



GREEN
ACTION WEEK
RAJASTHAN
2022

SHARING COMMUNITY
Stakeholders'
Consultation

23 November, 2022
Jaipur

Background

Green Action Week (GAW) is a global campaign to promote Sustainable Consumption observed every year in the first week of October. GAW was started in 1989 in Sweden by the Swedish Society for Nature Conservation (SSNC), the largest environmental network in Sweden, and in 2011, it became a global campaign. In the year 2022, the GAW campaign was from October 03-09, 2022, in which 50 civil society organisations from 30 countries participated on the theme “Sharing Community.”

The main objectives of the campaign are to:

- raise consumer awareness of the environmental impacts of consumption and promote sustainable consumption patterns;
- generate awareness among consumers about organic vegetables and fruits that would encourage consumers to shift towards organic agricultural products and sustainable consumption;
- minimise the waste and reduce pressure on natural resources;
- increase the supply of goods and services, making them more affordable; and
- empower people to create, trade, swap, access and share goods, services and resources among themselves.

CUTS, as part of the GAW campaign, has carried out a massive awareness campaign for three months in 12 districts of Rajasthan. The campaign was initiated on September 19, 2022, and concluded on November 23, 2022. The campaign was specifically targeted at women and youth.

A Stakeholders’ Consultation was organised to mark the conclusion of the GAW Rajasthan Campaign at Jaipur, on November 23, 2022. The consultation aimed to advocate for a shift in policy towards sustainable consumption.

Proceedings



Deepak Saxena, Associate Director, CUTS, welcomed the dignitaries and participants. He shared that GAW was started in 1989 in Sweden by SSNC. In 2010, it became a global campaign, and since 2011, CUTS has been observing GAW. CUTS started following GAW from Jaipur and now the organisation is coordinating it in 14 states of India besides Rajasthan. Saxena highlighted how CUTS has succeeded in keeping the campaign and motivating several people, especially women and children, who will lead the change movement. He thanked all stakeholders for being part of and making the campaign successful.



George Cheriyan, Director in his opening remark said that to promote sustainable consumption, CUTS is running this campaign in 14 different states of India apart from Rajasthan. Citing Earth Overshoot Day, he said that at the rate at which we are exploiting natural resources, we will need another Earth in the coming times to live. This year, this day fell on July 28 and last year, it was July 29 and before last year, it was in August, which was mainly due to the lockdown but the growth at which the natural resources meant to be used for one complete year getting exhausted in almost half a year is concerning and we will leave very little for the next generation.

Cheriyan said that the main focus of this year's campaign was single-use plastic pollution, which has also been completely banned by the Government of India since July 2022. From 1950 to 2015, around 8.3 billion metric tonnes (BMTs) of plastic had been produced globally, and of this, 80 percent - 6.3 BMTs - was accounted as plastic waste. Plastic pollution soared from two million tonnes in 1950 to 348 million tonnes in 2017, becoming a global industry valued at US\$522.6bn, said United Nations Environment Programme (UNEP).

The Central Pollution Control Board (CPCB) Report (2019-20) stated that 3.5 million metric tonnes of plastic waste are generated in India annually. It is expected to double in capacity, by 2040. Citing reuse recycling, he called upon to abandon the linear economy and adopt a circular economy. Citing natural resources, he said that Rajasthan has very limited water and forest resources, which have to be used by the common man in a better way.



“To re-establish the spirit of sharing in our society, along with bringing awareness in the society, women have to come forward because only women can bring change in the society. The above views were expressed by Jaipur Municipal Corporation Heritage Mayor Munesh Gurjar in the State Level Workshop organized by CUTS International under 'Green Action Week Rajasthan'. During her address, she also said that from the waste, which we consider as waste, women have made such good products through "Wealth out of Waste'

trainings, which is no doubt praiseworthy.

KC Meena, Member Secretary, Rajasthan State Biodiversity Board said that consumerism is increasing, and we need to reduce it. Meena emphasised on adopting the culture of cycling. He said that by adopting a lifestyle of simple living and high thinking, we can limit the use of natural resources. Meena also appreciated the use of cycle campaigns in cities, which addresses sustainable mobility.



Vijay Sharma, Regional Officer of Rajasthan State Pollution Control Board said that in 2011, an Act was brought to ban plastic. Common people have to be aware not to use plastic. He laid stress on recycling the e-waste properly. He said that Indore is the only city in the country, which is best in terms of cleanliness. The citizens there understand the importance of cleanliness and the environment. Under the e-Waste Collection Act, of 2022, dismantling recycler agencies have been set up in Rajasthan, for this, it is very important to bring behavioural change and awareness among the common man.



Nimali Singh, Syndicate member and Professor in the Department of Home Science, University of Rajasthan cited several examples of community sharing and said that even today, there is a tendency to share goods and services in villages. She explained about the activities through which this feeling can be increased in the urban area.



Nimisha Sharma, Programme Officer, CUTS, made a presentation on a brief overview of the campaign and responses generated during its course. This year, the theme of Sharing Community was targeted at urban consumers to expand the outreach at four localities (Jagganath puri Extension, Gulab Vihar Sukhiya, Girdharipura & Hinglaj Nagar) in the city of Jaipur. She said that the consumers of Jaipur city were trained to imbibe the habit of sharing. Around 100 kitchen gardens were developed in four different communities of Jaipur. She provided a brief overview of concluded activities, such as four introductory meetings and four feedback meetings for kitchen gardens, three days of training in each location on the theme of "Wealth out of Waste," a Bicycle rally, an Awareness workshop with students, Promoting Book Sharing through Book Bank, four community level stakeholder consultations, and finally, a final stakeholder consultation.

Vote of Thanks

Rajdeep Pareek, Programme Officer, CUTS, summarised discussions and proposed a vote of thanks to all the participants. He stated that GAW has touched upon the urban population and sustainable consumption through sharing. He emphasised the need for campaigning among all stakeholders to promote the habit of sharing at all levels.



A token of appreciation and memento was given to the best woman kitchen gardeners during the campaign.



A token of appreciation was given to the partners who helped connect with the community women.



Mayor appreciated the items displayed during the consultation. The community women made these items during the waste training.



The consultation witnessed more than 55 participants comprising different stakeholders, media representatives, government officials, academicians, and consumers.



List of Participants

S.No.	Name	Name & Address of the Organisation
1	Pukhraj Acharya	Anavarat Sansthan, Jaipur
2	Shakuntala Devi	Vikasonmukh Sanstha, Naraina, Jaipur
3	Rekha Saini	Vikasonmukh Sanstha, Naraina, Jaipur
4	Payal Saini	Vikasonmukh Sanstha, Naraina, Jaipur
5	Kamla Devi	Vikasonmukh Sanstha, Naraina, Jaipur
6	Deepa Saini	Vikasonmukh Sanstha, Naraina, Jaipur
7	Sonu Sahu	Vikasonmukh Sanstha, Naraina, Jaipur
8	Raj Kanwar	Vikasonmukh Sanstha, Naraina, Jaipur
9	Alka Garg	Vikasonmukh Sanstha, Naraina, Jaipur
10	Lali Devi	Vikasonmukh Sanstha, Naraina, Jaipur
11	Rajvanti Meena	Vikasonmukh Sanstha, Naraina, Jaipur
12	Sharda Saini	Vikasonmukh Sanstha, Naraina, Jaipur
13	Laxmi Saini	Vikasonmukh Sanstha, Naraina, Jaipur
14	R.K. Sharma	Navjeevan Society, Jaipur
15	Shrilal Chaturvedi	Navjeevan Society, Jaipur
16	Raj Sharma	Saakaar Sansthan, Jaipur
17	Akhilesh Maheshwari	Navya Sawera NGO, Jaipur
18	B.N. Sharma	CUTS International, Jaipur
19	B.R. Sharma	Hardev Shikshan & Jan Kalyan Sanstha, Jaipur
20	Harish Sharma	Hardev Shikshan & Jan Kalyan Sanstha, Jaipur
21	Saloni Sharma	Hardev Shikshan & Jan Kalyan Sanstha, Jaipur
22	Madhu	Gordhanpura
23	Ankita Jain	Shaktidham
24	Khushi Sharma	Gordhanpura
25	Geeta Sharma	Gordhanpura
26	Komal	Gordhanpura
27	Prof. Namita Singh	University of Rajasthan
28	Dr. Ankita Sharma	University of Rajasthan
29	Yogita Soni	University of Rajasthan
30	Nand Kishore Dubey	LAADO NGO
31	Bhupendra Singh	Aryan Foundation
32	Vijay Sharma	RSPCB
33	K.C. Meena, IFS	Forest Department, Rajasthan
34	Dr. Sunita Shekhawat	Kanoria PG Mahila Mahavidyalaya, Jaipur
35	Dr. Rita Jain	Kanoria PG Mahila Mahavidyalaya, Jaipur

36	Nikita Sharma	Nalini Foundation, Project Executive
37	Ashok Kumar	Parivar Seva Sanstha
38	Abhishek Pareek	Pehchan, Tarun Path, Shyam Nagar, Jaipur
39	Om Mali	SSS, Mahesh Nagar
40	Shalu	Shorya
41	Jitendra Bhatt	Jodhpur
42	Prem Choudhay	Jodhpur
43	Rajesh Malakar	Vikasonmukh Sansthan
44	Seema Sinha	KIGS, Jaipur, B- 190, University Marg, Babu Nagar, Jaipur
45	Ashok Kumar	49, Rameshwaram
46	Sunita Kanoongo	49, Rameshwaram
47	Priyanka Sinsinwar	CEE, 73/86, Parmhans Marg, Near KV 5, Mansarovar, Jaipur
48	Puja Kumari	Laxmi Vihar D, Gandhi Path, Vaishali Nagar, Jaipur
49	Meena Devi	Laxmi Vihar D, Gandhi Path, Vaishali Nagar, Jaipur
50	Suman Sharma	Laxmi Vihar D, Gandhi Path, Vaishali Nagar, Jaipur
51	Rameshwari Devi	Laxmi Vihar D, Gandhi Path, Vaishali Nagar, Jaipur
52	Prem Devi	Laxmi Vihar D, Gandhi Path, Vaishali Nagar, Jaipur
53	M.L. Sharma	Sahyog Samajik Sanstha, Jaipur
54	Lalit Bhardwaj	
55	Vijay Sharma	

Media Coverage

ग्रीन एक्शन वीक अभियान के तहत 'कट्स' द्वारा राज्य स्तरीय परिचर्चा का आयोजन

खोलासाकार म्युज
जयपुर । 'कट्स' द्वारा 'ग्रीन एक्शन वीक' राजस्थान के अत्यंत आर्थिक राज्य स्तरीय कार्यक्रम में जयपुर नगर निगम हेरिटेज को मेजर मुनेश गुर्जर ने व्यक्त किया। अपने उद्देश्य के दौरान बताया कि जिस कार्य को हम करना समझते हैं उसी से 'कवाइड' से युवाओं के माध्यम से 'कट्स' और इनकी सहयोगी संस्थाओं ने इनके उत्पाद बनाए हैं जो कि प्रदूषण-मुक्त हैं। कार्यक्रम के प्रारंभ में 'कट्स' के सहयोगी निदेशक दीपक समसेवा ने प्रतिभागियों का स्वागत करते हुए बताया कि 'ग्रीन एक्शन वीक' प्रति वर्ष अक्टूबर माह के प्रथम सप्ताह



द्वारा आयोजित किया जा रहा है। उन्होंने 'कट्स' अर्थात् ओवरस्ट्रेट डे का हवाला देते हुए बताया कि जिस रक्तार से हम प्रकृतिक संसाधनों का रक्षण कर रहे हैं हमें यह पृथक् अने वाले समय में कम पड़ेंगे। उन्होंने बताया कि इस वर्ष के अभियान का मुख्य मूला मिलित युवा स्वच्छता प्रवर्धन है जिससे कि भारत

वैसाईकल करने पर जोर दिया जाना बहुत जरूरी है। राजस्थान विश्वविद्यालय की टीम सहित विभाग में प्रोफेसर डा निमश्री सिंह ने शेयरिंग कम्युनिटी के कई उदाहरण देते हुए बताया कि गांवों में आज भी वस्तुओं और सेवाओं को साझा करने की प्रवृत्ति है। उन्होंने शहरी क्षेत्र में इस भावना को किन किन गतिविधियों के माध्यम से बढ़ाया जा सके के बारे में समझाया। ग्रीन एक्शन वीक अभियान कार्यक्रम अंतर्गत 'निर्मम शर्मा' ने अहमभ में अभियान के तहत की गई गतिविधियों का प्रस्तुतिकरण किया। उन्होंने बताया कि 2011 में प्लास्टिक को प्रतिबंधित करने के लिए एक्ट लागू हुआ। प्लास्टिक का उपयोग नहीं करने



जैके भाटी को मिला ग्राम गदर पत्रकारिता पुरस्कार

दू-रोडिया म्युज
जोधपुर । 'कट्स' की ओर से 'ग्रीन एक्शन वीक'- 2022 के तहत राज्य स्तरीय कार्यक्रम 'ग्रीन एक्शन वीक' प्रारंभिक पत्रकारिता पुरस्कार का आयोजन जयपुर के एक निजी होटल में जयपुर को हुआ। जिसमें वर्ष 2021 के लिए 'विद्युत' में महिलाओं को बढ़ती भागीदारी' विषय पर 'श्याम गदर' प्रारंभिक पत्रकारिता पुरस्कार से पत्रकार डॉ जयकुमार भाटी को पुरस्कृत किया गया।

भाटी को ग्राम गदर पत्रकारिता पुरस्कार



जोधपुर. राजस्थान पत्रिका जोधपुर संस्करण के जयकुमार भाटी को 'कट्स' के जयपुर में आयोजित प्रदान कर सम्मानित किया। डॉ मेजयपुर नगर निगम हेरिटेज प्रोफेसर मुनेश गुर्जर 'कट्स' के

ग्रीन एक्शन वीक अभियान : राज्य स्तरीय परिचर्चा 'शेयरिंग की भावना बढ़ाने के लिए जागरूकता जरूरी'

पत्रिका म्युज नेटवर्क
जयपुर. समाज में शेयरिंग की भावना को नए स्तर पर बढ़ाने के लिए जागरूकता लाने के साथ ही महिलाओं को आगे आना होगा, क्योंकि वे ही समाज में बदलाव ला सकती हैं। 'कट्स' की ओर से आयोजित ग्रीन एक्शन वीक

'ग्रीन एक्शन वीक अभियान के तहत' कट्स द्वारा राज्य स्तरीय परिचर्चा का आ

खोलासाकार म्युज
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