

**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)**

## **Synthesis Report**

# **Strengthening the Community Managed Seed Cells 2023**



## ProScop: An Overview

CUTS has been involved in Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan since October 2013, which was concluded in December 2021. The work had made a deep impact and contributed to promoting organic consumption in the state. Looking at the success and to further consolidate its work on the issues, CUTS with SSNC has designed an ambitious five-years project clubbing sustainable consumption & production and practices together in its intervention.

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) is being implemented in 12 targeted districts of Rajasthan for five years commenced from January 01, 2022.

## ProOrganic

With the addition of two more districts, bringing the total to 12, the organisation intends to intensify work on organic consumption and production over the phase of 2022–26 by leveraging its experience and the network that has been built. The purpose of carrying out work in the present ten districts is to consolidate the already set base, which was created more than eight years back and has started yielding results on the ground, but also to strengthen it by further working with an innovative approach by keeping all the stakeholders in the loop. This is a good time for organic cultural work as the central and state governments demonstrate their preference across the country. The expected outcome is to convert selected villages in each of these target districts to 100 percent organic villages.

## Community-Managed Seed Cell System

In ancient times, when no hybrid seeds were available, farmers used to save seeds by traditional methods. By practising monoculture, we have lost our biodiversity and resistance to insects, diseases, and weather conditions. So, for successful organic farming, there is a need to use native seeds to preserve and produce them.

Even now, this practice is one of the most vital elements to address the availability of good quality seeds at the farmer’s arm’s length. Community-managed seed cells established in various parts of India under different schemes and programmes have enhanced the resilience of smallholder farmers of communities and households. These were most affected by climate change by securing improved access and availability of diverse, locally adapted crops and varieties. This helps smallholders restore related knowledge and plant

management skills, including seed selection, treatment, storage, multiplication, and distribution.

Community seed cells are the source of local genetic diversity that is often adapted to prevailing climate conditions, including biotic stresses. They are instrumental in contributing to community-based strategies for adaptation to climate change. However, community seed cells have received little attention in the literature on climate change adaptation. As climate change significantly impacts agricultural production, growing local varieties have a high degree of genetic diversity, which is highly important because these varieties can better withstand and adapt to environmental stresses and changes.

Community seed cells helped preserve local seeds of the most adapted varieties for the region. The smallholder farmers' collectives mutually selected the most suitable types for an area. Still, after identifying the best varieties, the community seed bank plays a vital role in maintaining the availability of good quality local seeds. Smallholders diversify their crops and types to reduce the risk of total production failures and strengthen family resilience.

### **Need to Include this Activity**

This unique activity started on the ground in 2019-20 to train target district progressive farmers to develop skills to protect, preserve, and promote indigenous seeds in organic farming. It was introduced in all the targeted districts.

When a farmer adopts organic farming, he requires traditional and organic seeds for sound production. However, he cannot find these seeds because there is no proper mechanism at the government level to provide organic and traditional seeds to farmers who are willing to shift towards organic farming. When a farmer shifts to organic farming as the first step, he uses hybrid seeds that cannot perform good production in organic farming techniques. Then farmers get demotivated and return to chemical ones, to minimise this risk, there is a need to begin with traditional and organic seeds.

### **Need to Consolidate and Strengthen Seed Cells**

The project, which began in 2019, was continued in 2022-23. Farmers require more focus and in-depth work for such structured activities. Hence, the same seed cell was used with the same partner for similar activities in 2022-23. To reach a wider area and more farmers, work was done in a focused manner. The community seed cell is a long process; hence, there is a need to continue this for at least four to five years.

### **Knowledge Sharing Meetings & Feedback Meetings:**

Feedback Meetings were held after the initial Knowledge Sharing Meetings in all the targeted

ten districts with the selected farmers who switched from chemical to organic farming. The objective of holding these meetings also worked through a three-pronged approach, i.e. to discuss establishing seed cells, consider difficulties in selecting them, and guide the target farmers to take it forward.

## Details of Meetings

S. N.	District	Block	Gram Panchayat	Knowledge Sharing Meeting	Feedback Meeting
1.	Jaipur	Govindgarh	Devthala	14/8/23	25/8/23
2	Dausa	Lalsot	Khatwa	19/7/23	21/9/23
3	Sawai Madhopur	Bonli	Didwadi	31/8/23	20/9/23
4.	Kota	Sultanpur	Kotsua	25/8/23	15/9/23
5.	Jhalawar	Jhalrapatan	Semli Gokul	4/8/23	29/8/23
6.	Bhilwara	Suwana	Akola	18/8/23	24/8/23
7.	Chittorgarh	Chittorgarh	Kannauj	22/9/23	28/9/23
8.	Pratapgarh	Choti Sadri	Gomana	26/9/23	28/9/23
9.	Udaipur	Sarada	Kewda	23/8/23	29/8/23
10.	Banswara	Ghatol	Udpura	11/7/23	6/9/23
11	Dungarpur	Sabla	Khanan	2/9/23	23/9/23
12	Jodhpur	Mandore	Manaklav	31/7/23	20/9/23

## Outcomes

The presence of local champions, the strong support from the local executives, farmer-volunteers, capacity building, and community empowerment are some of the success factors identified during the activity.

As a modality for technology delivery, the Community Seed Cell provided management practices on seed health, crop diversification, the introduction of improved and tolerant varieties, opportunities for market integration, and conservation of traditional types for active use.

New seeds developed by farmers of one district were shared with other district farmers through the community seed cell system to avail benefits. Various vegetable seeds, including Bottle Gourd, Cucumber, Chilli, Tomato, Cluster Beans, Okra, and Grains & Pulses, were gathered and conserved at the local level based on their availability in different districts. The distribution of these seeds to farmers in other districts will depend on the quantity available.

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The target groups followed the principle of 'learning by doing' as the best management options to ensure seed purity and quality of seeds they produced on-farm. Farmers have started using traditional methods to preserve the seeds, like mixing them with ash, neem leaves, vegetable fruits, etc. A farmer collected and distributed seeds to other farmers, focusing on multiplication. In the bridge year, the area and number of farmers grew substantially. Seed multiplication was measured by quantity received at the seed cell, and partners were urged to involve more farmers.

## Conclusion

The CUTS project team closely monitored the project's activities and made sure that there was always at least one team member attending the ground-level training. Organic farmers have come to understand the significance of locally adapted crop varieties and have started to adopt the concept of seed cells. These seed cells not only encourage community engagement but also make farmers self-dependent in the seed sector. However, it may take some time before this concept can reach a broader community.

## Glimpses & Media Coverage



## घघटाना में समुदाय प्रबंधित बीज प्रणाली बैठक सम्पन्न

हेडलाइन न्यूज़ | कोटा



कर्ट्स इंटरनेशनल जयपुर स्वीडिश सोसायटी फॉर नेचर कंजर्वेशन तत्वाधान में राम कृष्ण शिक्षण संस्थान भदाना कोटा द्वारा राजस्थान उपभोगताओं की भागीदारी सुनिश्चित की गई। सतत उपभोग की गतिविधियों जैविक उपभोग व उत्पादन को बढ़ाते हुए जीवनशैली की संस्कृति का फि करना (प्रोस्कॉप) परियोजना के तहत ब्लाक - लाडपुरा की ग्राम पंच मानसगांव के ग्राम घघटाना में समुदाय प्रबंधित बीज प्रणाली बैठक का उ किया गया। जिला समन्वयक युधिष्ठिर चांदसी ने बताया कि बैठक में कौर सपरवाडजर, उद्यानिकी विभाग कोटा ने सामुदायिक बीज बैंक की

## केली ग्राम में बीज बैंक की बैठक सम्पन्न

निहाल दैनिक समाचार  
शनिवार 30 सितम्बर 2023  
संवादाता बन्नीलाल थाकड़ राजपुरा  
निम्बाहेड़ा, ग्राम पंचायत केली

आव्हान किया। ग्रामीण क्षेत्रों में उपलब्ध परम्परागत बीज को एकत्रित कर बीज बैंक में जमा करा कर इन्हें बढ़ाने एवं बचाने



## परंपरागत सामुदायिक बीज बैंक नॉलेज शेयरिंग बैठक का आयोजन

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## सामुदायिक पारंपरिक बीजों के संग्रहालय पर हुई विस्तृत चर्चा

शेखावाटी संकल्प



दौसा (मनीष रांझणा)। कर्ट्स इंटरनेशनल जयपुर एवं स्वीडिश सोसायटी फॉर नेचर कंजर्वेशन तत्वाधान में जैविक उद्यान

विकसित करने के लिए स्था बैठक का आयोजन आदर्श शुरुआत करते हुए राजकीय डा. जेके. गुसा ने बताया कि की शिक्षा मिल जाए तो निर् हैं। लिहाजा बच्चों को रस हैं व साथ ही उन्होंने न्यूट्रि बताया कि होने वाले फायदे जयपुर से एसोसिएट डाट संपूर्ण जानकारी देते हुए रहां हैं तो वह यहां देखने थलोज में प्रधानाध्यापक समापन की ओर ले जाते कंसल्टेंट ओ.पी पारीक को संतुलित एवं संरक्ष

## जैविक उद्यान एवं समुदाय प्रबंध बीज प्रणाली की स्थापना बैठक आयोजित

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बौली, राजकीय उच्च प्राथमिक विद्यालय अल्ला में जैविक उद्यान की स्थापना बैठक का आयोजन सीनियर सेकेंडरी स्कूल के प्रधानाचार्य भगवान सहाय मीना की अध्यक्षता में किया गया। कार्यक्रम में व्याख्याता जयप्रकाश गोस्वामी ने इसके सराहनीय कदम बताया। पशुपालन विभाग से डॉक्टर वीरसिंह मीना ने बच्चों के लिए जैविक उद्यान को वरदान का रूप माना। उन्होंने बताया कि बच्चों के स्वास्थ्य के लिए यह उद्यान महत्वपूर्ण इकाई है, विद्यालय प्रधानाध्यापक मुकेश प्रजापत के एवं अध्यापक हंसराज गुर्जर के प्रयास से यह कार्यक्रम विद्यालय परिसर में स्थापना बैठक के रूप में मनाया गया। जिला सलाहकार ओपी पारीक



बौली, जैविक खेती की जानकारी देते अतिथि।

ने बताया कि ऐसे कार्यक्रमों से आने वाली संतति एवं भविष्य के निर्माता यह बच्चे ही होंगे। अगर इनको इसका ज्ञान होगा तो आने वाला समय जैविक एवं प्राकृतिक खेती का होगा। यह कार्यक्रम कर्ट्स इंटरनेशनल जयपुर एवं स्वीडिश सोसायटी फॉर नेचर कंजर्वेशन के संयुक्त तत्वाधान में हुआ। इसके बाद ग्राम अल्ला में सामुदायिक बीज



बैंक की स्थापना की गई। जिसमें पारंपरिक बीजों को सात मटकियों के माध्यम से डॉक्टर वीरसिंह मीना के आतिथ्य में स्थापित किया गया। इसका उद्देश्य पारंपरिक बीजों को किसान महिलाएं पोषण वाटिका के रूप में अपने घर में स्थापित करेगी। अपने काम लेने के बाद शेष बचा हुआ, पका हुआ फल, बीज बैंक में जमा कराएगी।

वीडिश सोसायटी फोर नेचर उपभोक्ताओं की भागीदारी यों एवं जैविक उपयोग में ति का विकास करना प्रो थाकड़ खेड़ी में परंपरागत आयोजन जैविक किसान ार्यक्रम सहायक गोवर्धन ें जानकारी दी। जैविक ादान-प्रदान एवं जैविक ाना एवं समझा। कर्ट्स सभी का आभार व्यक्त