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**Gujarat Regional Workshop**

**“Voices of Farmer Champions as Advocacy Tool for Alternative Crops to Tobacco:  Sharing Best Practices among Fellow Farmers, Media, and Decision Makers”**

**Venue:** Ahmedabad, Gujarat

**Coordinator:**Dr. Rudra Narayan Mishra, Assistant Professor, GIDR, Ahmedabad

**Farmer Champions for Advocacy**: Shri. Maheshbhai Padhiar, Shri. Girvatsinh Motibhai Parmar,

Shri Yagnik Kumar Patel

Research Assistant: Shri Dashrathbhai Gohel

**No of participants:** 20

**Date: July 25th and 26th, 2023 Time: 9.30 AM to 4.00 PM Venue: GIDR, Gujarat**

**About the Workshop**

The workshop is a follow-up of the study “Best Practices in Alternative Crops to Tobacco identifying **Farmer Champions** in Diversification across India” carried out by CMDR in seven tobacco growing states viz. Karnataka, Andhra Pradesh, Gujarat, Uttar Pradesh, and West Bengal during 2020-21.

These Farmer Champions will be requested to be the “Voices” for advocating for tobacco control. They can help and guide their fellow farmers to try alternate crops, which are beneficial through demonstration and narration. Those growing tobacco can pressurise the government to promote alternate crops. They can join other voices in representations made before the policymakers in convincing them that there are alternative crops available to tobacco and how farmers can be helped and motivated to give up tobacco cultivation and support tobacco control

**Objective:** The objective of the workshop is

* To engage the selected farmers in tobacco control advocacy in their respective states by enabling them to share their knowledge and experiences in the diversification of crops,
* Sensitization of tobacco farmers on the health hazards of tobacco consumption and cultivation, and,
* Share initiatives of the government to promote alternative crops, thereby creating awareness among other tobacco-growing farmers and motivating them to shift from tobacco.
* Build farmers as tobacco control Advocates

**Agenda**

**Day : 25-07-2023 Time: 9.30 AM to 5:15 PM**

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| **10:00-10:15 AM** | **Welcome & briefing about the Workshop** | Prof. Nisha Pandey, Director, (GIDR) AndDr. Rudra Narayan Mishra (GIDR) |
| **10:15-11:15 AM****(Technical Session I)**  | **Inaugural Panel Discussion:** * **Burden of Tobacco on Farmers: Health, Socio-Economic aspects,**
* **Viable Alternatives for Tobacco Farming**
* **Central and State Government Initiatives**
* **Tobacco Economics in Gujarat**
 | * Prof. Nayantara S. Nayak , CMDR (Moderator) -Opening Remarks
* S.J. Solanki, Director of Agriculture, Government of Gujarat
* Prof. Amita Shah, Former Director, (GIDR) Ahmedabad
 |
| **11:15-11:30 AM** | **Tea Break** |  |
| **11:30-12:15 PM****(Technical Session II)** | **Health Harms of tobacco cultivation and tobacco consumption** | Dr. Rahul SinghHead and Neck Cancer Surgeon Apollo CBCC Cancer Care Hospital, Ahmedabad  |
| **12:15-12:45 PM****(Technical Session III)** | **Building support of tobacco farmers on Tobacco Control Reforms**  | Ranjit Singh, Advocate Supreme Court of India |
| **12:45-1:30 PM****(Experience Sharing Session I)** | **Best practices in diversification from tobacco**1. **Reasons for Quitting tobacco cultivation**
2. **Contribution/Efforts of the farmer in promoting alternate crops**
3. **Benefits of shifting**
 | Panel Discussion 3 Farmers who have left Tobacco CultivationModerated by Radhika Khajuria, (CFTK) |
| **1:30-2:30 PM** | **Lunch Break** |  |
| **2:30-3:30 PM****(Experience Sharing Session II)** | **Best practices in diversification from tobacco from Kheda farmers**1. **Reasons for Quitting tobacco cultivation**
2. **Contribution/Efforts of the farmer in promoting alternate crops**
3. **Benefits of shifting**
 | Panel Discussion 3 Farmers who have successful models of tobacco crop diversification. Moderated by Narender Kumar, (CFTK) |
| **3:30-4:30 PM****(Experience Sharing Session III)** | **Challenges in Shifting from Tobacco & Expectations from the Government** | Panel Discussion 3 Farmers who presently grow Tobacco but are willing to leave tobaccoModerated by Ranjit Singh, Advocate Supreme Court of India |
| **4:30-5:00 PM** | **Building Partnerships with Farmers for Strengthening Tobacco Control**  | Radhika Khajuria, (CFTK) |
| **5:00-5:15 PM** | **Closing of day 1** | Dr. Rudra Narayan Mishra, (GIDR) |

**Day 2: 26-07-2023 Time: 9.30 AM to 2.30 PM**

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|  **9:30-9:45 AM** | **Recap of Day 1**  | Nayantara Nayak, CMDR |
| **9.45- 10.15 AM** | **Diversification of crops in Tobacco Growing Region of Gujarat- Prospects & Challenges** | Prof. S.S. Kalamarkar, Director, Agro Economic Research Centre, Sardar Patel University, Ahmedabad  |
| **10.15-11:30 AM** | **Building Communication for Advocacy: Reaching out to Policy Makers**  | Narender Kumar Radhika Khajuria (CFTK)Group Work: Role play |
| **11:30-11:45 AM** | **Tea Break** |  |
| **11:45-1:15 PM** | * **Next Steps: Way Forward and Future Planning**
* **Building farmer led coalitions for tobacco control**
 |  Group WorkRanjit Singh & Radhika Khajuria (CFTK)Narender Kumar, (CTFK) |
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| **1:15-1:40 PM****1.40 PM-1.45 PM** | **Valedictory Address****Vote of Thanks** | Prof.Nisha Pandey, (GIDR)Ms. Radhika Khajuria, (CFTK)Dr. Rudra Narayan Mishra, (GIDR) |
| **1:45-2:30 PM** | **LUNCH and CLOSING OF WORKSHOP** |