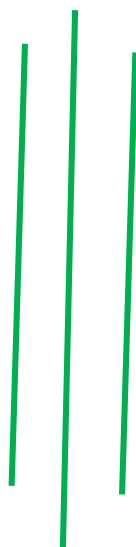


**Developing a Culture of Sustainable Consumption and
Lifestyle through Organic Production and Consumption in
the State of Rajasthan (ProOrganic-II)**

**Village and Block Level
Awareness Programmes**

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*) and 96 blocks of 10 target districts. In all, two villages were selected from each block of every district, thus totalling to 192 Gram panchayat level and 96 block awareness meetings were organised.

The objective of organising these awareness programmes 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 at village level & 96 at block level) throughout ten districts in the financial year 2020-21. All camps were organised at the *Gram Panchayat* level (Village Level) & Block 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 programmes were organised at *Gram Panchayat* level (Village Level) with two meetings 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. Block level awareness meetings were organised at block headquarters.

There were different modes, through which the efforts were made to create awareness i.e., by way of organising street plays and other local means of cultural activities, fixing and displaying posters and distributing handouts, showing videos on importance of organic farming on TV screens etc., other local and traditional ways like Chaupal Baithaks (village meeting) or any other cultural modes like puppet shows, local folk dances etc.

The Details of Village Level Awareness Meetings (VLAM) are as:

S. N.	Districts	Camps	Participants		Male	Female
1.	Bhilwara	24	1132		622	510
2.	Chittorgarh	22	1056		576	480
3.	Dausa	12	716		372	344
4.	Jaipur	30	1349		752	597
5.	Jhalawar	16	846		451	395
6.	Jodhpur	32	1407		787	620
7.	Kota	12	710		369	341
8.	Pratapgarh	10	641		327	314
9.	Sawai Madhopur	12	710		373	337
10.	Udaipur	22	1061		571	490
	Total	192	9628		5200	4428

The Details of Block Level Awareness Meetings (BLAM) are as:

S. N.	Districts	Camps	Participants	Male	Female
1.	Bhilwara	12	656	370	286
2.	Chittorgarh	11	621	219	402
3.	Dausa	6	446	180	266
4.	Jaipur	15	761	416	345
5.	Jhalawar	8	516	231	285

S. N.	Districts	Camps	Participants	Male	Female
6.	Jodhpur	16	796	401	395
7.	Kota	6	446	170	276
8.	Pratapgarh	5	411	209	202
9.	Sawai Madhopur	6	443	226	217
10.	Udaipur	11	623	323	300
	Total	96	5719	2745	2974

Awareness Programmes in Bhilwara

The Details of Village Level Meetings:

S. N.	Block	Gram Panchayat	Date
1	Suwana	Kochria	14-07-2020
2		Dhoomdaas	24-07-2020
3	Banera	Baran	24-07-2020
4		Roopaheli	20-08-2020
5	Mandal	Pithas	31-08-2020
6		Suras	04-09-2020
7	Mandalgarh	Raisinghpura/Kachrol	08-09-2020
8		Mukundpuriya	08-09-2020
9	Bijoliya	Govind Niwas	11-09-2020
10		Bijoliya Khurd	11-09-2020
11	Jahajpur	Bihada	18-09-2020
12		Ropan	18-09-2020
13	Raipur	Nanduda	01-10-2020
14		Dhulkheda	01-10-2020
15	Sahara	Majawaas	09-10-2020
16		Ummedpura	09-10-2020
17	Asind	Dholi/Motipur	15-10-2020
18		Karjaliya	15-10-2020
19	Hurda	Bagon Ka Kheda	06-11-2020
20		Sanodiya	06-11-2020
21	Shahpura	Amarpura	04-11-2020
22		Pratappura	04-11-2020
23	Kotri	Van Ka kheda	11-11-2020
24		Sopura	11-11-2020

The Details of Block Level Awareness Meetings:

S. N.	Gram Panchayat	Date
1	Suwana	03-12-2020
2	Banera	08-12-2020
3	Mandalgarh	10-12-2020
4	Bijoliya	15-12-2020
5	Shahpura	17-12-2020
6	Raipur	22-12-2020
7	Sahada	25-12-2020
8	Asind	31-12-2020
9	Hurda	08-01-2021
10	Jahajpur	08-01-2021
11	Kotdi	08-01-2021
12	Mandal	12-01-2021

Awareness Programmes in Chittorgarh

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Chittorgarh	Kalzer	22-07-2020
2		Netawal maharaaj	22-07-2020
3	Nimbaheda	Jawada	17-08-2020
4		Gudha Khera	17-08-2020
5	Kapasani	Chapri	15-09-2020
6		Nimabhara	15-09-2020
7	Bhupal Sagar	Gundali	15-09-2020
8		Falasiya	15-09-2020
9	Rashmi	Newariya	09-10-2020
10		Bhalota ki Kheri	09-10-2020
11	Begun	Rawarda	13-10-2020
12		Jainagar	13-10-2020
13	Gangarar	Mandaphiya	13-10-2020
14		Raghunathpura	13-10-2020
15	Bhadesar	Leswa	11-11-2020
16		Akola	11-11-2020

S.N.	Block	Gram Panchayat	Date
17	Bhensrodgarh	Bassi	11-11-2020
18		Mandesara	11-11-2020
19	Badi Sadri	Pandeda	12-11-2020
20		Parsoli	12-11-2020
21	Dungla	Kishan Kareri	13-11-2020
22		Mangalawada	13-11-2020

The Details of Block Level Awareness Meetings:

S.N.	Gram Panchayat	Date
1	Nimbaheda	15-10-2020
2	Bhadesar	18-12-2020
3	Dungla	18-12-2020
4	Badi sadri	18-12-2020
5	Rashmi	19-12-2020
6	Kapasan	23-12-2020
7	Bhupalsagar	23-12-2020
8	Chittorgarh	23-12-2020
9	Gangrar	29-12-2020
10	Bengun	30-12-2020
11	Bhensrodgarh	03-01-2021

Awareness Programmes in Dausa

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Lalsot	Kishorpura	24-07-2020
2		Suratpura	24-07-2020
3	Bandi kui	Untbadagaon	12-09-2020
4		Monabas	12-09-2020
5	Dausa	Sindoli	16-09-2020
6		Badoli	16-09-2020
7	Lawaan	Kanpura	04-10-2020
8		Matwaas	04-10-2020
9	Ramgarh	Tapariya	09-10-2020
10		Dayalpura	09-10-2020
11	Nangal Rajawtaan	Jetpura	27-12-2020
12		Pyariwaas	27-12-2020

The Details of Block Level Awareness Meetings:

S.N.	Gram Panchayat	Date
1	Dausa	25-12-2020
2	Nangal rajawtaan	30-12-2020
3	Bandikui	09-01-2021
4	Labaan	16-01-2021
5	Ramgarh Pachwara	24-01-2021
6	Lalsot	30-01-2021

Awareness Programmes in Jaipur

The Details of Village Level Meetings:

S. N.	Block	Gram Panchayat	Date
1	Bassi	Palawala	27-08-2020
2		Jeetawala	29-08-2020
3	Dhudu	Boraj	31-08-2020
4		Dhindha	02-09-2020
5	Jhotwara	Dhani Nagan	07-09-2020
6		Jorpura	10-09-2020
7	Sanganer	Khedi Gokulpura	04-09-2020
8		Panwaliya	08-09-2020
9	Phagi	Harsuliya	09-09-2020
10		Ladana	11-09-2020
11	Sambhar	Bheslana	14-09-2020
12		Anantpura	15-09-2020
13	Viratnagar	Bihajar Tawa	15-09-2020
14		Sundarpura	23-09-2020
15	Chaksu	Titariya	16-09-2020
16		Nimodiya	18-09-2020
17	Govindgarh	Nangal Koju	19-10-2020
18		Niwana	20-10-2020
19	Shahpura	Govindpura Basdi	21-10-2020
20		Murlipura	21-10-2020
21	Jalsu	Guda	05-11-2020
22		Khanipura	05-11-2020
23	Jamma Ramgarh	Manota	05-11-2020
24		Booj	06-11-2020
25	Amer	Labala	10-11-2020
26		Dhandh	20-11-2020
27	Kotputli	Kanwarapura	16-12-2020
28		Bhalegi	26-12-2020
29	Paota	Shikri	11-02-2021
30		Chindawada	15-02-2021

The Details of Block Level Awareness Meetings:

S. N.	Gram Panchayat	Date
1	Jalsu	06-11-2020
2	Phagi	11-12-2020
3	Govindgarh	14-12-2020
4	Shahpura	14-12-2020
5	Chaksu	16-12-2020
6	Bassi	18-12-2020
7	Amer	21-12-2020
8	Jamwa Ramgarh	23-12-2020
9	Virat Nagar	24-12-2020
10	Sanganer	24-12-2020
11	Jhotwara	06-01-2021
12	Kotputli	08-01-2021
13	Sambhar	21-01-2021
14	Dudu	22-01-2021
15	Paota	22-02-2021

Awareness Programmes in Jhalawar

The Details of Village Level Meetings:

S. N.	Block	Gram Panchayat	Date
1	Jhalrapatan	Badodiya	27-07-2020
2		Kherla	28-07-2020
3	Khanpur	Shyjoipur	17-08-2020
4		Golana	18-08-2020
5	Manoharthana	Anwalheda	20-08-2020
6		Todri Meera	24-08-2020
7	Pirawa	Banor	26-08-2020
8		Suwaas	28-08-2020
9	Aklera	Dewri Chanchal	05-09-2020
10		Chureliya	05-09-2020
11	Bhavani Mandi	Suliya	10-09-2020
12		Naharghatta	11-09-2020
13	Bakani	Patliya	17-09-2020
14		Reechwa	18-09-2020
15	Dag	Rojhana	22-09-2020
16		Mandirpur	22-09-2020

The Details of Block Level Awareness Meetings:

S. N.	Gram Panchayat	Date
1	Jhalrapatan	24-09-2020
2	Bakani	14-10-2020
3	Pidawa	22-12-2020
4	Khanpur	24-12-2020
5	Manohar Thana	28-12-2020
6	Bhavani Mandi	05-01-2021
7	Aklera	07-01-2021
8	Dag	11-01-2021

Awareness Programmes in Jodhpur

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Mandore	Narwa	21-08-2020
2		Indokha	24-08-2020
3	Tiwri	Kotecha	22-08-2020
4		Jelu	22-08-2020
5	Osian	Dhundhada	23-08-2020
6		Mewasa	23-08-2020
7	Detchu	Detchu	09-09-2020
8		Kanodiya Mangarh	09-09-2020
9	Balesar	Belwa ranaji	10-09-2020
10		Judiya	10-09-2020
11	Shergarh	Shergarh	12-09-2020
12		Tena	12-09-2020
13	Shekhala	Shekhala	13-09-2020
14		Ketu Manawta	13-09-2020
15	Bawri	Gangani	04-10-2020
16		Lunawas	04-10-2020
17	Bhopalgarh	Hingoli	09-10-2020
18		Paldi	09-10-2020
19	Pipad	Salva Khurd	09-11-2020
20		Sathin	09-11-2020
21	Bilara	Binawaas	11-11-2020
22		Rawar	11-11-2020
23	Luni	Rohicha kalan	13-11-2020
24		Peeparli	13-11-2020

S.N.	Block	Gram Panchayat	Date
25	Lohawat	Chainpura	04-01-2021
26		Shetansingh Nagar	04-01-2021
27	Phalodi	Naneu	05-01-2021
28		Jamba	06-01-2021
29	Baap	Udat	07-01-2021
30		Mithadiya	08-01-2021
31	Bapini	Matoda	09-01-2021
32		Nimbo ka Talab	10-01-2021

The Details of Block Level Awareness Meetings:

S.N.	Gram Panchayat	Date
1	Bawadi	18-01-2021
2	Bhopalgarh	19-01-2021
3	Peepad	20-01-2021
4	Bapini	21-01-2021
5	Osian	22-01-2021
6	Luni	25-01-2021
7	Tiwri	26-01-2021
8	Bilada	27-01-2021
9	Detchu	05-02-2021
10	Shergarh	06-02-2021
11	Shekhala	07-02-2021
12	Balesar	08-02-2021
13	Baap	09-02-2021
14	Phalodi	10-02-2021
15	Lohawat	11-02-2021
16	Mandore	18-02-2021

Awareness Programmes in Kota

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Khairabaad	Dewli kalan	22-07-2020
2		Ghatoli	22-07-2020
3	Sangod	Moi kalan	24-07-2020
4		Khadiya	24-07-2020
5	Kanwas	Jhalri	19-08-2020
6		Baluheda	11-09-2020

S.N.	Block	Gram Panchayat	Date
7	Itava	Borda	20-08-2020
8		Rajopa	20-08-2020
9	Ladpura	Mandaliya	15-09-2020
10		Bhanwariya	15-09-2020
11	Sultanpur	Polai Kalan	21-09-2020
12		Badhana	05-10-2020

The Details of Block Level Awareness Meetings:

S.N.	Gram Panchayat	Date
1	Sangod	18-09-2020
2	Kanwaas	25-09-2020
3	Itawa	09-10-2020
4	Khairabaad	15-10-2020
5	Sultanpur	19-10-2020
6	Laadpura	10-12-2020

Awareness Programmes in Pratapgarh

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Choti Sadri	Bambora	23-07-2020
2		Manpura Jagir	23-07-2020
3	Pipalkhunt	Shobhniya	19-08-2020
4		Dathiyar	19-08-2020
5	Pratapgarh	Sari Pipli	16-09-2020
6		Narayan Kheda	16-09-2020
7	Dhariyavaad	Mungana	15-10-2020
8		Sakarkand	15-10-2020
9	Arnod	Bhedma	15-10-2020
10		Mowai	15-10-2020

The Details of Block Level Awareness Meetings:

S.N.	Block	Date
1	Choti Sadri	27-11-2020
2	Peepalkhoont	27-11-2020
3	Dariyawaad	14-12-2020
4	Pratapgarh	14-12-2020
5	Arnod	16-12-2020

Awareness Programmes in Sawai Madhopur

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Bonli	Baseda bannesingh	24-07-2020
2		Sesolav	29-07-2020
3	Khandar	Fariya	06-08-2020
4		Allapur	07-08-2020
5	Chauth ka Barwada	Rajwana Dungar	13-08-2020
6		Dedayach	31-08-2020
7	Bamanwas	Nanakwas	05-09-2020
8		Bhad Paniyal	05-09-2020
9	Gangapur City	Kheda	09-09-2020
10		Talwadha	09-09-2020
11	Sawai Madhopur	Juwad	12-09-2020
12		GAW	03-10-2020

The Details of Block Level Awareness Meetings:

S.N.	Block	Date
1	Khandar	14-12-2020
2	Bonli	16-12-2020
3	Bamanwas	22-12-2020
4	Chauth Ka Barwada	12-01-2021
5	Sawai Madhopur	19-01-2021
6	Gangapur City	22-02-2021

Awareness Programmes in Udaipur

The Details of Village Level Meetings:

S.N.	Block	Gram Panchayat	Date
1	Salumber	Sarwani	22-07-2020
2		Ben	13-08-2020
3	Lasadiya	Selpur	22-07-2020
4		Pawti	10-11-2020
5	Sarada	Devapura	25-07-2020
6		Singhatwada	04-10-2020

S.N.	Block	Gram Panchayat	Date
7	Mawli	Bhensda kala	29-07-2020
8		Bhensda Khurd	22-10-2020
9	Bhinder	Sagtadi	08-08-2020
10		Rawatpura	08-08-2020
11	Badgaon	Dhaar	10-08-2020
12		Amela	06-10-2020
13	Girwa	Kharpeena	18-08-2020
14		Barapal	19-08-2020
15	Kherwada	Pipli A	11-11-2020
16		Pipli B	18-11-2020
17	Kotra	Ukhliyat	21-11-2020
18		Chambua	21-11-2020
19	Jhadol	Pai	26-11-2020
20		Selana	16-02-2021
21	Gogunda	Bhadwi Guda	21-10-2020
22		Naya guda	21-10-2020

The Details of Block Level Awareness Meetings:

S.N.	Block	Date
1	Bhinder	15-08-2020
2	Mawli	27-09-2020
3	Salumber	10-12-2020
4	Badgaon	16-12-2020
5	Gogunda	19-12-2020
6	Girwa	27-12-2020
7	Kotra	02-01-2021
8	Kherwada	09-01-2021
9	Jhadol	13-02-2021
10	Lasadiya	16-02-2021
11	Sarada	26-02-2021

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.

Concluding Remark

Despite of pandemic situation, there was a big curiosity towards participation in the camps. Covid 19 protocol was followed religiously with masks wearing, social distancing and sanitizing etc. Initially the participation was restricted to 30-35 around due to protocol and later, when it eased, it was around 50 participants on and average were permitted to participate in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs etc.

A total 9628 participants have attended these activities during the reporting period in VLAMs, out of which nearly 46 percent of them being women participants. Similarly, in BLAMs, the total number of participations was 5719 with nearly 52 being women farmers. (The lesser number of participants in VLAMs as compared to last year, which then was more than 12,000 is because in the initial stages, there was a restriction of participation of not more than 30 per meeting, due to Covid 19 protocol, which gradually increased too little more).

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. 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.

As usual media played a vital role for wider outreach. Since the topic to some farmers and consumers was new, so there was a zeal felt among the farmers, which showed their willingness to shift the mode. Documentaries, lectures and short briefings in these grassroot 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. BLAM have been helpful in adding sheen to this grassroot campaign in the form of taking the voice from villages to block level.

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. 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% 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/Block 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



Glimpses



