

# **Pilot Project to Promote Organic Consumption in State of Rajasthan (ProOrganic)**

## **Awareness Camps**

### **Synthesis Report**



<http://www.cuts-international.org/cart/proorganic/>

## **Background and Objective**

CUTS with financial assistance from Swedish Society for Nature Conservation (SSNC), Sweden is implementing a two-year project. The objective of the project is to promote organic consumption in the State of Rajasthan (India) covering six major agriculture potential districts by awareness generation, sensitisation, capacity-building and advocacy activities.

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

The project is expected to result in better informed consumers and farmers about organic consumption and farming and advocating for better policies and enforcement thereof by sensitised policy makers in the State. This will boost organic farming and consumption in the State, and in the long run will provide sustainable environment and lifestyle.

Awareness Campaign has been one of the important activities in the project, which provided a platform to bring the project objectives down the line. This campaign was conducted in 102 selected villages (*gram panchayats*), 51 blocks and six target districts. In all, two villages were selected from each block of each district, thus totalling to 165. These villages are the same, where the survey was conducted in the initial stage of the project.

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

## **Activities – At a Glance**

Around 165 awareness camps were organised in six districts. Since, the camps under the campaign were conducted at *gram panchayat* level/Block level/District level; hence participants of each activity were mainly the local farmers and consumers. Besides, at many places, village level traders, students and elected representative also did participate with keen interest. People in agricultural activities and consumers, who are directly involved had mostly participated in each event. On an average, around 50 participants in each awareness camp did take part with great zeal and enthusiasm.

Among the key stakeholders in the project, representatives from local civil society, consumer organisations and subject experts from government authorities and farmer clubs also took part and taught the participants on the subject. In all six districts, efforts were made to ensure participation of farmers, especially women farmers representing particular block of the district.

## **Methodology**

As proposed, there was one awareness camp in each of selected *gram panchayats*/Block/District to make consumers and farmers aware of organic products and influence their buying/farming habits. There were different modes, through which efforts were made to raise awareness, i.e. by way of organising street plays and other local means of cultural activities, fixing and displaying posters and distributing hand-outs etc., other local and traditional ways like *chaupal baithaks* (village government meetings) or any other cultural activity means like *kathputali* (puppet shows) etc.

### **Awareness Camps and Participation – At a Glance**

S.N.	District	Awareness Camps	Participants
1	Kota	17	1061
2	Udaipur	35	2278
3	Dausa	20	1408
4	Chittorgarh	35	3257
5	Pratapgarh	17	1458
6	Jaipur	41	2436
<b>Total</b>		<b>165</b>	<b>11898</b>

## **Key Features of District Wise Events**

### **Kota District**

*Ram Krishan Shikshan Sansthan* is the district partner for Kota and responsible to plan, mobilise, coordinate and conduct all meetings in the district. From the five blocks of the district, total ten villages (two from each block) were selected, where the meetings were conducted. About 17 Awareness camps were conducted in Kota district.

The details are given below:

Awareness Camps						
S.N .	District	Date	Block	Date	Gram Panchayat	Date
1	Kota	23.09.16	Sangod	20.09.16	Shyampura	05.07.16
2					Kuradiya Khurd	05.07.16
3			Sultanpur	21.09.16	Digod	16.05.16
4					Mudla	19.09.16
5			Ladpura	22.09.16	Bheempura	11.07.16
6					Jakhoda	11.07.16
7		02.02.17	Itawa	28.11.16	Jaloda Khatiyan	07.06.16
8					Vinayaka	07.06.16
9			Khairabad	29.11.16	Pipakhedi	21.06.16
10					Hariyakhedi	21.06.16

### **Participation**

Overall, from the ten villages, five Blocks where the events were conducted, nearly 1061 participants were present, which was a mixed crowd of both consumers and farmers both with around 678 male and 383 female participants.

As seen from the figures, though the total number of participants is less as compared to other places but the female ratio is satisfactory and is as much as around 36 percent of the total participation.



## Success Story from the District

Narendra Malav, a local young farmer from village *Dangawas* in Sultanpur block of the district emerged out as one of the successful organic farmer of the district, not only participated in most of the village events but also served as a local resource person. Malav not only motivated farmers and consumers but also showed some live demonstrations of some of his organic methods of farming.

Malav learnt from *Krishi Vigyan Kendra*, Kota and under the training of trained scientists, he got trained and started his own farming through a piece of land, which was extended later. Today, Narendra Kumar Malav is recognised as one of the key farmers, who is completely involved in organic cultivation and is currently recognised as a great example for youth in Kota, who has showed a path of organic farming taken as a livelihood opportunity.



## **Udaipur District**

*Manyata Sansthan* is shouldering the responsibility of being a district partner, who has managed and organised the activities in the district. Suprateek's ability to ensure and mobilise participation in programmes, where the villages are scattered as according to geography of the district has been worth appreciable. From the 11 Blocks of the district, 22 villages (two from each block) were selected, where the meetings were conducted. Around 35 Awareness camps were conducted in Udaipur district.

The details of the awareness camps are given as below:

Awareness Camps						
S. N.	District	Date	Block	Date	Gram Panchayat	Date
1	Udaipur	09.11.16	Lasadiya	16.09.16	Semal	17.07.16
2					Dholiya	17.07.16
3			Bhinder	19.09.16	Gotipa	09.07.16
4					Khokarwas	09.07.16
5			Sarada	22.09.16	Peeladhar	04.08.16
6					Padarda	04.08.16
7			Gogunda	24.09.16	Gogunda	25.07.16
8					Ishwal	25.07.16
9			Kotra	26.09.16	Meerpur	17.08.16
10					Kham	17.08.16
11			Girwa	29.09.16	Dodawali	01.08.16
12					Bachar	01.08.16
13			Jhadol	13.10.16	Madri	28.07.16
14					Bhagpura	28.07.16
15			Kherwada	15.10.16	Runwada	22.06.16
16					Chikalwas	22.06.16
17			Salumber	16.10.16	Bara	08.06.16
18					Gawda Pal	03.08.16
19			Badgaon	20.10.16	Thoor	26.05.16
20					Banadiya	21.07.16
21			Mavli	27.10.16	Veerbdholiya	31.07.16
22					Boyana	31.07.16

## **Participation**

In Udaipur district, out of the total 2278 participants comprising both farmers and consumers in all the 22 villages/11 Blocks participating in all the events included around 1103 male and 1175 women. Women participation was nearly 52 percent of the total participation and comparing with Kota, the figures are not so not encouraging but looking at the geographical conditions and local traditions, can be considered as satisfactory.



## **Success Story from the District**

Farmer Devilal Rawatji of block Bhinder has been practicing organic farming from past 10 years and has not used any chemical fertilisers and pesticides, fungicides or weedicides in his fields. And from 2016, he has taken a very bold step by not cultivating maize and wheat, which are the traditional crops of this area. But he has gone for *Moringa* (drumsticks) plantation with baby corn as intercrop. And the kind of production he had obtained with the help of organic farming was immense.

His work was much appreciated and was also applauded by Rajasthan College of Agriculture (RCA) Udaipur. He has not only done good to himself but also has also set an example for others. This included thousands of other farmers in the nearby area as they learnt the technique of organic farming from Devilal.



## Dausa District

*Hanuman Gram Vikas Samiti* is leading the project activities in Dausa district. Among all other district partners, Om Prakash is the most actively involved in organic farming in his district. He has conducted the village meetings in Dausa well. From the six blocks of the district, 12 villages (two from each block) were selected, where the meetings were conducted. About 20 awareness camps were conducted in Dausa district.

The details of the event areas following:

Awareness Camps						
S. N.	District	Date	Block	Date	Gram Panchayat	Date
1	Dausa	21.10.16	Lalsot	12.08.16	Dewli	20.05.16
2					Chondiyawas	20.05.16
3			Ramgarh Pachwara	19.08.16	Amrabaad	21.05.16
4					Gangaliyawas	21.05.16
5			Labaan	26.08.16	Dewri	24.06.16
6					Rajwas	24.06.16
7		14.11.16	Nangal Rajawtaan	09.09.16	Baijwadi	25.06.16
8					Khawaravji	25.06.16
9			Dausa	16.09.16	Nangal Chapa	22.07.16
10					Syanawas	22.07.16
11			Bandi Kui	23.09.16	Nangal Jhamar	23.07.16
12					Guda Aastikpura	23.07.16

## Participation

In Dausa district, out of the total 1408 participants comprising both farmers and consumers, who participated in all the events, around 907 were male and 501 women. Women participation is nearly 36 percent of the total participation. Thus as many as 36 percent females took part in the entire event, but again local customs, traditions, culture and geographical aspects were barriers for lesser number.



## Success Story from the District

Rubi Pareek, who was only a housewife in village *Khatwa* of Dausa district, did not even knew the basics of agriculture before getting married but later she acquainted herself to the level of being among the top most successful farmers of the district in the area of organic farming.

Rubi's husband was the main motivator behind this success as he used to teach her in an organic field, where he himself was working. Later in 2008, National Bank for Agricultural and Rural Development (NABARD) established a 200 metric tonne vermi compost hatchery unit, where Rubi played an important role and was considered as an agriculture innovation in the district.

From there, Rubi picked up organic farming and further recognised herself as a trainer for other women farmers in the district. Owing to her dedication and work, she was given the charge of chairmanship of *Kisan Club* of Dausa district.

Rubi along with few other women farmers has the credit of developing *Ajola Ferm*, local manure, which is said to be free from all chemicals and pesticides and was also declared as another innovation. Rubi has the credit of developing the most successful organic ginger farming in her area. Through her stringent efforts, one can say that organic movement is now strengthening its base in Dausa district and that too through the efforts by women farmers.



## Chittorgarh District

CUTS Centre for Human Development (CHD), Senthil, Chittorgarh was assigned with the task of implementing project activities in Chittorgarh. From the 11 Blocks of the district, 22 villages (two from each Block) were selected, where the meetings were conducted. Total 35 Awareness camps were conducted in Chittorgarh district.

The details of the awareness camps are given as below:

Awareness Camps						
S. N.	District	Date	Block	Date	Gram Panchayat	Date
1	Chittorgarh	26.08.16	Rashmi	14.09.16	Dindoli	14.06.16
2					Adana	15.06.16
3			Chittorgarh	15.09.16	Semliya	20.07.16
4					Sahnwa	21.07.16
5			Dungala	22.11.16	Nogava	12.07.16
6					Edra	13.07.16
7			Bhadesari	24.11.16	Asawara	19.07.16
8					Sukhwada	20.07.16
9			Barisadri	24.11.16	Jarkhana	07.07.16
10					Sangriya	08.07.16
11		29.12.16	Nimbahera	25.11.16	Satkhana	05.07.16
12					Badi	06.07.16
13			Bhupalsagar	06.12.16	Bool	23.05.16
14					Chorvadi	24.05.16
15			Gangrar	08.12.16	Suwaniya	14.07.16
16					Chogawadi	15.07.16
17			Begin	09.12.16	Kherpura	25.05.16
18					Rajgarh	26.05.16
19			Bhensrodgarh	22.12.16	Borav	11.05.16
20					Tamboliya	05.12.16
21			Kapasan	23.12.16	Hatiyana	23.05.16
22					Rupakheri	17.06.16

## **Participation**

From the 35 meetings held in Chittorgarh district, there has been an extraordinary attendance especially from the women's side. In all the meetings, around 3257 participants including both consumers and farmers enthusiastically took part. Out of the total participants 1233 were male and 2024 women participants were present, which is for the first time women were far above the male participants. From the figures, female participants are nearly 62 percent of total participants. This shows the spirit among women in this district, which has set up a very good example for other districts as well.



## **Success Story**

Nathu Lal Jat from Aalod *Gram Panchayat* in Dungla block of Chittorgarh is emerging as an innovative organic farmer in the district. Nathu Lal attended all the activities of ProOrganic project in Block Dungla and with the help of information and IEC material; he started too organic farming with wheat crop. Currently, he is an active member in PKVY scheme of Government. He has established a vermicomposting unit at his farm.

He conveyed to his team that he has submitted his documents for certification process and soon he will get certificate from Govt. He is also using Jeewamrit, Herbal Spray and vermiwash to his crops. Today, he is known as a motivator of organic farming for other farmers and he could manage to get many farmers switch over to organic farming from the chemical farming. That is the reason, he is known as a symbol of progress.

## Pratapgarh District

CUTS Centre for Human Development (CHD), Sonthi, Chittorgarh was assigned with the task of implementing project activities in Pratapgarh. From the five blocks of the district, 10 villages (two from each block) were selected, where the meetings were conducted. Around 17 Awareness camps were conducted in Pratapgarh district.

The details of the awareness camps are given as below:

Awareness Camps						
S. N.	District	Date	Block	Date	Gram Panchayat	Date
1	Pratapgarh	23.08.16	Pratapgarh	21.09.16	Dabda	19.05.16
2					Panmodi	20.05.16
3			Arnod	23.09.16	Chupna	17.05.16
4					Achlawada	18.05.16
5					Jethaliya	08.06.16
6		28.12.16	Pipalkhunt	15.11.16	Semliya	06.09.16
7					Sihar	06.06.16
8			Dhariyawad	17.11.16	peepliya	07.06.16
9					Karunda	30.08.16
10			Choti Sadri	29.11.16	Gagrol	31.08.16

## Participation

In Pratapgarh, the total number of participants is 1458 with 1055 males and 403 female participants. The ratio of female participants here is 28 percent of the total. The reason of this unsatisfactory turn out is similar to other districts



## **Success Story from the District**

BanshiLal, a farmer from *Rajpura* village in Choti Sadri Block of Pratapgarh district. He attended all the awareness activities of ProOrganic project in Chotisadri Block and also attended training and exposure where he was appreciated very much. BanshiLal started organic farming of wheat in one hectare since three years. So currently he is getting good price of his product in *mandi* and also a good quality crop. Dhakad has established a vermicomposting unit with the help of Government and also preparing *Jeewamrit* and Herbal spray at his farm. He is now becoming popular among the people because farmers from village come at his farm to acquire knowledge about organic farming. Banshilal supported his villagers and other fellow farmers in getting the technical implications and other monetary supports from the Government. Banshilal's dedication and his willingness to learn more and more technical aspects have proved that moving forward with new outlook yields better results.



## Jaipur District

CUTS Centre for Consumer Action, Research and Training had managed the Jaipur part of the project activities. From the 13 blocks of the district, 26 villages (two from each block) were selected, where the meetings were conducted. Total 41 Awareness camps were conducted in Jaipur district.

The details are given below:-

Awareness Camps						
S.N.	District	Date	Block	Date	Gram Panchayat	Date
1	Jaipur	28.09.16	Bassi	11.07.16	Tunga	27.05.16
2					Himmatpura	06.10.16
3			Sanganer	15.07.16	Beelwa	28.06.16
4					Mohanpura	07.07.16
5			Govindgarh	01.08.16	Chitwadi	06.06.16
6					Kushalpura	09.12.16
7			Kotputli	29.08.16	Balathi Nangal	11.07.16
8					Gordhanpura Choki	10.08.16
9			Chaksu	13.09.16	Surajpura/Tutoli	12.09.16
10					Kareda	16.09.16
11			Amer	16.09.16	Rundal	30.06.16
12					Manpura Macheri	08.08.16
13			Phagi	16.09.16	Rotwara	20.06.16
14					Mandor	27.06.16
15	18.11.16	Jamwa Ramgarh	15.10.16	Thali	05.08.16	
16				Dangarwara	06.09.16	
17		Virat Nagar	18.10.16	Med	14.07.16	
18				Purawala	14.09.16	
19		Sambhar	08.11.16	Khandel	05.07.16	
20				Sinodiya	27.07.16	
21		Dudu	14.11.16	Dhandholi	24.05.16	
22				Rehlana	13.06.16	
23		Jhotwara	28.11.16	Dhankiya	21.11.16	
24				Shyosinghpura	23.11.16	
25		Shahpura	26.12.16	Dhavli	16.06.16	
26				Maharkhurd	25.11.16	

## **Participation**

In Jaipur, as the district has maximum number of blocks among all six targeted district under the project and thus maximum number of villages were there to conduct activities. CUTS deployed a team of dedicated workers in each block, who were given the responsibility of conducting all village level activities. These workers are CUTS networkers and have been involved in many CUTS projects doing various kinds of activities. They have the capability to mobilise people in their respective area.

In Jaipur, nearly 2436 participants were present in all the village level activities comprising consumers and farmers. This includes 1044 male and 1392 female participants. Female participation is 58 percent of total participation, which is incredible .



## **Success Story from the District**

Badri Lal Yadav, a farmer of village Manpura of Amer block of Jaipur district is a progressive organic farmer. Badri has used vermi-compost very effectively for the cultivation of wheat. He started consuming his own cultivated wheat. He is also a member of PKVY scheme implemented by the Government. In this scheme, he also got some financial aid from the Government. He attended three awareness workshops organized by CUTS in Jaipur and started making *Jeewamrit* and herbal spray at his farm.

Now he is using it in vegetable crops and getting good price of his production. Due to his laborious efforts and dedication, Badri Lal is said to be one of the successful farmers of Jaipur district doing complete organic farming and his efforts have started paying for him now. He has not only done good for himself but, has become an inspiration for

many farmers, especially thousands of other farmers in the nearby area as they learnt and adopted the technique of organic farming from Badri Lal Yadav.



## Participation- At a Glance

S.N.	District	Male	Female	Total
1	Kota	678	383	1061
2	Udaipur	1103	1175	2278
3	Dausa	907	501	1408
4	Chittorgarh	1233	2024	3257
5	Pratapgarh	1055	403	1458
6	Jaipur	1044	1392	2436
<b>Total</b>		<b>6020</b>	<b>5878</b>	<b>11898</b>

## Awareness Camps – At a Glance

S.N.	District Name	Camps At District level	Camps At Block Level	Camps At Village Level	Total
1	Kota	2	5	10	17
2	Udaipur	2	11	22	35
3	Dausa	2	6	12	20
4	Chittorgarh	2	11	22	35
5	Pratapgarh	2	5	10	17
6	Jaipur	2	13	26	41
<b>Total</b>		<b>12</b>	<b>51</b>	<b>102</b>	<b>165</b>

## Recommendations from the Activity in Nutshell

- Similar kind of awareness programmes for the farming community should be encouraged
- The Government should promote training programmes and financial support for organic farming
- There should have more and more new schemes for the benefit of organic farmers.
- Organic products should be closely monitored as far as price fixation is concerned.

- More and more consumers should be engaged in organic production and consumption.
- The Government should execute some major policy changes, which would make organic food easily available, accessible and affordable

## **Major Outcome from the Campaign**

The activities at Village, Block and the District level provided a platform to generate awareness among consumers about organic products (benefits, availability etc.) and it helped in educating the cultivators to use organic fertilisers to grow foods and avoid adulteration, so that the people of the country can get pure and quality food for leading a healthy life. Through this campaign, it was also felt that such efforts would not suffice until and unless, these are taken up continuously. Local media gave full coverage to all the village meetings and local people also participated it with zeal and enthusiasm.

While the total percentage of women participation was near 50 percent of the total participation, which shows the spirit among women in different district at different levels. It also presented an example for other districts. Moreover, immense participation was one of the reasons for the success of these programmes.

Through this short campaign, it was also felt that such efforts would not suffice until and unless, these are taken up in a continuous mode. Local media gave full coverage to all the village meetings and local people also showed zeal and enthusiasm in these camps.