

**International Webinar “Making Right choices, Becoming A
Responsible Consumer”
Towards Sustainable Consumption and Production(SDG12) in
conjunction with**

“Green Consumer Day Celebration 2020”

**“Contributive essence of RCE Jammu in building sustainable
consumption in Jammu”.**

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Scope

- Case study linked to **SDGs and to evaluate its impact on the stakeholders of RCE-Jammu**
- SDG 12 –Ensuring Sustainable Consumption and Production
- Capacity building of the RCE Stakeholders to popularise the SDG-12 in the general public.

Context

- The people of Jammu region in north-west Himalaya are anxiously waiting for a new set up for the redressal of the state consumer disputes after abrogation of Article 370 and taking over of Reorganization Act 2019 which has abolished State Consumer Disputes Redressal Commission (SCDRC). It was working under Food, Civil Supplies and Consumer Affairs Department (FCCD). Though it has been replaced by Consumer Protection Act (CPA) 1986, but a notification by the Government to set up SCDRC, is yet to see the light of the day.
- All this poses certain questions to the administrative apparatus in JKUT.
- What could be the role of RCE Jammu and its stakeholders in the backdrop of the present political and administrative changes.
- How can RCE address a better understanding the present phenomenon and contribute for sustainable consumption and responsible production.
- In order to address these questions, following activities are being undertaken by RCE Jammu in collaboration with other partners and stakeholders prominently including JKPSCC, Jammu Kashmir Private Schools Coordination Committee, Federation of Small Scale Industries, Bari Brahamna, Jammu etc.

Analysis and Methodology

- In context of developing a healthy and sustainable consumer atmosphere in Jammu, the Private Schools may be trained for taking lead in the wise buying and consumption of Eco-friendly products. The Management of the Schools may be motivated to make their campuses plastic free and also making judicious use of water and electricity.
- RCE Jammu has been conducting Farmers awareness programs in collaboration with its stakeholders namely National Society for HRD and Research and Krishi Vigyan Kendra, SKUAST-Jammu for the organic farming to save the soil health from its further deterioration.
- RCE Jammu is in regular touch with the government functionaries to set up a well thought and sustainable commission for the protection and healthy growth of consumerism in the state.

Outcomes of practices

- As a result of the consistent efforts of the RCE Jammu, a number of the schools in tehsil RS Pura of District Jammu and Tehsil Nagri Parole of District Kathua are fully eco-friendly and using all the products in their premises which are environmental friendly.
- RCE Jammu in collaboration with its collaborator JK Private Schools Coordination Committee has been permanently organizing training programs in different schools for the capacity building of the teachers for developing a habit amongst the students for wise and eco-friendly consumerism . During pandemic, many such virtual meetings were organized through Zoom .
- RCE Jammu has organized three state level annual conferences in a row in collaboration with Private Schools focusing upon SDGs and the fourth is proposed in the near future which shall involve the publishing houses and impress upon them to bring out eco- friendly products over normal alternatives.

Recommendations

- Due to the abrogation of Article 370, many laws for the protection of consumerism have been abolished and a new commission has been set up but it requires lots of changes and RCE Jammu shall continue follow the government for issuing the necessary notification in this regard.
- RCE –Jammu shall collaborate with its counterpart RCE Kashmir in the wide celebration of the Consumer Day by organizing series of the activities in the various schools of Jammu province in future and collaborative efforts shall be made to develop the related course materials for the conduct of such programs.
- In future, RCE-Jammu shall conduct training programs with the Industrial workers in collaboration with Industrial Association to further the agenda of environmental friendly production.
- Efforts are being made to get funding from JMC –Jammu Municipal Corporation and RCE shall provide all technical support to realize the dream of making Jammu , a Smart City & educating its people to have healthy and eco friendly consumerism.

Thank you!