

Green Action Week Rajasthan, 2021

Stakeholders' Consultation
SHARING COMMUNITY

November 30, 2021, 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 2021, the GAW campaign was from October 04-08, 2021, 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 on 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 GAW campaign, has carried out a massive awareness campaign for three months in 10 districts of Rajasthan. The campaign was initiated on September 09, 2021, and concluded on November 30, 2021. The campaign was specifically targeted at women and youth amongst consumers.

A Stakeholders’ Consultation was organised to mark the conclusion of the GAW Rajasthan Campaign at Jaipur, on November 30, 2021. The consultation aimed to advocate for a shift in policy towards sustainable consumption.

Proceedings

Deepak Saxena, Assistant 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 12 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.



In his opening address, George Cheriyan, Director, CUTS International, explained the context of the theme “Sharing Community”. Green Action Week is a people’s campaign for sustainable consumption. Sustainable consumption refers to minimising natural resources and toxic materials and emissions of waste and pollutants. In 2021 humanity

has again used up all biological resources that our planet regenerates during the entire year by July 29, 2021, which is termed as Earth Overshoot Day. Humanity uses 74% more than what the planet's ecosystem can regenerate. To sustain this consumption level, we need 1.7 Earths. From Earth Overshoot Day, humanity operates on ecological deficit spending until the end of the year. Hence there has to be an added thrust on protecting the natural resources. He further said that pandemic has a severe negative impact on sustainable consumption and waste management since COVID had resulted in a considerable increase in plastic waste, e-waste and biomedical waste.



Munesh Gurjar, Jaipur Heritage Mayor, was present as Chief Guest. He stated that waste management is a serious issue faced by the common mass. She emphasised and called for support from every Jaipur resident to come and support the government in this waste segregation and management drive. She stated that this is a severe issue everyone is dealing with and that adequate segregation is required. People should be aware of this, and they should begin to separate their dry and moist garbage into separate bins.



Rama Chopra, Zila Pramukh of Jaipur emphasised the need for garbage management and reduced consumption of goods and services. Chopra said that 'Kitchen Gardening' during the pandemic has been very effective, and this habit should be adopted and carried forward by others. This will prevent many of us from the pandemic situation when we are afraid to buy vegetables from the market. She called for awareness and a more extensive spread of the GAW campaign among school children.



V K Singhal, Chief Environmental Engineer, Rajasthan State Pollution Control Board, remarked that we all need to modify our mindsets regarding waste management. People should be aware of their responsibilities in terms of waste management. They should separate dry and wet garbage into different bins to make waste separation easier. Singhal mentioned 22 licenced waste recycling plants, but he also pointed out several unauthorised plants existing. Singhal further added that State Pollution Control Board had run a campaign last month, which has resulted in the collection of 65 million tonnes of waste. He argued that we should encourage the use of recycling plants. He called for more popularity and awareness on specific approaches like additional e-waste collection bins and wall of kindness should in Rajasthan for their more meaningful purpose.



Soumana Datta, retired Professor of Botany, University of Rajasthan, Jaipur, showcased a 'Sharing Community' presentation. She focussed on five pillars: People, Prosperity, Planet, Peace, and Partnership. She stated that we could look at online sharing communities.



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 (Ayodhya Nagar Extension, Neelkanth Vihar, Mahesh Nager & Hardev Vihar) 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 "Best out of Waste," four community level stakeholder consultations, and finally, a final stakeholder consultation.



Vote of Thanks

Dharmendra Chaturvedi, 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 best woman kitchen gardeners during the campaign.





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



Mayor and Zila Pramukh 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	Rajesh Malakar	Vikasonmukh Sansthan
2	Samita Sharma	Vikasonmukh Sansthan
3	Sharda Saini	Vikasonmukh Sansthan
4	Manisha Kumawat	Vikasonmukh Sansthan
5	Arti	Kiran Vihar, Jaipur
6	Rekha Saini	Vikasonmukh Sansthan
7	Lalita	Shourya Sansthan, Ram Nagar, Sodala
8	Snehlata	Shourya Sansthan, Ram Nagar, Sodala
9	Krishna	Mahesh Nagar
10	Anita	Mahesh Nagar
11	Santosh	Mahesh Nagar
12	Mohan Lal	Ram Nagar
13	Rakesh Kumar Mali	Swey Farm, Sodala
14	Kajal Kumawat	Neel Kat Vihar
15	Anjali Kumawat	Neel Kat Vihar
16	Madhumita	Neel Kat Vihar
17	Hansa	Neel Kat Vihar
18	Kamla Devi	Neel Kat Vihar
19	Prem Devi	Neel Kat Bihar
20	Dr. Vijay Singhal	CEE
21	B.R. Sharma	Hardev Shikshan & Jan Kalyan Sansthan
22	Vimla Saini	
23	Dimple Jangid	
24	Raj Sharma	Saakaar Sanstha
25	R.K. Sharma	Navjeen Society
26	S. Dutta	University of Rajasthan
27	Abhishek Pareek	Pehchan, Shyam Nagar, Jaipur
28	Radhika Sharma	Jeevan Ashram Sanstha
29	Sunita Patil	Sodala
30	Aradhya	PIC India
31	Akhilesh Chouhan	Aayam Foundation, Jaipur

S.No.	Name	Name & Address of the Organisation
32	Nand Kishore Dubey	Laado NGO
33	S. Kumar Mittal	ShriAgrsen Sanstha
34	Y.B. Agarwal	Jaipur
35	M.L. Sharma	Sahyog Samajik Sansthan, Jaipur
36	Kedar Sharma	36, Ganesh Vihar
37	Neetu	36, Ganesh Vihar
38	Mohan Lal Gupta	4/437, Malviya Nagar, Jaipur
39	Neeraj Tanwar	B- 206, Anand Puri, M.D. Road, Jaipur
40	Deepak Saxena	CUTS International
41	George Cheriyan	CUTS International
42	Amar Deep Singh	CUTS International
43	Dr. Nawal Kishore Dubey	Jeevan Ashram Sansthan
44	Ashok Kumar	49, Rameshwar Dham, Honhaar Sanstha
45	Sunita	Honhaar Sanstha
46	Ishika Sharma	P.No. 11, Shiv Park Colony
47	Neha Sharma	P. No. 4, Beena Colony
48	Jahanvi Sharma	P. No. 19, Dwarikapuri, Bindayaka, Sirsi Road
49	Divya Prajapati	P. No. 11, H-11 Scheme, Bajri Mandi Road, Panchyawala
50	Lalit Bhardwaj	E-news, Rajasthan
51	Sumit Dixit	News Plus Rajasthan
52	Rama Chopra	Zila Pramukh
53	Munesh Gurjar	Mayor, JMC, Heritage
54	Dharmendra Chaturvedi	CUTS International
55	Rajdeep Pareek	CUTS International
56	Nimisha Sharma	CUTS International
57	Pratibha Jain	CUTS International

Media Coverage

शेयरिंग की भावना के लिए जागरूकता लाने हेतु महिलाओं को आगे आना होगा- रमा चौपड़ा

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

नरेना की बेटी प्रेम देवी को ग्रीन एक्शन वीक 2021 के तहत उत्कृष्ट कार्य करने पर कट्स ने सम्मानित किया

राजस्थान दर्शन

जयपुर हमारे समाज में शेयरिंग की भावना को पुनः स्थापित करने के लिए समाज में जागरूकता लाने के साथ-साथ महिलाओं को आगे लाना होगा। उक्त विचार कट्स द्वारा ग्रीन एक्शन वीक, राजस्थान के अन्तर्गत आयोजित राज्य स्तरीय कार्यशाला में जिला प्रमुख रमा चौपड़ा ने व्यक्त किया। कार्यक्रम में जयपुर नगर निगम, हेरिटेज की मेयर मुनेश गुर्जर ने अपने उद्बोधन के दौरान बताया कि जिस कचरे को हम कचरा समझते हैं और जो मुन्सिपल कॉरपोरेशन के लिए सरदर बना हुआ है उसे



है जो कि सोसायटी फॉर नेचर कंजरवेशन, स्वीडन के सहयोग से संचालित है इस अभियान में 35 देशों की करीब 50 संस्थाएं भाग लेती हैं इस अवसर पर कट्स के निदेशक जॉर्ज चेरियन ने कहा कि सतत उपभोग को बढ़ावा देने के लिए कट्स द्वारा इस अभियान को राजस्थान के अलावा भारत के 12 अलग-अलग राज्यों में भी संचालित किया जा रहा है। उन्होंने वर्ल्ड अर्थ ओवरशूट डे का हवाला देते हुए बताया कि जिस रफ्तार से हम प्राकृतिक संसाधनों का दोहन कर रहे हैं, हमें यह पृथ्वी आने वाले समय में कम पड़ेगी। उन्होंने गैर-परिष्कारित कचरे को

कम्यूनिटी (साझेदार समाज) के बहुत सारे उदाहरण देते हुए शहरी क्षेत्र में इस भावना को किन-किन गतिविधियों के माध्यम से बढ़ाया जा सके, के बारे में समझाया। ग्रीन एक्शन वीक अभियान कार्यक्रम अधिकारी निमिशा शर्मा ने आरम्भ में अभियान के तहत की गई गतिविधियों का प्रस्तुतिकरण किया। उन्होंने बताया कि किचन गार्डन 'कबाड़ से जुगाड़' के प्रशिक्षण में चार कम्यूनिटी की महिलाओं ने बढ़-चढ़ कर हिस्सा लिया विकास-मुक्त संस्था सचिव राजेश मालाकार ने बताया कि कार्यक्रम में जयपुर शहर के चार क्षेत्रों की महिला समुदायों द्वारा प्रशिक्षण के दौरान बनाये हुए उत्पादों की प्रदर्शनी भी लगाई गई। वेदना हुआ है, उसी से 'कबाड़ से जुगाड़' के माध्यम से 'कट्स' और इनकी जिलसमें अयोध्या नगर विस्तार से समता शर्मा, नौलकंड विहार से प्रेम देवी, महेश नगर से अनीता जूनवाल, पांच्यावाला से इन्द्रा चौधरी को पुरस्कार दिया गया। कार्यक्रम अधिकारी धर्मेन्द्र चतुर्वेदी ने सभी का धन्यवाद ज्ञापित किया। कार्यक्रम संस्थाओं के प्रतिनिधियों



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6:01 PM management in Jaipur city a serious concern: Gurjar

जयपुर शहर में कचरा पृथक्करण और इसका प्रबंधन एक गंभीर चिंता का विषय : गुर्जर

जयपुर शहर में कचरा पृथक्करण और इसका प्रबंधन एक गंभीर चिंता का विषय : गुर्जर

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Garbage segregation and management in Jaipur :

जयपुर, 30 नवंबर (भाषा) जयपुर की महापौर मुनेश गुर्जर ने मंगल को कहा कि कचरा पृथक्करण और इसका प्रबंधन शहर में एक गंभीर चिंता का विषय है और अब समय आ गया है कि इसे प्राथमिकता दी जाये।

स्वयं सेवी संस्था 'कट्स' द्वारा आयोजित एक राज्य स्तरीय कार्यक्रम को संबोधित करते हुए गुर्जर ने कहा, "जिस कचरे को हमें कचरा समझते हैं और जो नगर निगम के लिए सरदर बना हुआ है उसे 'कबाड़ से जुगाड़' के माध्यम से 'कट्स' और इनकी संस्थाओं के प्रतिनिधियों

'शहर को स्वच्छ रखने के लिए व्यक्तिगत प्रयास जरूरी'



जयपुर @ पत्रिका 'समाज' में शेयरिंग की भावना को पुनः स्थापित करने के लिए जागरूकता लाने के साथ ही महिलाओं को आगे लाना होगा। 'ग्रीन एक्शन वीक, राजस्थान' के अन्तर्गत आयोजित राज्य स्तरीय कार्यशाला में जिला प्रमुख रमा चौपड़ा ने व्यक्त किया। वहीं, हेरिटेज की मेयर मुनेश गुर्जर ने अपने उद्बोधन के दौरान बताया कि जिस कचरे को हम कचरा समझते हैं और जो मुन्सिपल कॉरपोरेशन के लिए सरदर बना हुआ है, उसी से 'कबाड़ से जुगाड़' के माध्यम से 'कट्स' और इनकी जिलसमें अयोध्या नगर विस्तार से समता शर्मा, नौलकंड विहार से प्रेम देवी, महेश नगर से अनीता जूनवाल, पांच्यावाला से इन्द्रा चौधरी को पुरस्कार दिया गया। कार्यक्रम अधिकारी धर्मेन्द्र चतुर्वेदी ने सभी का धन्यवाद ज्ञापित किया। कार्यक्रम संस्थाओं के प्रतिनिधियों