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)

Arise, awake, and stop not till the goal is reached

Lecture schedule:

Date	Topic
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
01/10	Marketing & Exports of Coconut Products: Policy, Strategies & Support
02/10	ICAR repository for Knowledge Management
03/10	Theory and practices of marketing: Experience sharing
15/10	Company Formation & legal Compliances
16/10	Startup financing & Financial management
22/10	Digital Marketing and Government e-Marketplace
23/10	Packaging aspects
25/10	Team building and organizational structure
29/10	Launch pads for scaling up & Leader's talk
30/10	Sales value Proposition & Business Development
05/10	Soft skills for business management
06/10	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

**Not yet registered?
Register now using the folloiwng 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

Ministry of Agriculture & Farmers' Welfare Government of India

ICAR

CPCRI