

Green Action Week - 2018

“Sharing Community”

Activity Completion Report

Executive Summary

Green Action Week (October 01-07, 2018) is a global campaign to promote sustainable consumption. Each year in October, organisations around the world take joint action to promote a common cause. Last year 53 civil society organisations in 29 countries in Africa, Asia, Europe, and the Americas participated in the campaign.

“Organic Food and Farming for All” was the campaign focus for the Green Action Week 2013-2017. Sustainable production requires sustainable consumption. If you eat more organic, producers will produce more organic!

The new theme for 2018 and onwards is ‘Sharing Community’. The significance of which is to ignite cultures of sharing and collaboration to make sure that everyone has sustainable access to goods and services.

Green Action Week is an initiative by the Swedish Society for Nature Conservation (SSNC) and is carried out in coordination with Consumers International (CI).

Objectives

The objectives of the campaign are to:

- raise consumer awareness on the environmental impacts of consumption and promote sustainable patterns of consumption;
- generate awareness among consumers about organic vegetables and fruits that would encourage consumers to shift towards organic agricultural products and sustainable consumption;
- ignite cultures of sharing and collaboration, as a way to create sustainable access for more people;
- minimise the waste and reduce pressure on natural resources;
- increase the supply of goods and services, making them more affordable;
- empower people to create, trade, swap, access and share goods, services and resources among themselves; and
- challenge the norm of private ownership and consumerism through creation of strong, collaborating communities.

About the Campaign

This year, the theme *Sharing Community* was targeted at urban consumers to expand the outreach in two localities (Ramnagar & Meenavala) in city of Jaipur. The major activities of this year were Kitchen Gardening, School Campaign, Meetings with Women

Groups, Street Plays, Awareness Rally with Students, Setting up Compost Units, Community Library, Wall of Kindness (*Saanjha ki Deewar*), Community Level Stakeholder's Consultation and a District Level Stakeholders Consultation Meeting. The first activity commenced on August 30, 2018 with meetings for Kitchen Gardening and the whole campaign got culminated on October 11, 2018 with Stakeholders' Consultation. 50 kitchen gardens and 10 compost units were the main outcome of this year's campaign. Maximum participation of mix group of people and their enthusiasm to know about organic farming (kitchen gardening) shows that the level of awareness among people is now rising as compared to previous years.

There were two main speakers, one was Amit Sharma from Kisaan Call Centre (Farmer Call Centre), Jaipur, who has done Master's in Agriculture and Rajdeep Pareek, graduated from Agriculture and Animal Husbandry, who is also a team member in the ProOrganic project briefly explained requirements, methodology and benefits of 'sharing' and organic farming and how one can plant and promote kitchen gardening and roof top gardening in surround (house) areas and use kitchen waste to make compost at a common place and run their kitchen garden.

Kitchen Gardens

Two different communities were identified in Jaipur, where 25 households were identified in each community and meetings were held with the women of the households to sensitise them with the benefits of kitchen gardening. The participants were of diverse backgrounds ranging from housewives to women entrepreneurs, home makers and consumer belonging to different socio-economic groups including *Anganwadi* workers.

To start with, introductory meeting was held with the women to brief them about aims and objectives of the campaign and also gave them technical inputs on developing kitchen gardens at their houses by using minimum and available resources. The resource person for these meetings was Amit Sharma, who provided technical inputs to participants about kitchen gardening. Seed kits (four seasonal vegetable seed packets) and manure (10 kg/person), seedling tray and scuds were distributed among participants during the meeting.

A second meeting was held to discuss the challenges faced by women in setting up kitchen gardens in which issues were resolved to take forward the campaign. During the meeting, women informed that seedlings prepared in seedling trays were shared with other community members. At last, one feedback meeting was organised to know the interest of women in kitchen garden concept. They were motivated further to take forward their efforts and not stop in between.



Compost Units

Last year kitchen gardens were developed and several women complained about unavailability of organic manure to increase soil fertility. Following the issues, the idea of setting up compost units was floated. It was decided to set up 10 compost units in two communities, including five in a community of 25 households in the city. A meeting was held with the community member in which resource person informed members about how to manage solid waste generated in their kitchens to make organic manure. Practical exposure was provided to women, which generated a good response.



Community Library

In another idea of encouraging sharing concept, it was decided to set up a community library for knowledge sharing. Under the concept, a library was set-up in Meenawala for the people to share old books, including school books and other knowledge resource material so that others can take benefit out of it. People were urged to share old books with the library instead of selling them in scrap. The concept yielded good result as people started sharing resource material. Footfall at the library has increased to read books, take them at their homes for some days and later return it to the library.



Sanjha Ki Deewar (Wall of Kindness)

To promote the idea of sharing in the society and with in a community of a few households, *Sanjha Ki Deewar* (Wall of Kindness) was set-up in Shyam Nagar area. Through meetings, people were encouraged to share their not-so-usable household items at the wall instead of selling them in scrap. The idea was to create a sense of sustainable consumption of products which might be usable for other members of the community. The idea drew a good result as items worth Rs 5 lakh were shared and swapped within the members of the community in a month's duration.



Community Level Stakeholder's Consultation

To further propagate and promote the idea of sharing, a community level stakeholder's meeting was organised in which ward councillors were invited to understand initiatives and disseminate it with the people in their respective areas. The aim was to sensitise people within communities to come forward and adopt the practice of sharing products and unusable household items with others. The consultation was also aimed to acknowledge the work of members, who contributed to the cause and further motivate them to expand their horizon and keep the campaign running.



School Campaign

In a run up to sensitise and create awareness among youth targeting students using organic food in their consumption pattern, two school meetings were organised in the schools of selected communities. The students were mainly from 6th to 12th class. The services of subject experts were taken to facilitate these meetings.



Rallies with Students

In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of the theme of 'Sharing Community', two awareness rallies were organised with the help of school students. Through these rallies, the message for importance of sharing was imparted. Also, places were very appropriate, where these rallies were organised in terms of attracting large number of people. The audience comprised of all age-groups, from different socioeconomic background and gender thus catering to the needs of the entire consumer group as a whole.



Street Plays

In order to reach out to a wider audience in an attempt to modify consumer behaviour in favour of the theme of 'Sharing Community', six street plays were organised at various commercial places of Jaipur. Through these street plays, actors depicted the importance of sharing. The script of the play was very coherent in terms of involving every aspect of sustainable consumption and actors gave a vivid representation to the beautifully written script. Also, places were very appropriate, where these plays were organised in terms of attracting large number of people. The audience comprised of all age-groups, from different socioeconomic background and gender thus catering to the needs of the entire consumer group as a whole.



Stakeholder's Consultation

To mark the conclusion of GAW activities, CUTS organised Stakeholder's Consultation Meeting at Jaipur on October 11, 2017. The objective was to disseminate the work done during the campaign at wider level, where more than 70 representatives from civil society/consumer organisations, farmers' group, media and government departments participated. George Cheriyan, Director, CUTS International delivered opening address in the Consultation explaining the context of the theme "Sharing Community". Vikas Sitaramji Bhale, Commissioner, Department of Agriculture, Government of Rajasthan was the Chief Guest. Other guest speakers were ex-Mayor of Jaipur, Jyoti Khandelwal and Sommana Datta, Associate Professor, Rajasthan University.





Concluding Remarks

Based on the activities accomplished under the campaign, it is stated that GAW, a complimentary programme of ProOrganic II successfully touched base with urban population and its level of awareness and need for organic food and sharing community. The campaign generated good and positive responses from participants. CUTS developed 50 kitchen gardens and 10 compost units successfully in two different localities of Jaipur.

Partners

- Hardev Sikshan Eevam Jan Kalyan Sansthan, Jaipur
- Satyachitt Pushpanand Samajik Vikas Sanstha, Jaipur

Highlights

- Maximum participation of women's group and students
- Reached out to major parts of walled city and outer areas of Jaipur through different activities
- Developed 50 kitchen gardens and set up 10 compost unit
- Set up of Community Library and *Saanjha ki Deewar*
- More than 70 participants witnessed Stakeholders' Consultation and participation of players from executive, academics, public representatives and media.

Key Observations

- Sharing is in our culture, but we are just moving ahead from this
- People of Jaipur are willing to come together to work collectively
- People are inclined to share their things and ideas
- There is no proper mechanism to do so
- People are interested in developing kitchen gardens
- Majority of people are aware of organic food as well as its health benefits.

Media Coverage



घरों में किचन गार्डन से बचेगा पर्यावरण : खगुल भारद्वाज



जयपुर (कर्मस)। जैविक प्रक्रिया के तहत अपने अपने घरों में किचन गार्डन से अपने घरों में कमपोज्ड खाद का निर्माण कर स्वस्थ जीवन के लिए ताजी सब्जियों को उगाने का प्रयास हम नारी समाज को किया जागृत



पर्यावरण के प्रति समाज को किया जागृत

घरों में किचन गार्डन से बचेगा पर्यावरण : भारद्वाज

जयपुर। जैविक प्रक्रिया के तहत अपने अपने घरों में किचन गार्डन व स्वस्थ जीवन के निर्माण हेतु ताजी सब्जियों को उगाने का प्रयास हम नारी समाज को अपने कंधों पर जिम्मा लेना होगा ताकि अपने परिवार को हम खुशहाल बना सकें। गुलाबी नगरी के विवेक बिहार स्थित सभागार में सत्यचित पुष्पानंद सामाजिक विकास संस्था व कट्स इंटरनेशनल की ओर से आयोजित विचार गोष्ठी की मुख्य अतिथि ललित कला अकादमी की पूर्व अध्यक्ष नृत्य गुरु उषाश्री ने कार्यक्रम का शुभारंभ किया। विचार गोष्ठी में टेली फिल्म निर्माता ईना भार्गव ने कहा कि स्वयं मैं अपने परिवार के साथ इस प्रयास को अपने स्तर से ग्रीन फार्म हाउस का निर्माण कर लोगों को जागरूक कर रही हूँ। सोशल एक्टिविस्ट खगुल भारद्वाज एडवोकेट ने नारी शक्ति से आह्वान करते हुए कहा कि आज हमें अपने घरों में किचन गार्डन लगाकर केवल ताजी सब्जियां ही उगाना नहीं है बल्कि इस

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महानगर संवाददाता

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सामुदायिक साझेदारी से सतत् विकास संभव



हुए कट्स के निदेशक जॉर्ज चोरियन ने बताया कि साझेदारी की भावना हमारे पूर्वजों में विद्यमान थी, परंतु धीरे-धीरे हम इसे खो रहे हैं। उन्होंने शेयरिंग कम्युनिटी की धीम पर जोर देते हुए बताया कि ऐसे बहुत सारे तरीके हैं जिनके द्वारा हम समाज में साझेदारी की भावना को जागृत कर सकते हैं। कट्स की कार्यक्रम अधिकारी निर्मला गौड़ ने बताया कि ग्रीन एक्शन यौक-2018 के दौरान हमने जयपुर शहर में रामनगर एवं ग्रीन नगर में 100 की संख्या में

पर्यावरण चेतना रैली निकाली

जयपुर। विचार ग्रीन एक्शन यौक-2018 के तहत हरद्वेय शिक्षण और जनकल्याण संस्थान और कट्स संस्थान की ओर से सोमवार को मीनावाला क्षेत्र में पर्यावरण चेतना रैली निकाली गई। स्वच्छ भारत पर्यावरण के जैसे संदेश रखी थी। जयपुर। हरद्वेय शिक्षण एवं जन कल्याण संस्थान एवं कट्स इंटरनेशनल संस्था की ओर से ग्रीन एक्शन यौक के तहत मीनावाला में एक कार्यशाला का आयोजन किया गया। कार्यक्रम प्रभारी निर्मला गौड़ ने बताया कि कार्यशाला का उद्देश्य किचन गार्डन विकसित करना है। वर्कशॉप में कृषि विभाग के डिप्टी डायरेक्टर जतन

घरों में सब्जियां उगाकर करें उपयोग

डेली न्यूज, mix रिपोर्टर

सिंह गुर्जर और वरिष्ठ कार्यक्रम अधिकारी अमर दीप सिंह ने वर्मी कमपोस्ट खाद के बारे में जानकारी दी। पार्षद मधु शर्मा ने महिलाओं को अपने घरों में सब्जी उगाकर उपयोग करने की प्रेरणा दी। उन्होंने कहा कि रासायनिक उर्वरकों से खेती से पर्यावरण के साथ-साथ मानव शरीर को भी नुकसान पहुंच रहा है। संस्थान निदेशक भूपराम शर्मा ने अतिथियों का माल्यार्पण कर स्वागत किया।