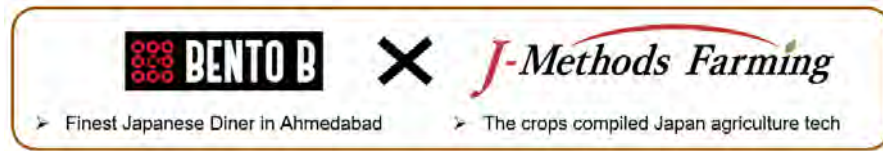


## 2. J-Methods Farming 2022 販売実証計画

今年度は現地の日本食レストランとコラボした販売実証イベントを計画しています。



- 場所： Bento B レストラン  
アーメダバード市内 Ashok Vatika地区 One42ショッピングモール内

### 【レストラン概要】

- 日本食風のピュア・ベジタリアン料理店
- 面積：850㎡（厨房設備込み）
- 座席数：約80席（テラス席込み）
- 営業時間：12:00-22:30（年中無休）



<https://bentob.in/>

- 期日： 2023年1月26日（木、祝）～2月1日（水）（予定）



- 販売内容：
  1. レストラン  
収穫されたカリフラワー、ミニトマトを使った期間限定メニュー販売
  2. 直売  
店舗に直売カウンターを設置し、収穫されたカリフラワー、ミニトマトを販売

## 2. J-Methods Farming 2022 販売実証計画

前頁のイベントに加え、SEWAオフィスでの直売や卸売を今年度も実施し、販売実証イベントも含め販売データの収集・分析を行います。

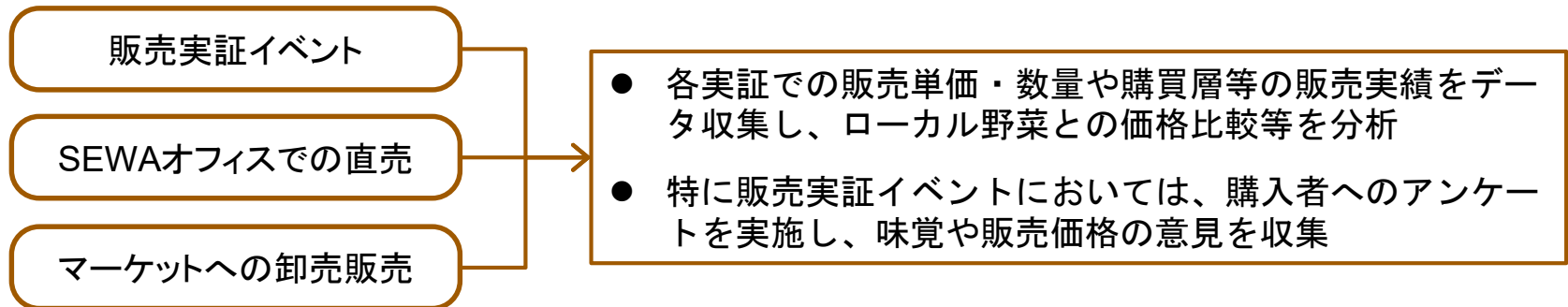
### SEWAオフィスでの直売

- 過年度同様、SEWAアーナンドオフィスでの近隣住民をターゲットとした小売を継続実施する

### マーケットへの卸売販売

- 販売実証やSEWAの直売に加え、特に収穫ピーク時期においては、仲買人を通じた現地ローカルマーケットへの卸売販売を実施する

### 販売データの収集・分析



## 2. J-Methods Farming 2022 販売実証計画

### (ご参考) 販売実証パートナー Bento B 選定経緯

過年度同様、現地スーパーマーケットでの店頭販売を志向  
Leaf社やHariha Farm社など、Reliance以外の流通・卸業者とコンタクトし折衝

当地では小売スーパーの発言力が強く大口量の契約が必要、などインドの商慣習や  
ビジネスルールに沿わず、流通ルートに載せた販売が難しいと判断

現地のモールやスーパーに直接コンタクトし、期間限定の販売スペース賃貸借による  
販売実証を計画

SEWAも現地小売と直接交渉したものの、高額な賃料の要求や衛生管理などSEWAが  
保有していない多くの資格保有が条件となり、こちらも小売の影響力が大きく、  
他案の模索を開始

ジェトロアーメダバード事務所にも相談し、日本食風の食事を提供するBento Bの  
紹介を受け、オーナーであるMr. Amit氏と面談  
先方もJMFの活動に賛同してくれたこと、およびショッピングモール内の店舗で  
集客も見込めると判断し、Bento Bとのコラボレーションによる販売実証を企画

### 3. J-Methods Farming 2022 今後の予定

	1月	2月	3月
成果報告イベント	○ 現地収穫セレモニー (1/21) ※P6ご参照	○ 成果報告会 (2/14) ※P7ご参照	
圃場	←→ カリフラワー・トマト収穫		
		←→ 大根・カボチャ・スイカ収穫	
販売実証	←→ 販売実証イベント ※P2ご参照		
	←→ SEWA直売・卸売 ※P3ご参照		

## 4. J-Methods Farming 2022 成果報告会のご案内

JMF事業の成果報告として、今年度はインドと日本それぞれで報告会の開催を予定しておりますので、参画各企業さまにもご参加頂きたく、よろしくお願い申し上げます。

### (1) 現地での収穫セレモニー

- 期日： **2023年1月21日（土）**
- 時間： 10:00～12:00（仮、インド時間）
- 場所： グジャラート州アナンドJMF圃場

- 現地参加者：

農林水産省輸出・国際局 吉岡参事官・阿辺交渉官／ジェトロアーメダバード事務所  
SEWA Jyoti Macwan書記長／現地農業関係者／  
サグリバンガロール／現地参画企業各ご担当者さま（Nichino India社他）

- オンライン参加者：

農林水産省輸出・国際局／JMFユニットチーム  
八千代エンジニアリング／参画企業ご担当者さま

- アジェンダ：

来賓ご挨拶（ジェトロ・Nichino India他）／農林水産省およびSEWAによる事業報告  
収穫・試食イベント／等



※2019年11月、JMF実証開始式典の様子

## 5. J-Methods Farming 2022 成果報告会のご案内

日本での報告会には、SEWAも出張して対面で参加予定です。出張滞在中、個別の企業訪問も実施したく、対象企業さまにおいては個別に相談させていただきます。

### (2) 日本での成果報告会

- 期日： **2023年2月14日（火）**
- 時間： 14:00～16:00（仮、日本時間）
- 場所： 農林水産省

- 参加者：

農林水産省輸出・国際局／JMFユニットチーム／  
SEWA Mansiマネージャ・Lalitaben圃場リーダー／八千代エンジニアリング  
参画企業各ご担当者さま  
※可能な限り農林水産省にて対面でのご参加をお願いしたく存じます

- アジェンダ：

農林水産省ご挨拶／八千代・SEWAによる事業報告／参画企業各社資材のご紹介  
次年度事業について／等



※2019年5月、JMF事前説明会の様子



**Department of Agriculture  
Education & Research  
Govt. of U.P.  
INDIA**

**MAFF**  
Ministry of Agriculture,  
Forestry and Fisheries  
農林水産省

**Ministry of Agriculture,  
Forestry and Fisheries  
Tokyo Japan**

**MEMORANDUM OF COOPERATION  
for Research and Academic Strengthening**

**Between**

**Ministry of Agriculture, Forestry and Fisheries  
Tokyo Japan**

**And**

**Department of Agriculture Education &  
Research  
Govt. of U.P. INDIA**

This Memorandum of Cooperation (MoC) is made between The Agriculture Education and Research Department, Government of Uttar Pradesh, India having its office at U.P. Secretariat, Lucknow, INDIA (herein after called DAER) and Ministry of Agriculture, Forestry and Fisheries of Japan having its office at 1-2-1, Kasumigaseki, Chiyoda-ku, Tokyo 100-8950, Japan (herein after called "MAFF") of the other part.

The Agriculture Education and Research Department Government of Uttar Pradesh, India regulate four State Universities namely Chandra Shekhar Azad University of Agriculture & Technology (CSAU) Kanpur, Acharya Narendra Deva University of Agriculture & Technology, Kumarganj, Ayodhya, Sardar Vallabh Bhai Patel University of Agriculture & Technology, Meerut and Banda University of Agriculture & Technology, Banda in Uttar Pradesh under *KRISHI EVAM PRODYOGIK VISHWAVIDYALAYA ADHINIYAM 1958*

Department of Agriculture Education & Research, is committed to forge ties with other institutes/university in the country and abroad involved in developing quality manpower and research collaborations;

AND

WHEREAS the **Ministry of Agriculture, Forestry and Fisheries (MAFF), Tokyo Japan** has a mission to encourage direct investment by Japanese companies to Uttar Pradesh State in the field of agriculture and food related industries in which Japanese companies have expertise and have advanced technology to India in order to contribute to the rural development of India. It works together with Japanese companies which have interests in investing in India in the field of agriculture and allied fields, and aims to establish food value chain in India, particularly in Uttar Pradesh with Japanese technologies.

This MoC is based on the Memorandum of Cooperation (MoC) made between MAFF and the Ministry of Agriculture and Farmers' Welfare of the Republic of India (MoAFW) signed on 11<sup>th</sup> November, 2016 and the MoC made between MAFF and the State Government of Uttar Pradesh, India, signed on 26<sup>th</sup> October, 2018.

DAER and MAFF are hereinafter individually referred to as "Party" and collectively referred to as "Parties".



NOW THEREFORE, DAER and MAFF inspired by their common objectives to promote and accelerate the progress of research and training in various disciplines of agricultural research;

HAVE decided to enter into this MoC and agree as herein contained:

#### **ARTICLE -I**

##### **Objectives**

The Parties hereby agree to promote cooperation in the field of Agriculture education and research through-

- a) Exchange of scientists and technologists;
- b) Exchange of scientific literature, information and methodology;
- c) Exchange of scientific equipment as available and required in programme of common interest as may be mutually agreed upon.
- d) Development and implementation of collaborative research projects for testing Japanese agricultural technologies at the demonstration fields in educational & research based Institutions under the Govt. of Uttar Pradesh. The areas, methodology, financial arrangements if required, to be as mutually agreed upon, subject to IPR clause in Article IV.

Such cooperation shall be implemented by the following means:

- i) Establishment of mutual relation between the scientific and technical organizations of the respective Parties;
- ii) Creation of facilities for exchange of scientific, technologists and experts and their proper placement;
- iii) Providing proper place along with all logistic support for display of Japanese Testing Fields Project, expenses will be incurred by the displaying party, mutually agreed by both the Parties, subject to approval of the respective competent authorities.
- iv) Nominating the faculty and students for their international exposure as per availability of financial resources.
- v) MAFF will provide all logistic & hospitality support to faculty & students for International exposure to Agricultural Institutions in Japan as mutually agreed by both the Parties.



**ARTICLE -II**

**Implementation**

DAER and MAFF may name any member of their staff to work out the practical details of cooperation between the two organizations and in general to ensure proper and effective implementation of this MoC.

**ARTICLE -III**

**Work Plans**

This MoC will be implemented through development of biennial Work Plans to be developed jointly, which describe specifically the activities to be carried out under this Collaborative Programme and which set forth the intended contributions of each party. These Work Plans may originate from either party but will require the full written approval of both the Parties for implementation.

**ARTICLE -IV**

**Publication & Intellectual Property Rights**

**General clauses:**

- (i) Each Party will ensure appropriate protection of Intellectual Property Rights generated from cooperation pursuant to this MoC, consistent with their respective laws, rules and regulations and international agreements to which both parties are committed.
- (ii) In case research is carried out solely and separately by one Party or the research results are obtained through the sole and separate effort of one Party, the Party concerned alone will apply for grant of IPR and once granted, the IPR will be solely owned by the concerned Party.
- (iii) In case of research results obtained through joint activities, the grant of intellectual property rights will be sought by both Parties jointly and once granted these rights will be jointly owned by the Parties.
- (iv) The Parties shall not assign any rights and obligations arising out of the IPR generated to inventions/activities carried out under this cooperation to any third party without the written consent of the other Party.
- (v) Use of DAER name and logo requires prior written approval from DAER or *vice-versa* by MAFF.

**Commercialization:**

In case of research results obtained through joint activities under this MoC, both the parties will apply as co-applicants for the protection of intellectual property rights subject to exclusive rights of both the parties to commercialize the technology in their respective countries. Commercialization in any other country shall be done jointly through a separate agreement.

**Publication:**

Any publication, document and/or paper arising out of joint work conducted by the Parties pursuant to this cooperation will be jointly owned. The use of name, logo and/or official emblem of the Parties on any publication, document and/or paper will require prior permission of both the Parties. It may however be ensured that the official emblem and logo shall not be misused by both the Parties.

**Confidential Information:**

- (i) All information and documents to be exchanged pursuant to this cooperation will be kept confidential by the Parties and will be used subject to such terms as each Party may specify. A Party will not use the information for purposes other than that specified without the prior written consent of the other Party.
- (ii) All Confidential Information shall remain the exclusive property of the disclosing Party. The Parties agree that the disclosure of the Confidential Information do not grant or imply any license, interest or right to the Recipient in respect to any intellectual property right of the other Party.
- (iii) Unpublished information, whether oral, in writing or otherwise, discovered or conceived by the scientists or technicians and exchanged under the provisions of this cooperation will not be transmitted to a third party, unless otherwise agreed by the Parties.



**ARTICLE--V**

**Germplasm Exchange**

All research materials used in the collaboration will be transferred using Material Transfer Agreements (MTA). Further, the transfer of biological materials, including breeding materials and germplasm, will be subject to pertinent bio-safety and bio-prospecting laws, rules, and regulations in force in the territory of each party. Either party may use such materials, but will give full credit to the source of the materials.

**ARTICLE--VI**

**Amendments**

The Parties to this MoC may, by mutual consent, add, modify, amend or delete any words, phrases, sentences or Articles in this MoC.

**ARTICLE -VII**

**Institutional Links**

Both Parties will establish inter-institutional links between their respective similar scientific research institutes and centers with mutual consent of both the Parties.

**ARTICLE-VIII**

**Joint Working Group**

A Joint Working Group will be set up with representatives from both Parties to meet as necessary to follow up the execution of this MoC and suggest necessary measures for its development.



**ARTICLE - IX**

**Financial Arrangements**

- (i) For training, consultancy of Scientists, financial arrangement and project [outlay/budget] shall be decided by mutual consent of both the Parties.
- (ii) In the case of exchange of scientists for study visits on the basis of reciprocity, the sending Party shall meet to- and fro- international travel costs, cost of board, lodging & internal transport etc..

**ARTICLE - X**

**Dispute Resolution**

Any dispute between the Parties arising out of the interpretation or implementation of this MoC shall be settled amicably through mutual consultation or negotiation between the Parties to the dispute.

**ARTICLE - XI**

**Disclosure of Information**

(i) DAER and MAFF agree that except for a Court Order requiring disclosure, neither shall disclose to any third party without the written consent of the other, any information made available to the Parties, in the performance of work and/or generated by the performance of work, under this MoC, except information which at the date hereof was:

- a) in the public domain
- b) known to either prior to the date hereof as evidenced by written documents subsequently.

(ii) All data generated through this MoC with assistance by DAER or a collaborating institute in India from DAER work programme shall be subject to explicit written approval signed by MAFF before publication of same by DAER and/or the collaborating institute.





(iii) All data generated through this MoC with assistance by MAFF's work programme or the work programme of a collaborating institute in India shall be subject to explicit written approval signed by DAER or the collaborating institute before publication of same by MAFF.

The provisions in this Article shall survive termination or completion of the MoC.

## **ARTICLE -XII**

### **Validity /Termination**

The MoC shall be effective from the date of its signing by the duly authorised representatives of both the Parties. It shall be valid for a period of three (03) years. Thereafter it shall be automatically renewed for a period of three (03) years unless either Party serves notice on the other of its intention to terminate it, in which event, the cooperation shall stand terminated at the end of one calendar month from the date of issue of such a notice. But the termination of this MoC shall not affect the validity or duration of specific collaborative programmes already being undertaken there under, unless decided otherwise by the Parties by mutual consent.

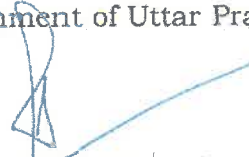
IN WITNESS, whereof, the Parties hereunto have signed this MoC at Lucknow on this ..... January 2021, in two originals in Hindi and English languages.

For and on Behalf of the Ministry of  
Agriculture, Forestry and Fisheries  
of Japan



**Mr. Hiroaki KINOSHITA,**  
Director and Negotiator, Head of  
South Asia Group Bilateral  
Affairs Division, International  
Affairs Department, Ministry of  
Agriculture, Forestry and  
Fisheries. (MAFF) Japan.  
Date:  
Place

For and on Behalf of  
Department of Agriculture  
Education and Research,  
Government of Uttar Pradesh



**Mr. Anil Dhigra**  
Special Secretary,  
Department of Agriculture,  
Agriculture Education &  
Research, (DAER) Government  
of Uttar Pradesh, INDIA  
Date:  
Place



## 参画企業によるGJ州でのイベントの様子

- Taiyo India 耕うん爪デモンストレーション (2022年10月15日)





