

**Developing a Culture of Sustainable Consumption and Lifestyle  
through Organic Production and Consumption in the State of  
Rajasthan (ProOrganic Bridge Year, 2021)**

**Synthesis Report**

# **Media Interface Meetings**



## Background

Agriculture in India, the pre-eminent sector of the economy, is the source of almost two-thirds of the country's workforce. The contribution of agriculture to India's economic growth is as significant as the role of industry and services. However, organic farming is not a new concept in India, and it has been followed since ancient times. It aims to keep the soil fertile, cultivate the land and grow crops using organic wastes. The other biological materials and organic waste's microbes release nutrients to crops for increased sustainable production in an eco-friendly, pollution-free environment.

Organic farming is a holistic production management system that promotes and enhances agro-ecosystem health, including biodiversity and soil biological activity. It is perhaps the best alternative to establishing a possible relationship between the earth and humanity. Increasing awareness about the safety of food consumed is *realised* by reducing the harmful impacts of chemical-based agriculture. Notably, organic agriculture occupies only 1 percent of the global agricultural land, making it a relatively unused resource for one of the most significant challenges the world faces today – like deforestation, wildfires and extensive destruction of the environment.

## 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 project's main objective is to fill the identified gaps and sustain the acquired momentum to achieve the expected outcomes of a better ecosystem by promoting organic consumption.

One of the project's primary objectives is that promoting sustainable consumption and production are important aspects of a sustainable lifestyle, broadly consistent with environmental and social factors and the education and empowerment of consumers. Thus, leading towards sustainable development in the agriculture and environmental sector. The project's target group is the entire population of the covered 10 districts, 96 blocks, and selected 192-gram panchayats in the State of Rajasthan.

After the successful implementation of phase II, the bridge year started from April-December, 2021, focusing on the significant potential areas of the targeted districts for collecting evidence for our upcoming phase. This is being implemented in 40 blocks of ten selected districts of Rajasthan.

## Importance of Media Interface Meetings

The primary objective behind all the above efforts is to make organic farming into the policy-making arena and transform organic products into commodities. Media is another vital stakeholder, which has always been a part of every activity narrated above. Therefore, an exclusive activity for them in the form of Media interface meetings was put forth into the agenda of ProOrganic II. The main objective for doing media exclusive programmes was to give momentum to the awareness campaign by mass spreading the importance and the positive aspects of organic consumption and production.

Media play a vital role in educating and enlightening the people and the government to protect and preserve natural resources in the interests of future generations and the climatic chaos. Sustainable development is attained by protecting the environment with judicious natural resources. In this regard, media plays a crucial role in creating awareness and bringing positive behavioral change among people in climate change.

## Details of Media Interface Meetings

### Methodology

The meetings were designed to focus on the overall picture of the organic scenario in a particular district and the way forward, providing a platform for media persons to learn skills on organic farming reporting.

The media interface meetings were clubbed with organic fairs for a dedicated interaction with farmers who have shifted from chemical to organic farming and the exact situation after the convergence. Apart from media persons, an official from the agriculture department concerned as a subject expert in all the workshops helped participants gain valuable information on organic farming, production and consumption. During the workshop, efforts were made to have more interactive sessions between media persons and the subject experts.

## Schedule

S.N.	District	Date	No. of Participants
1	Kota	October 25, 2021	25
2	Bhilwara	November 19, 2021	20
3	Chittorgarh	November 15, 2021	20
4	Jhalawar	November 25, 2021	18
5	Dausa	November 26, 2021	22
6	Sawai Madhopur	November 25, 2021	15
7	Jodhpur	November 27, 2021	20
8	Pratapgarh	December 02, 2021	30
9	Udaipur	December 17, 2021	20

## Participants

There has not been much crowd in all the workshops and the district partners were asked to invite only the media persons and selected two-three progressive farmers involved in organic farming. Besides media and subject experts, some progressive farmers at a few places and the team of district partners also made it to the workshops. Maximum local and state-level print and electronic media have made it to all the programmes.

After the media interface meetings, all the media persons were invited to visit the organic fair to interact with the farmers who had brought their products. They can tell their faces during the conversion to the media persons.

## Key Highlights

### Kota

P K Gupta, Joint Director Agriculture, was the main speaker who requested to document case stories of farmers who have shifted towards organic farming. Dharmendra Chaturvedi of CUTS mentioned the need to sensitise the media persons about the benefits of organic farming. 15 media persons participated, including two progressive farmers and Yudhishter Chansi, the district partner.

## **Jodhpur**

Media interface meeting was organised at Kisan Bhavan, Jodhpur, where 15 media persons and progressive farmers attended the meeting. Rajdeep Pareek stated the objective of the meeting and mentioned that the western part of Rajasthan is by default organic and government should also plan a separate scheme for the promotion of organic farming in Jodhpur. Bharat Kumar Bhati also mentioned the work done in Jodhpur.

## **Udaipur**

Mohan Dangi, a subject expert, was the key resource person in the presence of 15 media persons. Anil Vyas and representatives from Arawali Organics mentioned the objectives of the meeting. Now, it is time for the media to boost the morale of those farmers who have turned up as progressive organic farmers through CUTS efforts. Anil Vyas, the district partner, coordinated the event.

## **Sawai Madhopur**

Dinesh Sharma welcomed all the media friends in the meeting and told them about the objective of the meeting. Pratibha from the CUTS project team presented the achievements of the project. 15 media persons attended the meeting with three progressive farmers who have converted organic from chemical farming.

## **Bhilwara**

K C Nagar, Senior Scientist, KVK Bhilwara, attended the meeting as a guest speaker. Rajdeep Pareek and Dharmendra Chaturvedi attended the meeting from the CUTS project team. Gaurav Chaturvedi from the Bhilwara team welcomed all the media friends and told them about the objective of the meeting. Pareek mentioned the possibilities of organic farming in the district and appealed to media friends to visit the farmers who have adopted it. Dharmendra Chaturvedi mentioned the role of media in extension. Some progressive farmers shared their experiences in organic farming.

## **Chittorgarh**

Raja Ram Sukhwal, Deputy Director, Horticulture, four progressive farmers, and 15 media persons participated in the meeting. Rajdeep Pareek from the CUTS project team attended the meeting and stated the objective of the meeting and the role of the media. Gauhar Mahmood, Centre Head Chittorgarh, said that organic fairs should be organised to provide a platform to farmers who have adopted organic farming. Farmers also shared their experiences in front of media friends.

## **Pratapgarh**

Yogesh Kanaujia, a Scientist in KVK, was the guest speaker who taught media persons some basics of organic farming to disseminate it to their readers most effectively. George Cherian and Nimisha Gaur attended the meeting. Cherian stated that the organisation is raising awareness on organic farming to farmers and consumers, but media can be an essential tool to explore it to a broader community. Some progressive farmers shared their experiences and challenges in organic farming.

## **Jhalawar**

Madhusudan Acharya, a retired Scientist in KVK, was the key speaker with Sewa Ram Rundla, KVK, Jhalawar. Acharya mentioned that Jhalawar is the most potential area where farmers have adopted organic farming from early 2000. That is why one farmer got the Padmshree award (Hukum Chand Patidaar). He mentioned that the government establishes one dedicated centre of excellence on organic farming. Rundla also mentioned the scope of organic farming in the future in the Jhalawar district. 15 participants attended the meeting along with some progressive farmers.

## **Dausa**

The meeting was organised in the presence of Deepak Saxena, Assistant Director CUTS, Mukesh Sharma, Assistant Director, Horticulture and Akshaya Chittora KVK, Dausa. Saxena mentioned the project activities and media interface meeting. The progressive farmers who adopted organic farming have also shared their experiences in organic farming. O P.Pareek appealed to all media friends to cover more stories on organic farming.

## **Summary and Conclusion**

Media play a vital role in educating and enlightening the people and the government to protect and preserve natural resources in the interests of future generations and the climatic chaos. Sustainable development is attained by protecting the environment in the judicious use of natural resources.

In this regard, media plays a crucial role in creating awareness and bringing positive behavioral change among people in climate change. Mass media play an important role in disseminating farm technologies, and agricultural information is disseminated through magazines, newspapers, radio and television. Hence, it becomes necessary to know about the level of mass media exposure. Listening to agricultural programmes in Doordarshan and other commercial television channels also motivate organic farmers to adopt organic farming.

Moreover, newspapers publish organic farming articles highlighting the importance of organic cultivation, marketing and success stories in regional languages, which is very helpful to farmers. Leveraging traditional mass media and modern technologies will help in the long run to increase the adoption levels among farming communities and in devising and disseminating organic farming cultivation practices. Media interface meetings in this project added extra benefits to the farmers associated with us in this project. Media highlighted the achievements of farmers in organic farmers and gave a specific identity.

## Sample Agenda

10.00-11.00	Registration & Tea/Coffee	
11.00-11.05	Welcome Address on Purpose of Workshop	District consultant
11.05-11.20	Opening Address on Overall Scenario of Organic Farming and consumption and Role of Media	CUTS Representative
11.20-11.35	Presentation of Activities Implemented So Far in district	District consultant
11.35-11.55	Address by Subject Expert on Status of Organic Farming in the district	Subject Expert
11.55-12.15	Experience Sharing by Progressive Farmer	Progressive Farmer
12.15-13.15	<u>Open Discussion</u> Possibilities of organic farming and positive aspects in the district	Participants ( <i>including all media persons, project partners &amp; team members</i> )
13.15-13.25	Vote of Thanks and Way Forward	District consultant
13.30 PM	<b>Lunch &amp; Departure</b>	



## Glimpses & Media Coverage





प्रचार प्रसार में मीडिया  
की महत्त्वपूर्ण भूमिका  
■ दास्ताने भीलवाड़ा ● (बुजेश शर्मा)

भीलवाड़ा। रसायनिकखाद एवं

भीलवाड़ा। रव्यनिकषाद ए  
कीडनरक के लगतार उन्मेष से खेतों  
को उजाड़ कर भूमि में निरुद्ध अ  
रुने हैं, उजाड़ भूमि को बरसा  
रवने के निधि परंपरागत खेती को ही  
लेटना छोड़ें। यह विचार स्वयं से  
समोदा करदा मा-  
शुकरा को शां  
में आयाजित का  
खबर के पी  
ओनिक री  
कार्यलय में न  
बढ़ावा देने के  
। पलवार का लेख  
पर जानकारी है  
वासी कमोली  
जैविक डिफेंस  
कृषि के निधि बचा  
के उद्देश्य एवं प  
वारे में अवतरा  
व उन्मेषों के  
बढ़ावा देने की  
सुरक्षा एवं जी  
वमन से भी



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कोटा (सीमा सन्देश सं.)। जिला स्तरीय मीडिया कार्यशाला का आयोजन कंज्यूमर यूनिटी एण्ड ट्रस्ट

कहा कि कृषि विभाग जैविक खेती को बढ़ावा देने के लिए बहुत सी योजनाएँ संचालित कर रहा है।



कृषि विभाग, नरेंद्र मोदी / [www.kvafsu.org](http://www.kvafsu.org)

कट्स और सामाजिक विकास संस्थान की ओर से कार्यशाला

जैविक खेती में संभावनाएं बढ़ी

को वैश्विक उपभोग के लिये जागरूक कर सत जीवन अपना  
शैली का विकास करना है। कट्स जयपुर के श्री बड़ेगी।

नाथुके ही एवं इस वर्ष के अंत में यह संख्या और भी बढ़ेगी।

भांगी लाल जगवा ने अपने अनुभव साझा करते हुए बताया कि पिछले ०७ साल से मैं जैविक खेती कर रहा हूँ।

अंधाधुंध उर्वरकों से बंजर होने लगे हैं खेत, कार्यशाला में किसानों को जैविक खेती अपनाने के लिए किया प्रेरित

कर्मचारी संगठन/दल  
जिले में जैविक खेती को

धृता अपनाने के

के लिए किया प्रेरित

**कार्यशाला आयोजित, जैविक मेले का आयोजन कल**

**ज** एक्सप्रेस न्यूज  
र जिले में जैविक खेती



## का आयोजन क

## जिला स्तरीय जैविक मेला आज

सवाई माधोदास 25 नवम्बर।  
रत्न डबलफ्लैट सोसायटी एण्ड  
रिजल्ट्स ट्रेडिंग कम्पनी लिमिटेड स.मा.  
की ओर से सतत रूप में जैविक  
उत्पादों और उत्पादन को बढ़ावा देने  
के उद्देश्य से जैविक खेती जागरूकता  
निर्योजक के तहत 26 नवम्बर को  
जिला स्तर पर जैविक मेला आयोजित  
किया जा रहा है। संस्था के निदेश  
कृषार माधोदास ने 25 नवम्बर को  
मौखिक कार्यवाही के दौरान मौखिक  
नोट अवकाश कि संस्था जिले में पिछले

**किसानों को जैविक खेती के लिए प्रेरित करने का सशक्त माध्यम है मीडिया: डॉ. कनोजिया**

आर्गोनिक खेती की संस्कृति को पुर्नजीवित करना  
आज की जरूरत, जैविक आहार मेला आज

दरपुर, 17 दिसम्बर। कट्स लाल जयपुर एवं प्रवल सन्तितुल्य 18 दिसम्बर रजिनाकर को पदम पिरसम सूर्यजालिभ में जैविक कृषि आयोजन किया जा रहा है। प्रत्येक क्षेत्र से आने वाले प्रमुख लोग र जैविक प्रदर्शनी करेगे। यह जानकारी देते आगोष्ठीक उदरपुर को जैविक मूल्य गुणा ने पत्रकारों को

बताया कि मेले में कृषि में अधिकांशक खेती को प्रवृत्ति और बाजार को रचना ने खेती के मूल स्वरु को बदल दिया है। कृषि में आर रसमयिक उर्वरकों को कोटपात्रक रवाओं के अधिकरणम उपयोग के कारण मानव एवं पर्यावरण के समक्ष खतरा और बढ़ा है। ऐसे रगेनेने और स्वस्थ जीवन के लिए एक मात्र विकल्प आगोष्ठीक खेती को संस्कृति को पुनर्जीवित करने ही है। प्रवल सन्तित के सचिव मोहन डांगी ने रसमयिक

खेती के पुनर्गणमों और जैविक खेती के मूल्य पर कहा कि उदरपुर जिले में आज भी जैविक खेती के लिए अनुकूल परिस्थितियाँ हैं और यहां के किसान और विशेष कर आदिवासी क्षेत्र में तो आज भी ५०वातार किसान जैविक खेती ही कर रहे हैं। जैविक खेती परिवर्तन के जिला समन्वयक अजित व्याह ने जैविक खेती प्रोत्साहन हेतु की गई विभिन्न पहलियों, किसानों के बमपानवर्ण, रजैविक प्रभुग, जासकृता अधिपन्न और जैविक क्त्व को गठन जैसे विविधविधियों को जानकारी दी। उन्होंने बताया कि सन्तित के आयोजित होने के बाद जैविक खेती में मालवी, सराडा, बन्वारी, धरियावत, सलुवर, बडगाम के साथ-साथ अलग-अलग क्षेत्रों से किसान अगये जो मेले में सगने वाले १०-१५ हजार पर जैविक उत्पादन की प्रदर्शनी लगाये।