



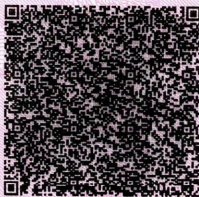
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सत्यमेव जयते

**INDIA NON JUDICIAL**  
**Government of Gujarat**  
**Certificate of Stamp Duty**

**Certificate No.** : IN-GJ12765190328163W  
**Certificate Issued Date** : 16-Jan-2024 06:01 PM  
**Account Reference** : IMPACC (FI)/ gjelimp10/ MIRZAPUR COURT/ GJ-AH  
**Unique Doc. Reference** : SUBIN-GJGJELIMP1048028725514697W  
**Purchased by** : GUJARAT NATURAL FARMING SCIENCE UNIVERSITY  
**Description of Document** : Article 5(h) Agreement (not otherwise provided for)  
**Description** : MOU  
**Consideration Price (Rs.)** : 0  
 (Zero)  
**First Party** : GUJARAT NATURAL FARMING SCIENCE UNIVERSITY  
**Second Party** : AGRO ECONOMIC RESEARCH CENTER  
**Stamp Duty Paid By** : GUJARAT NATURAL FARMING SCIENCE UNIVERSITY  
**Stamp Duty Amount(Rs.)** : 300  
 (Three Hundred only)



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IE 0026929240

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2. The onus of checking the legitimacy is on the users of the certificate.
3. In case of any discrepancy please inform the Competent Authority.



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- For information related to e-Stamping you may write to us on our email id [estamp.ahmedabad@stockholding.com](mailto:estamp.ahmedabad@stockholding.com) or visit our Branch/Centre.

### સૂચના

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- આ પ્રમાણપત્રમાં કરેલ કોઈપણ ફેરફાર અમાન્ય છે અને તે ફોજદારી ગુનો બને છે.
- આ ઈ-સ્ટેમ્પ પ્રમાણપત્રમાં કોઈપણ વિસંગતતા જણાય તો સ્ટોક હોલ્ડિંગની શાખા / કેન્દ્ર પર સંપર્ક કરવો.
- ઈ-સ્ટેમ્પિંગ સંબંધિત જાણકારી માટે અમને [estamp.ahmedabad@stockholding.com](mailto:estamp.ahmedabad@stockholding.com) પર ઈ-મેઈલ કરવો અથવા અમારી શાખા / કેન્દ્ર ની મુલાકાત લેવી.



**Strategic Agreement**

*(Non-Financial)*

BETWEEN



**Gujarat Natural Farming Science University**  
ATIC, Borsad Cross Road, Anand, Gujarat, 388001

And



**Sardar Patel University,**  
Vallabh Vidyanagar, Anand, Gujarat, 388120

And



**COWBERRY**  
COMMUNITY • QUALITY • SUSTAINABILITY

**Cowberry Industries Private Limited**  
202, Panvel Point, MotaVarachha, Surat, Gujarat, 394101

*Handwritten signature*



## MEMORANDUM OF UNDERSTANDING (MoU)

This Memorandum of Understanding (MoU) is entered into on this day, 17<sup>th</sup> January 2024 by and between:

**Gujarat Natural Farming Science University**, an Educational and Research Institution established by the Government of Gujarat under Act No. 16 of 2017 of Government of Gujarat and its subsequent amendment-wide Act No. 2, 2022 and Act 14, 2023 (25<sup>th</sup> September, 2023) herein referred to as 'GNFSU', which expression shall unless repugnant to the context shall mean and include its office bearers, with its address at AITC, Borsad Cross Road, Anand, Gujarat, 388001.

And

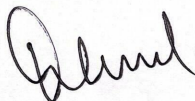
**Sardar Patel University, Vallabh Vidyanagar**, herein referred to as **SPU**, is the Public State University, which was established by an Act of the Legislative Assembly of the then Bombay Province in December 1955 and was recognised under 2f of the UGC Act in October 1968, with its address at Vallabh Vidyanagar 388120, Anand, Gujarat.

And

**Cowberry Industries Private Limited**, herein referred to as **CIPL**, is the company working in Promotion of Natural Farming Practices, handholding of farmers, Education Empowerment and in production of certified agricultural produces, with its address at 202, Panvel Point, MotaVarachha, Surat, Gujarat, 394101.

(Hereafter collectively referred to as the 'Parties').

**WHEREAS**





1. GNFSU, the unique and most diverse Educational, Research and Extension hub for Natural Farming Science University established in the year 2017 by the Government of Gujarat, is the only Natural Farming Science University in India.
2. SPU comprises of 27 Postgraduate Departments, a constituent college, and 148 colleges affiliated to it. SPU has Agro-Economic Research Centre (SPU AERC) which was established in July 1961 by the Directorate of Economics and Statistics, Ministry of Agriculture, Government of India, New Delhi. AERC is mandated to provide feedback on the ground reality to the Ministry of Agriculture and Farmers Welfare, Government of India for policy formulation in the areas of agriculture and rural development. AERC has done this work very effectively over a period of last six decades and has emerged as a leading research Centre of its kind in the country. AERC of SPU undertakes research-driven work (interdisciplinary research, qualitative research, participatory research, needs assessment, baseline studies, program evaluation, impact assessment) to achieve lifelong learning for all. It facilitates the bridge between academic research, innovation and adoption and policy development.
3. CIPL strategically plans pilot projects to expand its reach. The company's expansion strategy includes establishing a significant presence in Gujarat, leveraging more than 50 outlets and an online e-commerce platform. Moreover, it's involved in establishing India's largest Agri-Park, emphasizing education, sustainable practices, and a holistic approach to agriculture.
4. The parties foresee reciprocal advantages from the diverse expertise, skills, faculty, knowledge base, networking resources, and training facilities offered by this collaboration.

NOW THEREFORE, IN CONSIDERATION OF THE MUTUAL UNDERSTANDING, THE PARTIES AGREE TO THE FOLLOWING:

#### **CO-OPERATION**

This MoU between GNFSU, SPU and CIPL is to promote joint engagement strategies, including outreach programs, workshops, and campaigns targeting farmers to impart knowledge about different natural farming marketing methods and promote community building to marketize the natural farming activities. It also covers forecasting of different financial, economical and non-financial indicators for the benefits of stake holders of natural farming activities.

The parties' co-operation will facilitate Research and Development in Natural Farming methods, promote awareness, learning and skilling, marketing. The synergies of knowledge, research and expertise base will facilitate environmental, socio-economic and technological breakthroughs in the field of natural farming.

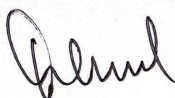
The general terms of co-operation shall be governed by this MoU. The parties shall cooperate with each other and shall, as promptly as is reasonably practical, enter into all relevant agreements, deeds and documents (the 'definitive documents') as may be required to give effect to the actions contemplated in this MoU. The term of definitive documents shall be mutually decided between the parties. Along with the definitive documents, this MoU shall represent the entire gamut of understanding as to the subject matter hereof and shall supersede any prior understanding between the parties on the subject matter hereof.

The agreement provides a broad framework for the collaboration of all the parties and acts as a guide for further collaborations. It is a non-financial agreement between the parties involved.

#### **COLLABORATIVE RESPONSIBILITIES**

##### **● Marketing**

- Building strategies and practices to collaborate more farmers and encourage them to adopt natural farming practices.
- Developing material such as leaflets, templates, hoarding, books, banners, etc. to help and promote natural farming activities.
- Promoting Natural Farming activities of farmers, FPOs, and other affiliated organizations through social media platforms such as Radio Broadcasting, TV programs, News and other media.  
(CIPL, SPU-AERC, and GNFSU will use their medium of ads communication to promote natural farming activities in a collaborative branding)





- **Forecasting**
  - Cowberry has built mobile applications with its exclusive features such as weather, humidity, wind, commodity price, etc.
  - Forecasting can be made on weather, humidity, wind, market commodity prices and other indicators.
  - SPU-AERC will provide relevant support in research and development of above indicators forecasting based on their expertise.
- **Research Assistance & AERC Intention**
  - Conducting surveys on MSMEs such as FPOs, Co-operatives and other marginalized and small sector agricultural entities to understand prevalent factors affecting them to grow further.
  - Building case studies with collaboration between CIPL and SPU-Agro-Economic Research Center (SPU-AERC) to provide a scholastic environment for Phd and other research students of agri sectors.
- **Extension Services**
  - CIPL, in collaboration with GNFSU will provide services such as Farm Monitoring, Soil Testing, Crop Health Checks, Animal health Check-up through their research fellows and dedicated research lab.
  - CIPL will train farmers for the management of alternate cropping systems, seed management, irrigation techniques, pest control, technology used in natural farming, bio-gas plant setup and its usages, setup and usage of polyhouse, etc.
  - Design and develop financially viable and sustainable farm-prototype for small and fragmented land holders, which help them earn more (e.g hydroponics farming)

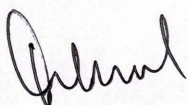
#### **PROTECTION OF INFORMATION, CONFIDENTIALITY AND INTELLECTUAL PROPERTY**

The parties agree to use all reasonable efforts to protect any internal or proprietary documents received from the other party and here under described as confidential or proprietary. Any materials, including but not limited to information, raw and processed data, methods, designs and publications that each party owned or vested in it before and at the time of signature of this MoU shall remain the property of that party and each party may grant to the other the right to use such material for the sole purpose of carrying out the activities agreed by both the parties.

#### **TERMS, AMENDMENTS AND VALIDITY OF THIS MoU**

The parties agree that this MoU shall take effect on the date when both parties affix their signatures, and shall remain valid unless terminated when one the parties notifies the other in writing of its intention to terminate the MoU, in which case, the MoU will remain terminated three months from the date of notification. The parties agree that any modification or amendments to this MoU shall be done in writing and signed by both the parties.

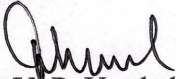

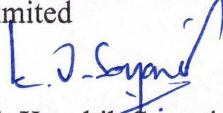
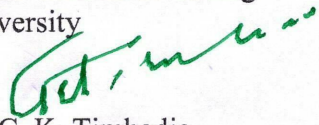
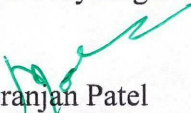
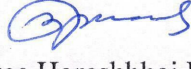
In case of differences of any aspect, these should be resolved amicably through conciliation among both the parties.





In witness whereof, the parties hereto have affixed their signatures on

Date: 17-01-2024

<p>For, Gujarat Natural Farming University</p>  <p>Dr. V. P. Usadadiya Director Research</p>	<p>For, Sardar Patel University, Vallabh Vidyanagar</p>  <p>Dr. Bhailalbhai Patel Registrar</p>	<p>For, Cowberry Industries Private Limited</p>  <p>Mr Kaushik Sonani Chief Executive Officer</p>
<p>For, Gujarat Natural Farming University</p>  <p>Dr. C. K. Timbadia Vice Chancellor</p>	<p>For, Sardar Patel University, Vallabh Vidyanagar</p>  <p>Dr. Niranjhan Patel Vice Chancellor</p>	<p>For, Cowberry Industries Private Limited</p>  <p>Shree Hareshbhai Parvadiya Board of Director</p>