

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)'

Synthesis Report

Organic Fairs 2022-23



An Attempt to Provide Common Platform for Producers & Consumers

Background

CUTS has been involved in Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in Rajasthan since October 2013, which got concluded in December 2021. The work had made a deep impact and contributed in promoting organic consumption in the state. Looking at the success and in order to further consolidate its work on the issues, CUTS in partnership with Swedish Society for Nature Conservation (SSNC) has designed an ambitious five years project clubbing sustainable production, consumption and practices together in its intervention. The so-called 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)’ will be implemented in 12 targeted districts & all seven divisions of Rajasthan for five years.

ProOrganic

In the phase of 2022-26, considering our past experience and the network created as our strength, we plan to escalate work on organic consumption and production with an addition of two more districts, thus making it to 12 now. The purpose of carrying our work in the present 10 districts is to not only consolidate the already set base, which was created more than eight years back and has started yielding results at ground, but also to strengthen it by further working on it continuously and more passionately with an innovative approach keeping all the stakeholders in loop as this is a better time, when the state governments and the Government of India have also started showing its inclination towards organic culture work throughout the country in its way.

Need of Organic Fairs

The purpose of the organic fair is 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 is an attempt to help them in this direction.

- Provide a platform and guidance to the farmers for selling their organic products.
- Make the consumers aware of the availability of organic products and their benefits.
- Bridge a gap between demand and supply by bringing farmers and consumers on the same platform.
- To publicize the concept of ‘family farmer’ to reduce the overall cost of organic products.

Methodology

Total 12 organic fairs were organised in the project districts. The schedule of organising fairs in all the selected districts is given below:

S.N.	District	Date	Participants
1.	Banswara	10/1/2023	120
2.	Dungarpur	12/1/2023	50
3.	Jaipur	20/1/2023	100
4.	Dausa	20/1/2023	65
5.	Bhilwara	7/2/2023	55
6.	Pratapgarh	19/2/2023	50
7.	Jodhpur	19/2/2023	95
8.	Jhalawar	23/2/2023	75
9.	Udaipur	24/2/2023	60
10.	Kota	24/2/2023	70
11.	Chittorgarh	27/2/2023	70
12.	Sawai Madhopur	10/3/2023	55

Proceedings

- **Organic Fair Banswara on January 10, 2023**

The organic fair organised by CUTS Centre for Human Development, Banswara on January 10, 2023 at Guru Govind Govt. College, Banswara. Twelve outlets of various organic produce were displayed. Dileep Singh, Joint Director, Department of Agriculture was the resource person. The purpose of the fair was to guide the farmers about the organic farming modes and make 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. It was to advocate for the separate corner for organic products of the farmers doing organic farming. It will also help consumers know their farmers who are growing organic products for them so that they can contact them in the future, about 120 farmers and consumers visited the exhibition and they got information about importance of organic products.

- **Organic Fair Dungarpur on January 12, 2023**

The organic fair was organised at Atal Sewa Kendra at Aspur block. The main speaker in the event was Mr Gori Shankar Katara, Deputy Director, Agriculture. Rajdeep Pareek from CUTS, Jaipur attended the programme and briefed about the ProOrganic project and objective of the organic fair. A total of seven stalls of organic products were there

for selling it. Mr Katara appreciated the efforts made by CUTS and advised the farmers to focus more on quality and packaging of the organic products. Many consumers including government officials from block and other officials purchased the organic products and inquired about the practices of organic farming. A total of 100 participants were present at the event.

- **Organic Fair Jaipur on January 20, 2023**

The organic fair was organised at Chomu near Mandi gate by Vinod Kumar Sharma district consultant. SDM Priyavarat Singh Charan was the chief guest during the inauguration of the event. Approximately 12 stalls of the organic products were there for selling of the organic products. Mr Charan visited all the stalls and tasted the organic products produced by the farmers. He appreciated the efforts made by organisation and farmers. He also has suggested farmers that they are doing a good work for nature and themselves, so never get disappointed by the actual benefit and keep continuing their hard work with honesty. All the farmers appealed to the SDM for opening a separate corner for organic products in mandi. He assured that he will try best for this. Many consumers have purchased the organic products and inquired about the organic farming practices adopted by the farmers.

- **Organic Fair Dausa on January 20, 2023**

The organic fair was organised on January 20, 2023 in Dausa. Ten outlets of various organic products were displayed in the organic fair. Dr. B. L. Jat, Program Manager, Krishi Vigayan Kendra (KVK) Dausa was chief guest. Another guest Mr. V. Ketan Kumar district Forest Officer also attended the fair. He motivated farmers for organic farming. The fair was monitored by Deepak Saxena, Associate Director, CUTS International. The purpose of the fair was to guide the farmers about the organic farming modes and make 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. The main objective of the organic fair was to publisize the concept of ‘family farmer’ within the producers as well as the consumers.

- **Organic Fair Bhilwara on February 7, 2023**

The organic fair organised on February 7, 2023 at Rajasthan Patrika Mega Trade fair in Bhilwara. All the outlets displayed various organic products in the fair. The farmers were motivated to make use of different social media platforms to sell their organic products and attractive packaging. It will also help consumers to know their farmers who are growing organic products with a new concept of family farmer. About 120 farmers and consumers visited the exhibition and they got information about

importance of organic products. It was decided to advocate for an organic outlet in district mandi, which was pending since two three years.

- **Organic Fair Pratapgarh on February 19, 2023**

Organic fair organised on February 19 at the occasion of Mahashiv Ratri fair at Pratapgarh. The farmers displayed their products and informed to consumers about the importance of using organic products. Dr. Yogesh Kannaujia, scientist, KVK Pratapgarh has inaugurated the organic fair and appealed the farmers to adopt organic farming. He mentioned that the soil quality of the district is very good for organic farming and it gives good results in a short period of time. He appreciated the efforts made by CUTS in this area and advised to focus more on attractive packaging and use of social media tools for better marketing of the organic products produced by the farmers.

- **Organic Fair Jodhpur on February 19, 2023**

The organic fair was organised at Ahinsa Park, Pal Road, Jodhpur. Dr. A.K. Sharma Senior Scientist was the chief guest of the organic fair. A total of 12 stalls were there for purchasing of organic products. Dr. Sharma told to the farmers to focus on attractive packaging for better marketing of their organic products. He also asked to the consumers to adopt the family farmer concept. There are many consumers who have purchased the organic products according to their needs. A total of 120 participants witnessed the event and requested to organise such type of events on a monthly basis to fulfil the basic requirements of the consumers. Mr. Bharat gave a vote of thanks to all the participants for making the event successful.

- **Organic Fair Jhalawar on February 23, 2023**

The organic fair was organised on February 23 2023 in Jhalawar clubbing with the mega trade fair of Rajasthan Patrika newspaper. Dr. Sewaram Rundla, Program Officer, Karshi Vigyan Kendra (KVK) Jhalawar was the chief guest. He motivated farmers for organic farming. The fair was monitored by Dharmendra Chaturvedi, Program Officer, CUTS International. The purpose of the fair was to guide the farmers about the organic farming modes and make consumers aware of the available organic products and their benefits by bringing them both on the same platform. The farmers have come with their products to showcase it to the public and many consumers have purchased the products according to their choices.

- **Organic Fair Udaipur on February 24, 2023**

The organic fair was organised in Govt. Sr. Secondary School, Babarmaal, Udaipur. Mr. Anil Vyas welcomed all the participants and guest and briefed about the project and organic fair. Mr. Kamlesh monitored the organic fair from CUTS Centre for Human

Development, Chittorgarh. A total of 10 stalls were there for selling of organic products. There are many consumers who have purchased organic products and understood the practices of organic farming. Mr. Kamlesh briefed about the pro-organic project and objective of organising organic fair. He told that this is an attempt to provide a common platform to the farmers as well as consumers. It will benefit both the producers and consumers. Many consumers have purchased organic products for their daily uses. There are more than 100 participants who have witnessed the event.

- **Organic Fair Kota on February 24, 2023**

The organic fair organised on February 24 2023 in Kota. Dr. R. K. Jain, Deputy Director, agriculture department, Kota and Dr. P. K. Singh, Joint Director, Horticulture Department, Kota were the chief guests. The fair was monitored by Dharmendra Chaturvedi, Program Officer, CUTS International. The purpose of the fair was to guide the farmers about the organic farming modes and make consumers aware of the available organic products and their benefits by bringing them both on the same platform. It was to advocate for the separate corner for organic products of the farmers doing organic farming. It will also help consumers know their farmers who are growing organic products for them so that they can contact them in the future. About 55 consumers visited the exhibition and they got information about importance of organic products.

- **Organic Fair Chittorgarh on February 27, 2023**

The organic fair was organised at Centre of Excellence for Custard Apple, Chittorgarh. Total 10 stalls of organic products were displayed during the event. Dr. Ratal Lal Solanki scientist KVK, Chittorgarh inaugurated the organic fair and visited the stalls. He emphasised the efforts made by CUTS in the area of organic farming. He also suggested improving the quality and packaging of the organic products. There were many consumers who were purchasing organic products and inquiring about the practices of organic farming. Mr. Madan Giri welcomed all the participants and mentioned about the objectives of the project and organic fairs.

- **Organic Fair Sawai Madhopur on March 10, 2023**

The organic fair organised on March 10 2023 in Sawai Madhopur in the campus of Astha Cooperative Society. Five outlets of various organic products were displayed on the selected stalls. Mr. L. R. Meena from Horticulture Department, Sawai Madhopur and Mr. Babu Lal Meena, Deputy Director Agriculture, Sawai Madhopur were the chief guests. The fair was monitored by Dharmendra Chaturvedi, Program Officer, CUTS International. The farmers were aware about the packaging of organic products to attract more consumers in ordinary shops. It was advised to avoid plastic packaging for presentability of the products. Around 60 students and other consumers visited the fair and they got information about importance of organic products.

Highlights

- More than 1,500 consumers and producers visited the fair and purchased/sold the organic products. They looked eager to know more about the organic produces.
- The fair has helped producers, retailers and consumers to share their thoughts and experiences on a common platform.
- All sellers shared their phone numbers with the consumers to contact the farmers in the future for the organic products.
- 12 organic fairs were organised during the year, which witnessed a broader community to stand with creating demand for organic products.
- A new concept of family farmer was created to build faith between producers and consumers and also to minimise the huge gap of rate between producers and consumers.

Challenges

- To find a suitable place that is centrally located and easily approachable to the common consumers
- To convince small producers to come with their products from far away

Recommendations

- Organise such organic fairs regularly to increase the accessibility and affordability of organic products
- More collaboration with the government to make it a regular event

Glimpses



जैविक उत्पाद मेलों का हुआ आयोजन किसान और उपभोक्ता को एक मंच पर लाने का प्रयास : पारीक

शेखावाटी संकल्प दौसा (मनीष राठौणा)। शहर के गुप्तेश्वर रोड हाउसिंग बोर्ड में आज मनसा माता मंदिर पार्क पर विधिवत रूप से जैविक उत्पाद मेला संपन्न हुआ। जिसमें जिले से प्रोग्रेसिव किसानों ने अपनी जैविक उत्पाद की प्रदर्शनी लगाई गई। उसको बड़े ही उत्साह पूर्वक संबंधित कॉलोनी के उपभोक्ताओं ने बड़े चाव से खरीदा और किसानों का उत्साह वर्धन किया। कार्यक्रम में कृषि विज्ञान केंद्र दौसा के अध्यक्ष एवं वरिष्ठ वैज्ञानिक डॉ. वीएल जाट ने प्रदर्शनीयों का अवलोकन करते हुए बताया कि ऐसी प्रदर्शनीयों से किसान का उत्साह वर्धन के साथ-साथ उपभोक्ताओं में भी जागृति पैदा हो सकती है और इस कार्यक्रम को ज्यादा से ज्यादा नगर एवं कॉलोनीयों के बीच में लगाना चाहिए। जिससे आने वाले समय में किसान को किसी मध्यस्था को



उपभोक्ताओं के लिए यह बहुत ही शुभ संकेत वाला कार्यक्रम कहा आने वाले समय में सब लोग इसकी तरफ बढ़ते हुए नजर आएंगे। साथ ही जैविक खेती से पर्यावरण का भी संरक्षण करना होगा।

जिला स्तरीय जैविक मेला संपन्न



सरदारपुरा, जोधपुर। मरुधर गंगा सोसायटी व कट्स इंटरनेशनल के तत्वाधान में जोधपुर के सरदारपुरा अहिंसा पार्क में संपन्न हुआ कार्यक्रम के मुख्य अतिथि सामाजिक कार्यकर्ता अतुल भंसाली, काजरी के जैविक वैज्ञानिक अरुण के शर्मा, नारायण लाल बामणिया डिट्टी डायरेक्टर रिटायर्ड ने भाग लिया। मेले का मुख्य उद्देश्य राजस्थान में उपभोक्ताओं को भागीदारी सुनिश्चित करते हुए सतत उपभोग की गतिविधियों एवं जैविक उपभोग व उत्पादन को बढ़ाते हुए जीवन शैली को संस्कृति का विकास करना प्रोत्साहन परियोजना के तहत जैविक मेला का आयोजन संपन्न हुआ कार्यक्रम में जैविक किसान वेद प्रकाश सांख्यिका गण आंगणिक, तरुण जैन वर्धमान आंगणिक, अशोक खान मदीना जर्मनी

जैविक खेती करने वाले किसानों को बाजार उपलब्ध हो इसके प्रयास किए जाएंगे- उपखंड अधिकारी चारण



शेखावाटी संकल्प गोविंदगढ़ (पवन शर्मा)। गोविंदगढ़ खेती करने वाले किसानों को बाजार उपलब्ध प्रयास किए जाएंगे। उक्त विचार कट्स एवं

के द्वारा एवं भारतीय किसान संघ के सहयोग से चौमू में आयोजित जैविक मेले के दौरान चौमू उपखंड अधिकारी प्रियव्रत सिंह चारण ने व्यक्त किए।

उन्होंने बताया की यदि किसान जैविक खेती करता है तो उसे अपने उत्पाद की बिक्री के लिए बाजार पर ध्यान देना होगा। कट्स जयपुर के राजदीप पारीक ने बताया की जैविक मेले का उद्देश्य जैविक खेती करने वाले किसानों एवं जैविक

एक दिवसीय जैविक मेला संपन्न

जैविक मेला, जैविक किसान व उपभोक्ता को मिलाने का एक प्रयास है :दिलीप सिंह



जैविक खेती अपनाने के लिए किया प्रोत्साहित

नवज्योति/कोटा
कट्स एवं रामकृष्ण शिक्षण संस्थान कोटा के संयुक्त तत्वावधान में शुक्रवार को जैविक मेले का आयोजन भवना में किया गया। स्वीडीश सोसायटी फॉर नेचर कंजरवेशन के सहयोग से राजस्थान के 12 जिलों में प्रोत्साहन परियोजना संचालित की जा रही है। इसके तहत किसानों को जैविक खेती को अपनाने के लिए प्रोत्साहित किया जा रहा है। संस्था सचिव व जिला समन्वयक युधिष्ठिर चानसी ने बताया कि मेले में कट्स के कार्यक्रम अधिकारी धर्मेन्द्र चतुर्वेदी एवं आत्मा कृषि विभाग के उप निदेशक आर. के. जैन, पी.के.सिंह जॉइंट डायरेक्टर हॉर्टिकल्चर, आनंदीलाल मीणा उपनिदेशक उद्यानिकी कोटा द्वारा मेले का शुभारम्भ व अवलोकन किया गया। विशेष आमंत्रित अतिथि आर पी गुप्ता अध्यक्ष जिला प्रोढ़



शिक्षण समिति कोटा, राजीव मल्होत्रा मानद अधिवक्ता मुकेश राठौर निदेशक जन शिक्षण संस्थान कोटा पवन टांक थे। मेले में जैविक खेती करने वाले किसान नरेन्द्र मालव, गौरव शर्मा, किशन सुमन, दिनेश हरीश बड़गुर्जर, ब्रजराज गौड़, उमेश नागर, प्रतिहार आदि ने अपने उत्पादों के साथ भाग उपभोक्ताओं ने मेले में उत्पाद भी खरीदे।

जैविक मेला का किया अवलोकन

"पाटन एक्सप्रेस है."
झालावाड़। सामाजिक विकास संस्थान एवं कट्स इंटरनेशनल जयपुर के द्वारा प्रो ऑर्गेनिक परियोजना के तहत जैविक मेला का आयोजन किया गया। जैविक मेले में मुख्य अतिथि कृषि उपनिदेशक कैलाश चंद मीणा, सेवानिवृत्त मधुसूदन आचार्य, कट्स जयपुर के धर्मेन्द्र चतुर्वेदी कृषि विज्ञान केंद्र से डॉक्टर सेवाराज सामाजिक विकास संस्थान से नाथूराम चौधरी व झालावाड़ जिले से प्रगतिशील किसान देवी लाल गुर्जर रूपचंद गुर्जर कल्याण वर्मा कंपोस्ट से राजेंद्र सिंह झाला व 10 जैविक उत्पाद की इस्टाले लगाई गई जिसमें जैविक उत्पाद जैसे सब्जियां फल डालें वर्मा कंपोस्ट खाद व औषधि है उत्पाद की क्रय विक्रय की गई।