

Developing a Culture of Sustainable Consumption and Lifestyle through  
Organic Production and Consumption in the State of Rajasthan  
(ProOrganic Bridge Year 2021)

# State Level Stakeholders' Consultation

**20** DECEMBER 2021  
JAIPUR, RAJASTHAN



## Background

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India is mainly an agricultural country, where around 58 percent of the nation's population is involved in agriculture for livelihood. There are enormous untapped resources of organic farming in India, and organic farming emerged as an alternative for meeting increasing food demand, maintaining soil fertility, and enhancing soil carbon pool.

The promotion of organic consumption is directly related to the consumer's right to a healthy environment in various ways. The use of harmful pesticides and chemicals in agriculture is one of the major causes of environmental degradation, and this is also not good for human health. The chemicals in food products adversely affect reproduction in females.

Moreover, Indian society is mainly patriarchal, where the needs of women are not prioritised, so such women are prone to chemical contaminations in food. Hence, the adoption of organic consumption will benefit women, especially girls.

## About the Project

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With support from the Swedish Society for Nature Conservation (SSNC), CUTS implemented a Project, "Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan (ProOrganic-II)" from April 01, 2017-March 31, 2021, in 192-gram *panchayats* (GPs) of 10 selected districts of Rajasthan (India). This project extends from April 01, 2021, to December 31, 2021. The project's main objective is to Establish Patterns of Sustainable Consumption, Leading to Sustainable Development, Awareness Generation, Capacity Building and Training, Sensitisation, and Advocacy.

One of the primary thoughts of the project is that promoting sustainable consumption and production are essential aspects of a sustainable lifestyle, which is mainly consistent with environmental and social factors and education and empowerment of consumers. In this project, the focus is on sustainable food and farming and formulating an agenda to achieve it through promoting organic production of farm products on the one hand, and promoting organic consumption, on the other. Thus, leading to sustainable development in the agriculture and environmental sector. The project's target group is an entire population of the covered 10 Districts, 96 blocks, and selected 192 GPs in the State of Rajasthan.

Promoting sustainable consumption requires improved understanding and sensitization of consumer behavior and attitudes as per their different needs to turn the positive but passive view of sustainable consumption into an active one. The rationale behind promoting organic food production is that it is more in harmony with the environment and local ecosystems.

## Objective

The objective of the State level Stakeholder Consultation was to discuss all the challenges faced in last years.

## Project Areas

Project Districts: Jaipur, Kota, Udaipur, Dausa, Chittorgarh, Pratapgarh, Jhalawar, Jodhpur, Bhilwara and Sawai Madhopur.



District Consultants	
S. No.	Consultant Name
1	Gramin Aarthik Samudaik Puna Nirman evam Vikas Sansthan, Jaipur
	Awareness Training & Motivation for Action (ATMA), Jagmalpura, Jorpura, Jobner, Jaipur
	Lok Sahbhagi Sansthan, Kooploda, Med, Viratnagar, Jaipur
2	Hanuman Gram Vikas Samiti, Dausa
3	Ram Krishan Shikshan Sansthan, Kota
4	CUTS Centre for Human Development, Bhilwara
5	CUTS Centre for Human Development, Chittorgarh
6	CUTS Centre for Human Development, Pratapgarh
7	Prayatna Samiti, Udaipur
8	Samajik Vikas Sansthan, Jhalawar
9	RUDSOVOT, Sawai Madhopur
10	Marudhar Ganga Society, Jodhpur

## Proceedings

**Deepak Saxena**, Assistant Director, CUTS, welcomed all participants and briefly introduced the event's objectives. He detailed all the key findings and explained the project's major goal and objective of the consultation.





In his opening remarks, **George Cheriyan**, Director of CUTS, mentioned ProOrganic four-year journey from 2017-2021. He said that the intervention converted around 280 farmers from chemical to organic and increased about four percent from the last baseline survey done in 2017. Though a small change is still very motivating, we all need to continue to be ambitious to increase the number of organic farmers. He also said that people are now becoming more worried about their health and 97 percent of them said they would eat organic food if it is readily available.

He discussed the project's next phase, which envisages converting selected *gram panchayats* to 100 percent organic farming. He also said that there had been several challenges in making consumers aware and converting chemical farmers to organic. He highlighted Brazil, which has a participatory guarantee system in which three other farmers offer you a guarantee, and the farmer is certified based on these guarantees.

He also quoted The World of Organic Agriculture, 2021 report prepared by the Food and Agriculture Organisation of the United Nations and Research Institute of Organic Agriculture and IFOAM. It sheds light on organic agriculture practiced in 187 countries and 72.3 million hectares of agricultural land managed organically by at least 3.1 million farmers.

India ranks fifth (Australia 1<sup>st</sup>) in the area under organic certification and 1st in terms of the total number of producers (1.36 million) of organic producers globally, followed by Uganda and Ethiopia. Cheriyan also cited the India Organic Report, which says that Rajasthan has 12 percent of India's Certified Cultivated Organic Area after Madhya Pradesh.

**Rajdeep Pareek**, Project Officer, CUTS, gave a presentation covering the entire project. He emphasised the project's broader objectives and provided a brief overview of activities and significant accomplishments made during the previous five years (2017-2021).



**S K Jain**, Director, Rajasthan State Seed & Organic Certification Agency, Jaipur, stated that the government would keep all farmers' difficulties in mind and make every effort to support them. Furthermore, he emphasised the need for farmers to perform honestly in organic farming.

**A S Baloda**, Director of the Rajasthan Agriculture Research Institute, congratulated all farmers for their organic farming efforts. He emphasised the need to continue promoting organic farming, noting that farmers and consumers should recognise its importance in the long term. This organic movement will only succeed if everyone works together.







**Om Prakash**, ex-Director of Jaipur Doordarshan, spoke about the need for farmers and the government to collaborate and strive to find a new path where organic farmers may obtain a fair price for their organic products. People should be more aware of the advantages of eating organic food for their health.

**Dharmendra Chaturvedi**, Programme Officer, CUTS, concluded the meeting by delivering a vote of thanks. More than 50 participants comprising farmers, consumers, and media from 10 targeted districts of Rajasthan participated.



### Tentative Programme Schedule

10.00-11.00	<b>Registration &amp; Tea/Coffee</b>	
11.00-11.05	Welcome Address	Deepak Saxena Assistant Director, CUTS
	<b>Inaugural Session</b>	
11.05-11.20	Opening Address	George Cheriyan Director, CUTS
11.20-11.40	Presentation (activities of ProOrganic Bridge Year accomplished in 2021)	Rajdeep Pareek Programme Officer, CUTS
11.40-12.00	Address by Special Guest	A S Baloda, Director, RARI, Jaipur
12.00-12.15	Address by Special Guest	S K Jain, Director, Rajasthan State Seed & Organic Certification Agency (RSSOCA), Government of Rajasthan
12.15-12.30	Address by Special Guest	Om Prakash, ex-Director Doordarshan
12.30-12.45	Address by Chief Guest	Pratap Singh Khachariyawas, Minister for Consumer Affairs, Rajasthan
12.45-12.50	Presentation of Mementoes to Partners and Guests	Coordinated by Nimisha Sharma, Programme Officer, CUTS
12.50-13.00	Open Interaction Session	Coordinated by Nimisha Sharma, Programme Officer, CUTS
13.00-13.05	Vote of Thanks and Way Forward	Dharmendra Chaturvedi Programme Officer, CUTS
13.05 onwards	<b>Lunch</b>	

## List of Participants

<b>List of Participants</b> <b>ProOrganic (Bridge Year 2021)</b> <b>State Level Stakeholders Consultation</b> <b>December 20, 2021, Jaipur</b>		
<b>S.No.</b>	<b>Name</b>	<b>Name of the Organisation</b>
1	Anil Dutt Vyas	Prayatna Samiti, Udaipur
2	Laxmi Lal Meghwal	Farmer, Udaipur
3	Nathu Ram Choudhary	S.V.S., Jhalawar
4	Brij Mohan Panchal	Jaivik Panchal Krishi Farm
5	Dinesh Kumar	RUDSOVOT
6	Rajesh Malakar	Vikasonmukh Sansthan, Jaipur
7	Deepak Saxena	CUTS International
8	Kanhaiya Lal	Literacy
9	Roop Chand	Teacher
10	Devi Lal	Dhaturiya Kalan
11	Ram Lal Dhakar	Begun, Chittorgarh
12	Hardik Shrivastava	Catterick Agro Products Seedriyas, Bhilwara
13	Gaurav Chaturvedi	CUTS CHD, Bhilwara
14	G Sharma	Biliya Kalan, Bhilwara
15	S K Nayar	Phulia Kalan, Bhilwara
16	Preetam Veer Malav	
17	George Cherian	CUTS International
18	Om Prakash Pareek	HGVS, Dausa
19	Abhishek Pareek	Pehchan, Shyam Nagar, Jaipur
20	Manoj Jain	Pehchan, Jaipur
21	Om Prakash	Ex-Director, Doordarshan
22	B R Sharma	Hardev Shikshan & Jan Kalyan Sansthan
23	Shalu	Shorya Seva Sansthan
24	AS Baloda	Director, RARI, Durgapura, Jaipur
25	Babu Khan	Madina Nursery, Datigarh, Jodhpur
26	Rawal Chand	Maha Laxmi Jaivik Krishi Farm, Nassar, Jodhpur
27	Bharat Kumar Bhati	Marudhar Ganga Society, Manaklav
28	Batti Lal Meena	Harpool Krishi Farm, Jaivik Andava, Sawai Madhopur
29	Ramdhan	ATMA Sansthan, Jagmalpura, Teh.- Phulera, Jaipur
30	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura, Jobner, Jaipur
31	Raj Sharma	Sakar Sansthan, Jaipur
32	Mohan Lal	Chittorgarh
33	Narbada Kanwar	Lok Sahbhagi Sansthan
34	Gopal Singh	Lok Sahbhagi Sansthan

35	Banshi Lal Dhakar	Rajpura
36	Sunil Kumar Singh	Ram Krishan Shikshan Sansthan, Bhadana, Kota
37	Shoji Ram	Sangharsh Sansthan,
38	Harish Chandra Sharma	Hardev Shikshan & Jan Kalyan Sansthan
39	Santosh Saini	Shorya Seva Sansthan
40	Ritika Sharma	Record Sansthan
41	Radhika Sharma	Jeevan Ashram Sansthan
42	Mangi Lal Sharma	Bassi, Jaipur

## Challenges

- Non-availability of organic seeds
- Postponement of school activities due to COVID-19
- Marketing problems of organic outputs faced by farmers
- Difficulties in certification of organic farming
- Lack of awareness among farmers

## Glimpses

