

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

Awareness Camps

Synthesis Report

Brightest Hope for Positive Change



Background and Objectives

CUTS with the financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden is implementing a four-year project to develop a culture of sustainable consumption and lifestyle through organic production and consumption in the State of Rajasthan (India) covering ten major agriculture-oriented districts by awareness generation, sensitisation, capacity-building, and advocacy activities.

Increased awareness is expected to result in increased consumer demand, which will further move forward the demand for availability and affordability of organic products contributing to decreasing the health hazards of consumers.

The project is expected to result in better-informed consumers and farmers regarding organic consumption and farming and advocating for better policies and enforcement thereof by sensitising policymakers in the State. This will boost organic farming and consumption in the State, and in the long run, will provide a sustainable environment and a better lifestyle.

An awareness campaign has been one of the important activities of the project, which provided a platform to advance the project objectives down the line. These campaigns were conducted in 192 selected villages (*gram panchayats*) of 96 blocks and 10 target districts. In all, two villages were selected from each block of every district, thus totalling to 192.

The objective of organising these awareness camps was to bring forward the whole movement down the line at the grassroots. In a nutshell, the objective of organising these village-level awareness meetings through camps was to educate and sensitise the public about the adverse effects of chemicals and pesticides being used in agriculture and the importance of locally available agriculture-friendly fertilisers and manures, which can be used to reduce the financial burden and hazardous impacts on the environment as well as on human beings.

Activities

All over Rajasthan, CUTS conducted various awareness camps (around 192) throughout 10 districts in the financial year 2019-20. All camps were organised at the *Gram Panchayat* level wherein vast participation of local farmers and consumers, traders, students, elected representatives, consumers directly linked in agricultural authorities, and related activities was witnessed.

Major stakeholders in the project were representatives from local civil society, consumer organisations and subject experts from government, and farmer clubs also took part and trained the participants on the subject with special focus on women participation.

Methodology

The awareness camps were organised at *Gram Panchayat* level with two camps in each block of every district to increase awareness of different organic products among farmers and influence their buying and farming habits beneficial for them.

Street plays, cultural activities, posters, flyers, *chaupal baithaks* (village government meetings), *kathputali* (puppet shows), showcasing of movies on organic farming were organised to educate farmers and consumers.

S. No.	Districts	Camps	Participants	Male	Female
1.	Bhilwara	24	1534	908	626
2.	Chittorgarh	22	1412	835	577
3.	Dausa	12	802	469	333
4.	Jaipur	30	1916	1128	788
5.	Jhalawar	16	1048	616	432
6.	Jodhpur	32	2022	1201	821
7.	Kota	12	768	448	320
8.	Pratapgarh	10	733	431	302
9.	Sawai Madhopur	12	802	470	332
10.	Udaipur	22	1336	794	542
	Total	192	12373	7300	5073

Awareness Camps in Bhilwara

The events were conducted in 24 villages of Bhilwara where total participants were 1534 among which male participants were 908 and female participants were 626.

S. No.	Block	Gram Panchayat	Date
1	Suwana	Khatikhhera	24-05-2019
2		Pipli	27-05-2019
3	Banera	Balesariya	07-06-2019
4		Lapya	10-06-2019
5	Asind	Mokhampura	18-06-2019
6		Bamani	21-08-2019
7	Hurda	Urjaka khera	23-08-2019
8		Tokarda	26-08-2019
9	Mandalgarh	Barundani	05-10-2019
10		Nayagav	18-10-2019
11	Kotri	Aama	21-10-2019
12		Renwaas	05-11-2019
13	Shahpura	Chalaniya	15-11-2019
14		Dewariya	05-12-2019
15	Jahajpur	Bagudar	06-12-2019
16		Motipur	13-12-2019
17	Mandal	Neem Ka Khera	17-12-2019
18		Melyas	17-12-2019
19	Raipur	Patiya ka Khera	25-12-2019
20		Galiyawari	25-12-2019
21	Bijoliya	Laxmi Kheda	27-12-2019
22		Kishan Bas	27-12-2019
23	Sahara	Khati Kheda	30-12-2019
24		Taparia Khedi	30-12-2019

Awareness Camps in Chittorgarh

In Chittorgarh, 22 camps witnessed a total participation of 1412 farmers among which male and female participation was 835 and 577 respectively.

S.No	Block	Gram Panchayat	Date
1	Chittorgarh	Amarpura	27-05-2019
2		Sonager	28-05-2019
3	Rashmi	Somarwalo ka Khera	12-06-2019
4		Upreda	13-06-2019
5	Gangarar	Jojroka khera	19-08-2019
6		Undava	21-08-2019
7	Begun	Etava	15-10-2019
8		Dugar	16-10-2019
9	Bhensrodgarh	Balkundi	29-11-2019
10		Toluka	29-11-2019
11	Kapasari	Karjali	12-12-2019
12		Pandoli	12-12-2019
13	Bhadesar	Bagunda	13-12-2019
14		Nanana	13-12-2019
15	Dungla	Badwai	14-12-2019
16		Flodara	14-12-2019
17	Nimbaheda	Taai	16-12-2019
18		Fachar Ahinan	16-12-2019
19	Badi Sadri	Kachumara	17-12-2019
20		Bhatoli	17-12-2019
21	Bhupal Sagar	Murla	18-12-2019
22		Nilod	18-12-2019

Awareness Camps in Dausa

The total participation in Dausa was 802 among 12 camps. The male and female participation was 469 and 333 respectively.

S.No.	Block	Gram Panchayat	Date
1	Lalsot	Khedla Khurd	14-06-2019
2		Bilona khurd	14-06-2019
3	Dausa	Baapi	20-09-2019
4		Titurvada	20-09-2019
5	Lawaan	Sher Singh Rajvas	10-10-2019
6			10-10-2019
7	Nangal Rajawtaan	Bhaypur	22-11-2019
8		Malwaas	22-11-2019
9	Bandikui	Bhawata	14-12-2019
10		Pichupada	14-12-2019
11	Ramgarh	Gagaliyawass	16-01-2020
12		Dhob Haripura	16-01-2020

Awareness Camps in Jaipur

Out of 30 camps held all over Jaipur district, there was a total participation of 1916 where male participants comprised of around 60 percent with 1128 farmers and female participants comprised around 40 percent with 788 farmers.

S. No.	Block	Gram Panchayat	Date
1	Shahpura	Ghasipura	28-06-2019
2		Hanutpura	09-10-2019
3	Phagi	Chittora	22-08-2019
4		Manoharpura	28-08-2019
5	Kotputli	Jaisinghpura	02-09-2019
6		Ramsinghpura	04-09-2019
7	Bassi	Kacholiya	05-09-2019
8		Damodarpura	12-09-2019
9	Sanganer	Kapoorwala	17-09-2019
10		Dadiya	31-12-2019
11	Chaksu	Badodiya	21-10-2019
12		Shivdaspura	22-11-2019
13	Amer	Khora Meena	15-11-2019
14		Kurad	25-11-2019
15	Govindgarh	Khejroli	26-11-2019
16		Dhoblai	28-11-2019
17	Jalsu	Anoppura	09-12-2019
18		Barna	09-12-2019
19	Jamma Ramgarh	Natata	17-12-2019
20		Basna	20-12-2019
21	Jhotwara	Pachar	23-12-2019
22		Durjaniyawas	23-12-2019
23	Paota	Lada Ka bas	30-12-2019
24		Prem Nagar	19-02-2020
25	Dhudu	Dhani Boraj	10-01-2020
26		Dhindha	10-01-2020
27	Sambhar	Norangpura	27-01-2020
28		Teja Ka bas	27-01-2020
29	Viratnagar	Chechawala	08-02-2020
30		Badodiya	18-02-2020

Awareness Camps in Jhalawar

In Jhalawar, total participants were found to be 1048 out of which male participants were 616, and female participants were 432.

S. No.	Block	Gram Panchayat	Date
1	Jhalrapatan	Asnawar	22-05-2019
2		Semli Gokul	06-06-2019
3	Manoharthana	Chandpura Bheelan	11-06-2019
4		Saredi	14-06-2019
5	Khanpur	Shivnagar Dhani	21-06-2019
6		Taraj	24-06-2019
7	Aklara	Gehu Kheri	22-08-2019
8		Beragarh	23-08-2019
9	Bakani	Barbar	27-08-2019
10		Nasirabad	28-08-2019
11	Bhavani Mandi	Ghatod	23-09-2019
12		Srichatrapura	13-09-2019
13	Pirawa	Kali Talai	07-11-2019
14		Hemda	09-11-2019
15	Dag	Dag	11-11-2019
16		Doda	12-11-2019

Awareness Camps in Jodhpur

Jodhpur having the maximum number of blocks saw participation with a total number of 2022 participants. The number of male and female participants was 1201 and 821 respectively.

S.No.	Block	Gram Panchayat	Date
1	Tiwri	Panchla Khurd	19-06-2019
2		Gagadi	20-06-2019
3	Balesar	Khudiyala	21-06-2019
4		Birai	22-06-2019
5	Mandore	Basni Lancha	23-10-2019
6		Paldi Mangaliya	24-10-2019
7	Osian	Newra	25-10-2019
8		Betwasiyon	25-10-2019
9	Bawri	Bawri	15-11-2019
10		Lavera	15-11-2019
11	Bhopalgarh	Heeradesar	16-11-2019
12		Budkiya	16-12-2019
13	Luni	Luni	18-11-2019
14		Shikarpura	18-11-2019
15	Shekhala	Bhalu Rajwa	11-12-2019
16		Bhalu Kalan	11-12-2019
17	Detchu	Sagra	12-12-2019
18		AnandNagar	12-12-2019
19	Shergarh	Raisar	13-12-2019
20		Bhungra	13-12-2019
21	Pipad	Ramrawas	15-12-2019
22		Bada kalan	15-12-2019
23	Mandore	Chandelav	18-12-2019
24		Kaparda	18-12-2019
25	Bapini	Isroo	27-12-2019
26		Suwap	27-12-2019
27	Lohawat	Nosar	28-12-2019
28		Palli	28-12-2019
29	Baap	Chakhoo	12-01-2020
30		Luna	12-01-2020
31	Phalodi	Bhiyasar	13-01-2020
32		Ranisar	13-01-2020

Awareness Camps in Kota

In Kota, total of 12 camps were organised in which there were 768 participants in total with male participants being 448 and female participants being 320.

S.No.	Block	Gram Panchayat	Date
1	Kanwas	Aanwa	11-07-2019
2		Jalimpura	30-08-2019
3	Sultanpur	Mandawara	19-08-2019
4		Jhargaon	19-08-2019
5	Sangod	Hingi	03-09-2019
6		Kishanpura	03-09-2019
7	Khairabaad	Kherli	11-09-2019
8		Hathiyakheri	11-09-2019
9	Ladpura	Baniyani	11-07-2019
10		Mawasa	18-09-2019
11	Itava	Itawa	20-10-2019
12		Dungarli	25-12-2019

Awareness Camps in Pratapgarh

In Pratapgarh, total participation was 733 with 431 male participants and 302 female participants.

S.No.	Block	Gram Panchayat	Date
1	Choti Sadri	Jaloda Jageer	22-05-2019
2		Bambori	23-05-2019
3	Pratapgarh	Barawarda	14-06-2019
4		Nakor	14-06-2019
5	Arnod	Viravli	20-08-2019
6		Moheda	20-08-2019
7	Dharyavaad	Manabavji	23-10-2019
8		Khunta	23-10-2019
9	Pratapgarh	Ghantali	28-11-2019
10		Chari	28-11-2019

Awareness Camps in Sawai Madhopur

In Sawai Madhopur, 12 camps witnessed a total participation of 802 participants. Male participants were 470 whereas female participants were 332.

S.No.	Block	Gram Panchayat	Date
1	Khandar	Khedarpur	29-04-2019
2		Halunda	11-06-2019
3	Chauth ka Barwada	Khejuri	06-06-2019
4		Rajwana Chod	14-06-2019
5	Bamanwas	Goat	25-06-2019
6		Jewad Nadi	26-06-2019
7	Gangapur City	Baglai	08-08-2019
8		Shevala	08-08-2019
9	Sawai Madhopur	Mui	29-08-2019
10		Atoon kalan	31-12-2019
11	Bonli	Hathdoli	11-09-2019
12		Hindupura	11-09-2019

Awareness Camps in Udaipur

In Udaipur, a total of 22 were organised during which there were 1336 participants among which male participants were 794 and female participants were 542.

S.No.	Block	Gram Panchayat	Date
1	Sarada	Peeladar	11-06-2019
2		Kewda kala	11-06-2019
3	Girwa	Patukhera	17-06-2019
4		Dewariya	17-06-2019
5	Salumber	Bhandu Ka guda	10-07-2019
6		Baroliya	10-07-2019
7	Mawli	Gudli	18-07-2019
8		Khemli	19-07-2019
9	Badgaon	Madaar	11-09-2019
10		Thoor	12-09-2019
11	Bhinder	Savna	18-09-2019
12		Singhad	19-09-2019
13	Lasadiya	Gudel	12-10-2019
14		Idana	13-10-2019
15	Jhadol	Makda Dev	18-10-2019
16		Madri	21-10-2019
17	Gogunda	Majwad	08-11-2019
18		Bagdunda	09-11-2019
19	Kherwada	Robiya	07-12-2019
20		Sundra	09-12-2019
21	Kotra	Malwa ka Chora	17-12-2019
22		Bekaria	18-12-2019

Recommendations

- The long cycle of three years for conversion gives goose bumps to farmers whose livelihood depends on their land. This is where the first support pillar is to be built by providing support in the form of incentives to switch to organic farming along with easy availability of inputs, expert training, guidance and priority remunerative prices of products out of these fields is to be promised.
- 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, but for farmers who are not able to invest time in 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 the farmer as well as consumers.

Outcomes

The activity was conducted at villages (gram panchayats), around 50 participants on and average participated in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs, consumers, farmers, village level traders, students, elected representative, local officials and experts. The response with regard to participation has been enormous, which proves the growing popularity of the project and the demand of the issue at the grassroots. An enabling environment of sustainable consumption leading to sustainable development was realised, which gave a feeling of an increased area under organic farming both at farm and household level in the state of Rajasthan. 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 the people can procure pure and quality food for leading a healthy life. Through this campaign, it was also realised that such efforts would not suffice 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. Infact, these are the platforms, from where the farmers involved in chemical farming gets motivated to change his/her mode. Documentaries, lectures and short briefings in these grassroots programmes as part of methodology of the programme have really able to leverage the whole mentality of people and have not only generated and enhanced awareness but have 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 was realised, which gave a feeling of an increased area under organic farming both at farm and household level in the state of Rajasthan.

General Guidelines

S. No.	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% 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.	Refreshment to the participants	Refreshments should be provided to all participants

Note: The guidelines should be followed in all the GP level activities and review form will be filled by the team according to this agenda.

Programme Schedule

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

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

(To be filled by 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 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 programme
10. Negative aspects of 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





