

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

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# **ORGANIC FAIRS**

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

## 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 Malav 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.



*Glimpses of Fair in Kota*

### 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.



*Glimpses of Fair in Bhilwara*

## 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.



