



**Green Action Week - 2017**

**2 - 8 October**

**Safer and More Sustainable Food for All**



Consumer Education and Research Centre celebrated Green Action Week from 2-8 October 2017 and conducted the following activities:

- Outreach programmes in academic institutions
- Printing and Distribution of Posters and Brochures
- Workshop with Students of the Centre for Studies in Rural Management, Gujarat Vidyapith- A University believes in Gandhian philosophy.
- Collaborated in a dance drama by students on “Safe and Sustainable Environment” at a Public Festival
- Coverage in Social Media

in collaboration with the following partners

- Consumer Clubs
- Gujarat Vidhyapith, Randheja, Gandhinagar
- Heart Foundation
- Bengali Cultural Association, Ahmedabad
- Environment Information System (ENVIS) Centre at CERC

The detailed report is as follows:

## **Activities**

### **A. Published Posters and Brochures for the distribution and display on the notice boards**

1. Posters on
  - a. The Organic Logo of India
  - b. Local. Natural. Sustainable Eat Clean and Green. Eat organic
  - c. Organic Farming: Good for Nature, Good for you.

# The Organic Logo of India

Organic farming is a way of producing food that seeks to respect the environment. It applies to all kinds of products e.g. fruit, vegetables ...





Local. Natural. Sustainable.  
Eat Clean and Green. Eat Organic

Organic

**GREEN  
ACTION  
WEEK**



**CONSUMERS  
INTERNATIONAL**

CERC - ENVIS Centre  
Consumer Education and Research Centre  
"Suraksha Sankool", S. G. Highway, Thaltej,  
Ahmedabad - 380 054  
Website: [www.cercenvis.nic.in](http://www.cercenvis.nic.in)



# Organic Farming: Good for nature, good for you



CERC – ENVIS Centre  
Consumer Education and Research Centre  
“Suraksha Sankool”, S. G. Highway, Thaltej,  
Ahmedabad – 380 054  
Website: [www.cercenvis.nic.in](http://www.cercenvis.nic.in)

1. Brochures on:

a. English: "All about organic food"

[http://cercenvi.nic.in/PDF/Organic%20Food\\_Eng.pdf](http://cercenvi.nic.in/PDF/Organic%20Food_Eng.pdf)



**ORGANIC**  
All about organic food

*Organic food has become very popular nowadays and everyone wants to know the benefits. This brochure will explain what organic food is, how it is beneficial, what the standards are and who certifies these products.*

**What does "organic" mean?**  
Organic symbolises working with nature, not against it. It means higher levels of animal welfare, lower levels of pesticides, no manufactured herbicides or artificial fertilisers and more environmentally sustainable management of the land and the natural environment.

**How is organic farming different from conventional farming?**  
Organic farmers use biological methods and management practices such as diversified crop rotations that improve soil quality while conventional farmers use synthetic chemicals. It uses minimal crop rotations growing the same single crop year after year on the same land.

**What is the organic farming practice?**  
Organic farmers grow and process foods by following guidelines established by the Department of Agriculture of the respective countries to ensure sustainable practices and animal welfare.

**Is organic produce better than that from non-organic farms?**  
The organic methods take care of the environment, animals and the end product to another level. It gave consumers the choice to eat food produced in this sustainable way that they can be sure are non-GM.

 **CERC-ENVIS Centre**  
**Consumer Education and Research Centre**  
Suraksha Sankool, S. G. Highway, Thaltej, Ahmedabad 380 054  
Tel: 079-27489945/6, 27450528, 27438752/3/4 Fax: 079-27489947  
Email: [cerc-env@nic.in](mailto:cerc-env@nic.in), [cerc@cercindia.org](mailto:cerc@cercindia.org), Website: [www.cercenvi.nic.in](http://www.cercenvi.nic.in), [www.cercindia.org](http://www.cercindia.org)  
Fb page: <https://www.facebook.com/EcoProductsEcoLabeling/>

 **CERC**  
Since 1976

b. In regional language Gujarati- “ઓર્ગેનિક ખોરાક વિશે જાણીએ”-

[http://cercenvi.nic.in/PDF/Organic%20Food\\_guj.pdf](http://cercenvi.nic.in/PDF/Organic%20Food_guj.pdf)



આજના સમયમાં ઓર્ગેનિક ખોરાક માટેનું પ્રચલન ખૂબ જ વધતું જાય છે. તેથી જ દરેક વ્યક્તિ તેના લાભ વિશે જાણવા માંગે છે. આ માહિતી પુસ્તિકા દ્વારા ઓર્ગેનિક ખોરાક શું છે, તે કેવી રીતે લાભપ્રદ છે, તે માટેના ધારા-ધોરણો કોણ નક્કી કરે છે અને તેને કોણ પ્રમાણિત કરે છે? - તે વિશે જાણીએ.

#### ઓર્ગેનિક શબ્દનો અર્થ શું થાય છે?

ઓર્ગેનિક એ પ્રકૃતિ સાથે કામ કરવાનું પ્રતિક છે, નહીં કે તેની વિરુદ્ધમાં કામ કરવું. ઓર્ગેનિકનો અર્થ — ઉચ્ચ કક્ષાના પશુ સંવર્ધનનો ઉપયોગ કરવો અને વંતુનાશક દવાઓ, નિંદ્રણ નાશક તથા કૃત્રિમ ખાતરનો ઉપયોગ નહીં કરવો, તે સાથે ભૂમિ અને કુદરતી વાતાવરણનું વધુ સારી રીતે અને હિતકારક પર્યાવરણીય સંચાલન.

#### ઓર્ગેનિક ખેતી (સજીવ ખેતી) કેવી રીતે થાય છે?

ઓર્ગેનિક ખેતી એટલે કૃષિ વિભાગ દ્વારા આપવામાં આવેલા માર્ગદર્શન પ્રમાણે, સાત્વિક પદ્ધતિ અને ઉચ્ચ સ્તરીય પશુ સંવર્ધનનો ઉપયોગ.

#### ઓર્ગેનિક ખેતી એ પરંપરાગત ખેતી કરવા કેવી રીતે અલગ પડે છે?

ઓર્ગેનિક ખેતી કરતા ખેડૂતો જૈવિક પદ્ધતિ અને સંચાલન દ્વારા પાકની ફેર-બદલી કરી ભૂમિની ગુણવત્તામાં સુધારો કરે છે. જ્યારે પરંપરાગત ખેતી

કરતા ખેડૂતો કૃત્રિમ રસાયણનો ઉપયોગ કરી તે જ ભૂમિ ઉપર ઓછામાં ઓછા પાકની ફેર-બદલી કરી પાક ફરી ઉગાડે છે.

#### શું ઓર્ગેનિક એ નોન-ઓર્ગેનિક કરતા વધુ લાભદાયી હોય છે?

ઓર્ગેનિક ખેતીમાં પર્યાવરણની ખૂબ જ કાળજી લેવામાં આવે છે. પશુઓ અને તેમના મળ-મૂત્રનો ઉપયોગ પદ્ધતિમાં ચોક્કસપણે કરવામાં આવે છે. તેથી જ ઓર્ગેનિક પાકને ખૂબ જ જતન કરીને ઉગાડવામાં આવતો હોવાથી ગ્રાહકો ખાવા માટે ઓર્ગેનિક ખોરાકને પસંદગી આપે છે, અને તે નોન-જીએમ (જીનેટિકલી મોડીફાઇડ-જનીનીય પરિવર્તિત) નથી તે માટેની ચોકસાઈ આપે છે.

#### શું ઓર્ગેનિક માટે કોઈ ધારા-ધોરણો છે?

બધા પ્રકારના જ ઓર્ગેનિક ઉત્પાદન માટે ચોક્કસ પ્રકારના ધારા-ધોરણોના નિયમનું પાલન જરૂરી હોય છે. ઓર્ગેનિકના ઉત્પાદન અને વેચાણ



#### ગ્રાહક શિક્ષણ અને સંશોધન કેન્દ્ર

સુરક્ષા સંકુલ, ચલતેજ, સરખેજ ગાંધીનગર હાથવે, અમદાવાદ-૩૮૦ ૦૫૪, ગુજરાત  
ફોન નં. ૨૭૪૮૯૯૪૫-૪૬, ૨૭૪૫૦૫૨૮, ૨૭૪૩૮૭૫૨-૫૩-૫૪, ફેક્સ નં. ૦૭૯ - ૨૭૪૮૯૯૪૭  
ઇ-મેઇલ - cerc@cercindia.org વેબસાઇટ - www.cercindia.org દેવપ્લાયન નં. ૧૮૦૦ ૨૩૩ ૦૨૨૨

## **B. Creating awareness among stakeholders, consumers and students about the importance of Safe and sustainable food.**

Organised awareness programme in the following places:

- Desai ni Pol, Khadia, Ahmedabad
- Gujarat Vidhyapith, Randheja, Gandhinagar
- Consumer Education Research Centre Office, Ahmedabad
- SKUM School, Gurukul, Ahmedabad

CERC team visited **Desai Ni Pol**, Khadia, Ahmedabad, India for promoting the Global Campaign “Safer and more sustainable food for all .” Pol - A pol in India is a housing cluster, which comprises many families of a particular group, linked by caste, profession, or religion. We communicated with the local community and distributed brochures and posters.

A power point presentation was made to inform the students about the organic food, organic farming, the differences between organic and non-organic food, the benefits of organic food and organic food logos. We explained the advantages of organic foods and its least adverse impact on the environment. Use of chemicals in the form of fertilisers and pesticides in conventional farming affects not only health but also the environment.

We informed about the importance of organic labels. We explained how do they know the food is Organic? We have shown the logos of different countries and certifying agencies used for organic food. Live demonstration of food packets has been made showing different logos on the packets. Buying from a certified organic distributor ensures that organic foods are produced without synthetic fertilisers and pesticides.

Face-to-face interaction is the best way to transfer knowledge and understanding. We encouraged students to become “observationlists.”

More than 350 students and academic staff of the schools and college participated in the programme.

Desai ni Pol, Khadia, Ahmedabad



Gujarat Vidhyapith, Randheja, Gandhinagar



## CERC Office, Ahmedabad



## SKUM School, Ahmedabad



### C. Dance Drama

A dance drama was performed during Durga Puja Festival, where there were nearly 30-40,000 footfalls. The Dance Drama was based on the “Safe and sustainable Environment” theme. A different dance form of India was presented with the theme by the children.

A memento carrying the Green Action Week logo was awarded to the children in appreciation of their performance.

Memento was sponsored by Consumer Education and Research Centre under the “Green Action Fund 2017” for the celebration of “Green Action Week.”



**D. Dissemination of Posters and Pamphlets displayed on the notice board**



**E. Media Coverage**



## **Uploaded the event information on social media**

The social media are now one of the most important tools to disseminate information about the activities. It gives a global voice and the opportunity to express our views and share information with a global audience.

The activity details were shared on the following Facebook pages as well as our websites:

### **A. Facebook:**

1. **Green Action week**

<https://www.facebook.com/photo.php?fbid=10209608752404862&set=p.10209608752404862&type=3&theater>

2. **Environment Literacy- Eco Labeling & Eco Friendly Product-**

<https://www.facebook.com/EcoProductsEcoLabeling/photos/a.327275830718482.73113.270149876431078/1628476170598435/?type=3&theater>

### **B. Websites:**

1. [http://www.cercenvis.nic.in/PDF/GAW\\_2017.pdf](http://www.cercenvis.nic.in/PDF/GAW_2017.pdf)
2. <http://cercindia.org/>