

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

Organic Fairs



Synthesis Report 2020-21

Background

India is mainly an agricultural country, where around 58 percent 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 increasing food demand, maintaining soil fertility and enhancing soil carbon pools. The promotion of organic consumption is directly related to consumers' right to a healthy environment in various ways.

The 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, in Indian societies being largely patriarchal, the 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 the 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-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 a better ecosystem through the 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 farming modes and make the consumers aware of the available organic products and their benefits by bringing them both on the same platform. Though the farmers are producing organic products, they are not getting any outlets to reach the consumers and sell their products. Thus, this was an attempt to help them in this direction.

Schedule of Organic Fairs

Total 10 organic fairs were organised in the project district areas. The schedule of organising fairs in all the selected districts is given below:

S.N.	Place	Date
1.	Jhalawar	January 29, 2021
2.	Kota	December 25, 2020
3.	Pratapgarh	February 24, 2021
4.	Bhilwara,	February 11, 2021
5.	Sawai Madhopur	March 06, 2021
6.	Dausa,	March 08, 2021
7.	Jodhpur	February 28, 2021
8.	Chittorgarh	February 22, 2021
9.	Udaipur	February 21, 2021
10.	Jaipur	March 07, 2021

1. Organic Fair at Jhalawar on January 29, 2021

The first organic fair was organised at Asnawar District Jhalawar. The fair was coordinated by Nathu Ram Choudhry, Secretary, Samajik Vikas Sansthan, Jhalawar. Madhusudan Acharya, Retired Professor College of Horticulture, Jhalawar, was the chief guest of the event. Priya Negi, Agriculture Officer and Kamal Kant Paliwal, Agriculture Supervisor, were present as speakers to address the participants.

The purpose of this interactive session in the fair was to discuss the present, past and future of organic farming, its production and consumption and marketing. Paliwal highlighted the significant challenges in the marketing of organic products and how farmers can resolve these challenges. Six stalls comprising organic products were showcased during the organic fair.

Manish Patidar, Devi Lal Gurjar, Kanhaiya Lal Lodha all the progressive farmers showcased their inputs during the fair. People in the fair purchased organic products with keen interest. Around 100 participants attended the organic fair, including village women and organic farmers and consumers.

2. Organic Fair at Kota on December 25, 2020

The second organic fair was organised at Chansi Agriculture Farm Campus at Bhadana, District Kota. Bhagwan Singh, DDO, Kota, was the Chief Guest of the event, who inaugurated the fair. Other than Brajesh Vijayvargiya, Social Activist and Organic Farmer, Yagyadutt Hada, retired NCC officer, were the other key speakers during an interactive

session. All the speakers addressed the increasing demand for organic products and the chances for farmers engaged in organic farming. There were five stalls exhibited in the organic fair, which comprised food and durable consumer products.

Besides, a couple of stalls also portrayed organic manures and medicinal plants, etc. It was also showcased to use waste material for making pots for developing kitchen gardens in an urban area. The stalls had organic products, including fresh vegetables, fruits, grains, pulses and packaged products. A total of 110 participants attended the organic fair, including village women, farmers and consumers.

3. Organic Fair at Pratapgarh on February 24, 2021

The third organic fair was organised at APC College, Pratapgarh campus in Pratapgarh. Sangram Singh, District Forest Officer; S. M. Rai, Dean Government College, Pratapgarh and Ramesh Damor, KVK, Pratapgarh were special guests. In the interactive session of the fair, Madan Giri, Programme Officer, CUTS CHD, Chittorgarh welcomed the participants and told them about the event's objective. Sangram Singh highlighted the increasing demand for organic products after the pandemic and how farmers can use this opportunity to increase their income by adopting organic farming. Rai told about the smart techniques to better marketing their product by quality packaging.

Damor spoke on the importance of organic farming and organic products and their proper marketing. Farmers from all blocks have put their different products in the exhibition expecting proper marketing facilities and response from consumers. Organic foods, such as vegetables, grains, and fruits, were displayed for exhibiting and sale purposes. Participants and speakers of the interactive session keenly observed them and purchased them. This motivated the farmers who had set up these stalls. The product sellers promoted the sales of organic products by demonstrating the benefits of the same. Sanjay Gill, Principal, APC College, gave a vote of thanks. A total of 90 participants attended the organic fair, including village women, farmers and consumers.

4. Organic Fair at Bhilwara on February 11, 2021

The fourth organic fair was organised at Kisaan Bhawan in Bhilwara on February 11, 2021. Madan Giri welcomed all the participants and told them about the objective of the organic fair. Deepak Saxena told about the increasing demand for organic products during the pandemic. C. P. Goswami, ACHMO, Bhilwara and B. L. Raigar, Agricultural Marketing Board, Bhilwara, spoke on the importance and aspects of organic farming and products. 10 stalls were put up in the organic fair comprising fresh vegetables, grains, pulses, organic inputs. Consumers showed their interest in purchasing them. A total of 115 participants attended the organic fair, including village women, farmers, and consumers.

5. Organic Fair at Sawai Madhopur on March 06, 2021

The fifth programme was organised on March 06, 2020, by the RUDSOVOT organisation at KVK, Sawai Madhopur. The fundamental objective of the organic fair was to bring together farmers and consumers on a common platform to become aware of the availability of organic products in the Sawai Madhopur district.

Dinesh Sharma welcomed all the participants and told them about the objective of the project and the organic fair. Ramasre, KVK, Sawai Madhopur shared his experience in the field of organic farming. He mainly focussed on the excess demand, high prices and less supply of organic products.

Nupur Sharma, Assistant Professor, KVK, Sawai Madhopur shared the role of women in agriculture. There were five stalls in the organic fair. Different organic products were displayed for sale and making consumers aware of the availability and benefits of such products in the market. There were products like grains, pulses, and fresh fruits and vegetables. People were purchasing organic products from the stalls. A total of 75 participants attended the organic fair, including village women farmers, consumers, and students.

6. Organic Fair at Dausa on March 08, 2021

The sixth programme was organised at KVK, Dausa by Hanuman Gram Vikas Samiti. Chief Guest was B. L. Jat, In-charge, KVK, Dausa; Babita and Sunita, scientists, were the main speakers in the organic fair. O. P. Pareek welcomed all the participants and told them about the objective of the organic fair. Nimisha Sharma mentioned the project and the need to adopt organic farming. Jat pointed out the importance of organic farming in the context of the pandemic. Babita and Sunita mentioned the role of women in agriculture. They shed light on post-harvest technology used by rural women and its importance in organic marketing products.

There were four stalls present in the organic fair. Different organic products were displayed on them for sale and making the consumers aware of the availability and benefits of such products in the market. The organic products were fresh fruits, vegetables, grains, pulses and packaged products. All the progressive farmers received appreciation for their active participation. A total of 125 participants attended the organic fair, including village women farmers and consumers.

7. Organic Fair at Jodhpur on February 28, 2021

The seventh organic fair was organised at Gangaur Garden, Sardarpura, in Jodhpur. S M Mohnot, Retired Professor, JNVV, Jodhpur, was the Chief Guest who inaugurated the fair. A K Sharma and NR Bamaniya, Horticulture Officer, were the key resource persons in an interactive meeting during the fair. Bharat Bhati welcomed all the participants and told

them about the objective of the organic fair. Rajdeep Pareek shared the objective of the project and different activities implemented. All the key speakers highlighted the importance of organic farming and requested farmers to adopt it. They mentioned the increasing demand for organic products during the pandemic and farmers could benefit by adopting organic farming.

There were 10 stalls exhibited at the organic fair. Different organic products were displayed for their sale and making the consumers aware of the benefits and availability of such products in the market. The organic products include fresh fruits, grains, pulses and vegetables, and few packaged products. Consumers also purchased these products. A total of 110 participants witnessed the organic fair, including organic farmers and consumers.

8. Organic Fair at Chittorgarh on February 22, 2021

The eighth fair was organised at Government Senior Secondary School, Chittorgarh, to connect farmers and consumers on a common platform to know more about the availability of organic products in the district. Madan Giri Goswami, Senior Programme Officer, CUTS CHD welcomed participants and introduced them to the objective of the organic fair. Rajdeep Pareek mentioned the project's objective and different activities being implemented in the project with a specific objective. In the interactive session in the fair, Ratal Lal, KVK, Chittorgarh and Shushila Ladda, Chairmen, CWF highlighted various issues of organic farming, which was attended by many progressive farmers from Bhilwara, Chittorgarh and Pratapgarh district.

There were in all 10 stalls in the organic fair. Various organic products were displayed there for sales and making the consumers aware of the availability and benefits of such products in the market. These organic products were fresh vegetables, gram, black wheat, papaya, mustard, organic honey and flex. Kailash Sharma, BDO, Chittorgarh and Manish Kumar, Dy. S. P., Chittorgarh also visited the stalls and appreciated the efforts to provide a platform for the farmers who are engaged in organic farming. Around 100 participants attended the organic fair, including village women and organic farmers, students and consumers.

9. Organic Fair at Udaipur on February 21, 2021

The ninth organic fair was organised at Hero Honda showroom, Udaipole, Udaipur. Anil Vyas Secretary, Prayatna Samiti, Udaipur, while welcoming the participants on behalf of the organisation, talked about the importance of organic farming and the hazardous effects of chemical farming on humans and the environment. S. K. Sharma, Director, MPUAT, Udaipur spoke about the increasing demand for organic products. He told about the better marketing of organic products and how farmers can process their products to get premium prices.

There were 7 stalls exhibited in the organic fair. Different organic products were displayed for their sale and making consumers aware of the benefits and availability of such products in the market. Sharma visited all the stalls and gave small tips to farmers for better packaging and getting premium prices. A total of 90 participants participated in the organic fair, including village women and organic farmers and consumers.

10. Organic Fair at Jaipur on March 07, 2021

The last and the tenth organic fair was organised at Vinobha Gyan Mandir, University Marg, Jaipur. The Chief guests of the event were Ganga Ram Sepat, Progressive Organic Farmer and George Cherian, Director CUTS. In the inaugural session, Deepak Saxena welcomed all the participants and mentioned the organic fair's objective. Sepat told about the importance of organic farming in the present era and asked all the farmers to adopt organic farming. He advised farmers to become competent and provided small tips to overcome the challenges in organic farming and market their products.

There were 12 stalls of different organic products, including fresh vegetables, grains, pulses and packaged products. About 140 participants attended the organic fair, including farmers, consumers, traders, and students interested in doing their studies in organic farming. Media persons also visited the stalls and gave space in their newspapers.

Key Features of All Fairs

The main objective of organising an organic fair was to bring both the farmers and consumers on a common platform to buy the organic products and farmers/ producers or manufacturers get the confidence to sell them. More than 1200 participants attended the organic fairs in ten districts. It shows the interest of organic producers and farmers to get involved in this project.

The highlights of each organic fair were that it was putting up stalls by organic outlets by retailers and producer farmers and motivating people to purchase the organic products for better health. The number of stalls in the fair was a combination of producers and outlets to buy fresh fruits and vegetables and packed products. Organic input outlets were there for farmers to understand the making of low-cost input in farming. Participants were entertained by different activities, which conveyed the message to adopt organic farming and products.

Glimpses



Glimpses



असनावर में जिला स्तरीय जैविक मेले आयोजन



झालाबाड़ 29 जनवरी "पाटन अधिकारी धर्मदत्त चुनौती ने योजना के उद्देश्य के बारे में जानकारी दी। कृषि अधिकारी धर्मदत्त चुनौती ने योजना के उद्देश्य के बारे में जानकारी दी। कृषि अधिकारी धर्मदत्त चुनौती ने योजना के उद्देश्य के बारे में जानकारी दी।

जैविक उत्पाद भविष्य के खाद्य पदार्थ- डॉक्टर मोहनोत



निरमल जैन, जोधपुर। वर्तमान महामारी के दौर में जैविक खेती एवं जैविक खाद्य पदार्थ उपभोक्ताओं के लिए एक महत्वपूर्ण खाद्य पदार्थ साबित हुए। एक विचार डॉक्टर एस एम मोहनोत ने मरुभर गंगा सोसायटी फलकलाव एवं कट्स इंटरनेशनल के माध्यम से संचालित प्रो ऑर्गेनिक आयोजित एक मेले के दौरान व्यक्त किए इस कमेले का आयोजन जोधपुर के रणपुरा में गणगौर गार्डन में किया गेले में जोधपुर जिले में जैविक खेती करने वाले विभिन्न किसानों एवं किसानों के द्वारा जैविक उत्पादों के प्रदर्शन के माध्यम से।

जैविक उत्पादों की प्रदर्शनी एवं मेला आयोजित



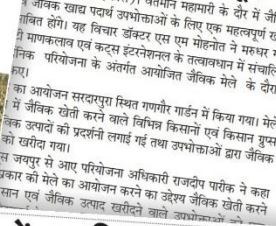
लोकेशन मुकुल चौक। जिला स्तरीय जैविक मेले आयोजित। जिला स्तरीय जैविक मेले आयोजित। जिला स्तरीय जैविक मेले आयोजित। जिला स्तरीय जैविक मेले आयोजित। जिला स्तरीय जैविक मेले आयोजित।

जैविक उत्पादों की मिली जानकारी



कट्स इंटरनेशनल के माध्यम से आयोजित जैविक मेले में जैविक उत्पादों की जानकारी दी गई। कट्स इंटरनेशनल के माध्यम से आयोजित जैविक मेले में जैविक उत्पादों की जानकारी दी गई। कट्स इंटरनेशनल के माध्यम से आयोजित जैविक मेले में जैविक उत्पादों की जानकारी दी गई।

मौजूदा समय में जैविक खाद्य पदार्थों का सेवन महत्वपूर्ण



जोधपुर, 28 फरवरी (कांस)। वर्तमान महामारी के दौर में जैविक खाद्य पदार्थ उपभोक्ताओं के लिए एक महत्वपूर्ण खाद्य पदार्थ साबित होगे। यह विचार डॉक्टर एस एम मोहनोत ने मरुभर गंगा सोसायटी फलकलाव एवं कट्स इंटरनेशनल के तत्वावधान में संचालित जैविक मेले के दौरान व्यक्त किए।

एपीसी में एक दिवसीय जैविक कृषि कार्यशाला आयोजित



जोधपुर, 24 फरवरी। जैविक कृषि कार्यशाला आयोजित। जैविक कृषि कार्यशाला आयोजित। जैविक कृषि कार्यशाला आयोजित। जैविक कृषि कार्यशाला आयोजित। जैविक कृषि कार्यशाला आयोजित।

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कट्स मानव विकास केन्द्र द्वारा जैविक उत्पादों की प्रदर्शनी एवं मेला आयोजित



जोधपुर, 24 फरवरी। कट्स मानव विकास केन्द्र द्वारा जैविक उत्पादों की प्रदर्शनी एवं मेला आयोजित। कट्स मानव विकास केन्द्र द्वारा जैविक उत्पादों की प्रदर्शनी एवं मेला आयोजित। कट्स मानव विकास केन्द्र द्वारा जैविक उत्पादों की प्रदर्शनी एवं मेला आयोजित।

महिला कृषकों को किया सम्मानित



जोधपुर, 24 फरवरी। महिला कृषकों को किया सम्मानित। महिला कृषकों को किया सम्मानित। महिला कृषकों को किया सम्मानित। महिला कृषकों को किया सम्मानित। महिला कृषकों को किया सम्मानित।

जैविक मेले में सूक्ष्मजीव प्रबंधन के बारे में बताया



जोधपुर, 24 फरवरी। जैविक मेले में सूक्ष्मजीव प्रबंधन के बारे में बताया। जैविक मेले में सूक्ष्मजीव प्रबंधन के बारे में बताया। जैविक मेले में सूक्ष्मजीव प्रबंधन के बारे में बताया। जैविक मेले में सूक्ष्मजीव प्रबंधन के बारे में बताया। जैविक मेले में सूक्ष्मजीव प्रबंधन के बारे में बताया।

जैविक मेले का आयोजन



जोधपुर, 24 फरवरी। जैविक मेले का आयोजन। जैविक मेले का आयोजन। जैविक मेले का आयोजन। जैविक मेले का आयोजन। जैविक मेले का आयोजन।

'वैश्वीकरण के दौर में जैविक कृषि कार्य चुनौतीपूर्ण'



जोधपुर, 24 फरवरी। वैश्वीकरण के दौर में जैविक कृषि कार्य चुनौतीपूर्ण। वैश्वीकरण के दौर में जैविक कृषि कार्य चुनौतीपूर्ण। वैश्वीकरण के दौर में जैविक कृषि कार्य चुनौतीपूर्ण। वैश्वीकरण के दौर में जैविक कृषि कार्य चुनौतीपूर्ण। वैश्वीकरण के दौर में जैविक कृषि कार्य चुनौतीपूर्ण।

एपीसी में एक दिवसीय जैविक कृषि कार्यशाला



जोधपुर, 24 फरवरी। एपीसी में एक दिवसीय जैविक कृषि कार्यशाला। एपीसी में एक दिवसीय जैविक कृषि कार्यशाला। एपीसी में एक दिवसीय जैविक कृषि कार्यशाला। एपीसी में एक दिवसीय जैविक कृषि कार्यशाला। एपीसी में एक दिवसीय जैविक कृषि कार्यशाला।