

District Awareness Campaign Activities

The next activity under the project is awareness campaign in selected 2 *gram panchayats* in each block of your districts. The list of *gram panchayats* is attached along with the note. These [gram panchayats](#) are the same, where the survey was conducted.

Under the campaign, there will be at least one awareness camp in each of selected *gram panchayats* to make consumers and farmers aware of organic products and to influence their buying/farming habits through organising street plays, 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. can also be organized depending upon the geographical status of the village and availability of resources.

Interested and capable participants from district level farmer orientations can be involved in the awareness campaign along with local officials and experts. Around 50 participants are expected to participate in each camp, which includes common consumers, farmers and youth groups, SHGs, local CSOs etc. Media will play a vital role for wider outreach.

The campaign duration will be from August 2014 to January 2015