



BEEJ 2024

ONLINE PRE-INCUBATION SERIES

PROGRAM DATES

2 JAN – 12 JAN 2024

Beej is an online pre-incubation program created for students, young entrepreneurs and early-stage entrepreneurs to learn how to generate, build and scale startup ideas in the agriculture sector.



Pre
Incubation
Program



2 Week
Masterclass
Series



Network &
Community
Building



Guidance on the
Upcoming
Government
Funding Schemes

REGISTER NOW AT: [PUSAKRISHI.IN/BEEJ](https://pusakrishi.in/BEEJ)



APPLICATION DEADLINE
31 DEC 2023



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**NAVIGATING THE
LANDSCAPE OF
AGRICULTURAL INNOVATION**

2 January 2024



Dr. Neeru Bhooshan

ADG, IPTM & PME
ICAR

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**IDEA IGNITION/IDEA
GENERATION IN
AGRICULTURE**

3 January 2024



Dr K V Prabhu

Chairperson

Protection of Plant Varieties
& Farmers' Rights, Authority,
Govt. of India, Min. of
Agriculture & Farmers
Welfare

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**GUIDELINES FOR LAUNCHING
YOUR STARTUP (ENTITY
FORMATION, ENTITY KINDS,
AND TAX COMPLIANCES)**

4 January 2024



Malay Mandal
Co-founder & CEO
ezyLegal

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**DESIGN THINKING &
INNOVATION**

5 January 2024



Nitin Gupta

Cofounder & CEO
Sickle Innovations Private
Limited

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KNOW YOUR MARKET (MARKET RESEARCH)

8 January 2024



Kiran RS

Finance Manager & ICT
Pusa Krishi, ICAR – IARI

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HOW TO CREATE A SUCCESSFUL PRODUCT

9 January 2024



Jagdeesh Sunkad
Independent Consultant

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**KNOWING YOUR POTENTIAL
CUSTOMERS AND
COMPETITORS**

10 January 2024



Shivam Sharma
Director (Strategic Partnerships)
Absolute India and UAE Hq

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**EVERYTHING ABOUT
FINANCING AND
FUNDRAISING**

11 January 2024



Dr. Satish Chintamani

Executive Director
Institute for Agriculture Technology
and Finance Management

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IMPORTANCE OF INTELLECTUAL PROPERTY RIGHTS

12 January 2024



Dr Sakshi Gupta
Registered Patent Agent
Pusa Krishi, ICAR – IARI

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