

インフルエンサー向けには、「キャンペーンに関する説明資料」「チュートリアル動画」および「インフルエンサーカテゴリー別解説書」を作成し、事前にキャンペーンのコンセプトおよび、日本文化への知識を認知してもらうための準備を実施した。

【キャンペーンに関する説明資料】

Overview



1. It's the 70th Anniversary of India and Japan relationship.
2. We are running a campaign which aims to promote the message "Enjoy our Differences".
3. There are a lot of differences between India and Japan and their culture however, we want you to discover the similarities between them through exploring the Food Culture of Japan.
4. To understand the essence of the campaign.

You can see and understand about the campaign with the tutorial too!
<https://youtu.be/BCCuJOwtQs8>

Tagline "Enjoy our Differences"



Despite of differences, we will always have something similar. Something which fascinates everyone is food. Essential for survival, food has important social, cultural, bonding and celebratory aspects and is part of ethnic, national, regional, local — and many times — personal identities.

We want you to be the part of this journey of exploring and discovering differences and similarities between Indian and Japanese culture by tasting Japanese food.

Is Japanese food very different and maybe new to your taste? Do you find something similar?

Share your stories if you are successful in discovering similarities or even if you couldn't, isn't the aim to "Enjoy the Differences"?

Tagline "Enjoy our Differences"



The concept of the campaign is "Enjoy our Differences," and we dare to focus on the "differences" between Indian and Japanese food culture.

The message is to respect, enjoy, and accept the differences between the two countries. We aim to create a new opportunity for people to think together while in the **process** of exploration, which is to discover "similarities" among the great differences in the cultures of both countries.

Ever heard of the saying "opposite attracts"? Ever wondered why?
 It is because opposites or different things are new and unique to what we have already seen, and that, my friend, is what excites us!

Why now?

Healthy Body, Healthy Mind



COVID-19 has changed the world in the past two years. People are now more conscious about their physical and **mental health**. We have lost a lot in the pandemic. However, we have also gained more compassion towards nature, people, and many other things.

This is what we now aim to achieve through this campaign: more **#compassion**, more **#acceptance**, more **#gratitude**, and more value through the Japanese food culture. In Japan, food is not merely a source of energy, but a way to connect with family, friends and **#nature**.

Japanese cuisine is sustained by the rich variety of ingredients from fertile seas and land. The people of Japan admire nature and are mostly dependent on it. You must have heard the famous word "itadakimasu". This is used to express **#gratitude** towards producers, nature and its blessings. Japanese food is healthy as there is less animal fat and the fish that is used has unsaturated fats that are considered good for the human body. We want to support the goal of a **#healthy #lifestyle** and **#sustainability** so that we can achieve it together.

What is #process?



Enjoy the process and Create your story to share your experience



You will find our Differences

If you find Similarity

How to work with us



Take photo / video with experience



Take photo / video with experience & Add URL for a landing page



Share the experience & Explain the differences

How to work with us



1. Experience Japanese culture and find the similarities!
2. Create contents (Post, Story and Reel) within 2 days from the experience
3. Take an approval from us (1-2 day)
4. Post the all contents within 3 days post the approval
5. Share the screenshots of insight post 7 days from the post

Language: English or Local language

Tag: #70yrsOfIndoJapan_foodcampaign / #enjoyourdifferences / #food #JapaneseFood and the others up to 10 including Specified tag.

【キャンペーンに関するチュートリアル動画】



<https://youtu.be/BCCuJOwtQs8>

「食」「教育」「ファッション」「ライフスタイル」の4つのカテゴリより選定した日本食にまつわる物品に関する解説書を作成。日本食・食文化における正しい基礎知識を理解してもらった上でコンテンツ制作が実施できるよう準備を実施した。

【インフルエンサーカテゴリ別解説書】

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Chopsticks

The Japanese word for "chopsticks" is *hashi* which is a homophone with the Japanese word meaning "bridge". Japanese chopsticks provided a bridge between the human and the divine. Rather than using ordinary meals, they were used, at first, for sharing food with the gods.

When we divide the world by the amount used for eating, the hand-eating culture (Southeast Asia, Middle East and Africa) accounts for 40%, silver-tips half of the world, the eating culture (Europe, America, and Russia) accounts for 20%, and the chopstick-eating culture (Japan, China, Korea, Vietnam and Vietnam) accounts for 20%. It is said that the world's population of Japanese people (about 12%) is equal to a surprisingly wide area of East Asia.

However, even in the chopstick-eating cultural sphere, the majority of people use chopsticks and a spoon as a set, and the style of eating with chopsticks alone is unique to Japan, making Japan the only "chopstick" chopstick-eating cultural sphere. It is said that this may be because chopsticks are suitable for eating sticky Japanese rice, which is different from Indian rice.

Furthermore, the custom of eating with one's own chopsticks is also unique to Japan, and is not found in other chopstick-eating countries.




Moreover, there is a certain manner of eating in which we eat what and how we eat it, and here we use chopsticks.

It is called "mouth seasoning," in which the rice is eaten alternately with side dishes or soup. This is a uniquely Japanese way of eating rice, which has no taste, and is seasoned in the mouth with the flavors of the side dishes. In Japanese cuisine, the original way of eating rice is to stir rice over the fire in between the side dishes and eat, as in "stir and press" or "stir and soup."

Then over to learn how to use chopsticks.

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The correct way to hold chopsticks



In Japan, people start practicing how to hold and use chopsticks as early as 3 years old. Holding and using chopsticks correctly has been considered an important value for Japanese people.

Practice with chopsticks

Recently practice chopsticks have been developed to practice how to hold chopsticks correctly. We are sending you this one again this time, and we hope you will use it for practicing at home.



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Chopstick Rest

Chopsticks must prevent chopstick tips from sticking to the table when resting chopsticks during a meal. This prevents the table from being stained by chopstick tips covered with food and has the effect of making mealtime more hygienic and enjoyable. Placing chopsticks on a stable place called a chopstick rest also prevents them from rolling off the table.



Good for hygiene

So what happens if you do not use a chopstick rest and keep the chopstick tips off the table? For example, if you place your chopsticks on the table during a meal, it is a violation of the etiquette of placing the chopsticks on the table. In addition, "bacteria" can also spread "to your eating," so be especially careful not to do so during the meal.



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Follow an 80% diet rule



Take a five bites and put your chopsticks down on the chopstick rest. This procedure allows you to follow an 80% diet rule by eating slowly.

Do you know that the Japanese follow an 80% diet rule that helps them live longer lives?

In Japan, you are taught not to eat until you are fully filled. Instead, you must eat the eighth portion of the meal. You must chew slowly and enjoy the flavors.

It takes approximately 15 to 20 minutes for the brain to recognize that the stomach is full. By eating slowly, you can observe this time.

This makes digestion easier and is said by Buddha to be the secret to longevity.

The secret of an 80% diet is to reduce caloric intake. It has been scientifically proven that caloric restriction not only increases life expectancy, but also extends healthy life span, the period of time during which a person is healthy and free of disease.

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Japanese Breakfast Kit

The Japanese diet, based on one soup and three side dishes "Ichibuji, San-nin" ("1/2" means one, "san" means soup, "nin" means three and "nin" means side dishes), is said to ensure an ideal nutritional balance.

It is said to have an ideal nutritional balance. In addition, the diet is low in animal fat and salt through the judicious use of "umami," which helps Japanese people live longer and prevent obesity.




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Nutritional balance with 5 colours and 5 flavours

Based on the "Five Elements Philosophy," a natural philosophy that originated in ancient China, the "Five Tastes, Five Colours, and Five Lines" are the five tastes, five colours, and five lines.

The idea is that if we consume foods of the five colours (white, black, red, yellow, and green) in our daily diet, we will naturally become more energetic.

It also says that if we vary the five cooking methods (steamed, boiled, baked, fried, and uncooked) and the five tastes (sweet, salty, sour, spicy, and bitter), we can enjoy our food more and eat better.

White is white rice, noodles, radish, bean root, potatoes, white fish and chicken. Red is red vegetables and fruits such as tomatoes, watermelon, and red meat and fish. Green are green vegetables such as spinach.

Black is seaweed, wakame root and black sesame seeds. Yellow is carrots, pumpkin, mandarin oranges, etc. The five colours correspond to the five organs, with red for the heart, green for the liver, and so on.

The five tastes include: sweet, sour, salty, bitter, and umami. Sweet, sour, salty and salty have only one taste. We better have many different tastes.

For example, there is a difference between the bitterness of chocolate and that of citrus, and the fifth taste, umami, is represented by glutamic acid in kelp, but it can also be extracted from dried bonito flakes, dried shiitake mushrooms, and shellfish, which are separate components. Umami is also the origin of the most important dashi in Japanese cuisine.

We will send you a Japanese breakfast set so you can try your own 5 colours. It might be interesting to combine Indian ingredients and spices!



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Iron Tea Pot

A *kyusu* is a traditional Japanese teapot that potters make from clay. Gradually, it evolved and now it is made of iron. Iron teapots are a top choice for tea lovers because they are durable and durable. A small amount of iron is released into the water with each heating. The iron is said to increase health benefits and add a subtle flavor to tea.



Tea has been an integral part of everyday life for centuries in Japan. Meditation with tea allows for the mind to stay awake.

This meditation with tea practice allows for the awareness to take over in one's mind and use every quality of the tea leaves, the tea utensils, and the space.

Mindful tea brewing brings both the connection of the mind to the body's five senses including smell, taste, color, sound, and temperature.

In the "Tea Meditation" session, the time for brewing tea and drinking is linked to the practice.

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Meditation with brewing tea



Take a moment to appreciate the tea. Express your gratitude for everything that helped make your cup of tea a reality. If your mind begins to wander, think of these things you are grateful for right now. Savor the peace and relax into it.

Tea is said to be one of the simplest forms of meditation practices in Zen. Appreciating the materials, enjoying the fragrance of the tea leaves, brewing with mindfulness, and tasting the tea are carried out in the practice.

This mindful tea practice is only a guide to your meditation session. The key is to open yourself to the spirit of being present and to come back to your senses whenever you have drifted into your thoughts.

During the tea time ceremony, there is a special encounter between the drinker and the tea. Thus, in those moments are peace and happiness.

In Japan, black iron *kyusu* is commonly used, but colorful iron *kyusu* such as blue and red *kyusu* became popular in Europe and other foreign countries. We will send you a colored iron *kyusu*.

アサインした主要インフルエンサーに対し、日本食普及の親善大使である柳原尚之氏による日本食・食文化の基礎的な知識に関するウェビナーを実施。インフルエンサーへの日本食・食文化に関する知識を深めてもらうこと、および日印間での日本食・食文化に関する意見交換を目的とした。

- 実施期間：2022年3月23日（水）
- 参加インフルエンサー／メディア数：12名

【参加インフルエンサー】

| Category | Account Name | Account ID | Instagram Link | Followers | Commercials | Webinar |
|-----------|---------------------|-------------------------|---|-----------|-------------|---------|
| Food | Palak Kapoor | whatsupdilli | https://www.instagram.com/whatsupdilli/ | 155,000 | 30000 | Yes |
| Food | Karan Tripathi | karanfoodfanatic | https://www.instagram.com/karanfoodfanatic/ | 68,900 | 30000 | Yes |
| Food | Bombay Buzz | bbuzz08 | https://www.instagram.com/bbuzz08/ | 173,000 | 50000 | Yes |
| Food | Bangalore Food Bomb | bangalorefoodbomb | https://www.instagram.com/bangalorefoodbomb/ | 40,300 | 9000 | Yes |
| Food | Food Dozer | foodozers | https://www.instagram.com/foodozers/ | 329,000 | 25000 | Yes |
| Lifestyle | Aanvi | theglocaljournal | https://www.instagram.com/theglocaljournal/ | 106,000 | 40000 | Yes |
| Lifestyle | Neha Modi | thepinkumbrella_diaries | https://www.instagram.com/thepinkumbrella_diaries/ | 91,700 | 40000 | Yes |
| Lifestyle | Isheeta Yadav | isheeta_yadav | https://www.instagram.com/isheeta_yadav/ | 31,300 | 25000 | Yes |
| Media | Yash | Things2Do | https://www.instagram.com/things2doindelhi/ | | | |
| Media | Preethika | Things2Do | | | | |
| Media | Vidhi | Things2Do | | | | |
| Media | Abhijeet | LBB | https://www.instagram.com/lbbdelhincr/ | | | |

12名の参加者のうち、質問者は3名程度に留まったが、日本人では改めて考えることがないような基本的な知識から、インド料理とのコラボレーションまで多岐に渡った。

【質問内容】

Karan Tripathi



- ・日本食では、箸を使うケースと使わないケースがあるようだが、どのような棲み分けがあるのか？
- ・日本食は見た目が大切なのか？ それは家庭料理でも重要なものか？

Neha Modi Jalan



- ・熱燗と冷やのお酒は、どのように日本食と組み合わせて楽しむのか？

Things2do (Mr. Yash)

- ・インド産の食材で好きなもの、柳原さんがご自身で活用しているものはありますか？