

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

Organic Fairs

Synthesis Report of Activity



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

Background

India is mainly an agricultural country, where around 58 percent of the nation's population is involved in agriculture for livelihood. There is huge untapped potential of organic farming in India. Organic farming emerged as a potential alternative for meeting food demand, maintaining soil fertility and increasing soil carbon pool.

The promotion of organic consumption is directly related to consumer's right to healthy environment in many ways. Use of pesticides and chemicals in agriculture production is one of the major causes of environmental degradation and also being unfit for human health. The chemical in food products adversely affects reproduction capabilities in women and girls.

Moreover, Indian societies being largely patriarchal, needs of women are not prioritised, so these women are more prone to chemical contaminations in food. Hence, the adoption of organic consumption will benefit women and especially girls the most.

Insight into the Project

With the support from Swedish Society for Nature Conservation (SSNC), CUTS implemented a Pilot Project to Promote Organic Consumption in the State of Rajasthan (ProOrganic) from November 01, 2013 to October 31, 2015) in 102 *gram panchayats* of six selected districts of Rajasthan (India). This project is extended to 2017 to fill the identified gaps and sustain the acquired momentum to achieve expected outcomes of better eco-system through promotion of organic consumption.

The project aims to promote more organic consumption in six major agriculture potential districts namely: Jaipur, Dausa, Chittorgarh, Pratapgarh, Udaipur and Kota.

The broader objectives of the project are:

- Sensitisation awareness and education on organic consumption and production.
- Capacity building of farmers to promote organic farming.
- Advocacy for policies in favour of organic farming.
- Creating a culture of sustainable consumption among the farmers and consumers.

Objectives of Organising Organic Fair

The purpose of the fair was to guide the farmers about the organic modes of farming and also make the consumers aware about the available organic products and its benefits by bringing them both on the same platform. Though the farmers are producing the organic products they are not getting any outlets to reach to the consumers and sell their products. Thus, this was an attempt to help them in this direction.

Schedule of Organic Fair

About six organic fairs were organised in six project districts. The schedule of organising fairs in all the selected districts is given as below:

| S. N. | District | Date |
|-------|-------------|-------------------|
| 1 | Dausa | November 23, 2016 |
| 2 | Kota | December 12, 2016 |
| 3 | Pratapgarh | December 15, 2016 |
| 4 | Chittorgarh | December 20, 2016 |
| 5 | Udaipur | January 22, 2017 |
| 6 | Jaipur | January 28, 2017 |

Organic Fair in Dausa on November 23, 2016

The organic fair was organised in Dausa. The objective of organising the fair was to bring farmers as well as consumers to the same platform and make them more aware about the availability of organic products.

Proceedings

R S Kavia (Chief Executive Officer, District Council Dausa) was the Chief Guest, who inaugurated the fair as well. Other than Shilpi R Purohit (General Manager, District Industries Centre, DIC, (Dausa); Dr B L Jat (Scientist and Assistant Professor, *Krishi Vigyan Kendra*, Dausa); Dr R A Sharma (Professor and Scientist *Krishi Vigyan Kendra*); B S Verma (A D Dausa); and Mahesh Acharya were key resource persons of the fair.

Deepak Saxena, Assistant Director CUTS welcomed the participants and introduced the objective of the organic fair. This was the first District level Organic Fair of 'Pro-Organic', organised by CUTS, Jaipur in collaboration with O P Pareek (Director, Hanuman Gram Vikas Samiti).

R S Kavia was the resource person for the event. He said, "Consumption of Organic products has become a trend, a luxury. This is a great initiative, which will lead to economic development as well as sustainable development of the country and the major beneficiaries of this will be none other than our future generations".

Shilpi R Purohit spoke about the increasing desire of the consumers to get connected with the motherland and the link between them is farmers. She also warned that the excess use of chemicals led to the destruction of the land in Punjab following which a group of women started the culture of organic farming in the state, which rejuvenated the land.

Dr. B L Jat said, "Earlier the scientists' asked us to use Urea and DAP in our fields and now the same scientists are asking us to shift to organic farming. The reason is that earlier the concern was quantity as the produce was less, there were conditions of famines in the country but now that we are able to satisfy our hunger, we can concentrate on the quality of the produce. At that time the solution was Urea but the ill-effects were more than the good therefore now the solution is organic farming.

B S Verma, Assistant Director, District Industries Centre, shared his experience in this field of organic farming. He mainly focused on the excess demand, increase prices and less supply of organic products in the market. He also told the farmers about the discount schemes available for the farmers, based on their categories and what are the terms and conditions. In the end, he expressed gratitude towards the people and organization, which came together to jointly organize such program.

Dr. R A Sharma discussed the importance of integrated farming, Agricultural farming technique, Animal Husbandry, Production of Vegetables. According to him, lack of planning is the main cause of the problems arising in the present times.

Participation

About 153 participants attended the organic fair including huge number of village women and organic farmers and consumers. Participation represented all the blocks of Dausa district.

Organic Stalls

There were six stalls, exhibited in the organic fair. Different organic products were displayed in the same for their sale and making the consumers aware about the benefits and availability of such products in the market. The organic products include vermi compost, herbal sprays, fresh fruits and vegetables and few packaged products. Consumers were purchasing fresh fruits and vegetables.

Message through Cultural Activities

Madhur music group was present in the fair to promote organic farming through their entertaining ways consisting of drama, music, dance, singing etc. In addition, they also promoted *Beti Bachao, Beti Padhao* programme and urged the public to take a pledge for the same. Also, there was stilts walking show promoting organic mode of farming by spreading a message through various posters. The sales people were invited on the stage and promote the sales of organic products by demonstrating their benefits.

Glimpses

Many spokespersons encouraged and insisted farmers to seize the use of chemical fertilisers and manure and switch to organic farming. The farmers were not encouraged through orientation but also through cultural activities like dance, folk songs on organic farming and Bamboo Man (form of art in Rajasthan). The farmers were awarded with certificate of appreciation for their involvement in promoting organic farming in district.



Organic Fair in Kota

The programme was organised on December 12, 2016 by *Ramkrishna Sikshna Sansthan* at *Chansi Krishi* farm Rangpur Road, Bhadana Kota. The basic objective of organic fair to took together farmers and consumers on a common platform so that they should know about the availability of organic products in district.

Proceedings

Chief Guest was Rekha Sharma, Dr L K Dhadhich and Dr G L Meena. **Deepak Saxena**, Assistant Director CUTS welcomed the participants and introduced them to the objective of the Organic Fair. This was the second District level Organic Fair under 'Pro - Organic' organised by CUTS, Jaipur in collaboration with Ram Krishan Shikshan Sansthan Kota.

CUTS is promoting organic farming in collaboration with SSNC and is currently working in six districts consisting of 51 blocks and two *panchayats* in each block which makes it 102 *gram panchayats*. Pro-Organic was started in 2013 and completed phase I in October 2015 where many awareness programmes were organised at both District and block levels.

L K Dadhich, also known as the Green Man of India, was the Chief Guest of the event. He talked about the importance of natural resources and how humans are creating difficulties for themselves by exploiting these natural resources. To explain the farmers the ill effects of exploiting natural resources he cited the example of soil degradation. He said that frequent and continuous use of DAP and chemical fertilisers will kill natural bacteria of the soil and deteriorate its quality. And soon there will be a state where we an artificial soil might be required for agriculture costing ₹18,872 per gram.

Rekha Sharma the former District-in-Chief Kota spoke about the importance of organic farming. She talked about the effects that the continuous use of chemical fertilisers is causing much damage to the soil. She also clarified all myths regarding organic manure, as some people believe that it leads to less production. She insisted the farmers to use old farming methods, which were used in olden times and by our elders. She concluded by saying that on one hand, organic farming is the best way to increase crop production and on the other hand, it maintains the soil quality.

Lalit Mohan, an engineer at The Rural Development Authority, Kota talked about Green Revolution and how the use of DAP and Chemical fertilisers was initiated in India in the early 1960's. He added that there was a need of chemical fertilisers during that period to increase food productivity and solve the hunger crises. And also that in early period soil was efficient enough to take the chemicals and work within. However, now the scenario is different the quality of soil had degraded to its most. And if the use of DAP's and chemicals is still continued and does not stop the soil will loss all its nutrition and will

only be good as barren lands. He said that animal husbandry is a big part of agriculture and they go hand-in-hand. As ox and cows produce dung, which can be used as excellent manure.

Rajesh Vijaywargiya, winner of ICAR International Award. He is an example for the rest of the farmers. As he was practicing organic farming, he conveyed to his contemporary farmers that natural manure helped him to grow his crop production. And it is just a misconception that organic farming gives less production. He also stated that he used the method of drip irrigation, so that he could use the water effectively and prevent water logging.

G L Meena, Scientist at CSIR Meena spoke about the 260 million tone of crop yield that is produced in India every year by the extensive use of insecticides and pesticides. He then firmly emphasised on the fact that plants need 17 different types of nutrients to grow healthy and fertilisers like DAP and urea for accessing specific nutrients like Nitrogen from Urea and Phosphorus from DAP. Keeping in mind that the process of switching to organic farming can be burdensome to farmers and would lead to drop in yield, he insisted the farmers not to adopt organic farming completely but gradually starting with few agricultural areas.

Organic Stalls

There were seven stalls, present in the organic fair. Different organic products were displayed on them for the purpose of sale and making the consumers aware about the availability and benefits of such products in the market. There were products like organic honey, organic seeds, and fresh fruits and vegetables. People were purchasing organic products from the stalls.

Message through Cultural Activities

A music group was present in the fair to promote organic farming through their entertaining ways comprising music, dance, singing etc. They entertained the participants by folk songs on organic farming and *kachhi ghodi* (dance form in Rajasthan) and folk dances. A certificate of appreciation was given to farmers for good practices in the field of organic farming.

Highlights

Many spokespersons encouraged and insisted the farmers to stop that use of chemical fertilisers and manure and switch to organic farming. An important aspect highlighted by L K Dadhich was if one continues to use chemical fertilisers the soil will lose all its natural nutrients and the soil will be like a barren piece of land. He not only mentioned the ill-effects of DAP and chemical fertilisers but also warned all the participants the price that the artificial soil that the farmers will have to pay.

The farmers were not given orientation but were given entertaining lessons through cultural activities like dance, folk songs on organic farming and *kacchi ghodi*. There were stalls where farmers who practice organic farming displayed their products. While the products were also open for sale. The farmers who had an excellent growth of crops through organic farming were called on stage to share their farming methodology and practices.

At the end of the event, there was a prize distribution ceremony where all farmers who were involved in organic farming or inspired others to adopt the same were facilitated.

Glimpses



Organic Fair in Pratapgarh

The programme was organised in on 15 December 2016 Hotel Divyam Garden, Pratapgarh. The main objective of organic fair to bring together farmers and consumers on a common platform, so that they should know about the availability of organic products in district.

Proceedings

Gauhar Mahmud, Director of CUTS Pratapgarh district who is a profound speaker made the farmers come in knowledge about the Organic farming and then he thanked all the farmers who came a long way from their *panchayats samitis* to witness the event and acquire knowledge about the organic farming, he then thanked SSNC for working with CUTS and mentioned they are currently working in six districts consisting of 51 blocks and two *panchayats* in each block making about 102 *gram panchayats*.

Deepak Saxena, Assistant Director CUTS welcomed everybody and introduced them to the objective of the Organic Fair. In addition to this, he cited the example of organic states like Sikkim and Kerala and emphasised that if they can become organic then why not Rajasthan.

According to him "Not only Non-government Organisations (NGO's) but the government is also taking initiatives in promoting organic farming in the country, but its policy of double-faced as side by side they are also providing urea, DAP etc. at a subsidised rate to the farmers. Therefore, it is high time that the ways of farming are changed, it will be better not just for the current generations but also for the future generations. I know it will be a big challenge with lot of problems for both consumers and producers but we have to face them as this is the only solution.

Sarita Vyas from Srijan Foundation, which is also working in the promotion of organic farming among farmers came. She elucidated that that with the help of volunteers and households, she and her team collected Biodegradable wastes from different households in Jaipur and made around 41 kg of organic manure.

Avinash Rawat from Sunrise Agril and Research Trust, which was established in 2007 provided his valuable inputs towards promotion of organic farming. He shared his company initiative where all organic products are bought from the farmers who are connected to their organisation. He even claimed that over 10000 farmers are members of their organisation. He also informed the farmers about his magazine *Main Hoon Kisan*. He emphasised on the fact that there should be no middle men in the consumer farmer relationship.

Neha Giri, District Collector, Pratapgarh also graced the occasion with her presence. She was welcomed with a beautiful song by Nathulal and his company. She acknowledged

the fact that while working as District Collector, Bundi she was closely associated with Srijan foundation. She emphasised on the fact that when there is a well-defined structural linkag between demand and supply then all the problems will be sorted out and if in case there is no supply the supply will come from outside the state. In such a situation the farmers need to switch to organic farming so as to get the benefit from the present scenario.

Yogesh Kannaujia highlighted how due to the side effects of Chemical farming there is a train running from Bikaner to Haryana, especially for cancer patients from Punjab and Haryana. He then highlighted how the infection spreads from mother to her young ones through breast feeding.

Krishan Kumar from Agricultural Department Pratapgarh acknowledged the participants how officials from Agricultural department are working day and night for the benefit of the farmers. He shared with the farmers various subsidies that the government is providing like on water conservation, pipeline, water conservation etc. where the farmers could get benefitted. He also told the participants about *Pradhan Mantri Fasal Bima Yojana*, *Pradhan Mantri Soil Health Card* and subsidies on farming equipments and for the girls who have opted for farming as a subject in academics.

Organic Stalls

There were eight stalls, present in the organic fair. Different organic products were displayed in them for sale and making the consumers aware about the availability and benefits of such products in the market.

Message through Cultural Activities

Nathu Lal Music Group was present in the fair to promote organic farming through their entertaining ways consisting of drama, music, dance, singing etc.

Vote of Thanks

Rajdeep Pareek, Project Officer, CUTS International, delivered vote of thanks to all participants and mentioned that the initiative taken by the CUTS would eventually lead to a healthy environment i.e. free from diseases by providing healthy food to all.

Glimpses

Many speakers encouraged and insisted the farmers to stop using of chemicals fertilisers and manure and switch to organic farming. The main concern of Dist. Collector was that even after the joint efforts of both NGOs and the government to promote organic why farmers were not accepting it. He said that it should be in a form of campaign by all people, so that a demand is generated for organic products.

The farmers were not inspired greatly through orientation but also through cultural activities on organic farming. Besides, there were stalls where farmers practicing organic farming displayed their products. The products were also displayed for sale.

At the end of the event, there was a prize distribution ceremony where all farmers were involved in organic farming or encouraged others to be inclined towards it were recognized and awarded.

Glimpses



Organic Fair in Chittorgarh

The programme was held on December 20, 2016 and was organised by CUTS CHD to collect farmers as well as consumer on a common platform to know about the availability of organic products in the district.

Proceedings

Deepak Saxena, Assistant Director CUTS welcomed participants and introduced them to the objective of the organic fair. This was the four District level organic fair of Pro-Organic, organised by CUTS, Jaipur in collaboration with CHD under the guidance of Gauhar Mahmood, Coordinator, CHD.

He explained that as CUTS work for the safety and protection of the consumers and this made CUTS get associated with Pro-Organic. To safeguard the consumers' right to healthy environment, CUTS has initiated Pro-Organic programme as it is the accountability of the government and the NGO's to promote sustainable consumption through environmental educational and public awareness campaigns sponsored by the center and state governments and advocacy groups.

Gauhar Mahmud Coordinator of CUTS CHD Chittorgarh district and also a good orator made the farmers become aware about the organic farming and thanked all the farmers who came a long way from their *panchayats samitis* to participate in the event and get an insight of organic farming. He also thanked SSNC for working in association with CUTS and informed that they are currently working in six districts and have organised many awareness programmes at both district and block levels.

This resulted into increase in the graph, which further led to the phase II of Pro-Organic he mentioned that without the much needed help from SSNC the event would not have been a success. He then stressed upon the fact that how farmers from Jaipur, Chittorgarh, Bhilwara are continuously thriving to promote organic farming, which is a good sign towards a better and safe society. He then informed farmers that this fair was not only for the promotion of organic farming but also creating awareness towards harmful side effects of chemical farming.

Rajaram Sukhwal from Rajasthan State Seeds Corporation Limited (RSSCL), Chhittorgarh urged farmers to return to organic farming due to its benefits. Citing example of three mothers – land, cow and women, Sukhwal asked the farmers to plant saplings of *neem* and use vermin compost to make land fertile. He said that Punjab being the most fertile state uses maximum chemical fertilisers and it is one of the reasons that people are falling prey to deadly cancer after consuming chemically produced cereals and pulses.

Chhittorgarh Collector Indrajeet Singh's interaction compelled farmers to remain engrossed in his absorbing discussion. He asked several questions from the farmers regarding their experiences then elaborated on slow growth in agriculture sector. He said that agriculture is the only department in which all government departments have equal accountability. He stressed on updating information about the field and particularly organic farming for progress.

He cited example of Meghalaya State, which has most suitable climatic conditions for strawberry crop. "Once an individual gave strawberry sapling to his friend in Meghalaya. Later, he showed the fruit to him. It was one of the best fruits produced in the country. It was then known that Meghalaya has perfect climatic condition for growing strawberry", said the Singh adding that it was a challenge to transport strawberries to Azadpur *mandi* in New Delhi for further distribution in the country and abroad.

Organic Stalls

There were 10 stalls in the organic fair. Various organic products were displayed there for sales and making the consumers aware about the availability and benefits of such products in the market.

Message through Cultural Activities

Two cultural entertainment parties were present during the event. One was Nathulal and party who promoted organic farming through their music, dance, songs etc. In addition, they also promoted *Beti Bachao, Beti Padhao* programme. And another Rameshwer Lal and party conveyed their message through puppet shows.

Demonstration

The product sellers were given a chance to come on the stage and promote the sales of organic products by demonstrating the benefits of the same.

Vote of Thanks

Rajdeep Pareek, Project Officer, CUTS CART delivered vote of thanks to all participants and said that the initiative by the CUTS would eventually lead to a healthy environment i.e. free from diseases by providing healthy food to all.

Highlights

Many spokespersons encouraged and insisted farmers to stop that use of chemicals fertilisers and manure and switch to organic farming.

He stated that if the use of chemical fertilisers is continued then soil will lose all its natural nutrients and the soil will be a barren piece of land. He not only mentioned the ill-effects of DAP and chemical fertilisers but also mentioned the price that the artificial soil will cost the farmers. The farmers were motivated through orientation but also through various cultural activities.

There were stalls where farmers who practice organic farming displayed their products. While the products were also open for sale. The farmers who had an excellent growth of crops through organic farming were called on stage to share their methodology and good practices.

At the end of the event, there was a certificate distribution ceremony where all farmers who were involved in Organic farming or encouraged others to adopt the same were facilitated.

Glimpses



Organic Fair in Udaipur

The programme was organised by *Manyata Sansthan* on January 22, 2016 at celebration Mall in Udaipur. The objective of organising organic fair was to assemble both the consumers and farmers on a common platform to know about present scenario of organic products and farming as well.

Proceedings

Panna Lal Patel from Manyata Sansthan welcomed everybody and introduced them to the objective of the organic fair. This was the four district level organic fair of Pro-Organic, organised by CUTS, Jaipur in collaboration with *Manyata Sansthan*, Udaipur. He spoke about the ProOrganic project and activities undertaken in the current year across the district. He also explained about the possibilities of organic farming in Udaipur due to suitable environment and low use of chemical fertilisers by the farmers.

Dr S K Sharma (Zonal Director Research, Maharana Pratap University of Agriculture and Technology or MPUAT Udaipur) was the Chief Guest of the fair. He interacted with people about benefits of organic farming. He told that organic farming was introduced in India before ancient time. Currently, due to high demand of food grains and greed of farmers, it has been ignored.

With the help of green revolution now there are sufficient food grains to fulfill the requirement but they do not meet quality standards. Thus, there is need to shift towards organic farming. He also stated that this awareness should be in the form of a campaign. He also added that though farmers are aware about organic farming practices but they are not using them and need to know about certification also.

Dr Moti Singh Rathor (KVK Udaipur) interacted with people about organic farming practices. He stated that agriculture is a two-wheel bullock cart, which depends on agriculture and animal husbandry and farmers should adopt agriculture with animal husbandry practices. He mentioned that it is proved that cow urine controls 348 types of insects and pests in agriculture. He also spoke about the vermin composting, Harbal spray Azolla unit and compost. He interacted to people about making of these products on farm and increase the per unit benefit. Moreover, farmers are using extensive chemical fertilisers in their farms and products of this practice giving rise to numerous human and animal diseases.

Dharmendra Chaturvedi, Programme Officer, CART, interacted with people about the ProOrganic project and activities. He told that ProOrganic project is running in six districts Jaipur, Dausa, Udaipur, Pratapgarh, Kota, and Chittorgarh since three years. He said that number of awareness activities at village level, block level and district level are being organised by partner NGOs and CUTS itself. He elucidated that the objective of

organic fair was to give a common platform to the consumers and farmers to know about present scenario of organic farming and increasing demand of organic products.

Rajdeep Pareek project officer CUTS, interacted with people about hazardous effects of chemical fertilisers and pesticides. He informed that according to a survey by IIT Kanpur, Mother Milk consists of 800 percent more pesticide residue due on account of use chemical fertilisers and pesticides in crops. He said that with the help of organic farming per unit cost of cultivation can be reduced in present agricultural practices. The discussion also included use of *neem* tree and importance of cows in organic farming. He interacted with people about making Jeewamrit, Gadda Khad and harbal Spray.

Suprateek Devel, Chairman, Manyta Santhan give a vote of thanks to all participants, dignitaries and advocated for a campaign for promoting organic farming in Udaipur district. He assured the farmers that if anybody is adopting organic farming then their organisation will provide them all relevant information about certification process.

Organic Stalls

There were 10 stalls in the organic fair. Different organic products were displayed for the sale and making the consumers aware about the availability and benefits of such products in the market. There were fresh fruits and vegetables for sale and consumers showed immense interest to buy them.

Message through Cultural Activities

A puppet show was shown there for entertainment of the participants. Puppet show conveyed the message for adopting organic farming and highlighted the hazardous effects of chemical farming. Besides, folk dance also carried the message related to organic farming and its benefits.

Highlights

The fair was organised in a mall, so that all the consumers in the mall can know about the availability of organic products. All the spokespersons pointed out the present scenario of organic farming and its growth in India and in Rajasthan. All spokespersons showed the possibilities of organic farming in Udaipur district to encourage the farmers. There were stalls where farmers who practice organic farming displayed their products. While the products were also open for sale. The farmers who had an excellent growth of crops through organic farming were called on stage for sharing their methods and practices. Various consumers were asked to spread the availability of organic products in the district, so that every consumer can reach at the outlet.

Glimpses



Organic Fair in Jaipur

The programme was organised by CUTS CART on January 28, 2017 at Rotary Club in Jaipur. The purpose to organise organic fair was to gather both the consumers and farmers on a common platform to know about present scenario of organic products and farming as well.

Inaugural Session

Deepak Saxena welcomed all the participants for being the part of this organic fair and briefed about the project and its activities. He told that project ProOrganic is running in six districts Jaipur, Dausa, Kota, Chittorgarh, Pratapgarh and Udaipur. He told about the objective of organic fair to gather consumers and farmers on a common platform to know more about organic farming and availability of organic products. He told that awareness about organic farming and benefits of organic products within the consumers are increasing day by day. We have organized this fair to update consumers about the availability of organic products in Jaipur district. After welcome speech **George Cheriyan**, Director CUTS inaugurated the organic fair.

Message through Cultural Activities: Ajay Bhatt and party were present there to entertain the participants. They performed *kachi ghodi* dance and Bamboo man dance to attract the participants. By dancing the bamboo man was giving message to promote organic farming. They performed a puppet show to give a message about hazardous effects of chemical farming and benefits of organic farming. Madhur music group entertained participants by singing local songs. They sang some songs related to organic farming and *Beti Bachao Abhiyan* also. Madhur music group welcomed all the dignitaries in technical session by singing a welcome song.

Organic Stalls

There were total 19 stalls of organic products within then nine stalls were of farmers producers and ten were of organic outlets. Consumers were purchasing products from there like *Anola* candy, fresh fruits and vegetables, organic inputs, and grains. Producers were also happy to interact with consumers.

Technical Session

George Cheriyan Director, CUTS gave brief information about present scenario of organic farming in Rajasthan. He told that organic consumptions has increased in Rajasthan in a slow manner. In Rajasthan 1.55 Lac hectare area is under organic farming. He interacted to people about make it a campaign at national level. He told that Sikkim has become 100% organic state and Kerala is also moving towards 100 percent organic. So we think about it and farmers should adopt it.

Dr V S Yadav (HOD, Department. Of Horticulture Rajasthan Agricultural Research Institute or RARI, Jaipur) interacted with participants about benefits of organic farming.

He said organic products are demanding by high class people over the world. He added that a farmer can get higher price of their products by organic farming. He also thanked CUTS for taking a good initiative for the farmers.

Dr Sheetal Prasad Sharma (Director SIAM Jaipur) interacted with participants about organic farming benefits. He told that organic products have natural taste and they are good for health. He cited an example that even the generation of grandparents are following organic farming and they live for long. However, presently human life is decreased up to 60 years due to use of chemical affected products. He warned saying that if this rate of usage of chemical fertilisers and pesticides continues till 2030 then we will lost all ground water and then agriculture will not be possible without water.

Dr S S Rathod (Program Coordinator KVK CHOMU) interacted with participants about benefits of organic farming. He told about making of vermicomposting, Harbal spray, and Azolla unit, and compost pit. He told that by adopting organic farming farmers can get good price of their products. He told that Government of Rajasthan is also making stringent efforts to promote organic farming in State. He said that Government has announced **Dungarpur** will be developed as an organic district in coming years.

Special Gift

Jagdish Pareek from Sikar presented a 17 kg cauliflower to all dignitaries. He reported that he is doing organic farming since 11 years and was named in Guinness book of world record for producing organic cauliflower with maximum weight. Moreover, adopting organic farming will be good for the farmers in future and certainly this will be beneficial for him.

Deepak Saxena, Assistant Director CUTS, give a vote of thanks to all dignitaries and the participants for being part of this organic fair. He said that organic farming should be in the form of a campaign at national-level and awareness activities should be conducted at national level.

Highlights

The number of stalls in the fair was a combination of producers and outlets, so that consumers can buy fresh fruits and vegetables and packed products. Organic input outlets were there for farmers to understand making of low cost input in farming. Participants were entertained by different activities and giving a message to adopt organic farming and products.

All the dignitaries focussed on issues related to organic farming and constraints to adopt by farmers and their solutions. One of the best example of good results of organic farming was shown by Jagdish Pareek.

The fair covered population of urban consumers, so that they could enhance their knowledge about the availability of organic products in their particular areas.

Glimpses



Key Features of all Fairs

The main objective to organise organic fair was to bring both the farmers and consumers on a common platform, so that the consumers can buy the organic products and farmers/ producers or manufacturer get the confidence to sell them.

Around 1124 participants attended the organic fairs in six districts. It shows the interest of organic producers and farmers to get involved in this project. Awareness about the organic products was spreaded due to different media having traditional shows like *Nukkad Natak*, folk songs and bamboo man.

The highlights of each organic fair was that it was not only putting up stalls by organic outlets by retailers and producer farmers but also motivating people to adopt organic culture by entertaining and interesting ways like street shows, puppet shows, local folk dances and other activities.

Media Coverage

जिला कलेक्टर ने कहा... जैविक खेती वर्तमान की आवश्यकता

उत्पादन में लाभ सम्पन्न

प्रधानमंत्री जैविक उत्पादन में अग्रणी भूमिका निभाएंगे। जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है।

जिला स्तरीय जैविक मेले का आयोजन

उत्पादन में लाभ सम्पन्न

जिला स्तरीय जैविक मेले का आयोजन किया गया। इसमें किसानों को जैविक खेती के फायदों के बारे में बताया गया।



जैविक खेती में आय की अपार संभावनाएं

कटस मानव विकास केंद्र द्वारा जिला स्तरीय जैविक उत्पाद मेला आयोजित

प्रधानमंत्री जैविक उत्पादन में अग्रणी भूमिका निभाएंगे। जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है।

जैविक खेती करना वर्तमान की आवश्यकता-नेहा गिरी

नेहा गिरी, प्रधानमंत्री

जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है। जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है।



जैविक खेती वर्तमान की आवश्यकता

जैविक उत्पादों को मांग लगातार बढ़ रही है। जैविक खेती में आय की अपार संभावनाएं हैं। किसान जैविक उत्पादन कर अपने आय बढ़ा सकते हैं। यह विचार कलेक्टर द्वारा प्रोत्साहित किया जा रहा है।

जिला स्तरीय जैविक उत्पादन मेला संघ

प्रधानमंत्री जैविक उत्पादन में अग्रणी भूमिका निभाएंगे। जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है।

जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है। जैविक खेती को बढ़ावा देने के लिए केंद्रों को प्रोत्साहित किया जा रहा है।

Links

http://www.ptinews.com/news/8345069_Jaipur-hosts-fair-to-promote-organic-way-of-life.html

<http://indiatoday.intoday.in/story/jaipur-hosts-fair-to-promote-organic-way-of-life/1/869510.html>

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