

**Two-Year Report-ProOrganic II  
to Swedish Society for Nature Conservation (SSNC)  
2017-18 and 2018-19**

**General Information**

**1. Reporting Organisation**

<b>Name of Organisation</b> Consumer Unity & Trust Society (CUTS), India	
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**2. Contact Person**

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**3. Title/Name of the Project**

Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in State of Rajasthan (ProOrganic II)
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**4. Date, Place and Signatures by Authorized Person/s**

Date and Place February 28, 2019	
Signature and Position  George Cheriyan, Director	Signature and position

### Instruction to the Two-Year Report

- The two-year report is an analysis of the results achieved during 2017-18 and 2018-19
- Relate the reporting to the project objectives and the work plan. Note project progress in your results matrix and describe them in the narrative report. Verify the results, i.e. how do you know that you achieved the result?
- Results (Outputs and Outcomes) and activities should be described with a gender perspective. This should as a minimum include sex-disaggregated data, but should also include descriptions on how the activities have taken into account the different roles of men and women and how they have contributed to gender equality. Please note that this is a mandatory requirement.
- Failure and challenges are part of the work and we should learn and adjust from them! Describe, what went wrong, and how you could learn from the mistakes.
- Fill in the checklist below in order to make sure you are submitting all the documents needed. Feel free to send us other documents you find relevant.

### Contact Your Program Officer in Case You Have Questions Regarding the Report!

#### The Report Includes

Yes/No

Signed template	Yes
Narrative report	Yes
Financial report	Yes
Financial statement	Yes
Audit report with auditors opinion and a management letter	Shall be submitted after April, 2019
Results matrix	Yes
List of implemented activities and outputs	Yes
List of publications	Yes
Documents listed under Article 7.2 in the agreement	A sample MoU attached

#### Date, Place and Signatures by Authorized Person/s

Date and Place	
February, 2019-Jaipur, India	
Signature and Position	Signature and position
George Cheriyan, Director	

## Narrative Report

### 1. Executive Summary

The basic idea of the project is to promote sustainable consumption and production, which are the important aspects of sustainable development. This is largely consistent with the environmental and social factors and education and empowerment of consumers. In 'ProOrganic II' project, focus is on formulating an agenda to achieve the aspect of sustainable food and farming. This will be acquired through promoting organic production of farm products on one hand and promoting organic consumption on the other by way of keeping farmers, consumers and government officials into loop together as all are important stakeholders in this phase intervention.

The project will be achieved together with a number of project partners. The target group of the project comprises entire population of the covered 10 districts, 96 blocks and selected 192 gram panchayats in Rajasthan, India.

The objectives and the expected results vis a vis challenges within the intervention are:

- To develop a culture of sustainable development through sensitization, which is being done by way of creating an enabling environment and established patterns of sustainable consumption leading to sustainable development awareness generation and education on organic consumption and production among urban & rural masses.
- To enhance area under organic farming both at farm and household level in the state of Rajasthan, which is being done through building capacities of farmers to adopt organic farming.
- To generate awareness and consciousness among consumers about organic products, their benefits, availability, hazardous effects of chemical based farming etc. in order to ensure safety and quality in food products, which leads to increase in demand for organic products and will slowly encourage consumers to shift towards organic mode and sustainable consumption.
- To sensitize and advocate with the concerned producers and other stakeholders including government agencies to promote organic products in Rajasthan and also motivate in enhancing their knowledge on sustainable consumption.
- To advocate for reduction in taxes/subsidize organic products/inputs and reducing subsidy on chemical fertilizers and also lobbying for Minimum Support Price (MSP) with the government for major crops and developing special price driven markets.

It is indeed a challenge to achieve all the above objectives as mentioned in bullets and the organisation is striving hard in true sense to ensure that these are achieved in coming years. For more details about the project can be at:

<https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>

### 2. Internal Organizational Changes

- a. Briefly describe important changes in your organization during 2017-2018. This could be eg new policies, partners and donors.
- b. In what way has your capacity changed during these two years?

#### Internal Changes

In the given period, there has been no internal or external change that affected or changed conditions for the organization. There have been some internal changes (couple of new local project partners in Jodhpur and Udaipur districts). Project team with a presence of a person with an agricultural background, has not only gained positive change to the project but have altogether strengthened the whole team as well, which is dedicated to ensure a successful and meaningful outcome of all the project. The new partner of Udaipur had worked in the initial phase of 2013-15, so has better idea of the issue and also has infrastructural facilities and the team to work at the

ground level. Jodhpur partner though new but has substantial experience in working in the area of organic farming and mobilizing farmers and consumers in the district. The previous partners in both the districts were removed from the task just for the reasons of non-performance. Organisation also perceives changes from time to time in its strategies, operational methods and policies within the organisation and the implementing team in order to provide an effective and strong support to the project.

### **External Changes**

Now we can see a trend with rising awareness among consumers and an increase in demand of organic products. At the governmental level, there has been an introduction of a new organic policy in 2017 ([https://cuts-cart.org/pdf/Rajasthan\\_Organic\\_farming\\_Policy-2017.pdf](https://cuts-cart.org/pdf/Rajasthan_Organic_farming_Policy-2017.pdf)), which has provided not only a base to all the organic farmers of the state but also sets a direction to both organic and chemical farming farmers of the state. Besides, there has been an announcement by the state government to make Dungarpur district in Rajasthan as the first 100 percent organic district of Rajasthan, opening up of more outlets to sell organic products and the decision to start a center to promote organic farming and training to farmers. Besides, a demand from other universities like RAJUVAS in Bikaner, which is a veterinary university to coordinate a training programmes for their farmers on organic farming and a demand from few other district administrations of those districts other than targeted ten districts to organize programmes in their area is a positive development. Agriculture Department of Govt. of Rajasthan, India had also approached CUTS through two of his officials to seek information in detail about the project and the details of farmers trained and have converted into an organic mode through CUTS intervention. CUTS perceives all these as positive developments within the project, which helps in creating an enabling environment and a better platform to work.

### **Capacity Building**

- The project team involved in the intervention ever since the project started in 2013 has been trained from time to time, which has helped them building and enhancing their capacities and most of the members in the team still continuing as part of the project. This includes exposure visits as well, which the team has obtained in between. Among several visits by project team, an exposure visit like in the state of Sikkim in India in early 2017, which is the first 100 percent organic state of India has provided the project team and select district partners an opportunity to understand how Sikkim became 100 percent organic state and what strategy the state government of Sikkim have really adopted for this, so that the same strategy could be put forth before the state government of Rajasthan, other state governments and Government of India as part of advocacy.

- In continuation of these exposures, another visit to a local Shekhawati Festival in Nawalgarh town in Rajasthan, which comes in Jhunjhunu district in February, 2018 had provided an opportunity to the team to not only interact with organic farmers but also had the chance to see various organic products, which the farmers from various parts of Rajasthan did demonstrate. This festival is celebrated every year in this specific part of the World providing a platform to farmers showcasing their organic farming strength. Consumers visiting the festival also gets an opportunity to see various organic products at one place. All this exposure not only helped the team to brush up their capacities in terms of awareness but also helped in taking up the message before consumers and farmers of ten project districts, who have not or could not visit Nawalgarh in the festival. This positivity is helping in enhancing awareness towards organic farming at larger extent. This exposure also included a visit to a local village Kan Singh ki Dhani, where the team witnessed sustainable lifestyle houses made of clay and also had the opportunity to eat organic food.

- Another visit to Dehradun, a capital city of an Indian state of Uttarakhand was made by couple of team members in March, 2018. The objective of this visit was to get familiar with the functioning of community seed bank and how we can implement this activity in our project area. Seed banking has been very popular in that region of India and after several years of efforts has been quite successful. Apart from getting key learning about the seed banking, team members also got to know about different indigenous seeds, which are existing and ultimately could be promoted in Rajasthan as well.
- The project team was exposed to visit multiple farmers along with Chittorgarh and Pratapgarh partners in Bhilwara, Chittorgarh, Banswara and Dungarpur in Rajasthan, who are either practicing organic farming or have recently switched to organic mode. Off course, Chittorgarh and Pratapgarh are already targeted districts but Dungarpur and Banswara being new. The exposure provided the team to see ground realities, dedicated efforts of farmers and challenges, these farmers faced/facing with organic farming. The team also learnt about the farming methods adopted by Banswara farmers i.e., Sustainable Integrated Farming System (SFIS), which has an implicit component of organic farming, which if given proper training and attention will help the farmers make best out of their effort.
- In a run up to a continuous training on gender perspective, the project team, district and Jaipur block level partners underwent HRBA training in December, 2017. This HRBA and the gender equality have been addressed at organizational level and in all our programmatic areas in many ways. If we talk about project area, the gender participation at the grassroots has increased. There are separate sessions for women on HRBA in village level meetings and also there were women centric trainings under farmer's training and specific activities during green action week for urban population in Jaipur. 100 kitchen gardens developed in 2017 under GAW at Jaipur were orchestrated by women only.

### **Developments and Challenges in the Context**

Briefly describe possible changes in the surrounding context affecting the organization and/or the project. This could be a new law, a break-through in negotiations, etc.

### **3. Results During the Period 2017-18 and 2018-19**

- a. What results<sup>1</sup> have been achieved in relation to the planned project objectives<sup>2</sup>? Please include both expected and/or unexpected results.

#### **Output**

During the reporting period, the following activities were carried out as part of output:

- i. Partner's Orientation for both the district level and block level for Jaipur district partners. (*In both the years*)
- ii. Baseline Survey (*In 2017-18*)
- iii. Project Launch in 2017-18
- iv. Village Level Awareness Campaign (*Total 192 with a new set of two villages each from each block in ten districts in both the years*)
- v. Green Action Week in Jaipur (*All prescribed GAW activities in both the years*)

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<sup>1</sup> Result= What your activities resulted in = output, and what changes your combined efforts during the two years resulted in = outcome.

<sup>2</sup> Objective= What you expected to achieve when you planned the project.

- vi. Green Action Week in India (*All prescribed GAW activities in both the years*)
- vii. Follow up of National Workshop on Human Rights Based Approach (*In 2017-18*)
- viii. State Level Stakeholder's Consultation Meeting (*In 2017-18 and 2018-19*)
- ix. Documenting Best Practices on Sustainable Culture and Lifestyles in India
- x. Inception of Organic Clubs & Gardens in Schools & its Evaluations. (*In 2018-19*)
- xi. Farmer's Training and Exposure Visits (*In 2018-19*)
- xii. Establishment of Organic Compost Cells in each district and their evaluations. (*In 2018-19*)
- xiii. Advocacy (Continuous process throughout the reporting in the form of advocacy through government and publication & media outreach)
- xiv. Outreach through IEC

### **Brief of Each Activity and its Outcome vis-a-vis Logical Framework Approach**

#### **i. Partner's Orientations in 2017-18 and 2018-19**

The project ProOrganic II 2017-21 took off through an orientation for the partners organised at Jaipur on April 26, 2017 for the year 2017-18. The purpose of this Partner's Orientation meeting was to discuss the work plan and the objectives of the project with the new title "Developing a Culture of Sustainable Consumption and Lifestyle through Organic Production and Consumption in the State of Rajasthan". In addition, the meeting was also held to discuss the way forward to start up the activities with work plan. Similarly, another orientation meeting with the same purpose was organised on May 1, 2017 with eight block level partners of Jaipur district, who covers all the fifteen blocks of the district. The detailed two reports can be viewed at:

[https://cuts-cart.org/pdf/Partner Orientation Meeting %20April 26 2017.pdf](https://cuts-cart.org/pdf/Partner%20Orientation%20Meeting%20April%2026%202017.pdf) & [https://cuts-cart.org/pdf/Partner Orientation Meeting May 01 2017.pdf](https://cuts-cart.org/pdf/Partner%20Orientation%20Meeting%20May%2001%202017.pdf).

Similarly, same two Partner's Orientations were again held on May 3, 2018 and May 4, 2018 respectively for the year 2018-19. Total Seven and eight partners along with CUTS as implementing partner for Jaipur district participated. This year's activities and strategies were discussed.

The brief reports can be seen at: [https://cuts-cart.org/pdf/District Level Partners Meeting-May3-2018.pdf](https://cuts-cart.org/pdf/District%20Level%20Partners%20Meeting%20May%203%202018.pdf) & [https://cuts-cart.org/pdf/District Level Partners Meeting-May3-2018.pdf](https://cuts-cart.org/pdf/District%20Level%20Partners%20Meeting%20May%204%202018.pdf)

#### **Outcome vis-a-vis Logical Framework Approach**

Every financial year, the project activities takes off with an orientation to district and block level partners, the purpose of which is to not only orient the partners on the proposed activities of that particular year within the prescribed time frame, target groups, areas and set direction but also to brief all the field team to implement the activities with a moto to bring changes through the intervention at the ground level. In the last two years, it has been noticed that the field force comprising of partners and other stakeholders have been putting all their efforts in not only implementing the activities in time but also yielding results in terms of participation of both women and man farmers; transforming the present mode of farmers into an organic mode and also involving other stakeholders from the district administration etc. All these have not only strengthened the whole team but have started creating and building up an atmosphere, which tend towards organic farming.

#### **ii. Baseline Survey**

This report is the compilation of findings of baseline survey conducted under the ProOrganic II in ten districts to understand the behaviour of both consumers and producers in relation to organic products and built a way forward accordingly. Being the first activity of phase II of four years, the baseline survey got conducted in 2017 and the compilation and narration of the report got completed in January, 2018. The complete report can be viewed at: [https://cuts-cart.org/pdf/Baseline survey Report-2017.pdf](https://cuts-cart.org/pdf/Baseline%20survey%20Report%202017.pdf)

This report is also converted into a monograph for easy readable mode, which is the compilation of findings of baseline survey conducted in 10 districts to understand the behaviour of both consumers and producers in relation to organic products and built the way forward accordingly. CUTS International is dedicated to achieve the goal of easy availability and accessibility of organic products without affecting the livelihoods and lifestyles of people. The report can be viewed at: [https://cuts-cart.org/pdf/ProOrganic-Baseline\\_Survey\\_Monograph.pdf](https://cuts-cart.org/pdf/ProOrganic-Baseline_Survey_Monograph.pdf)

### **Outcome vis-a-vis Logical Framework Approach**

The baseline survey being the first major activity under the project has been able to understand the behavior of both the consumers and the producers in the project outreach area. The key message from the outcome of findings of the survey has set the direction for project team and the field staff to guide for effective campaigning and advocacy and also has been helping the team to design the plan of activities/topics best suited to local conditions.

#### **iii. Project Launch**

The 'ProOrganic II' project was formally launched on June 22, 2017 at Jaipur. The objective of the meeting was to inform all concerned stakeholders about the project activities, objectives and their possible role for its successful implementation. Prabhu Lal Saini, Minister for Agriculture of Govt. of Rajasthan; Rao Rajendra Singh, Deputy Speaker of Rajasthan State Assembly; Vikas Sitaramji Bhale, Commissioner, Agriculture of Govt. of Rajasthan were present in the inaugural session. There were dignitaries in the technical session as well. The detailed report can be viewed at: [https://cuts-cart.org/pdf/ProOrganic-II\\_Project\\_Launch\\_Event\\_Report\\_22june2017.pdf](https://cuts-cart.org/pdf/ProOrganic-II_Project_Launch_Event_Report_22june2017.pdf)

### **Outcome vis-a-vis Logical Framework Approach**

The launch of any project always provides a platform to bring all the stakeholders under a common umbrella. The launch also sets a notion and agenda for future during the course of the project and this is all, an overall mission of the project is. Besides, the stakeholders getting acclimatized with the mission of CUTS under ProOrganic II, media too played an important and pivotal role in broadcasting the message of ProOrganic II among government officials and common masses, who were not present in the launch but could know about it through good media coverage.

#### **iv. Village Level Awareness Campaign**

Village level awareness campaigns has been an important activity, which got started in July 2017 and got over in January 2018 in the year 2017-18 and then again it started from July 2018 and ending up in February, 2019 for the year 2018-19. The objective of organising these awareness camps was to bring forward the whole movement down the line through these awareness camps. The purpose is to make consumers and farmers aware of organic products and to influence their buying/farming habits. There were in all 192 village level awareness programme covering 192 villages in ten districts during the year 2017-18 and then again a new set of 192 villages in the second year 2018-19. 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 etc., other local and traditional ways like Chaupal Baithaks (village meeting) or any other cultural modes like puppet shows etc.

The details of all the ten districts are as below:

S.N.	District	No. of Blocks	No. of Villages
1	Jaipur	15	30+30
2	Dausa	6	12+12
3	Kota	6	12+12
4	Udaipur	11	22+12
5	Chittorgarh	11	22+22
6	Pratapgarh	5	10+10
7	Bhilwara	12	24+24
8	Jhalawar	8	16+16
9	Sawai Madhopur	6	12+12
10	Jodhpur	16	32+32
	<b>Total</b>	<b>96</b>	<b>192 (in 2017-18) and 192 (in 2018-19)=384</b>

### Outcome vis-a-vis Logical Framework Approach

The activity was conducted at villages (gram panchayats), hence participants of the activity were the farmers, village level traders, students and elected representative. Directly, involved people in agricultural activities and consumers had also participated. Participants from earlier conducted activity i.e. district level farmer orientations were also involved in the awareness campaign along with local officials and experts. Around 50 participants on an average participated in each camp, which included common consumers, farmers and youth groups, SHGs, local CSOs etc. Media too 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. Infact, these are the platforms, from where the farmers involved in chemical farming is motivated to change his/her 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. 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. A total no. of 384 villages meetings were organized in 96 blocks of all the project districts during two years of reporting period. Total 21,964 participants have attended these activities over a period of two years, out of which nearly 60 percent of them being women participants. The response with regard to participation has been enormous, that resulted into such a huge number, which proves the growing popularity of the project and the demand of the issue at the grassroots.

*(The synthesis report of the whole campaign of 2017-18 can be viewed at: [https://cuts-cart.org/pdf/Synthesis\\_Report-Village\\_Level\\_Awareness\\_Programme\\_2017-18-ProOrganic-II.pdf](https://cuts-cart.org/pdf/Synthesis_Report-Village_Level_Awareness_Programme_2017-18-ProOrganic-II.pdf).*

*(The synthesis report of 2018-19 is in process and will soon be completed, shared and uploaded on webpage)*

### v. Green Action Week, Jaipur city

Green Action Week, which is an annual civil society campaign being organised in 29 countries with involvement of 53 civil society organisations. The Green Action Week Campaign, 2017 with a theme 'Safer, more Sustainable Food for All' aimed to facilitate awareness generation among consumers of Jaipur city of Rajasthan about organic food, specifically vegetables and fruits that would encourage consumers to shift towards sustainable pattern of consumption. The campaign was targeted at women and youth amongst the consumers. With the rationale of influencing



consumer behaviour in favour of organic food, various activities in the form of Kitchen Gardening, Cottage Meetings, Street Plays, Signature Campaign and Stakeholder Consultation took place in various parts of Jaipur.

**Activities accomplished in the campaign in 2017 as part of output were:**

- Kitchen Garden Meeting
- Street Plays Details
- School Meeting
- Cottage Meeting
- Stakeholders' Consultation

*The detailed report can be seen at <https://cuts-cart.org/organic-food-and-farming-for-all-as-safer-more-sustainable-food-for-all/>*

Similarly, in 2018, the theme was 'Sharing Community'. After identifying two communities (Ramnagar & Meenavala) of Jaipur, 25 households were identified in each community, where the kitchen gardens were developed, which was followed with two introductory meetings, one to give introduction about the project and campaign and the activities and the other for distributing Seed Kits, Organic Compost, HDPE Pots and Gardening Implements for kitchen garden and setting up 50 compost units in 50 households, who will gradually be responsible for sharing the compost among the community. The campaign was furthered with establishing of "Saanjha Ki Deewar" (Wall of Kindness), where community people can put their used/unused household items to share with others and one "Community Library", where community people can put spare/extra books or any reading material like newspaper, magazines at a common place, so that others can also use that. The GAW campaign also involved school children, for whom two meetings were organised to sensitise and create awareness among consumers on incorporating organic food in their consumption pattern and this activity was then further given focus through organizing two rallies with school students in selected community to create awareness among the consumers for the theme "Sharing Community". In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of organic products & sharing community, 6 street plays along with Signature Campaign were conducted at various market places of Jaipur. Besides, two 'Stakeholder Consultations' at community level were organised at a common place of identified community to disseminate the work done during the campaign. Finally, the GAW campaign in Jaipur got culminated by way of 'Stakeholders' Consultation'. This event was organised on October 11, 2018 at Jaipur.

<https://cuts-cart.org/organic-food-and-farming-for-all-green-action-week-2018/>

**Outcome vis-a-vis Logical Framework Approach**

Broadly speaking, the GAW activities of two years has contributed in raising consumer awareness of the environmental impacts of consumption and promote sustainable patterns of consumption; in generating awareness among consumers about organic vegetables and fruits that would encourage consumers to shift towards organic agricultural products and sustainable consumption; in promoting consumers' demand for organic vegetables and fruits; in fostering policy and practice for promoting the use of organic agricultural products thereby contributing towards sustainable pattern of consumption; and in encouraging more people to consumer organic products and thereby promoting a shift towards an ecologically sustainable food system for all. Besides, for the first time, a feeling of sharing was felt, recognized and well accepted by a society at large in many ways like sharing of household items, agriculture items like seeds and vermi compost manures etc. and readable books. This has not only brought a feeling of sharing of unusable or excess above items but have also brought the society closer by way of donating and sharing the unused and excess household items, which can be well used by others, who are not in a position to buy. This

unique activity could also be able to generate a feeling of sufficient availability of organic or other sustainable products, which ultimately tend to sustainable consumption.

**vi. Green Action Week, India Campaign**

To take the agenda of GAW forward outside Rajasthan, GAW, India campaign started in 2017-18. The objective of this is to strengthen consumers by way of vibrant role of CSOs for raising awareness on environmental and other impacts of consumption and promote and contribute to sustainable patterns of consumption amongst consumers, policymakers and other key stakeholders. In 2017-18, total 11 states namely Maharashtra, Bihar, Uttar Pradesh, Uttarakhand, Andhra Pradesh, Assam, Chattisgarh, Madhya Pradesh, Kerala, Orissa and Tripura were covered and the activities got conducted with the help of 12 state partners. *(detailed report can be viewed at: [https://cuts-cart.org/pdf/Narrative\\_Report\\_GAW\\_India2017.pdf](https://cuts-cart.org/pdf/Narrative_Report_GAW_India2017.pdf))*. Similarly, 12 organisations were shortlisted to participate in Green Action Week-India Campaign 2018-19. Monitoring of activities done by partners in their respective states were closely monitored by the project team. Finally, an evaluation meeting with a purpose to share the activities conducted by partner organisations of GAW India was organised on December 14, 2018 at Jaipur. Alexander Sjöberg, Senior Policy Advisor Sustainable Consumption, SSNC also attended the meeting and delivered special remarks in the meeting. Each representative of partner organisations, made power point presentation on their campaign activities based on impact, outcomes and challenges. Each presentation was followed by the question answer by participants. It was a good opportunity to interact with partners and discuss their campaign activity. *(The synthesis report of 2018-19 is underway and shall be shared soon)*

**Outcome vis-a-vis Logical Framework Approach**

Maximum participation of women's group and students • Reached out to major parts of urban populated areas • The campaign got escalated in other parts of India and getting wider and wider year by year involving other NGOs, CSOs and stakeholders of other states • It has also contributed to enhance demand of organic food. • A message of sharing community at larger community level at India level.

**vii. Follow up of National Human Rights Based Approach**

As part of incorporating Human Rights Based Approach into CUTS management and programmes, SSNC has initiated an assessment of CUTS in the year 2015. The aim was not only to assess the extent of changes produced by the project but also to identify contextual factors, opportunities for cross-linkages and enabling factors that can strengthen the integration of a HRBA and Gender Equity approach in subsequent programmes. The assessment was concluded with a workshop on HRBA for CUTS Staff and its partners. Hence in continuation, CUTS as part of its ProOrganic Project (Extension Phase) had organised a follow-up workshop on HRBA to development programming in the bridge year of 2016-17. These workshops were organised keeping into consideration the challenges faced by development professionals in the realm of gender equity and empowerment. Hence, in continuation, the workshop held on December 08, 2017 was a follow-up of earlier workshops held on Human Rights Based Approach. Since other organisations also had expressed interest in the workshop, it was decided to organise another workshop and invite other similar Civil Society Organisations (CSOs) and partner organisations to this workshop participating in the previous held National Workshop. The report can be viewed at: [https://cuts-cart.org/pdf/Follow\\_Up\\_Workshop\\_On\\_Human\\_Rights\\_Based\\_Approach\\_December\\_08\\_2017.pdf](https://cuts-cart.org/pdf/Follow_Up_Workshop_On_Human_Rights_Based_Approach_December_08_2017.pdf)

**Outcome vis-a-vis Logical Framework Approach**

The workshop was helpful in mainstreaming HRBA/gender equity in all programme conceptualisation/project activities and the organizational management in general. A shift from Right Based Approach to HRBA as a need of the hour was felt by all participants, to identify, fix and

monitor the obligatory role of duty bearers. There was better understanding on the international//national human rights framework and enhanced research mechanism in the development organisations. Participants learned of how to strategies and advocate an issue streamlined with Human rights and SDGs was a major highlight. An interactive participation from all the participants in discussions, activities and sharing experiences made the Workshop a success. A quick energisers between the sessions made the workshop a fun-learning platform. The HRBA and the gender equality have been addressed at organizational level and in all our programmatic areas in many ways. Starting from the organizational level, out of 12 centers, there are 3 centers (Hanoi, Lusaka and CITEE-Jaipur), where we have female center heads and out of 130 employees, there are 48 female employees (37 percentage). In comparison to previous years, the numbers of female employees have increased. In an effort to sensitise, our job openings always carry a message that women candidates are encouraged to apply. CUTS is having a Gender Policy in place, in addition CUTS has constituted a sexual harassment committee for female employees as per The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. If we talk about project area the gender participation at the grassroots has increased. There are separate sessions for women on HRBA in village level meetings and also there were women specific activities during green action week for urban population in Jaipur. In GAW, 2017-18, 100 kitchen gardens were developed by women candidates only.

#### **viii. State Level Stakeholder's Consultation Meeting of 2017-18**

The State Level Stakeholder Consultation was held at the completion of one year (2017-18) of the 'ProOrganic II' on February 28, 2018 at Jaipur. The consultation aimed to showcase the key findings of the baseline survey, which was conducted during the year. The event comprised two sessions, the inaugural session and the technical session. In the inaugural session, Mrs. Neelkamal Darbari, Additional Chief Secretary, Agriculture and Dr. S J Singh, Director RARI were the Chief Guest and Special Guest respectively and delivered the address. Dr. A K Gupta, Dean, Agribusiness Management College, Jobner; Dr. B D Yadav, Professor (retd.), Department of Horticulture, Rajasthan Agricultural Research Institute, Govt. of Rajasthan; Mr. Satyaveer Beniwal, DGM, Morarka Foundation, Jaipur and Ms. Neeta Upadhyay, CEO, Orion Greens, Jaipur were the panelist in the technical session. Total 81 participants comprising of 34 districts and block partners including their farmers; 29 other NGOs; five media persons and rest resource persons and team attended the event.

*The report can be viewed at:* <https://cuts-cart.org/pdf/Report-State Level Stakeholders Consultation Feb28-2018.pdf> .

#### **Outcome vis-a-vis Logical Framework Approach**

The stakeholder's consultation has always been important and result oriented in terms of taking stock of what all had happened in last one year. The presence of all the stakeholders like government officials, reps. from agriculture university, agriculture research university, agriculture science centre, NGOs, CSOs and media have made this year (2017-18) a worth. Stock taking exercise helps in indoctrinating the issues as earmarked in the logical framework analysis of the project. This also paves the way to correct those steps and sets directions for upcoming years, where the implementing organization has either missed or lacked somewhere.

#### **ix. Documenting Best Practices on Sustainable Culture and Lifestyles in India**

CUTS has documented 15 traditional sustainable practices in different regions of India with a potential of replication on a larger platform at an urban level in relation to the concept of Sustainable Culture and Circular economy. These practices focus on three core areas- 1. Sustainable Practices and their potential role in poverty alleviation, bringing in gender parity, promoting democratic rights and equality for all sections of the society.

2. Sustainable Practices and their potential of turning into business cases, thus promoting the agenda of Social Entrepreneurship.
3. Traditional Air cooling practices being used to fulfil the contemporary demands in an innovative way.

#### **Outcome vis-a-vis Logical Framework Approach**

This exercise started in 2017 and got over in 2018 has helped to remember and recall traditional and cultural practices in relation to sustainable culture practiced in India since ages and establish a clear context of their use in urban modern day settings. This document circulated wider has helped in not only disseminating the information of these practices on a global platform for widely outreach and giving ideas to the World to turn to a Sustainable Lifestyle but also have imparted the message to local people to regain and retain these practices.

The detailed report is complete and a summary report has been printed and was formally released on the occasion of Stakeholder's Consultation of GAW, Jaipur on October 11, 2018 by the Chief Guest. It also has a dedicated webpage on the CUTS CART website, where the reports along with related information are updated: it is uploaded with the link: [https://cuts-cart.org/pdf/Research\\_Report-SCPL.pdf](https://cuts-cart.org/pdf/Research_Report-SCPL.pdf)

#### **Formation of Organic Clubs & Gardens in Schools**

This unique activity started in 2018-19 period with an object to bring the campaign of organic farming to the level of children and to target them, schools have suited to be the best platform. To inculcate the culture of organic farming and consumption, among children, school administrations were convinced to establish clubs of select school students preferably higher classes and through them create organic gardens in school campus itself. This unique activity as envisaged in the project was launched at St. Paul's Mar Thoma School, located in the outskirts of Jaipur. As part of ProOrganic II, 20 organic gardens were supposed to be developed in 20 schools in 10 target districts of Rajasthan. After the launch, rest of the 19 more inception meetings were organised with newly established school clubs comprising of 25-30 children in each school, who are responsible to develop organic gardens in various schools of ten districts, which were later evaluated through constant visits by project team members to oversee the progress.

#### **Outcome vis-a-vis Logical Framework Approach**

This activity has added school children as young stakeholders in our intervention, with whom, we could inculcate a culture of sustainable consumption, who can also contribute towards safe and sustainable food systems. 20 school clubs and equal number of organic gardens (two in each district) being the means of verification of this particular activity along with synthesis reports, names of club members and media reports. (*The activity and the status report is under way and shall be shared soon*)

#### **x. Farmer's Training and Exposure Visits**

The objective of farmer's training and exposure was to build capacity of farmers and inspire them to take up organic farming through experience gained from various subject experts and live demos of organic culture. This two days' activity is different from the village level camps and is targeted to farmers specific. The trained farmers after building up their capacities, are further envisaged to work as catalyst at local level in order to impart their knowledge gained from training and exposure.

This activity has been conducted in 2018-19 period. The first farmer training & exposure visit of the year 2018 was organized on August 7-8, 2018 at Bhilwara. The second was organized on August 24-25, 2018 at Dausa. The third in series was organized on August 28-29, 2018 at Pratapgarh. Similarly, the fourth one was on September 19-20, 2018 at Sawai Madhopur and the fifth was on September 26-27, 2018 at Chittorgarh, the seventh was on October 23-24, 2018 at Jhalawar, the

eighth was on October 25-26, 2018 at Kota, the ninth was on December 25-26, 2018 at Jodhpur and the last tenth was on January 17-18, 2019 at Jaipur respectively. In all six districts, efforts were made to ensure participation of farmers, especially women farmers representing all blocks of the district. This year, few women farmer centric trainings were organised in few districts.

#### **Outcome vis-a-vis Logical Framework Approach**

All the ten farmer's training and exposure visits proved successful in terms of geographical coverage of participation, gender involvement, media coverage, overall conduction etc. Total 560 farmers from ten districts, with forty percent being women. Moreover, majority of participating farmers expressed their willingness to switch over to organic farming from their present chemical farming. At many places, even those farmers, who are already involved in organic farming, have come to know many new and traditional ways of farming helpful in organic culture. Many farmers, who attended the training for the first time admitted that this training is the first of its kind besides what KVKs does for them. Feedback from farmers state that over 80 percent of them were inspired by events and showed their interest to start organic farming on their own. This figure proves the level of satisfaction among participants everywhere. Farmers, who are cultivating cash crops, commercial crops or export oriented agro products are taken on board despite to some extent that are they losing the volume of yields and resulting in to less income.

#### **xi. Establishments of Compost Cells**

Setting up of compost cells in districts is again a new and innovative initiative, which has been envisaged for 2018-19 period. The purpose of establishing compost cells in specific areas was due to the fact that at many places, even after our several ways to convince the farmers getting converted into an organic mode, it was felt that farmers are not readily available to be convinced and they are literally reluctant for any change as they feel that this would reduce their income. The other purpose of including this activity was to provide cultural material of the desired species and train farmers and simultaneously to demonstrate practically, the production methodology on the unit that these farmers have set up. In the period of 2018-19, fifty compost cells have been set up (five in each districts).

#### **Outcome vis-a-vis Logical Framework Approach**

This activity has been motivating the farmers starting from smaller level, who are supplied with readymade kits, worms and cow dung etc., which is required for compost cells are being benefited in terms of not only using the vermi compost from these units but these units also help them in pulverising the wastes around their farms. Besides, these farmers benefit other farmers as well through sharing of vermi compost. So, that way, the issue of sharing is also addressed to a large extent.

#### **xii. State Level Feedback and Stakeholder Consultation on March 1, 2019**

The State Level Feedback and Stakeholder Consultation for the year 2018-19 was held at Jaipur on March 01, 2019. As usual, the purpose of this final activity of the year was to critically analyse the boons and banes of activities implemented in last one year including the achievements and the targets. The event comprised two sessions: the inaugural and technical. Total 83 participants comprising of districts and block partners including their farmers; stakeholders like government officials, Agriculture University, Agriculture Research University, Agriculture Science Centre, NGOs, CSOs and media participated. The 'Best Organic Garden' awards were also given during the event.

#### **Outcome vis-a-vis Logical Framework Approach**

The stakeholder's consultation has always been important and result oriented in terms of taking stock of what all had happened in last one year. Before embarking on the decisive stage of a project, it is quite apt to discuss the boons and banes of the activities done at the previous stage so that the most efficient route to achieve the targets in an optimum way can be identified. Like every year, the issues were indoctrinated in the logical framework analysis of the project.

### **xiii. Advocacy**

For making advocacy effective project, the team has been constantly meeting and in touch with policy makers in Department of Agriculture, Government of Rajasthan; National Institute of Agricultural Marketing, Jaipur; Rajasthan Agriculture Research Institute, Jaipur; Agriculture Science Centres and Agriculture University. The key issues, which have been advocated with the policy makers are to increase agricultural production and income of farmers/farm labours, to promote sustainable use of natural resources such as land and water, to promote Soil Health Management and Integrated Nutrient Management, Promote Organic Farming, to reduce cost of cultivation and strive for holistic development of farmer.

### **Outcome vis-a-vis Logical Framework Approach**

- The general notion is to make it a larger movement with principals of VMA i.e., V for Vision, M for Mission and A for Appeal.
- More and more awareness needs to be done among both among consumers and producers.
- More stakeholders to be involved in the campaign in order to add value and accountability to the movement.
- Education for consumers is must to enable them to distinguish between the organic and non-organic products.
- More and more demand for organic food to be enhanced among domestic consumers.
- Farmer's to be motivated to the extent that if one farmer keeps one cow then he can manage one acre of land without use of any chemical fertilizer or pesticide.
- The state should take a middle path and adopt organic culture realizing the importance of protecting ecology and environment.
- More focus to be provided for a common platform/market to organic producers and consumers.
- To initiate the consumption of organic products by growing them at home via kitchen gardening.

### **xiv. Outreach through IEC**

Four types of pamphlets were published in Hindi on various agriculture system used during organic farming like vermi compost, herbal spray, pit compost, cow dung manure and many other things, which a farmer can use with the most economic ways for cultivating an organic farm. Besides, organisations and its district partners have also been instrumental in showing film documentaries prepared by other producers but worth and beneficial to be shown to participants in almost all the activities. Besides, leaflets and project brochure were also printed during the period.

Can be seen at: <https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/#4>

### **b. What expected results did you not achieve? Why? Has this affected the project?**

There is nothing as such, which we could term it as unsuccessful and as anticipated, all the activities, whether in the form of research or some workshop or some village level meeting or an exposure visit or an outreach through literature and other publications were completed well and

within time frame. Not only that, these were able to extract out the result to betterment and wider dissemination of the issue and its importance. The activities also provided to the team, a platform through advocacy to come closer and interact with stakeholders associated with organic agriculture. All the activities were initiated and implemented keeping in mind the future intervention of sustainable lifestyle through organic production and consumption. All means of verification (MoVs) are sufficient enough to prove Objectively Verifiably Indicators (OVIs).

**c. What did you learn from your implementation? Did your plans work out?**

There have been new initiatives in 2018-19 like the theme of 'Sharing Community', which has not only spread awareness among masses at large but also has provided value to the organisation towards working for the society. This year's other new initiatives like taking the message to school children and involving them through clubs and organic gardens in their schools and setting up of compost units has provided a strength and an extra leverage to project team, field force and the farmers involved with the project. Documenting best practices on Sustainable Culture and Lifestyles in India has been interesting and well received by stakeholders within and outside countries.

**d. A list over implemented (additional) activities and outputs.**

- Rajdeep Pareek attended meeting on Consultation on Science, Technology and Innovations in Agriculture on September 1, 2017 in Malviya National Institute of Technology, Jaipur. Chief Guest of the program was Mohan Bhagwat (Minister of State, Agriculture, Govt. of India). Many scientists participated in the meeting.
- Two days' workshop on 'Organic Farming and Animal Husbandry' in Bikaner in collaboration with RAJUVAS (Rajasthan University of Veterinary and Animal Science, Bikaner) was organised on December 5-6, 2017. Bikaner is a district, which is at present not among the ten targeted district. Rajdeep Pareek and Deepak Saxena attended the programme and delivered sessions in the training. The event provided an exposure to the farmers of ProOrganic districts and the inclusion of organic farming with veterinary and animal science has proved very useful to participants. Total 102 participants from 10 districts of ProOrganic II project attended the workshop.
- George Cheriyan attended the 'Annual Organic Lunch' organised by M. R. Morarka-GDC Rural Research Foundation on December 17, 2017 in Jaipur under the auspices of 'Morarka Organic'.
- Rajdeep Pareek attended 'Prakritik Khadyaan Mela' organized by Jamnalal Kaniram Bajaj Trust in Sikar on December 29, 2017. Total 50 stalls of organic products were displayed by farmers. They are introducing Zero Budget Natural farming by Shri Subhash Palekar in Sikar. More than 200 farmers have adopted this technique
- Deepak Saxena and Dharmendra Chaturvedi attended a 'Forest Food Festival' jointly organised by Nature Club of Rajasthan and Department of Forest and Environment on January 28, 2018 at 'Vishwa Vaniki Udhyan', Jaipur.
- Rajdeep Pareek and Dharmendra Chaturvedi have attended a two days' farmers training on February 8-9, 2018 on organic farming in the capacity of subject trainer. The objective of training was to get acquaintance with the knowledge and technologies of organic farming with farmers. The program was facilitated by Sree Ram Sansthan, Ajmer and was organized by Naval Singh and Bhanwar Singh, the two farmers at Nawal Organic Farm, Jharana, Jaipur.
- CUTS team comprising of George Cheriyan and others visited Orean Greens, a famous Kitchen Garden developed in Jaipur by Ms Neeta Upadhyay on February 9, 2018 and saw and learned various techniques of kitchen farming.
- George Cheriyan along with project team members visited Nawalgarh (Jhunjhunu) organic farms and also the office of Morarka Foundation in Nawalgarh on February 17, 2018. The team also witnessed Shekhawati Festival, which is organised annually in the region and interacted

with farmers, organic producers and consumers. The purpose was to have a feeling of organic culture being adopted in the region.

- Team of three involving George Cheriyan, Rajdeep Pareek, and Aakansha Choudhary, along with their colleague Madan Lal Keer from CHD, Chittorgarh did exposure visits to multiple farmers in Rajasthan, who are either practicing organic farming or have recently switched to organic production. The visits were planned in five districts of Rajasthan in a span to three days covering Bhilwara, Chittorgarh, Pratapgarh, Banswara and Dungarpur. Out of the five districts, the team visited farmers and farmlands in Bhilwara, Chittorgarh, Pratapgarh and Banswara. In Dungarpur, team interacted with officials in Agriculture Department to know the status and progress of 'Organic Dungarpur' which is declared as First Organic District of Rajasthan.
- Rajdeep Pareek and Dharmendra Chaturvedi visited Tehri Garhwal to know about the functions of community seed banks. They met with Mr. Vijay Jardhari, who is a famous seed saver and environmentalist. He was associated with Chipko Movement and after that he started Beej (seed) Bachao Andolan. Team has visited two community seed banks in Quanli and Khalpali villages. These Seed banks are being operated by women group of village and supported by Mount Valley Development Association. They are using traditional methods to store the seeds and providing these to one another for use. This women group is also running a dairy, which is self-sustained. Team has visited to field office of Mount Valley Development Association at Pokhal village.
- Maria Klerfelt, Programme Manager, Climate Change has visited CUTS, Jaipur on May 18, 2018. In the morning, Maria with George Cheriyan, Deepak Saxena & Rajdeep Pareek visited Saharia Organic Farm at Maheshpura village, near Chomu block of Jaipur. Maria also visited Krishi Vigyan Kendra (KVK), Chomu and interacted with Dr. S. S. Rathore about the technologies for transfer to farmers. In the afternoon, she attended a meeting with project team and interacted with the team members to know about the activities completed in previous year and plan for the year 2018. The brief report of the meeting can be seen at: [https://cuts-cart.org/pdf/Visit\\_of\\_Maria\\_Klerfelt-SSNC.pdf](https://cuts-cart.org/pdf/Visit_of_Maria_Klerfelt-SSNC.pdf)
- George Cheriyan and Aakansha Choudhary participated in the International Conference on 'People Powered Sustainable Consumption' organised by IBON International jointly with Swedish Society for Nature Conservation (SSNC) & CI on June 6 and made a joint presentation of the compiled research. They also attended the meeting of 'Global Think Tank Group on Sustainable Consumption' organised by SSNC on June 7-8 in Accra, Ghana. They made a detailed presentation on the documentation. The research and case studies were highly appreciated by the participants and CUTS received huge positive response for its efforts and dedication to select the cases and field visits to gather the information.
- Nimisha Sharma attended a skill sharing workshop on "Advocacy on local to national level, digital advocacy, lobbying and election campaigning" from October 1-5, 2018 organised by SSNC at Stockholm, Sweden. The workshop was spread over 3 days at the SSNC's office at Stockholm and a site visit for 2 days at SSNC's regional branch. The SSNC had invited the participants from its partner organisations of different countries across the globe to share their works and skills to make their projects successful. Total 15 participants from 10 Countries took part in the workshop.
- George Cheriyan visited Sweden on October 15-17, 2018. On October 15, 2018, George Cheriyan delivered a talk to the staff of SSNC Global Department on 'India in General: Political Situation & Civic Space'. October 16, 2018, George Cheriyan travelled to Gothenburg and visited Dept. of Ecolabelling and Green Consumption of SSNC.



- As part of exposure, Rajdeep Pareek and Kunwar Dheer Singh visited Delhi on November 1, 2018 and attended India Organic Festival organized by Ministry of Women and Child Development. Both visited various stalls, which showcased organic products both for the purpose for selling and for advertising. The purpose of this visit was to get a feeling of such fairs organised by government and other agencies from time to time and get some learnings for our own organic fairs, which are scheduled under the projects in coming years.
- As part of networking, Deepak Saxena and Dharmendra Chaturvedi met two officials from the Agriculture Dept. of Govt. of Rajasthan, who came to the office on November 14, 2018 and discussed ProOrganic project and the upcoming activities. The two also discussed the role and the support from the department for this project. These two officials are Dr. L.N. Kumawat, Joint Director, Horticulture (Research) and Mr. P.C. Sharma, Dy. Director, ROCA.
- **Visit of Alexander Sjoberg, SSNC on December 12-14, 2018**  
Alexander Sjoberg, Senior Policy Advisor Sustainable Consumption, SSNC visited CUTS on December 12-14, 2018. Alex made a visit to the field to see and understand various activities like setting up of kitchen garden and compost units under the supervision of different district partners of ProOrganic project. There were discussions on activities, its outcome, post project activities, preparing of documentary on the project activities and sharing community theme etc. Alex attended partner's meeting for GAW India at Jaipur and shared and presented his ideology on the GAW theme 'Sharing Community'. At the end of his visit, a de-briefing session was held, where the stock of all the visits/meetings etc. were discussed and an ultimate message from Alex about the future course of action on SSNCs collaboration was also given.
- **Exposure Visit to Earth University and Community Seed Bank**  
As part of exposure for district partners, Rajdeep Pareek along with seven district project partners visited Earth University at Dehradun on March 23-26, 2019. During the visit, the team visited Navdhanya Biodiversity Farm, where 221 varieties of paddy have been grown at the farm. The team also visited community seed bank, where community members preserve seeds of biodiversity of mountain ecosystem. On March 26, 2019, team visited one more community seed bank at Bhatwadi village in Jaunpur district of Uttarakhand.
- **Training on Organic Certification**  
For the first time since the start of ProOrganic in November, 2013, a training specifically on 'Organic Certification' was organised for all district partners and Jaipur block partners along with some selected farmer representatives on March 27, 2019. Organic Farming Certification though had been a subject in all the farmer's training throughout but this time an exclusive session on the subject was initiated. Smiti Sahu, Manager, Review and Dheeraj Sharma, Manager, HR from OneCert Asia Ltd. Facilitated the sessions of the training. Total 25 participants attended the training including ProOrganic team.

e. **Attach the results matrix to the report.**

**Attached**

## **5. Gender and Conflict**

a. **How has the project contributed to gender equality?**

The traditions and culture of Rajasthan are quiet distinct and male dominated. Initially, when the project was started, the women in villages were hesitant to interact with the CUTS team especially, when a male from team approached them. But since then, the situation has changed and women have shown a progressive attitude. CUTS has focused on women participation in village level awareness activities and trainings and worked tirelessly to ensure that women are part of change towards Organic Culture in the state. Now, due to sensitization behavioral change activities, each of the meetings witness major participation of women, who were earlier covered by veil. Women have

also started coming forward and speak/discuss on how they can adopt organic farming. They are also actively involved in decision making, when it comes to important topics like farming ways and financial planning. In 2018-19, there have been women centric farmer's training in few districts.

**b. Describe how your organization and/or the project have been affected by latent and/or ongoing conflicts and how you have made adjustments in order to be able to work without causing or increasing violence in conflicts? Did your project/organization affect the conflict?**

The project is not implemented in an area with a conflict. There are no major social or political disturbances during the project period.

## **6. Risk Management**

Return to the risk analysis in the application and do a follow-up on the risk analysis you stated there. Have you come across other risks during the year? How have you dealt with those risks?

*NB: Risks are events that may impact negatively on objective achievement.*

**1. Risk:** The main risks felt and observed were the poor-performance of couple of district partners  
**Risk Management:** These partners were closely monitored and their performance was judged from time to time and even after a certain period, it did not improve then they were issued a show cause and finally their MoU got terminated and then the process of selecting new partner started with immediate effect to replace them, which did not take much time.

**2. Risk:** Government's policies to promote chemical manures on one side

**Risk Management:** This being a very monotonous task as it required both the farmers and the government machinery to convince that the chemical farming is dangerous on a long run. Farmers have been told about this at many platforms like village level activities, trainings, exposure visits and stakeholder's consultations etc. and also through IEC materials, which is distributed to them. Government machinery on the other hand is told and made aware about this by way of effective advocacy. This will take time to bring the change.

## **7. List of Publications or Other Material**

Please attach a list of all publications published during the year financed by funding from SSNC.

*Attached*

## **8. Other Comments**

With a purpose to disseminate the project activities and also as a mean of transparency, a project webpage was developed as <https://cuts-cart.org/developing-a-culture-of-sustainable-consumption-and-lifestyle-through-organic-production-and-consumption-in-state-of-rajasthan-proorganic-ii/>. It is being updated regularly and all project related information, news and reports are uploaded on the project webpage.

As CUTS is implementing ProOrganic project since 2013 in ten districts of Rajasthan, it has contributed in an enabling environment at the governmental level. Government of Rajasthan has introduced 'Rajasthan Organic Farming Policy 2017' giving a major push to organic culture. Also, an announcement of making Dungarpur district as 100 percent organic, has provided and extra energy and added morale for those people and organisations working towards the cause.

At national level also so many new programmes were introduced to promote organic farming. At the grassroots level, the target audience in the baseline survey was kept in loop even after the baseline survey got over.

The progressive farmers, who were already practicing organic farming were invited in the village level activities to inspire other farmers. Though government to certain extent is promoting organic farming as well. As mentioned above, induction of organic policy in Rajasthan is one such effort, whereas, Rajasthan also has a separate Organic Directorate within the agriculture department, where a system of organic farming certification also prevails.

Besides, Govt. of India too has started couple of scheme namely PKVY (Paramparagat Krishi Vikas Yojna), which means Traditional Agriculture Development Scheme, where government aims to do organic farming in 3775 acres of land in the country involving farmers. Similarly, RADP (National Mission for Sustainable Agriculture), in which government is targeting to increase the fertility of land in a targeted area in the country. This surely helped us to reach many other farmers, who were interested but hesitant to adopt organic farming initially, and CUTS helped and encouraged them to do so. CUTS has imparted/shared both outcome and outreach at several platforms in and out of the country.

### Great Achievement

This year, two farmers Jagdish Prasad Parikh and Hukumchand Patidar, who are associated with CUTS organic interventions in Rajasthan, had the honour of receiving the Padma Shri (India's fourth highest civilian honour) award in 2019 for their distinguished contribution in the field of organic cultivation and associating other fellow farmers in their work. Parikh is better known for organic farming and cultivation of cauliflower. He also holds his name in the Guinness book of World Records for his unique work of bigger size of cauliflower. He had amazed people by growing cauliflower weighing upto maximum 25 kgs. Whereas, Patidar is actively involved in organic farming since more than 10 years now and sensitising other farmers as well in his area.

### Annual Financial Report

1. Please attach the Financial Statement in pdf format in accordance with the Annex 2 of the agreement with column headings of a) budget, b) cost, c) balance/variation signed by an authorized person. See also §5.2-5.3 in the agreement.
2. Budget deviations shall be explained.
3. The Financial Statement shall be supplemented by an audit, see agreement.
4. Fill in the table below:

Amount of funding received by SSNC in foreign currency	SEK 1075000
Amount of funding by SSNC in national currency	INR 8254699.88
Currency in the financial report	INR
Balance from previous reporting period	INR 0
Cost during the period	INR 8258862
Balance by the end of the period	INR 0

### Equipment, Vehicles and Supplies Purchased with Funding from SSNC

Inventory Number	Type of Equipment	Product Name	Date of Purchase	Purchase Cost
NA	NA	NA	NA	NA