

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

State Level Organic Fair



**Pareek College, Bani Park, Jaipur
December 19, 2021**

Background

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

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 in the State of Rajasthan.

Promoting sustainable consumption requires improved understanding and sensitization of consumer behaviour 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.

Project Areas

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



Objectives

- Provide a platform and guidance to the farmers for selling their organic products.
- Make the consumers aware of the availability of organic products and their benefits.
- Bridge a gap between demand and supply by bringing farmers and consumers on the same platform.

Proceedings

The fair was formally inaugurated by Surendra Awana, a Progressive Farmer. He delivered a motivational speech about his journey of becoming an organic farmer and receiving several awards at the state and national levels. After that, each farmer and retailer introduced themselves, such as from where do they belong, for how many years they are doing organic farming, what all products they are producing, and most importantly, how the common consumer can contact them to order organic products.

There were 25 stalls of different organic products (organic honey, pulses, grains, spices, oil, ghee, seasonal vegetables & fruits, worship items made out of cow dung, organic pesticide, and manure) brought by farmers from 10 districts. There were also stalls from the women group that has participated in Best out of Waste training during Green Action Week Rajasthan 2021. The stalls showcased products made of plastic and cloth waste. People expressed their interest in buying products made out of plastic and cloth waste. The fair provided an excellent platform for the women group to sell their products.

The fair received an overwhelming response. The majority of the stakeholders, like farmers, consumers, media, government officials, organic product retailers, and NGOs working in the same field assembled on the same platform.

Highlights

- There were different activities and tools of awareness like local cultural programmes, motivational songs on organic farming, dances, etc.
- More than 200 consumers visited the fair and purchased organic products. They looked eager to know about the organic produces.
- The fair has helped producers, retailers, and consumers share their thoughts and experiences on a common platform.
- All sellers shared their phone numbers with the consumers to contact the farmers in the future for the organic products.
- 10 organic fairs were organised during the year, which witnessed broader participation.

Challenges

- To find a suitable place that is centrally located and easily approachable to the common consumers
- To convince small producers to come with their products from far away

Recommendations

- Organise such organic fairs regularly to increase the accessibility and affordability of organic products
- More collaboration with the government to make it a regular event

List of Participants

S.No	Name	Name of the Organisation/Place
1	Anachi Devi Yadav	Lok Sahbhagi Sansthan, Virat Nagar, Jaipur
2	Gopal Singh	Lok Sahbhagi Sansthan, Virat Nagar, Jaipur
3	Rajesh Malakar	Vikasonmukh Sansthan, Naraina, Jaipur
4	Om Prakash Pareek	HGVS, Dausa
5	Anil Vyas	Prayatna Sansthan, Udaipur
6	Laxmi Lal	Farmer, Udaipur
7	Gaurav Chaturvedi	CUTS CHD, Chittorgarh
8	Surendra Nagar	Bhilwara
9	Gopal Lal Sharma	Bhilwara
10	B M Panchal	Jaivik Panchal Krishi Farm, Sawai Madhopur
11	Satya Narain Sharma	Record Sansthan, Sanganer
12	Chetan Sharma	Organic Farming
13	Mohan Lal Khatik	CUTS Chittorgarh
14	Ram Dayal Dhakar	CUTS Chittorgarh
15	Ram Lal Dhakar	CUTS Chittorgarh
16	Banshi Lal Dhakar	CUTS Pratapgarh
17	PK Sood	Jaipur
18	Manju	ATMA Sansthan, Jagmalpura, Jobner, Jaipur
19	Ramji Lal	ATMA Sansthan, Jagmalpura, Jobner, Jaipur
20	Shobha Gaur	Consumer
21	Vinod Kumar Sharma	ATMA Sansthan, Jagmalpura, Jobner, Jaipur
22	Arushi Chauhan	Consumer
23	Surendra Awana	
24	Vimal Kumar Sharma	Total Organic, Chitrakoot, Vaishali Nagar, Jaipur
25	Leela Sharma	Sahyog Samajik Sansthan, Jaipur
26	ML Sharma	Sai Baba Sansthan, Jaipur
27	Amit Babu	CUTS International, Jaipur
28	Madan Giri	CUTS CHD, Chittorgarh
29	Ranjeet	ATMA Sansthan, Jagmalpura, Jobner, Jaipur
30	Sawat Mal	ATMA Sansthan, Jagmalpura, Jobner, Jaipur
31	Manoj Mariya	Murlipura, Jaipur
32	Bharati Soni	Berhampur, Jaipur
33	Garima Soni	Berhampur, Jaipur
34	Ram Ponia	Banswara

S.No	Name	Name of the Organisation/Place
35	Nagpal Lal	
36	Anita	Sorya Prashikshan Sansthan, Mahesh Nagar, Jaipur
37	Sunita Devi	Sorya Prashikshan Sansthan, Mahesh Nagar, Jaipur
38	Sharda Saini	Vikasonmukh Sansthan
39	Manisha Prajapat	Vikasonmukh Sansthan
40	Batti Lal Meena	Harpool Krishi Farm, Agenda, Sawai Madhopur
41	Hardik Shrivastava	Sattvik Agro Products Seedriya, Bhilwara
42	Gopal Chaturvedi	
43	Balbir	Jaipur
44	Ramdhan Saini	HGVS, Dausa
45	Babu Lal Meena	HGVS, Dausa
46	Nathu Ram Choudhary	Samaji Vikas Sansthan, Jhalawar
47	Roop Chand Gurjar	Samaji Vikas Sansthan, Jhalawar
48	Devi Lal Gurjar	Samaji Vikas Sansthan, Jhalawar
49	Kanhaiya Lal	Literacy
50	Bharat Kumar Bhati	Marudhara Ganga Society, Jodhpur
51	Babu Khan	Madina Nursery, Dantiwara, Jodhpur
52	Rahul Panchariya	Maha Laxmi Jaivik Krishi Farm, Jodhpur
53	Rakesh Meena	Gramin Arthik Samudayik Puna Nirman even Vikas Sansthan, Sanganer, Jaipur
54	Dinesh Kumar	RUDSOVOT, Sawai Madhopur
55	Ajay Jindal	Good Root Farm
56	Mahendra Yadav	Bheem Raj Organic Farm
57	Devesh Pant	Doordarshan
58	Pradeep Chauhan	Jhotwara
59	Mangi Lal	Gramin Arthik Samudayik Puna Nirman even Vikas Sansthan, Sanganer, Jaipur
60	SG Rathi	
61	Rajesh	Clay Craft
62	Gopal Kabra	GKC & Co.
63	Peeyush Jain	Maple Architects
64	Raghav	
65	BN Sharma	CUTS International, Jaipur
66	S Datta	University
67	Manish	
68	Yudhishtir Chansi	Ram Krishan Shikshan Sansthan, Bhadana, Kota
69	Pritam Malav	Ram Krishan Shikshan Sansthan, Bhadana, Kota
70	Sunil Kumar Singh	Ram Krishan Shikshan Sansthan, Bhadana, Kota
71	Nand Kishore Dubey	ZALANDO NGO
72	Hemraj	ZALANDO NGO
73	Pawan Pareek	Jaivik Jyoti
74	Pukhraj Acharya	Anuvrat Sansthan, Jaipur
75	RN Malhotra	
76	Pushpendra Singh	Farm Landowner

Glimpses

