



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

# **ORGANIC FAIRS**

Synthesis Report 2019-20

#### **Background**

India is mainly an agricultural country, where around 58 per cent of the nation's population depends on agriculture for livelihood. There is a huge untapped potential of organic farming in India. 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 consumers' right to healthy environment in various ways. 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 societies being largely patriarchal, needs of women are not prioritised, so these women are more prone to chemical contamination in food.

Hence, the adoption of organic consumption will benefit women and especially girls the most.

### About the Project 'ProOrganic II'

With the support from Swedish Society for Nature Conservation (SSNC), CUTS is implementing 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 to March 31, 2021 in 192 gram panchayats of 10 selected districts of Rajasthan (India). The main objective of the project is to fill the identified gaps and sustain the acquired momentum to achieve expected outcomes of better eco-system through promotion of organic consumption.

**More information on:** <a href="https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/">https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/</a>

### **Objectives of Organising Organic Fairs**

The purpose of the fair was to guide the farmers about the organic modes of farming and also make the consumers aware about the available organic products and its benefits by bringing them both on the same platform. Though the farmers are producing the organic products they are not getting any outlets to reach to the consumers and sell their products. Thus, this was an attempt to help them in this direction.

## **Schedule of Organic Fairs**

Total nine organic fairs were organised in project districts area. The schedule of organising fairs in all the selected districts is given as below:

S.N.	Place Date	Date
1.	Asnawar (Jhalawar)	February 11, 2020
2.	Kota	February 18, 2020
3.	Pratapgarh	February 29, 2020
4.	Bhilwara,	March 01, 2020
5.	Sawai Madhopur	March 06,2020
6.	Dausa,	March 08, 2020
7.	Jodhpur	March 15, 2020
8.	Chittorgarh	March 15, 2020
9.	Udaipur	March 17, 2020
10.	Jaipur	Postponed due to

#### 1. Organic Fair in Asnawar (Jhalawar) on February 11, 2020

The first organic fair of the year 2019-20 was organised at Central Cooperative Bank Campus, Asnawar District Jhalawar.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

Kamal Kant Paliwal, Agriculture Supervisor, District Agriculture Department, Jhalawar was the Chief Guest, who inaugurated the fair. Other than Paliwal, Dev Prakash Choudhry, Branch Manager, Central Cooperative Bank, Asnawar and Asnawar Gram Panchayat Sarpanch, Manish Patidar were the key resource persons in an interactive session during the fair. The purpose of this interactive session within the fair was to discuss present, past and future of organic farming, its production and consumption and marketing.

The fair was coordinated by Nathu Ram Choudhry, Secretary, Samajik Vikas Samiti, Jhalawar.

#### Organic Stalls as the Highlight of the Fair in Jhalawar

Four stalls were exhibited in the organic fair. These stalls displayed various organic products of different retailers. People in the fair purchased them with keen interest.

#### **Participation**

Around 150 participants attended the organic fair including huge number of village women and organic farmers and consumers.



Glimpses of Fair in Jhalawar

#### 2. Organic Fair in Kota on February 18, 2020

The second organic fair was organised at Chansi Agriculture Farm Campus at Bhadana, District Kota.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

Dr Mukesh Goyal, Programme Officer, Krishi Vigyan Kendra (KVK) Kota was the Chief Guest, who inaugurated the fair. Other than Brajesh Vijayvargiya, Social Activist and Organic Farmer, Narendra Malay from village Kaithun, Kota were the other key speakers during an interactive session organised within the fair.

**Deepak Saxena**, Assistant Director, CUTS initially welcomed the participants and introduced the objective of the fair. This was the second district level organic fair of ProOrganic II, organised by CUTS, Jaipur in coordination with Yudhister Chansi, Secretary, Ram Krishan Shikshan Sansthan, Kota.

#### Organic Stalls, the Key Attraction of the Fair in Kota

There were in all eight stalls exhibited in the organic fair, which comprised food and consumer durable products. Besides, couple of stalls also portrayed organic manures and ajola etc. and the ways to do organic farming were showcased by experts.

#### **Participation**

Total 120 participants attended the organic fair including good number of village women, farmers and consumers.



3. Organic Fair in Pratapgarh on February 29, 2020

The third organic fair was held at APC College, Pratapgarh campus in Pratapgarh.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

In an interactive session of the fair, Gauhar Mahmud, Centre Head, CHD, Chittorgarh while welcoming the participants told farmers to be aware about organic farming and thanked all the farmers, who came a long way from their *panchayats samitis* to participate in the event and get an insight of organic farming.

Rajdeep Pareek, Programme Officer, CUTS, Jaipur; Ashok Kumar Meena, Additional Superintendent of Police and Dr R K Damor, Programme Officer (KVK) Pratapgarh spoke on the importance of organic farming and organic products and its proper marketing. Farmers from all blocs have put their different products in the exhibition expecting a proper marketing facilities and response from consumers in all over Rajasthan. Prof Sanjay Geel, Principal, APC College gave the vote of thanks.

#### Organic Stalls Attracts People in Pratapgarh Fair

Organic foods comprising vegetables, grains and fruits were displayed for exhibiting and sale purpose, which the participants and speakers of the interactive session keenly observed and some also purchased it, which motivated the farmers, who had set up these stalls. Besides, few organic store vendors have also put up their stalls.

The product sellers were given a chance to come on the stage and promote the sales of organic products by demonstrating the benefits of the same.

#### **Participation**

Total 116 participants attended the organic fair including good number of village women, farmers and consumers.



Glimpses of Fair in Pratapgarh

#### 4. Organic Fair in Bhilwara on March 1, 2020

The fourth organic fair was organised at Kisaan Bhawan in Bhilwara on March 1, 2020.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

**Rajdeep Pareek, Program officer, CUTS** interacted with participants and informed them about the benefits of organic farming.

**Dr C.P Goswami, RCHO Bhilwara;** Balmukund Sain, former PKVY District Officer, Agriculture Department, Bhilwara; Gopal Singh Kanavat, FLC BRKGB, Bhilwara and Farukh Pathan and Rajesh Chaparwal, Member of Child Welfare Committee spoke on the importance and different aspects of organic farming and organic products.

#### Organic Stalls-Got Good Response in Bhilwara Fair

There were in all 10 stalls put up in the organic fair. The stalls varied from food to grains to pulses to organic farming methods to organic manures. The vendors, progressive farmers and some NGOs, who are into this sector, contributed to attract a good response from consumers and other visitors in this fair.

#### **Participation**

Total 129 participants attended the organic fair including good number of village women, farmers and consumers.



#### 5. Organic Fair in Sawai Madhopur on March 6, 2020

The programme was organised on March 6, 2020 by *RUDSOVOT* organisation at *Khandaar, Panchayat Samiti Meeting Hall,* Sawai Madhopur. The basic objective of organic fair was to bring together farmers and consumers on a common platform so that they become aware about the availability of organic products in Sawai Madhopur district.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

**Ghanshyam Bairva**, Agriculture Supervisor shared his experience in this field of organic farming. He mainly focused on the excess demand, high prices and less supply of organic products in the market. He also told the farmers about the discount schemes available for the farmers, based on their categories and what are the terms and conditions.

**Rajdeep Pareek,** Programme officer, CUTS Jaipur told to participants about the importance of organic farming. He explained that the continuous use of chemical fertilisers is causing much damage to the soil. He also clarified all myths regarding organic manure as some people believe that it leads to less production.

#### Organic Stalls, the Main Focus of Sawai Madhopur Fair

There were total four stalls, present in the organic fair. Different organic products were displayed on them for the purpose of sale and making the consumers aware about the availability and benefits of such products in the market. There were products like organic honey, organic seeds and fresh fruits and vegetables. People were purchasing organic products from the stalls.

#### **Participation**

Total 70 participants attended the organic fair including good number of village women farmers, consumers and students.



Glimpses of Fair in Sawai Madhopur

#### 6. Organic Fair in Dausa on March 8, 2020

The sixth programme was coordinated by Hanuman Gram Vikas Samiti at Krishi Vigyan Kendra, Lawan, Dausa.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

Chief Guest was Dr B L Jat, incharge of KVK, Dausa. Dr. Babita and Dr Sunita, scientists were speakers in the organic fair.

#### **Organic Stalls Invites Attention in Dausa Fair**

There were four stalls present in the organic fair. Different organic products were displayed on them for the purpose of sale and making the consumers aware about the availability and benefits of such products in the market. There were products like organic honey, organic seeds, and fresh fruits and vegetables. People were purchasing organic products from the stalls.

#### **Participation**

Total 95 participants attended the organic fair including good number of village women farmers, consumers and students.



Glimpses of Fair in Dausa

#### 7. Organic Fair in Jodhpur on March 15, 2020

The seventh organic fair was organised at West Patel Nagar Park, Circuit House Road in Jodhpur.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

**Dr Arun Kumar Sharma, Sr Scientist, CAZRI, Jodhpur** was the Chief Guest, who inaugurated the fair as well. Other than Dr Sharma, NR Bamaniya, Horticulture Officer; Ratan Lal Daga were the key resource persons in an interactive meeting during the fair. This was the seventh District Level Organic Fair organised by CUTS in collaboration with Bharat Bhati, Secretary, Marudhar Ganga Society, Jodhpur.

#### Organic Stalls, Major Thrust in Jodhpur Fair

There were 12 stalls exhibited in the organic fair. Different organic products were displayed in the same for their sale and making the consumers aware about the benefits and availability of such products in the market. The organic products include vermicomposting, herbal sprays, fresh fruits, grains, pulses and vegetables and few packaged products. Consumers were also purchasing herbal sprays.

#### **Participation**

Total 110 participants attended the organic fair including village women and organic farmers and consumers.



Glimpses of Fair in Jodhpur

#### 8. Organic Fair in Chittorgarh on March 15, 2020

The eighth programme was held at CHD campus to connect farmers as well as consumer on a common platform to know more about the availability of organic products in the district.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

**Madan Giri Goswami, Sr Programme Officer & Deputy Head,** CUTS-CHD welcomed participants and introduced them to the objective of the organic fair. This was the eighth organic fair in the series of total ten, which was locally moderated by Centre for Human Development, Chittorgarh.

In an interactive seminar within the fair, Shashi Shanker, District Forest Officer, Sachin Badetiya, District Development Manager, NABARD, RC Sharma, Superintendent Engineer, Ajmer Vidyut Vitaran Nigam Ltd; O P Sharma, Deputy Director, Agriculture; Ratan Lal Solanki, Scientist, Krishi Vigyan Kendra; Prahalad Vyas, Senior Advocate and Sushila Laddha, Chairperson, CWC spoke on various issues of organic farming, which was attended by many progressive farmers from Bhilwara, Chittorgarh and Pratapgarh district.

#### Organic Stalls, A Glimpse of Chittorgarh Fair

There were in all 10 stalls in the organic fair. Various organic products were displayed there for sales and making the consumers aware about the availability and benefits of such products in the market.

#### **Participation**

Total 136 participants attended the organic fair including village women and organic farmers and consumers.



Glimpses of Fair in Chittorgarh

#### 9. Organic Fair in Salumbar (Udaipur) on March 17, 2020

The ninth organic fair was organised at marriage garden Campus, Salumbar, District Udaipur.

#### An Interactive Meeting with Farmers, Consumers, Retailers and Media

Mohan Dangi, Secretary, Prayatna Samiti, Udaipur while welcoming the participants on behalf of organisation talked about the importance of natural resources and how humans are creating difficulties for themselves by exploiting these natural resources. Anil Dutt Vyas, Director of Prayatna Samiti, Udaipur said, 'consumption of organic products has become a trend, a luxury'. Ex-Sarpanch, Shiv Lal Meena discussed the importance of integrated farming, agricultural farming technique, animal husbandry and production of vegetables.

#### Participation.

Total 70 participants attended the organic fair including huge number of village women and organic farmers and consumers.

#### Organic Stalls: An Effort to Exhibit Organic Food in Udaipur Fair

There were two stalls, exhibited in the organic fair. Different organic products were displayed in the same for their sale and making the consumers aware about the benefits and availability of such products in the market.



Glimpses of Fair in Udaipur

### **Key Features of All Fairs**

The main objective to organise organic fair was to bring both the farmers and consumers on a common platform, so that the consumers can buy the organic products and farmers/ producers or manufacturer get the confidence to sell them. Total 996 participants attended the organic fairs in nine districts. It shows the interest of organic producers and farmers to get involved in this project. The highlights of each organic fair was that it was not only putting up stalls by organic outlets by retailers and producer farmers but also motivating people to adopt organic culture by entertaining them in interesting ways like street shows and other activities. The number of stalls in the fair was a combination of producers and outlets, so that consumers can buy fresh fruits and vegetables and packed products. Organic input outlets were there for farmers to understand making of low cost input in farming. Participants were entertained by different activities, which conveyed the message to adopt organic farming and products.

अन्तर्गत मरूधर गंगा सोसायटी और कट्स की ओर से सर्किट हाउस रोड़, वेस्ट पटेल नगर स्थित पार्क में जिला स्तरीय



जिला स्तरीय जैविक मेला आयोजित किसानों से आह्वान, जैविक खेती पर ध्यान दें

अशोककुमार मीणा ने कहा है कि जैक्कि एएसपी अलोककुमार मीणा ने कहा है कि जैकिक खेती और जैकिक उत्पाद लुएनुझाय हो रहे हैं। इस्के टुप्परियाण हम भूगत रहे हैं। हम म्याय रहते जैकिक खेती के परम्परागत तरीकों को अपना कर देशी खान-पान की तरफ लीटना होगा। वे कट्स इट्टरेशन्त और एपेसी कीलेंग आपाणह के संयुक्त तत्वावशान में शनिवार को जिला स्तरीय जैकिक उत्पाद मेलें के उद्धादन समारोह को संबीधत कर रहे थे। कट्स के समन्वयक भी संबीधत कर रहे थे। कट्स के समन्वयक



करते हुए कहा कि जिले को रसायन मुक्त जैविक

नगर स्थित भाव न प्रतास्त्रारीय जैविक मेले का आयोजन, किसानों ने जैविक खेती के अनुभवों का किया आदान प्रदान किसानों ने अपने जैविक उत्पादों का किया प्रदर्शन

केट्रीय सहकारी बैंक के प्ररिक्तर में जिला स्तरीय जैविक मेले का आयोजन मंगलवार को किया गया इतालावा जिले में स्वीडिश गया इतालावा जिले में स्वीडिश संसायटी फॉर नेचर कन्जवीयान, कट्स जयपुर के सहयोग से जैविक खेली को बढ़ावा देने के लिए जिलास्तरीय में जैविक मेले में



### जैविक खेती को बढ़ावा देने के लिए कट्स ने किसान भवन में लगाया मेला भास्कर संवाददाता | भीलवाड़ा

कट्स मानव विकास केंद्र की ओर से जैविक खेती को बढ़ावा देने के लिए स्विस सोसायटी फॉर नेचर कन्जवेंशन के सहयोग से प्रो ऑर्गेनिक परियोजना में किसान



रासायनिक खेती से सावधान रहने का आह्वान

जिला स्तरीय जैविक मेला आयोजित

तराय जीवक सभी आधा का करने रेसा प्रतिक्र स्था आ के सामार्थिक मुर्चित्र वास्त्री में बताया कि का के मामार्थिक मुंचित्र के कि में जीवक उपार्थी के एक दिवसीय प्रवत्नी मणाई है। के क्यूमर स्थासकरी एवं स्थादिक सोसायटी एक क्यूमर स्थासकरी एवं स्थादिक सोसायटी एक नेक्य स्थादिक सोसायटी एक नेक्य स्थादिक सोसायटी एक नेक्य स्थादिक मान्यों के जीव सिर्मित मुझ इस सुद्धार्थीय के बारे में लोगों ने जानकारियों का इस सुद्धार्थीय के बारे में लोगों ने जानकारियों का स्थादिक स् संबन्ध्यः शहर करू, अनाजों के बीज, सिंगल मूज को लगात कम होगी और खेती लाभरायक होगी। गिरुक के सद्पयोग के बारे में लोगों ने जातकारियों का के सह निर्देशक साम निवास पालीवाल ने मून व दान प्रदान किया गया। माराता गांगी जोवन दरीन वांगीज उसकी बीजारियों को भागों के उपयु और कह सम्बन्ध पंक में को ने कहा कि जीवक खेती सामयक करूस के परिवोचना निर्देशक दीपक सबसेना के जो को बहुत शिक्त है। सामयनिक कोटनाशकों से आवस्त्र के 10 जिलों में जीवक खेती जागरक मांगी का है जहर हमारे खाडाओं में प्रवेश कर गया। हमारा जीविक खेती जागरक हमा भी जीवक खेती को भोरास्कात रहे यह हो हमारे भी जीवक खेती जागरक समाया। हमारा के उसके प्रवेश मारावर कर गया। हमारा जीवक खेती जागरक समाया कर हमारा के स्वास्त्र के स्वास के स्वास्त्र के स्वास के स्वस के स्वास के स्वास के स्वास के स्वास के स्वास के स्वास के स्वस के स्वास जैविक खेती मेले में किसानों को दी जानकारी

जैविक खेती करने वाले किसान को सम्मानित करते हुए की लगात कम होगी और खेती लाभदायक होगी। कृषि विभ

जैविक खेती के परम्परागत तरीकों को अपनाना होगा

जिला स्तरीय जैविक मेला आयोजित

अन्तर्गत मरूधर सोसायटी और कट्स की ओर से सर्किट हाउस रोड़, वेस्ट पटेल नगर स्थित पार्क में जिला स्तरीय जैविक मेले का आयोजन हुआ। कार्यक्रम संयोजक और सेवड़ ऑर्गेनिक के डायरेक्टर दीपक सिंह राजगुरू और मुख्य कार्यकारी भरत कुमार भाटी ने बताया कि मेले में जैविक उत्पादों की लगभग 12 स्टॉले लगाई गईं। उत्पादकों एवं उपभोक्तों को मेले के उद्घाटन के दौरान काजुरी



रतनलाल डागा ने जैविक खेती में जैविक खेती आज की महती आवश्यकता - डॉ. गोस्वामी

जैविक खेती में अपनाई जाने वाली विभिन्न तकनीक बताई

जोधपुर। ऑगॅनिक प्रयोजन के अन्तर्गत मरूघर गंगा सोसायटी और कट्स की ओर से सर्किट हाउस रोड पर वेस्ट पटेल नगर स्थित पार्क में जिला स्तरीय जीवक मेले का

जिला सरिय जीविक मेले का आयोजन हुआ। कार्यक्रम संयोजक और सेजह जीनिक के डायरेक्टर येपक सिंह राजपुर और मुख्य कार्यकारी परत कृमार भारते ने बताया कि मेले में जीवक उत्पादों की लगभग 12 स्टॉर्स रागा हुम्में ने बताया कि स्टेस रागा हुम्में ने बताया कि सेले जीवक उत्पादों के दौरान काजपी के ब्रिय वीजीवक डी. अस्मा राजपात हुमा, उद्यान किमान के एनआर बार्माणया, कर्स के एनआर बार्माणया, कर्स के प्रयोजनाधिकारी राजयोग एवं लिंगिज जीवक किसान और उपभोक्ता प्रयोजनिधकारी राजतीय एवं विभिन्न जीविक किसान और उपयोक्ता उप्रियका किसान और उपयोक्ता उप्रियक्त थे। सार्विकल पात्रा के दौरान जीवक होती का सन्देश देने वाले नीतिक कुसार प्रजापक ने वताया कि इस आयोजन का उद्देश्य जीविक उप्रयाक्तों पेता कुसार प्रणोजी को आपस में मिलाना है। डॉ. अरुण कुसार रागों ने वताया कि ऐसे मेंगों के आयोजन से किसान एवं उपयोक्तों के बीच सीधा संबाद होता है जिससे विश्वसनीवता बढ़ती है और उपयोक्ता किसान के



लोकजीवन न्यूज सर्विस, भीलवाड़ा कट्स मानव विकास केन्द्र के शाखा उभारी गौरव चतुंवेदी ने बताया कि कट्स संस्थान द्वारा राजस्थान में जैविक खेती को बढावा देने के लिए स्वीडिस सोसायटी फॉर नेचर कन्जरवेशन के पहयोग से प्रो ऑर्गेनिक द्वितीय वरण परियोजना संचालित की जा ही है और इस परियोजना के तहत जले में जैविक उपभोग को बढ़ावा देने के लिए किसान भवन में जैविक मेले का आयोजन किया गया, कट्स ानव विकास केन्द्र के समन्वयक ौहर महमूद ने मेले के उद्देश्य के ारे में बताया कि इस जैविक मेले का उद्देश्य जिले में उपभोक्ताओं को

का उद्देश्य जिले में उपभोक्तओं के ज्याद के आसाने से खरेर लेता है। बतावा कि वह परिवेजनीविक फसरलों एवं सिकानों के प्रति तत्त्वाल ज्ञाप ने जीवक खेती में कि 10 जिले में अपरीमास्क करना एवं इनके उपयोग अस्मां जाने वाली क्रिका करनीकां के साल संस्थार गां सोसामयी के लिए उनको प्रेरित करना है। के साल किया सोतीक जल बनने के विधि को के पीरे भेट कर सान्धारसीएचओं दों. सी पी गोस्वामी जानकारी दो। परत कुमार भादी ने अनक किया।



ने कहा कि आज के समय में रासायनिक फसलों एवं सब्जियों के उपयोग से केंसर, बीपी, सुगर एवं कई प्रकार की घातक बीमारियां हो रही है, आज हम सबको जैविक फसलों का ही उपयोग करना चाहिए। साथ ही बालमुकुंद सैन,

भीलवाड़ा ने बताया कि आज जैविक खेती की अत्यन्त आवश्यकता है क्योंकि आज के समय में रासायनिक खेती के कारण कई प्रकार की बीमारियां फैल रही है। उन्होंने जैविक खेती के महत्व के बारे में बताया। राजदीप परीक, नाव्दा साथ व जारामुनुष राम, क जार म अधाना। राजधान नायक, पूर्व कृषि अधिकारी, कृषि विभाग कार्यक्रम अधिकारी, कट्स कार्ट

जयपुर ने कट्स मानव विकास केन्द्र द्वारा राजस्थान में जैविक खेती के प्रति किए जा रहे कार्यों के बारे में बताया। साथ की गोपाल सिंह कानावत एफ एल सी, वड़ौदा क्षेत्रिय ग्रामीण बैंक एवं बाल कल्याण समिति भीलवाड़ा के सदस्य डॉ राजेश चापरवाल एवं फारूक पठान एवं भीलवाड़ा जिले के ग्रामीण क्षेत्रों से किसानों ने जैविक मेले में भाग लिया एवं किसानों ने जैविक मेले में जैविक फसलों की प्रदर्शनी लगाई जिसमें जैविक गेंहु, मक्की, चना, दाल, पपीता, टमाटर, मिर्ची आदि फसलों एवं सब्जियों उपभोक्ताओं को बताए। जैविक मेले में कट्स मानव विकास केन्द्र के राधेश्याम गुजर, हेमंत सिंह सिसोदिया, निर्मला पुरोहित एवं राजेश खोईवाल ने भी भाग लिया।