

# KALPA Startup Master Class

## Series 2024

*a certificate programme*

Twenty online lectures during  
17 Sept to 14 Nov 2024 (4 pm to 5.30 pm)



### Lecture schedule:

- 17/09 Inaugural Session: Scope & Objectives
- 18/09 Landscape of Agri-Business focused on plantation sector
- 20/09 IPR & Prior Art Search
- 24/09 ICAR-Technologies for plantation sector
- 25/09 Licensing of ICAR Technologies
- 27/09 Marketing framework and strategies
- 30/09 Marketing & Exports of Coconut Products: Policy, Strategies & Support
- 01/10 ICAR repository for Knowledge Management
- 04/10 Theory and practices of marketing: Experience sharing
- 15/10 Company Formation & legal Compliances
- 16/10 Startup financing & Financial management
- 18/10 Digital Marketing and Government e-Marketplace
- 22/10 Packaging aspects
- 23/10 Team building and organizational structure
- 25/10 Launch pads for scaling up & Leader's talk
- 28/10 Sales value Proposition & Business Development
- 29/10 Soft skills for business management
- 30/10 Networking and customer compliance
- 13/11 Case studies and interaction with founders
- 14/11 PPP and startup models

*Certificate will be issued based on regular attendance and evaluation score  
Zoom link will be shared among the registered participants*

Not yet registered?  
Register now using the  
following link or QR code



<https://bit.ly/KSMCS2024>

*Who can participate?*

Innovators, entrepreneurs,  
students, FPO CEOs/BoDs



Programme under NAIF

**Kalpa Agri-Business Incubator**

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**ICAR-Central Plantation Crops Research Institute, Kasaragod**

