

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

### Village Level Awareness Camps 2022-23



Brightest Hope for Positive Change



## Background & Objectives

CUTS have been involved in Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan since October 2013, which got concluded in December 2021. The work had made a deep impact and contributed to promoting organic consumption in the state. Looking at the success and to further consolidate its work on the issues, CUTS with SSNC has designed an ambitious five years project clubbing sustainable consumption & production, and practices together in its intervention.

The 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)' is being implemented in 12 targeted districts of Rajasthan for five years, commenced from January 01, 2022.

The purpose of carrying our work in the present ten districts is to not only consolidate the already set base, which was created more than eight years back and started yielding results at the ground but also to strengthen it by further working with an innovative approach to keeping all the stakeholders in the loop. This is a better time when the state governments and the Government of India have also started showing their inclination towards organic culture work throughout the country in its way.

The expected outcome is to convert selected villages in each of these target districts to 100 percent organic villages. A sustainable consumption index will be prepared for the cities. Through the intervention, local consumers and stakeholders will be sensitised towards sustainable lifestyles and consumption. This approach will be an advocacy tool to streamline existing policies of the government and push for more dedicated efforts to support SCP from the consumer perspective.

*For more details, please visit: <https://cuts-cart.org/proscop/>*

## Strengthening the Voice of Organic Consumption at the Grassroots

To take forward the movement and make consumers/farmers aware of organic products and influence their buying/farming habits, Village Level Awareness Campaigns have been an important and continuous activity. The activity was conducted at 48 villages (*gram panchayats*). Around 50 participants participated in each camp, which included farmers, village-level traders, elected representatives, people directly/indirectly involved in agriculture, consumers, local officials, experts, youth groups, SHGs, local CSOs, etc. A total of 2500 participants attended these activities during the reporting period, out of which, nearly 47 percent of them being women participants. As usual, the media played a vital role in wider outreach.

## Methodology

The awareness camps were organised at the *Gram Panchayat* level with four camps in every district to increase awareness of different organic products among farmers and influence their buying and farming habits beneficial for them. The details of the activities are as:

S. N.	District	Camps	Participants	Male	Female
1.	Bhilwara	4	212	165	47
2.	Chittorgarh	4	288	178	110
3.	Dausa	4	216	110	106
4.	Jaipur	4	224	150	74
5.	Jhalawar	4	206	101	105
6.	Jodhpur	4	190	98	92
7.	Kota	4	210	135	75
8.	Pratapgarh	4	236	148	88
9.	Sawai Madhopur	4	186	84	102
10.	Udaipur	4	198	92	106
11.	Dungarpur	4	208	140	68
12.	Banswara	4	238	156	82
	<b>Total</b>	<b>48</b>	<b>2612</b>	<b>1557</b>	<b>1055</b>

Thus a total of 48 awareness activities were conducted in 24 blocks of selected 12 districts. The total participation in these meetings was 2612 of which 1557 were as well as 1055 were female participants. The overall percentage of female participation was 40 percent which is quite well according to the rural situation of Rajasthan.

## Outcomes

The activity was conducted at villages (*gram panchayats*), around 50 participants on average participated in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs, consumers, farmers, village-level traders, students, elected representatives, local officials and experts. The response to participation has been enormous, which proves the growing popularity of the project and the demand for the issue at the grassroots.

The activities at the village level 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 people can procure pure and quality food for leading a healthy life. Through this campaign, it was also realised that such efforts would not serve until and unless these are taken up continuously.

Local media gave wider coverage to all village meetings and local people also participated with great zeal and enthusiasm. Documentaries, lectures and short briefings

in these grassroots programmes as part of the methodology of the programme have been able to leverage the whole mentality of people and have not only generated and enhanced awareness but helped in generating a team of organic farmers as well. Through this campaign, it was also realised that such efforts should be organised from time to time.

In crux, an enabling environment and established patterns of sustainable consumption leading to sustainable development were realised, which gave a feeling of an increased area under organic farming both at the farm and household level in the state of Rajasthan.

## Recommendations

- The lengthy three-year conversion time gives farmers tremors because it depends on their land for their income. Incentives for switching to organic farming, easy access to inputs, professional training, help, and priority remunerative rates for products from these fields must all be provided to establish the first support pillar.
- 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, for farmers who are not able to invest time in the 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 farmers as well as consumers

## General Guidelines for Village-Level Programmes

S. N.	Activity	Remarks
1.	Pre Visit to the Gram Panchayat	There should be at least two pre-visits to the gram panchayat to ensure the quality of the event
2.	Time	The time duration for the activity should be at least 2-2.30 Hours
3.	Number of Participants	There should be a minimum of 50-60 participants including 50 percent women participation
4.	Resource person	There should be a resource person from the concerned department or a subject expert, who can give information about the harmful effects of chemical farming and the benefits of organic farming
5.	Videos/Puppet shows/ Street Plays/Local cultural art form	On organic farming and other issues, such as minimise the use of plastic and other issue related to sustainable consumption
6.	Refreshments for the participants	Refreshments should be provided to all participants

**Note:** The guidelines were followed in all the Village Level Activities and the review form was also filled by the project monitoring team according to this agenda.

## Programme Schedule

10.30-11.00	<b>Registration</b>	
11.00-11.05	<b>Welcome Address</b>	Project Partner
11.05-11.20	<b>Opening Remark</b>	Information about the project and title by CUTS team member or project partner
11.20-11.50	<b>Message Through Cultural Shows/Videos/ Any other art form</b>	On organic farming and other issues, such as minimised use of plastic and other issue related to sustainable consumption
11.50-12.30	<b>Address by Subject Expert/Representative of the concerned department</b>	Information about the harmful effects of chemical farming and the benefits of organic farming
12.30-01.00	<b>Discussions</b>	To be moderated by the project team
01.00-01.15	<b>General Feedback Session</b>	
01.15-01.20	<b>Vote of Thanks and Way Forward</b>	To the participants and advice to adopt organic farming by CUTS team member/project partner
01.20	<b>Refreshments &amp; Departure</b>	

**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**  
(filled by the *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 were 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 the programme

10. Negative aspects of the 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





