

THE AGREEMENT

DATE

[Date]

PARTIES

1. Anil Kapuria, or his successors or assignees of 451 Rancho Arroyo Parkway, Fremont, CA 94536, USA (The "**Provider**");
2. ITSPA of [address], a technology institute formed in Patzcuaro, Michoacan, Mexico (the "**Customer**").

AGREEMENT

1. Definitions

1.1 In this Agreement[, except to the extent expressly provided otherwise]:

"**Account**" means an account enabling a person to access and use the FARMIT+DIRECT TRADE PLATFORM[, including both administrator accounts and user accounts];

"**Agreement**" means this agreement including any Schedules, and any amendments to this Agreement from time to time;

"**Charges**" means the following amounts:

- (a) [the amounts specified in Part 2 of Schedule 1 (FARMIT+DIRECT TRADE PLATFORM particulars)]; and
- (b) [such amounts as may be agreed in writing by the parties from time to time];

"**Confidential Information**" means:

- (a) any information disclosed by [or on behalf of] the Customer to the Provider [during the Term] OR [at any time before the termination of this Agreement] (whether disclosed in writing, orally or otherwise) that at the time of disclosure:
 - (i) was marked[or described] as "confidential"; or
 - (ii) should have been reasonably understood by the Provider to be confidential; and
- (b) [the Customer Data];

[additional list items]

"**Customer Data**" means [all data, works and materials: uploaded to or stored on the Platform by the Customer; transmitted by the Platform at the instigation of the Customer; supplied by the Customer to the Provider for uploading to,



transmission by or storage on the Platform; or generated by the Platform as a result of the use of the FARMIT+DIRECT TRADE PLATFORM by the Customer (but excluding analytics data relating to the use of the Platform and server log files);

"Customer Personal Data" [means any Personal Data that is processed by the Provider on behalf of the Customer in relation to this Agreement][, but excluding *[data]* with respect to which the Provider is a data controller];

"Data Protection Laws" means [all applicable laws relating to the processing of Personal Data including, while it is in force and applicable to Customer Personal Data, the General Data Protection Regulation (Regulation (EU) 2016/679)];

"Documentation" means [the documentation for the FARMIT+DIRECT TRADE PLATFORM produced by the Provider and delivered or made available by the Provider to the Customer];

"Effective Date" means [the date of execution of this Agreement];

"Force Majeure Event" means [an event, or a series of related events, that is outside the reasonable control of the party affected (including failures of the internet or any public telecommunications network, hacker attacks, denial of service attacks, virus or other malicious software attacks or infections, power failures, industrial disputes affecting any third party, changes to the law, disasters, explosions, fires, floods, riots, terrorist attacks and wars)];

"FARMIT+DIRECT TRADE PLATFORM" means [*name of FARMIT+DIRECT TRADE PLATFORM*][, as specified [in the FARMIT+DIRECT TRADE PLATFORM Specification],] which will be made available by the Provider to the Customer as a service via the internet in accordance with this Agreement;

"FARMIT+DIRECT TRADE PLATFORM Defect" means a defect, error or bug in the Platform having [an adverse effect] OR [a material adverse effect] on [the appearance, operation, functionality or performance] of the FARMIT+DIRECT TRADE PLATFORM[, but excluding any defect, error or bug caused by or arising as a result of:

- (a) [any act or omission of the Customer or any person authorised by the Customer to use the Platform or FARMIT+DIRECT TRADE PLATFORM];
- (b) [any use of the Platform or FARMIT+DIRECT TRADE PLATFORM contrary to the Documentation, whether by the Customer or by any person authorised by the Customer];
- (c) [a failure of the Customer to perform or observe any of its obligations in this Agreement]; and/or
- (d) [an incompatibility between the Platform or FARMIT+DIRECT TRADE PLATFORM and any other system, network, application, program, hardware or software not specified as compatible in the FARMIT+DIRECT TRADE PLATFORM Specification];]



"FARMIT+DIRECT TRADE PLATFORM Specification" means the specification for the Platform and FARMIT+DIRECT TRADE PLATFORM set out in [Part 1 of Schedule 1 (FARMIT+DIRECT TRADE PLATFORM particulars) and in the Documentation];

"Intellectual Property Rights" means [all intellectual property rights wherever in the world, whether registrable or unregistrable, registered or unregistered, including any application or right of application for such rights (and these "intellectual property rights" include copyright and related rights, database rights, confidential information, trade secrets, know-how, business names, trade names, trade marks, service marks, passing off rights, unfair competition rights, patents, petty patents, utility models, semi-conductor topography rights and rights in designs)];

"Maintenance Services" means the general maintenance of the Platform and FARMIT+DIRECT TRADE PLATFORM, and the application of Updates and Upgrades;

"Mobile App" means the mobile application known as [*mobile application name*] that is made available by the Provider through [the *Google Play Store* and the *Apple App Store*];

"Personal Data" [has the meaning given to it in the Data Protection Laws][applicable in [the United Kingdom] from time to time];

"Platform" means [the platform managed by the Provider and used by the Provider to provide the FARMIT+DIRECT TRADE PLATFORM][, including [the application and database software for the FARMIT+DIRECT TRADE PLATFORM, the system and server software used to provide the FARMIT+DIRECT TRADE PLATFORM, and the computer hardware on which that application, database, system and server software is installed]]; 

"Schedule" means any schedule attached to the main body of this Agreement;


"Services" means [any services that the Provider provides to the Customer, or has an obligation to provide to the Customer, under this Agreement];

"Support Services" means support in relation to [the use of, and the identification and resolution of errors in, the FARMIT+DIRECT TRADE PLATFORM, but shall not include the provision of training services];

"Supported Web Browser" means [the current release from time to time of Microsoft Edge, Mozilla Firefox, Google Chrome or Apple Safari][, or any other web browser that the Provider agrees in writing shall be supported];

"Term" means [the term of this Agreement, commencing in accordance with Clause 2.1 and ending in accordance with Clause 2.2];

"Update" means [a hotfix, patch or minor version update to any Platform software]; and

"Upgrade" means [a major version upgrade of any Platform software]. 

2. Term

- 2.1 This Agreement shall come into force upon the Effective Date.
- 2.2 This Agreement shall continue in force [indefinitely] OR [until *[date]*, at the beginning of which this Agreement shall terminate automatically] OR [until *[event]*, upon which this Agreement shall terminate automatically], subject to termination in accordance with Clause 18 or any other provision of this Agreement.

3. FARMIT+DIRECT TRADE PLATFORM

- 3.1 [The Provider shall ensure that the Platform will[, on the Effective Date,] automatically generate an Account for the Customer and provide to the Customer login details for that Account.] OR [The Provider shall create an Account for the Customer and shall provide to the Customer login details for that Account[on or promptly following the Effective Date].]
- 3.2 The Provider hereby grants to the Customer a non-exclusive licence to use the FARMIT+DIRECT TRADE PLATFORM by means of a Supported Web Browser for the business purposes in accordance with the Documentation during the Term.
- 3.3 The license granted by the Provider to the Customer under Clause 3.2 is subject to the following limitations:
- (a) [the FARMIT+DIRECT TRADE PLATFORM may only be used by [the officers, employees, agents and subcontractors of the Customer]]; and
 - (b) the FARMIT+DIRECT TRADE PLATFORM may only be used by the named users identified in Schedule 1 (FARMIT+DIRECT TRADE PLATFORM particulars);
- 3.4 Except to the extent expressly permitted in this Agreement or required by law on a non-excludable basis, the licence granted by the Provider to the Customer under Clause 3.2 is subject to the following prohibitions:
- (a) the Customer must not sub-license its right to access and use the FARMIT+DIRECT TRADE PLATFORM;
 - (b) the Customer must not permit any unauthorised person to access or use the FARMIT+DIRECT TRADE PLATFORM;
 - (c) the Customer must not republish or redistribute any content or material from the FARMIT+DIRECT TRADE PLATFORM;
 - (d) the Customer must not make any alteration to the FARMIT+DIRECT TRADE PLATFORM except as permitted by the Provider; and
 - (e) the Customer must not conduct or request that any other person conduct any load testing or penetration testing on the FARMIT+DIRECT TRADE PLATFORM.



- 3.5 The Customer shall use reasonable endeavours, including reasonable security measures relating to the FARMIT+DIRECT TRADE PLATFORM access details, to ensure that no unauthorised person may gain access to the FARMIT+DIRECT TRADE PLATFORM.
- 3.6 The Provider shall use reasonable endeavors to maintain the availability of the FARMIT+DIRECT TRADE PLATFORM to the Customer at the Cloud for the FARMIT+DIRECT TRADE PLATFORM, but does not guarantee 100% availability.
- 3.7 For the avoidance of doubt, downtime caused directly or indirectly by any of the following shall not be considered a breach of this Agreement:
- (a) a Force Majeure Event;
 - (b) a fault or failure of the internet or any public telecommunications network;
 - (c) a previously unknown software bug;
 - (d) a fault or failure of the Customer's computer systems or networks;
 - (e) any breach by the Customer of this Agreement; or
 - (f) scheduled maintenance carried out in accordance with this Agreement.
- 3.8 The Customer must not use the FARMIT+DIRECT TRADE PLATFORM in any way that causes, or may cause, damage to the FARMIT+DIRECT TRADE PLATFORM or impairment of the availability or accessibility of the FARMIT+DIRECT TRADE PLATFORM.
- 3.9 The Customer must not use the FARMIT+DIRECT TRADE PLATFORM:
- (a) in any way that is unlawful, illegal, fraudulent or harmful; or
 - (b) in connection with any unlawful, illegal, fraudulent or harmful purpose or activity.
- 3.10 For the avoidance of doubt, the Customer has no right to access the software code (including object code, intermediate code and source code) of the Platform, either during or after the Term.
- 3.11 The Provider may suspend the provision of the FARMIT+DIRECT TRADE PLATFORM if any amount due to be paid by the Customer to the Provider under this Agreement is overdue, and the Provider has given to the Customer at least [30 days'] written notice, following the amount becoming overdue, of its intention to suspend the FARMIT+DIRECT TRADE PLATFORM on this basis.

4. Support Services

- 4.1 The Provider shall provide the Support Services to the Customer, for a fee of MXN \$2,500 per month after the first six (6) months.
- 4.2 The Provider shall provide the Support Services with reasonable skills.



- 4.3 The Provider shall respond promptly to all requests for Support Services made by the Customer through the helpdesk.
- 4.4 The Provider may suspend the provision of the Support Services if any amount due to be paid by the Customer to the Provider under this Agreement is overdue, and the Provider has given to the Customer at least [30 days'] written notice, following the amount becoming overdue, of its intention to suspend the Support Services on this basis.

5. Customer Data

- 5.1 The Customer hereby grants to the Provider a non-exclusive licence to [copy, reproduce, store, distribute, publish, export, adapt, edit and translate] the Customer Data to the extent reasonably required for the performance of the Provider's obligations and the exercise of the Provider's rights under this Agreement[. The Customer also grants to the Provider the right to sub-license these rights to its hosting, connectivity, telecommunications and other service providers.
- 5.2 The Customer warrants to the Provider that the Customer Data will not infringe the Intellectual Property Rights or other legal rights of any person, and will not breach the provisions of any law, statute or regulation.
- 5.3 The Provider shall create a back-up copy of [the Customer Data] at least once a month and shall ensure that each such copy is sufficient to enable the Provider to restore the FARMIT+DIRECT TRADE PLATFORM to the state they were in at the time the back-up was taken, and shall retain and securely store each such copy for a minimum period of 30 days.
- 5.4 Within the period of three (3) Business Days following receipt of a written request from the Customer, the Provider shall use all reasonable endeavours to restore to the Platform the Customer Data stored in any back-up copy created and stored by the Provider in accordance with Clause 5.3]. The Customer acknowledges that this process will overwrite the Customer Data stored on the Platform prior to the restoration.

6. Mobile App

- 6.1 The parties acknowledge and agree that the use of the Mobile App, the parties' respective rights and obligations in relation to the Mobile App and any liabilities of either party arising out of the use of the Mobile App shall be subject to separate terms and conditions, and accordingly this Agreement shall not govern any such use, rights, obligations or liabilities.

7. No assignment of Intellectual Property Rights

- 7.1 Nothing in this Agreement shall operate to assign or transfer any Intellectual Property Rights from the Provider to the Customer.

8. Charges

- 8.1 The Customer shall pay the Charges to the Provider in accordance with this Agreement.



8.2 All amounts stated in or in relation to this Agreement are, unless the context requires otherwise, stated exclusive of any applicable value added taxes, which will be added to those amounts and payable by the Customer to the Provider.

9. Payments

9.1 The Provider shall issue invoices for the Charges to the Customer every two (2) weeks.

9.2 All Charges are due when presented. The Provider will settle these charges from the payments received through PayPal or other electronic means. The Provider shall provide the Settlement Statement every two weeks.

9.2 The Customer must pay the Charges to the Provider within two (2) weeks period following the issue of an invoice.

9.3 The Customer must pay the Charges by debit card, credit card, direct debit, bank transfer or cheque (using such payment details as are notified by the Provider to the Customer from time to time).

9.4 If the Customer does not pay any amount properly due to the Provider under this Agreement, the Provider may:

- (a) charge the Customer interest on the overdue amount at the rate of 12% per annum above LIBOR base rate from time to time (which interest will accrue daily until the date of actual payment and be compounded at the end of each calendar month);

10. Confidentiality obligations of Customer and Provider

10.1 Both Customer and Provider must:

- (a) keep the Confidential Information strictly confidential;
- (b) not disclose the Confidential Information to any person without the prior written consent of the both parties, and then only under conditions of confidentiality approved in writing;
- (c) use the same degree of care to protect the confidentiality of the Confidential Information as the parties use to protect their own confidential information of a similar nature;
- (d) act in good faith at all times in relation to the Confidential Information; and
- (e) not use any of the Confidential Information for any purpose other than the purposes mutually agreed, in writing, prior to using.

10.2 Notwithstanding Clause 10.1, the either party may disclose the Confidential Information to its officers, employees, professional advisers, insurers, agents and subcontractors who have a need to know the Confidential Information for the performance of their work with respect to this Agreement and who are bound by a written agreement or professional obligation to protect the confidentiality of the Confidential Information.



12.5 The Customer warrants to the Provider that it has the legal right and authority to enter into this Agreement and to perform its obligations under this Agreement.

12.6 All of the parties' warranties and representations in respect of the subject matter of this Agreement are expressly set out in this Agreement. To the maximum extent permitted by applicable law, no other warranties or representations concerning the subject matter of this Agreement will be implied into this Agreement or any related contract.

13. Acknowledgements and warranty limitations

13.1 The Customer acknowledges that complex software is never wholly free from defects, errors and bugs; and subject to the other provisions of this Agreement, the Provider gives no warranty or representation that the FARMIT+DIRECT TRADE PLATFORM will be free from known defects, errors and bugs.

13.2 The Customer acknowledges that complex software is never entirely free from security vulnerabilities; and subject to the other provisions of this Agreement, the Provider gives no warranty or representation that the FARMIT+DIRECT TRADE PLATFORM will be entirely secure.

13.3 The Customer acknowledges that the FARMIT+DIRECT TRADE PLATFORM is designed to be compatible only with that software and those systems specified as compatible in the FARMIT+DIRECT TRADE PLATFORM Specification; and the Provider does not warrant or represent that the FARMIT+DIRECT TRADE PLATFORM will be compatible with any other software or systems.

13.4 The Customer acknowledges that the Provider will not provide any legal, financial, accountancy or taxation advice under this Agreement or in relation to the FARMIT+DIRECT TRADE PLATFORM; and, except to the extent expressly provided otherwise in this Agreement, the Provider does not warrant or represent that the FARMIT+DIRECT TRADE PLATFORM or the use of the FARMIT+DIRECT TRADE PLATFORM by the Customer will not give rise to any legal liability on the part of the Customer or any other person.

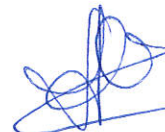
14. Limitations and exclusions of liability

14.1 Nothing in this Agreement will:

- (a) limit or exclude any liability for death or personal injury resulting from negligence;
- (b) limit or exclude any liability for fraud or fraudulent misrepresentation;
- (c) limit any liabilities in any way that is not permitted under applicable law; or
- (d) exclude any liabilities that may not be excluded under applicable law.

14.2 The limitations and exclusions of liability set out in this Clause 14 and elsewhere in this Agreement:

- (a) are subject to Clause 14.1; and



(b) govern all liabilities arising under this Agreement or relating to the subject matter of this Agreement, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty, except to the extent expressly provided otherwise in this Agreement.

14.3 Neither party shall be liable to the other party in respect of any losses arising out of a Force Majeure Event.

14.4 Neither party shall be liable to the other party in respect of any loss of use or production.

14.5 Neither party shall be liable to the other party in respect of any loss or corruption of any data, database or software; providing that this Clause 14.5 shall not protect the Provider unless the Provider has fully complied with its obligations under Clause 5.3 and Clause 5.4.

14.6 The aggregate liability of each party to the other party or under this Agreement shall not exceed the greater of:

(a) two (2) times of the total amount paid and payable by the Customer to the Provider under this Agreement.

15. Force Majeure Event

15.1 If a Force Majeure Event gives rise to a failure or delay in either party performing any obligation under this Agreement (other than any obligation to make a payment), that obligation will be suspended for the duration of the Force Majeure Event.

15.2 A party that becomes aware of a Force Majeure Event which gives rise to, or which is likely to give rise to, any failure or delay in that party performing any obligation under this Agreement, must:

(a) promptly notify the other; and

(b) inform the other of the period for which it is estimated that such failure or delay will continue.

15.3 A party whose performance of its obligations under this Agreement is affected by a Force Majeure Event must take reasonable steps to mitigate the effects of the Force Majeure Event.

16. Termination

16.1 Either party may terminate this Agreement by giving to the other party at least 60 days' written notice of termination.

16.2 Either party may terminate this Agreement immediately by giving written notice of termination to the other party, if the other party commits a material breach of this Agreement, and does not rectify the material breach within thirty (30) days, or within the mutually agreed period and compensates the aggrieved party for the actual damage.

17. Effects of termination



17.1 Upon the termination of this Agreement, all of the provisions of this Agreement shall cease to have effect, save that the following provisions of this Agreement shall survive and continue to have effect (in accordance with their express terms or otherwise indefinitely): Clauses 1, 3.11, 5, 11.2, 11.4, 12, 13, 14, 17, 19 and 20.

17.2 Except to the extent that this Agreement expressly provides otherwise, the termination of this Agreement shall not affect the accrued rights of either party.

17.3 Within two (2) weeks following the termination of this Agreement for any reason:

(a) the Customer must pay to the Provider any Charges in respect of Services provided to the Customer before the termination of this Agreement; and

(b) the Provider must refund to the Customer any Charges paid by the Customer to the Provider in respect of Services that were to be provided to the Customer after the termination of this Agreement,

without prejudice to the parties' other legal rights.

18. Notices

18.1 Any notice from one party to the other party under this Agreement must be given by one of the following methods (using the relevant contact details set out in Clause 20.2 and Part 3 of Schedule 1 (FARMIT+DIRECT TRADE PLATFORM particulars)):

(a) delivered personally or sent by courier, in which case the notice shall be deemed to be received upon delivery; or

(b) sent by recorded signed-for post, in which case the notice shall be deemed to be received 2 Business Days following posting,

providing that, if the stated time of deemed receipt is not within Business Hours, then the time of deemed receipt shall be when Business Hours next begin after the stated time.

18.2 The Provider's contact details for notices under this Clause 20 are as follows:

Anil Kapuria, 451 Rancho Arroyo Parkway, Fremont, CA 94536, USA;

and a copy is sent by email to: anil.kapuria@farmit.us

18.3 The addressee and contact details set out in Clause 20.2 may be updated from time to time by a party giving written notice of the update to the other party in accordance with this Clause 20.

19. Subcontracting

19.1 The Provider reserves the right to subcontract any of its obligations under this Agreement without the prior written consent of the Customer.



19.2 The Provider shall remain responsible to the Customer for the performance of any subcontracted obligations.

19.3 Notwithstanding the provisions of this Clause 18 but subject to any other provision of this Agreement, the Customer acknowledges and agrees that the Provider may subcontract to a subcontractor of its choice.

20. Interpretation

20.1 In this Agreement, a reference to a statute or statutory provision includes a reference to:

- (a) that statute or statutory provision as modified, consolidated and/or re-enacted from time to time; and
- (b) any subordinate legislation made under that statute or statutory provision.

20.2 The Clause headings do not affect the interpretation of this Agreement.

20.3 The jurisdiction shall be, and the laws of the State of California, shall govern this Agreement, especially as relates to the protection of Intellectual Properties of the either parties.

20.4 Any discrepancy in the Spanish version and English version shall be resolved using the English version, especially in regards to Clause 20.3.



EXECUTION


The parties have indicated their acceptance of this Agreement by executing it below.

SIGNED BY

Anil Kapuria On April 20, 2020

the Provider,

duly authorized for and on behalf of the Provider:


.....
ANIL KAPURIA

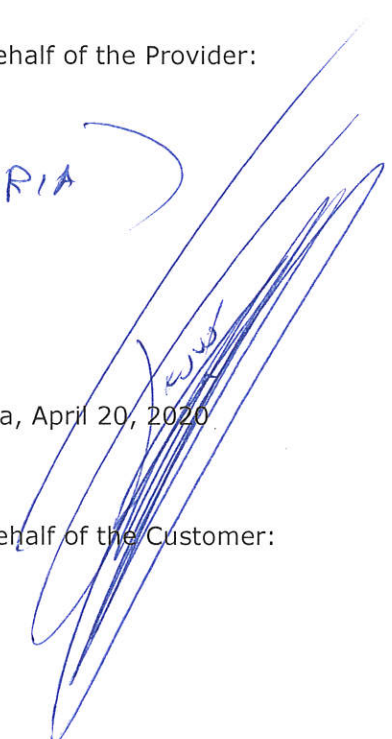
SIGNED BY

Mtro. Jesús Hernández Eguiza, April 20, 2020

the Customer,

duly authorized for and on behalf of the Customer:

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.....



SCHEDULE 1

RESUMEN TÉCNICO DE LA PROPUESTA DE INTEGRACIÓN DEL ITSPA A LA EMPRESA FARMIT

FarmIT + DirectTrade es un proyecto social iniciado en Silicon Valley en 2013. Fue fundado con el propósito de abrir el poder de las tecnologías para los consumidores y ponerlas a disposición de los cerca de 1,000 millones de analfabetas, que alimentan a más de la mitad de la población mundial y crean con ello algunas de las magníficas obras maestras para la miseria. Ellos son los verdaderamente "Desconectados en la Economía Conectada".

FarmIT se sostiene en el aprendizaje del uso y la aceptación global de las tecnologías móviles para mejorar el ingreso de los pequeños productores quienes mejoran la productividad agrícola a partir del acercamiento con nuevas técnicas agrícolas alternativas, sustentables y limpias, accediendo a nuevos mercados y al conocimiento más reciente. A su vez, los pequeños productores son capaces de asegurar mejores precios para sus cosechas por medio de la comercialización directa.

El poder abierto de la tecnología liberará a los 6 millones de pequeños agricultores de México de su condena arraigada a los métodos tradicionales, que se manifiestan en la pobreza generacional. Aun cuando se estima que los consumidores de EUA, gastan \$800 mil millones en productos agrícolas mexicanos; las ineficiencias creadas en los modelos de cadenas y redes de valor, hacen que los estratos medios, obtengan 2 o 3 veces más que los agricultores.

Desde 2017, FarmIT ha estado trabajando con familias de pequeños agricultores en California, Colorado, India y México. Adicionalmente a la incorporación de los agronegocios, también se promueve la venta de productos artesanales, diversificando la producción en favor del mejoramiento de la economía social.

Se invita ITSPA a formar parte de nuestro Proyecto social, para que el Instituto pueda ofrecer capacitación, consultoría, incubación e investigación para promover el Desarrollo a diferentes escalas: con posibilidades de comercialización local, regional, estatal e internacional. FarmIT+DirectTrade ofrecería una capacitación de 3 meses para que maestros y estudiantes puedan participar. Subsecuentemente ellos podrían capacitar a otros estudiantes, productores y otros actores sociales.

La instalación de la plataforma exclusiva del ITSPA requiere una conexión a Internet WI-FI para tener acceso a la nube y para que los estudiantes tengan acceso a ella con sus laptops, tablets y/o smartphones. Se requiere una contribución por parte del ITSPA de \$30,000 pesos mensuales para la estadía del capacitador

No obstante, se propone desarrollar un programa de CSA (agricultura apoyada por la comunidad, por sus siglas en inglés Community Supported Agriculture) usando esta



plataforma tecnológica que servirá para que los participantes del programa puedan desarrollar un ejemplo de un caso de éxito para que otros lo imiten, adicionalmente, este ejercicio proyecta una recuperación del pago por parte del ISTPA en 3 meses. Se incluye una proyección financiera mensual.

ENFOQUES TEÓRICO – ÉTICOS

- El sentido es entender el negocio de los pequeños productores y su cadena de valor Economía Social
- Mercado Justo
- Mercado Directo
- Empoderamiento de pequeños productores
- Autonomía y Soberanía Alimentaria
- Modelo de CSA (Community Supported Agriculture)
- Economía local

OBJETIVOS DE LA INTEGRACIÓN DEL ITSPA

- Preparar a los participantes para que sean hábiles en aplicar las tecnologías y técnicas de negocio en pequeñas granjas o sistemas productivos.
- Contribuir con el empoderamiento de los productores y artesanos
- Formar emprendedores rurales, jóvenes con arraigo al campo

JUSTIFICACION

- En México al menos 6 millones de pequeños productores están condenados a la pobreza
- Sus siembras presentan un índice de riesgo cada vez mayor debido a diversos factores entre los que puede mencionarse el cambio climático
- Los precios que reciben por sus productos no equivalen al trabajo y riesgo
- La mayor ganancia queda en manos de intermediarios, comercializadoras y otros
- El consumidor final, paga un precio alto por esos productos (2 a 5 veces más)
- Los jóvenes están abandonando el campo y la comida sigue siendo necesaria para sostener a la población mundial
- Es necesario llevar una tecnología estratégica y accesible a la gente en el campo



DETALLES DEL PROGRAMA DE CAPACITACIÓN

RETO DE LAS PEQUEÑAS GRANJAS
TRANSFORMACIÓN DIGITAL DE LA ECONOMÍA RURAL

EQUIPO Y TAREAS

- DESPLIEGUE (DISPLAY) : 1 SEMANA
- TRABAJO EN CLASE : 4 SEMANAS
- TECNOLOGÍA : 4 SEMANAS
- LABORATORIO : 8 SEMANAS

MANEJO DE NEGOCIO & EMPRENDEDURISMO

- EMPRENDEDURISMO & ORGANIZACIÓN DEL NEGOCIO : 1 SEMANA
- VENTAS & COMERCIALIZACIÓN: LAS 4P's DE LA COMERCIALIZACIÓN : 1 SEMANA
- COMERCIALIZACIÓN DE MEDIOS SOCIALES : 1 SEMANA
- ESCRITURA DE BLOGS : 1 SEMANA
- ANUNCIOS DIGITALES : 1 SEMANA
- CORREOS ELECTRÓNICOS : 1 SEMANA
- PRESENTACIÓN : 1 SEMANA
- SOPORTE TÉCNICO : 1 SEMANA

PROYECTO

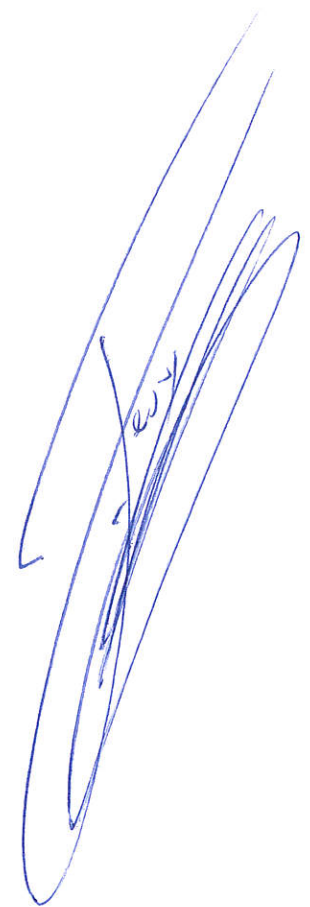
- CONFIGURACIÓN & MANEJO DE UNA GRANJA Digital : 10 weeks
- CONFIGURACIÓN & MANEJO DE UN

NODO DIGITAL

- CONFIGURACIÓN & MANEJO DE UN CENTRO DE DEMANDA URBANO : 10 weeks
- CENTRO DE DEMANDA URBANO : 10 weeks

INTERNADO –EL HULE LLEGA AL CAMINO

- EL EVANGELIO DE LA GRANJA DIGITAL
- NODO DIGITAL
- CENTRO DE DEMANDA URBANO



PROGRAMACION DE SESIONES PARA LA CAPACITACIÓN

HORARIO

Fecha de Inicio : lunes 20 de abril, 2020

Terminación: viernes 22 de junio, 2020

PRESUPUESTO Y GASTOS

Capacitador: M.C. Anil Kapuria

60 hrs / MES - MXN \$500 / hours - MXN =
\$30,000 / MES

1. LAB. DE COMPUTACIÓN

ASISTENTE INGLÉS<-> ESPAÑOL 4 hrs /
SEMANA farmIT

2. SISTEMA

Instalación y despliegue: 20 HORAS; MXN \$200 /HRS MXN \$4,000

Trabajo de ajuste a facturar @ MXN \$200 / hr

3. VENTAS/ GANANCIAS COMPARTIDAS

Si se realizan ventas, las ganancias se compartirán en la siguiente relación:

El tecnológico cubrirá todos los gastos y costos, incluyendo el costo de la mercancía vendida otorgando 79% de beneficio para el .productor o artesano

(FarmIT+DirectTrade carga una tarifa de transacción de 20% para cubrir sus gastos)

FarmIT+DirectTrade : 20% dividido en partes iguales farmIT-UMAFOR-
ITSPA



MODELO CSA PARA COMERCIALIZACIÓN

Es un sistema de agricultura apoyado en comunidad. Reestablece el vínculo de los productores con los consumidores de manera que se comercializan en mercado justo, productos sanos producidos orgánicamente o con buenas prácticas de agricultura.

Se generan centros de acopio y distribución para organizar a los productores y asegurar la comercialización directa. El ITSPA y la UMAFOR serán responsables de identificar a los productores y artesanos contribuyendo a organizarlos y capacitarlos para su incorporación al sistema de FarmIT y a través de la plataforma hacer el trato directo con los clientes.

El modelo de CSA se implementó con éxito en Japón en 1965 y ha sido exitoso también en Europa occidental y desde hace varios años, en Estados Unidos y Canadá. Actualmente en el norte de América se calcula que existen alrededor de 1000 granjas orgánicas que se organizan en CSA.

En la región lacustre del Lago de Pátzcuaro, se desarrolla agricultura familiar de manera tradicional y en sustitución de la actividad pesquera. Por su parte los programas de SEDRUA, han fomentado la producción orgánica en huertos de traspatio y se cuenta con un padrón de productores registrados. Es necesario fomentar que los productos no sean vendidos como materia prima sino que además se de valor agregado y así, los ingresos sean mayores.

La organización de la gente en asociaciones como las cooperativas u otras formas de organización rural, son de alto impacto debido a los beneficios que se pueden lograr engrupo y es parte del objetivo que pretende cumplir la Secretaría del Bienestar social y el Centro de Estudios para el Desarrollo Rural Sustentable y la Soberanía Alimentaria (SEDRSSA).

Se presenta un ejercicio de ejemplo de economía considerando que los estudiantes residentes pudieran trabajar con el modelo de CSA siendo la sede el ITSPA.

Se considera que los estudiantes y profesores integran una población cercana a las 800 personas y que parte de ellos pueden trabajar en el modelo mediante la residencia profesional, el servicio social o bien, en tiempos libres en fines de semana o por la tarde.



REFERENCIAS PERSONALES

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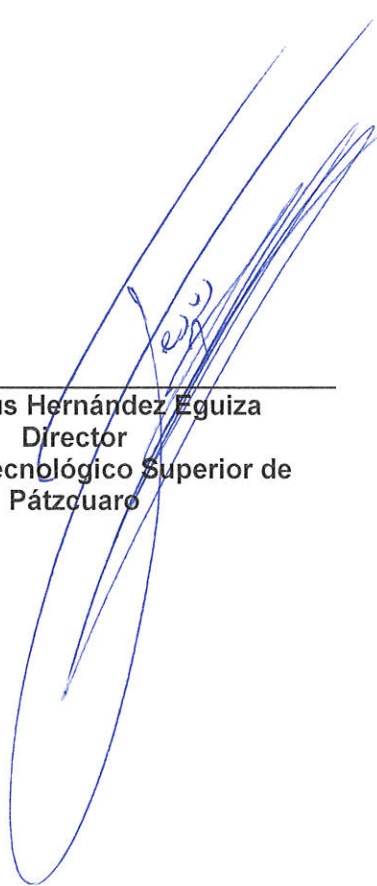
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