैली विकसित करने पर कार्यशाला

हिन्दुस्तान एक्सप्रेस

जयपुर। सतत् उपभोग की जीवन शैली एवं संस्कृति विकसित करने हेतु परियोजना के अन्तर्गत जिला स्तरीय एक हितधारक संवेदीकरण कार्यशाला का आयोजन कट्स इंटरनेशनल एवं हरदेव शिक्षण व जन कल्याण संस्थान द्वारा आयोजित की गई। शिक्षाविद् भूपराम शर्मा ने बताया कि इस अवसर पर कट्स इंटरनेशनल के वरिष्ठ कार्यक्रम अधिकारी अमरदीप सिंह का कहना है कि सतत् उपभोग एवं उत्पादन के विषय में भारत में और विशेष रूप से राजस्थान में बहुत कार्य करने की आवश्यकता है। वर्तमान में उपभोक्ताओं द्वारा वस्तुओं और सेवाओं के उपभोग करने के तरीकों में बहुत बढ़ावा आया है, जिसका पर्यावरण पर बुरा असर पड़ रहा है साथ ही नागरिकों के स्वास्थ्य पर भी बुरा असर हो



रहा है। इसको ध्यान में रखते हुए कट्स विगत कई वर्षों से सतत् उपभोग के क्षेत्र में कई अध्ययन और परियोजनाओं का क्रियान्वयन कर रहा है। राजस्थान राज्य में भी सतत् उपभोग की संस्कृति को विकसित करने हेतु एक परियोजना का क्रियान्वयन किया जा रहा है जो कि राजस्थान के सभी संभागों में संचालित है। सिंह ने कहा कि राजस्थान ऐतिहासिक रूप से पर्यावरण संरक्षण के लिए जाना जाता है, वर्तमान में उपभोक्ताओं के

व्यवहार में परिवर्तन करके प्रदूषण में कमी लाई जा सकती है। प्रदूषण नियंत्रण बोर्ड के साइंटिफिक ऑफिसर ओ.पी.शार्दूल ने कहा कि सरकार ने सिंगल यूज प्लास्टिक को बंद कर दिया गया था लेकिन आम जनता के अवेयरनेस की कमी से इप्लोमेंटेशन सही तरीके से नहीं हो पा रहा वहीं आयुर्वेदिक चिकित्सक डॉ.भगवान सिंह ने कहा कि वर्तमान में खानपान और जीवन शैली के कारण कई प्रकार के रोग देश में बढ़ रहे हैं। हरदेव शिक्षण एवं जन

कल्याण संस्थान के अध्यक्ष एवं कार्यक्रम के सह-आयोजक भूपराम शर्मा बताते हैं कि राजस्थान की संस्कृति में ही पर्यावरण संरक्षण और जल संरक्षण निहित है, हम सभी को अपने प्रयासों से संस्कृति और पर्यावरण संरक्षण का प्रयास करना चाहिए। इस मौके पर नगर निगम ग्रैंटर जयपुर के सेनेट्री इंस्पेक्टर राजू गोयर व पार्षद प्रतिनिधि रामरतन जाट ने पर्यावरण संरक्षण के लिए पूर्ण सहयोग करने तथा इस परियोजना में सहयोग का आश्वासन दिया। वन विभाग के से.नि. आईएफएस हेतराम चौधरी ने आमजन को औषधि के वृक्षारोपण के लिए प्रेरित किया। सह-संयोजक भूपराम शर्मा ने बताया कि कार्यक्रम में 50 से अधिक स्वयंसेवी संस्थाओं के प्रतिनिधि, शैक्षणिक संस्थान के प्रतिनिधि, व्यापारिकगण एवं पर्यावरणविद् उपस्थित रहे।