



Consumer Awareness on Telecom Services

Consumer Outreach Programme of the Telecom Regulatory Authority of India (TRAI) was organised in Chittorgarh and Bhilwara districts on January 21, 2026, and March 23, 2026, respectively.

The programme focused on creating awareness about TRAI's initiatives to improve the quality of

services in the telecom and broadcasting sectors, as well as measures to curb cyber fraud. It emphasised consumer grievance redressal mechanisms, complaint escalation processes, and consumer rights under TRAI regulations.

The event commenced with an inaugural address by Rajdeep Pareek, while Gauhar Mahmood and Gourav Chaturvedi highlighted the importance of consumer awareness and TRAI's efforts to protect users from spam and fraudulent telecom practices.

A presentation was delivered on TRAI's initiatives, including curbing unsolicited commercial communications, the TRAI DND App, and consumer grievance redressal systems. Relevant videos were also shown. An open Q&A session was held to facilitate interaction between telecom consumers and service providers on service gaps and solutions. A total of 220 participants attended.



Rural Healthcare Solutions

Community and Stakeholder Interface Health Meetings were organised to discuss and address challenges in healthcare delivery. Discussions covered project objectives, activities, and expected outcomes, including health services, causes of malnutrition, institutional delivery, early pregnancy, family welfare, and the role of iron and folic acid.

Participants were also advised to avoid unregistered health practitioners and highlighted the shortage of doctors in hospitals.



The importance of observing Maternal, Child Health & Nutrition (MCHN) Day and the roles of paramedical staff were discussed. The Child Health Officer provided information on health services and recommended continued efforts to reduce malnutrition, blindness, and tuberculosis, as well as to improve immunisation.

A total of 15 villages were covered, with 550 participants (including 400 women) attending the second-phase meetings.

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Health, Hygiene and Education in Villages

The “Swasth aur Shikshit Gaon” – Education & Health Awareness initiative was implemented in the CSR areas of Banera and Hamirgarh (Bhilwara) with support from Swaraj Suiting.

The initiative addressed key gaps in health, hygiene, nutrition, sanitation, and access to education in rural areas. By combining awareness generation with direct educational support, the project aimed to create both immediate and long-term positive impacts.

Under this initiative, awareness meetings were organised with school children and at Anganwadi centres, where 350 school bags and educational materials were distributed. The programme contributed to building healthier, better-education, and more confident communities, enhancing long-term social development and well-being.



Community Participation in Rural Health



Citizen Health Oversight Committee follow-up meetings were conducted, with a total of 100 meetings held. Medical staff, including Auxiliary Nurse Midwives/General Nursing and Midwives (ANMs/GNMs) and Anganwadi workers, participated as resource persons and provided detailed information on project objectives, activities, and expected outcomes.

Information on health schemes and services, as well as the roles and responsibilities of health staff in ensuring quality healthcare in remote tribal areas, was shared.

Committee members reported actively informing residents about government health schemes, leading to increased awareness and higher footfall at government health centres. Approximately 3,450 participants, including 2,350 women, attended these meetings.

Farm Mechanisation for Productivity

Trainings on drudgery reduction tools, equipment, and implements were organised by CUTS and Maharana Pratap University of Agriculture and Technology (MPUAT), Udaipur, across 12 locations in Chittorgarh district.

Resource persons, including Dr. Ram Avtar Kaushik, Dr. Hemu Rathod, Dr. Adarsh Sharma, Rajdeep Pareek, Manish Runthala, Suseela Javvadi, Gauhar Mahmood, Madan Giri, and Gaytri Moud, demonstrated innovative farm tools such as hand ridgers, seed treatment drums, improved sickles, groundnut decorticators, maize shellers, weeders, and picking bags.

Farmers were encouraged to adopt these tools to reduce labour and increase income. A total of 12 trainings were conducted with over 450 farmers participating. Follow-up visits showed that 80 beneficiary farmers adopted these tools and techniques.



Expanding Oilseed Cultivation

Under the project on Area Expansion of Oilseeds (groundnut and sunflower) in rice fallow areas, supported by the International Crops Research Institute for the Semi-Arid Tropics, a total of 1,000 hectares of sunflower cultivation was allocated for Rajasthan. Of this, 818 hectares across 1,878 farmers have been covered so far.

Data has been updated on the Krishi Mapper platform, including polygon mapping of target farmers in Chittorgarh, Udaipur, and Pratapgarh.

Six trainings were conducted by Krishi Vigyan Kendras and the Agriculture Department. Farmers expressed satisfaction with adopting the new crop and its yield performance.



Value Addition & Market Linkages for FPOs

Training on post-harvest management, value addition, and output marketing was conducted in Chittorgarh and Pratapgarh on January 29 and 31, 2026. Representatives from all 34 FPOs (CEOs, Directors, and Promoters) participated. Representatives from Reliance, Soufflet, and progressive FPOs attended for output linkages. A total of 80 participants attended the training.

Strengthening FPO Leadership

A Residential Training Programme on Agriculture Promotion for CEOs and Board Members of Farmers Producer Organisations (FPOs) was held from at Escorts Kubota Advanced Farming Institute (EKAFI), Kurukshetra, Haryana on February 16-19, 2026. Resource persons delivered sessions on FPO governance and structure, general agriculture and farm mechanisation, and agri-business financing.

The programme aimed to strengthen leadership capabilities, improve governance practices, and enhance operational efficiency of FPOs. Participants also visited demonstration fields. A total of 14 farmers attended the training.



Sustainable Livelihoods through Farming

Integrated Farming System (IFS) trainings were also conducted, with a total of seven sessions organised under the project. These trainings aimed to educate farmers on integrating multiple agricultural activities to increase productivity and income.

Sessions included demonstrations and discussions on crop management, livestock management, soil health, waste management, and livelihood improvement. A total of 405 farmers participated.

Boosting Farmer Incomes via FPOs

Under the initiative to enhance income through FPOs, 34 FPOs under a Central Sector Scheme are supporting over 23,000 farmers in achieving sustainable, income-oriented agriculture and improving socio-economic conditions. Efforts include productivity enhancement, better market linkages, and capacity building for agri-entrepreneurship.

These FPOs have collectively received loans of approximately 1 2 crore and have generated business turnover of around 1 33 crore through input and output activities.



Sustainable Mining and Policy Dialogue

A Minor Mineral Roundtable Discussion was organised by CUTS and the Centre for Social and Economic Progress in Udaipur, along with three focus group discussions and IDIs in Chittorgarh, Bhilwara, and Rajsamand on January 06-11, 2026.



The discussions focused on sustainable mining practices, critical mineral strategies for net-zero goals, and strengthening domestic exploration. Key themes included policy and regulatory reforms, environmental sustainability, and the impact on local communities.

Participants included experts from the Pollution Control Board, Mining Department, NABARD, NGOs, CBOs, trade unions, industrialists, SHGs, and PRI members. Over 200 participants attended.

Safe Products and Consumer Protection

World Consumer Rights Day was observed in Chittorgarh on March 15, 2026, in collaboration with the District Supply Office, under the theme “Safe Products, Confident Consumers.” Resource persons highlighted the importance of ensuring product safety across sectors, including food, medicines, electronics, and digital goods.

Gauhar Mahmood emphasised access to safe and reliable products, especially food. Hitesh Joshi (DSO) spoke about the risks of unsafe products, including health hazards, financial losses, and environmental damage. Madan Giri delivered the vote of thanks and addressed several consumer queries.



