



### **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** 

APPLICATION DEADLINE
31 DEC 2023















# NAVIGATING THE LANDSCAPE OF AGRICULTURAL INNOVATION

2 January 2024



Dr. Neeru Bhooshan ADG, IPTM & PME ICAR

**DEADLINE: 31 DEC 2023** 









**BEEJ 2024** 

Pre-Incubation Program

### 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

**DEADLINE: 31 DEC 2023** 









GUIDELINES FOR LAUNCHING YOUR STARTUP (ENTITY FORMATION, ENTITY KINDS, AND TAX COMPLIANCES)
4 January 2024



Malay Mandal Co-founder & CEO ezyLegal

**DEADLINE: 31 DEC 2023** 









### DESIGN THINKING & INNOVATION

5 January 2024



Nitin Gupta
Cofounder & CEO
Sickle Innovations Private
Limited

**DEADLINE: 31 DEC 2023** 









## KNOW YOUR MARKET (MARKET RESEARCH)

8 January 2024



#### Kiran RS Finance Manager & ICT Pusa Krishi, ICAR - IARI

**DEADLINE: 31 DEC 2023** 









## HOW TO CREATE A SUCCESSFUL PRODUCT

9 January 2024



Jagdeesh Sunkad Independent Consultant

**DEADLINE: 31 DEC 2023** 









## KNOWING YOUR POTENTIAL CUSTOMERS AND COMPETITORS

10 January 2024



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

**DEADLINE: 31 DEC 2023** 



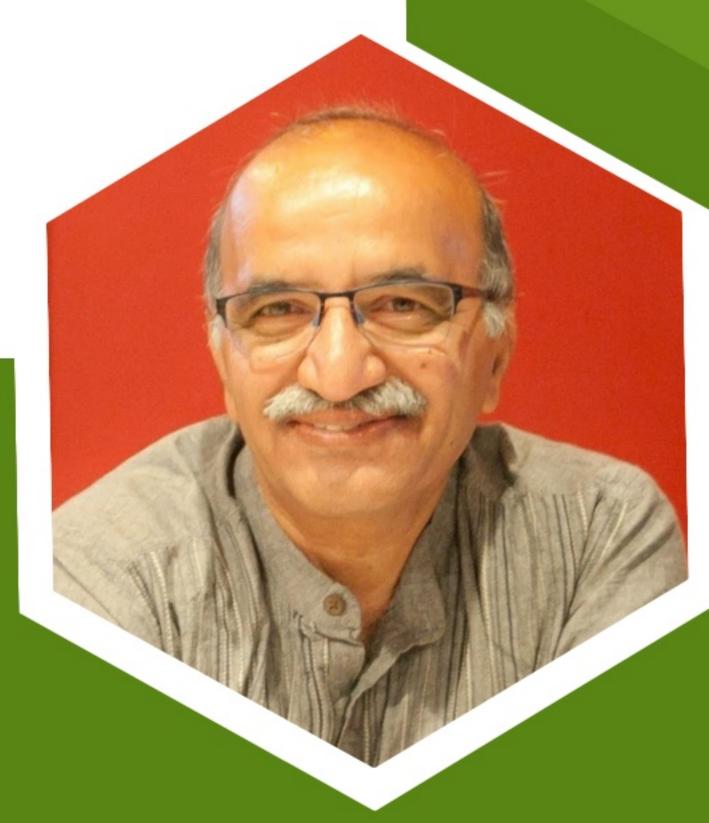






# EVERYTHING ABOUT FINANCING AND FUNDRAISING

11 January 2024



### Dr. Satish Chintamani

Executive Director
Institute for Agriculture Technology
and Finance Management

**DEADLINE: 31 DEC 2023** 









# IMPORTANCE OF INTELLECTUAL PROPERTY RIGHTS

12 January 2024



**Dr Sakshi Gupta**Registered Patent Agent
Pusa Krishi, ICAR - IARI

**DEADLINE: 31 DEC 2023**