

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

**Block & District Level
Awareness Meeting**

Synthesis Report

Brightest Hope for Positive Change

Background and Objectives

CUTS with the financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden implemented a project to develop a culture of sustainable consumption and lifestyle through organic production and consumption in the State of Rajasthan (India) covering ten major agriculture-oriented districts by awareness generation, sensitization, capacity-building, and advocacy activities.

Increased awareness is expected to result in increased consumer demand, which will further move forward the demand for availability and affordability of organic products contributing to decreasing the health hazards of consumers. The project is expected to result in better-informed consumers and farmers regarding organic consumption and farming and advocating for better policies and enforcement thereof by sensitizing policymakers in the State. This will boost organic farming and consumption in the State, and in the long run, will provide a sustainable environment and a better lifestyle.

Block Level Awareness Meetings (BLAM) and District Level Awareness Meetings (DLAM) for Farmers and Consumers

An awareness meeting has been one of the important activities of the project, which provided a platform to advance the project objectives down the line. These campaigns were conducted at blocks level and district level. In a nutshell, the objective of organizing these Block and District level awareness meetings through camps was to educate and sensitize the public about the adverse effects of chemicals and pesticides being used in agriculture and the importance of locally available agriculture-friendly fertilizers and manures, which can be used to reduce the financial burden and hazardous impacts on the environment as well as on human beings. In all camps vast participation of local farmers and consumers, traders, students, elected representatives, consumers directly linked in agricultural authorities, and related activities was witnessed. Major stakeholders in the project were representatives from local civil society, consumer organizations and subject experts from government, and farmer clubs also took part and trained the participants on the subject with special focus on women participation.

Methodology

It was a kind of refresher campaign of the village level and the purpose is to revisit previous villages taken under campaign in over last four years at the district level for select farmers (6-7 from each village) of each previous village. There has been no mechanism as such in earlier year activities to map the status of work done during previous years, so through this, all earlier villages were revisited again in the form of representation of select farmers of each village, who were called again at these BLAM. These Block Level Awareness Meetings were organized in select 4 blocks/district only, where the villages falling under these blocks were

covered. In these Recap Meetings, the invited farmers helped in providing the stock of things and the status of organic farming in their respective villages, thus helped in taking the stock of things over last four years. The criteria of selection of blocks were on the basis of maximum active villages covered under that particular block, which has been selected. Similarly, there were similar awareness meetings at the district level by the name DLAM, which was consist of those participants, who have shown activeness and interest in BLAMs. This was consisted of not more than 50-60 participants.

There were different modes, through which the efforts were made to create awareness i.e., by way of fixing and displaying posters and distributing handouts, showing videos on importance of organic farming on TV screens etc.

Block Level Awareness Meeting (BLAM)			
S. N.	District	Block	Date
1	Udaipur	Mavli	13-Jul
2	Kota	Kanwaas	13-Jul
3	Bhilwara	Mandalgarh	13-Jul
4	Kota	Sangod	14-Jul
5	Dausa	Lalsot	14-Jul
6	Jhalawar	Jhalrapatan	15-Jul
7	Sawai Madhopur	Sawai Madhopur	16-Jul
8	Kota	Sultaanpur	20-Jul
9	Jodhpur	Osian	20-Jul
10	Jhalawar	Manoharthana	20-Jul
11	Jaipur	Govindgarh	20-Jul
12	Bhilwara	Suwana	20-Jul
13	Dausa	Ramgarh Pachawara	21-Jul
14	Sawai Madhopur	Bonli	22-Jul
15	Jaipur	Bassi	22-Jul
16	Pratapgarh	Choti Sadri	25-Jul
17	Bhilwara	Raipur	26-Jul
18	Chittorgarh	Begun	26-Jul
19	Dausa	Nangal Rajawtaan	26-Jul

20	Jodhpur	Tiwri	27-Jul
21	Sawai Madhopur	Bamanwaas	28-Jul
22	Udaipur	Sarada	29-Jul
23	Bhilwara	Bijoliya	29-Jul
24	Dausa	Labaan	31-Jul
25	Jaipur	Sambhar	10-Aug
26	Sawai Madhopur	Sawai Madhopur	12-Aug
27	Udaipur	Badgaon	13-Aug
28	Chittorgarh	Bhadesar	18-Aug
29	Chittorgarh	Nimbaheda	19-Aug
30	Jhalawar	Pidawa	19-Aug
31	Chittorgarh	Chittorgarh	20-Aug
32	Jhalawar	Khanpur	24-Aug
33	Jodhpur	Luni	24-Aug
34	Kota	Laadpura	27-Aug
35	Udaipur	Salumber	27-Aug
36	Jodhpur	Mandore	29-Aug
37	Pratapgarh	Pratapgarh	22-Oct
38	Jaipur	Bassi	09-Sep
39	Jaipur	Viratnagar	09-Sep
40	Pratapgarh	PeepalKhoont	15-Sep

District Level Awareness Meeting (DLAM)		
1	Kota	25-Aug
2	Jhalawar	26-Aug
3	Bhilwara	08-Sep
4	Dausa	15-Sep
5	Sawai Madhopur	15-Sep
6	Chittorgarh	21-Sep
7	Jodhpur	21-Sep

8	Udaipur	21-Oct
9	Pratapgarh	16-Nov
10	Jaipur	8-Dec

Participation in BLAM & DLAM						
S. N.	District	Total BLAM	Participants in BLAM	Total DLAM	Participants in DLAM	Total Participants
1	Dausa	4	237	1	42	279
2	Bhiwara	4	194	1	35	229
3	Chittorgarh	4	178	1	38	216
4	Kota	4	208	1	45	253
5	Jhalawar	4	220	1	45	265
6	Jodhpur	4	221	1	35	256
7	Pratapgarh	4	186	1	35	221
8	Udaipur	4	178	1	35	213
9	Jaipur	4	212	1	50	262
10	Sawai Madhopur	4	192	1	40	232
	Total	40	2026	10	400	2426

Recommendations

- The long cycle of three years for conversion gives goose bumps to farmers, whose livelihood depends on their land. This is where, the first support pillar is to be built by providing support in the form of incentives to switch to organic farming along with easy availability of inputs, expert training, guidance and priority remunerative prices of products out of these fields is to be promised.
- For both consumers and farmers, inputs like vermin compost are comparatively expensive and cannot be accessed easily in local markets. Though, subsidies for installing vermin compost machines in fields are available, but for farmers who are not able to invest time in self-manufacturing of inputs, market availability at reasonable prices shall be insured.
- The government should execute some major policy changes to ensure that organic food is easily available, accessible and affordable.
- New schemes for the benefit of organic farmers should be implemented.
- The government should promote training programmes and provide financial aid for organic farming.
- Organic products should be closely monitored as far as price fixation is concerned.

- Similar awareness programmes should be conducted for the farmer as well as consumers.
- There should have more and more new schemes for the benefit of organic farmers.
- More and more consumers should be engaged in organic production and consumption.

Concluding Remark

Despite of pandemic situation, there was a big curiosity towards participation in the camps. Covid 19 protocol was followed religiously with masks wearing, social distancing and sanitizing etc. Initially the participation was restricted to 30-35 around due to protocol and later, when it eased, it was around 50 participants on and average were permitted to participate in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs etc. A total 2026 participants have attended these activities during the reporting period in BLAMs, out of which nearly 46 percent of them being women participants. Similarly, in DLAMs, the total number of participations was 400 with nearly 52 being women farmers. While the total percentage of women participation was near 50 percent of the total participation, which shows the spirit among women in different district at different levels. It also presented an example for other districts. Moreover, immense participation was one of the reasons for the success of these programmes

The response with regard to participation has been enormous, which proves the growing popularity of the project and the demand of the issue at the grassroots. Such Block & District level awareness campaign provided a platform to generate awareness among consumers and helped in educating cultivators to use organic fertilisers to grow foods and avoid adulteration so that the people can procure pure and quality food for leading a healthy life.

Through this campaign, it was also realised that such efforts would not suffice until and unless these are taken up continuously. As usual media played a vital role for wider outreach. Documentaries, lectures and short briefings in these grassroot programmes as part of methodology of the programme have really able to leverage the whole mentality of people and have not only generated and enhanced awareness but have helped in generating a team of organic farmers as well. BLAM have been helpful in adding sheen to this grassroot campaign in the form of taking the voice from villages to block level. In crux, an enabling environment and established patterns of sustainable consumption leading to sustainable development was realised, which gave a feeling of an increased area under organic farming both at farm and household level in the state of Rajasthan.

The activities at Block and the District level provided a platform to generate awareness among consumers about organic products (benefits, availability etc.) and it helped in educating the cultivators to use organic fertilisers to grow foods and avoid adulteration, so that the people of the country can get pure and quality food for leading a healthy life.

General Guidelines for DLAM

S. N.	Activity	Remarks
1.	Pre-Visit	To mobilize potential speakers and participants from the concerned department, visit the Block at least once before conducting a program for the selection of venue.
2.	Time	The estimated time of the program organized should be half a day.
3.	Number of Participants	There should be at least 35 to 40 active participants in the program, of which fifty percent should be women.
4.	Resource person	Resource persons should have at least one special guest, three experts, who should be from Agriculture Department, College, Agriculture Science Center and other subject experts who can represent the entire district.
5.	Presentation of Project Activities	There should be a brief presentation of the activities of the four years under the project. The presentation should be presented in the meeting.
6.	Exhibition of Organic Products	The exhibition should have at least four-five stalls by progressive farmers with their organic products, which have been encouraged by the efforts of 'CUTS'.
7.	Resource Material & Refreshment	There should be good quality folders and refreshment along with other reference material in the programme.
8.	Covid Protocol	All participants should wear the mask and hand sanitizer should be put in the entry gate of the venue.

Note: The guidelines should be followed in all the Block level activities and review form will be filled by the team according to this agenda.

General Guidelines for BLAM

S. N.	Activity	Remarks
1.	Pre-Visit	Before the meeting, pay special attention to the selection of the venue, before the program, at least 25 to 30 persons should have proper seating arrangement by making the necessary distance in the selected place. Masks must be used by the participants and there should be proper arrangement of sanitizer or soap.
2.	Time	The estimated time of the program organized should be two to two and a half hours.
3.	Number of Participants	The program should have at least 25 to 30 participants, half of whom are women. Do not invite children under the age of 18 to participate in any activity. The selected farmers should be pioneers in the field of organic farming or who have a desire for organic farming, who have information related to the possibilities of organic farming in that Panchayat Samiti.

S. N.	Activity	Remarks
4.	Resource person	Resource person in the workshop should be a subject expert from Agriculture, Horticulture and Agricultural Science Center, Animal Husbandry Department, Agricultural University and other related local departments and institutions, who can give information about the benefits of organic farming and the side effects of chemical farming and can give suggestions regarding the possibilities of
5.	Discussion points	There should be discussion related to organic farming and other aspects of the project in which sustainable consumption and environmental protection etc.
6.	Refreshment to the participants	Refreshments should be provided in packets only to all participants
7.	Covid Protocol	Follow the covid protocol in the workshop, follow the guidelines related to corona such as social distance, use of masks, use of sanitizers etc. and as far as possible include only vaccinated persons in the workshop.

Programme Schedule DLAM

10.30-11.00	Registration
Opening Session	
11.00-11.05	Welcome Address Project Partner
11.05-11.15	Opening Remark Information about the project and title by CUTS team member or project partner
11.15-11.30	Brief presentation of activities by District Coordinator Brief presentation of activities organized in the district in recent years under the project
11.30-11.45	Address by the Chief Guest
11.45-11.50	Break
Technical Session	
11.50-12.50	Address by subject experts Presentation of main works done in organic production including specific areas in the district
12.50-13.15	Open discussion to promote organic production and consumption in the district - Some innovative approach Operator - Project team member Partners - Progressive farmers, other partners and reference persons
13.15-13.25	Vote of Thanks and way forward
13.25 onwards	Exhibition View and Lunch All Speakers and Participants Refreshments & Departure

Note: The schedule can be adjusted according to the suitability of the partner or the area, but the duration of the activity will remain the same.

Programme Schedule BLAM

10.30-11.00	Registration	
11.00-11.05	Welcome Address	Project Partner
11.05-11.20	Opening Remark	Information about the project and title by CUTS team member or project partner
11.20-11.40	Address by Health Department Representative	Representatives of Health Department on compliance with the Covid protocol and positive message of vaccination.
11.40-12.20	Address by Subject Expert/Representative of the concerned department	Information about the side effects of chemical farming and the benefits of organic farming by the subject expert/representative of the department concerned
12.20-12.50		Organic farming and other aspects of the project, in which information related to sustainable consumption and environmental protection, addressed by the subject expert / representative of the concerned department
12.50-1.20		Contribution of animal husbandry and other organic products in organic farming Address by subject expert / representative of the concerned department
1.20-1.50	General Feedback Session	Suggestions related to the possibility of organic farming in the respective block All participants
01.50-02.00	Vote of Thanks and Way Forward	To the participants and advice to adopt organic farming by CUTS team member/project partner
02.00	Refreshments & Departure	

***Note:** The schedule can be adjusted according to the suitability of the partner or the area, but the duration of the activity will remain the same.*

Activity Review Form

(To be filled by monitoring team)

1. Name of the Monitoring Team Member_____
2. Day & Date_____
3. Place of Visit _____ (Gram Panchayat)
_____(Block)_____(District)
4. Project Partner_____
5. Number of participants' _____ Male _____ Female_____
6. Resource persons_____
- 6.1 Quality of lectures-Good/Fare/Poor_____
7. Which methods adopted to convey the message?
 - Puppet shows
 - Local cultural artists
 - Street Plays
 - Video on Subject- Yes/No..... If Yes, Which one_____
 - Any other _____
8. Refreshment Given- Yes/No
9. Positive aspects of programme

10. Negative aspects of programme

11. How do you rate the programme overall? (Give numbers from 1 to 5)
 - 5 for excellent
 - 4 for very good
 - 3 for good
 - 2 for just fair
 - 1 poor

- 12.** If you have given a score of 1 or 2, then would you like to recommend it for a repeat?
Yes / No_____

CUTS project team member
Signature

Project partner
Signature

Glimpses



Glimpses



