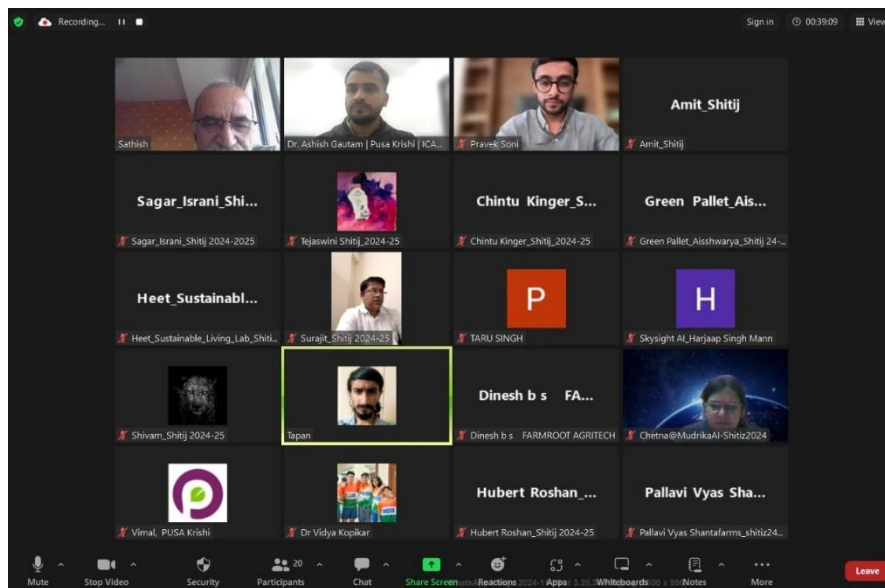


SHITIJ 2024 Phase 3 Delivers Key Insights on Startup Branding and Capital Management



The Phase 3 of SHITIJ 2024, a year-long incubation program designed by Pusa Krishi to nurture early-stage agriculture startups, was held online from 19th to 22nd November 2024. The four-day training, ‘Startup Visibility Primer’, offered invaluable insights and practical guidance to entrepreneurs on effective start-up branding and strategies for managing working capital.

Two prominent industry experts, Mr. Satish Chintamani, Executive Director - Institute for Agriculture Technology and Finance Management and Ms. Malvika Harita, a Communication Evangelist and Brand Strategist, led the sessions. Mr. Chintamani’s session on the "Essentials of Working Capital Management" highlighted key financial strategies for startups, focusing on cash flow, resource allocation and effective capital utilization to ensure long-term sustainability. This session equipped participants with the necessary tools to manage finances wisely and scale operations efficiently.

Ms. Harita’s session on "Startup Branding -Basics, Pitching, Branding and Personal Branding" emphasized the importance of building a strong brand identity, mastering effective pitching and leveraging personal branding. She guided participants on how to craft compelling narratives that resonate with investors, customers and stakeholders.

Dr. Akriti Sharma, CEO PUSA Krishi, actively engaged with the participants to gain insights into the challenges they face and the support they require from Pusa Krishi. She also announced the upcoming HDFC grant for startups, highlighting that this grant will be facilitated through Pusa Krishi to drive their growth and development.

The image shows a Zoom meeting interface with a grid of participants. At the top, there are five video thumbnails with names: Malavika Harita, Mani L | Innovation | ICAR-IARI | PUSA Krishi, Dr. Ashish Gaikam | Pusa Krishi | ICAR-IARI | New Delhi, Pravek Soni, and Ujwal Bassi, Shilpi, 2024-2025. Below these are several name cards with logos and names: TARU SINGH (orange 'P' logo), Vimal, PUSA Krishi (purple and green logo), Abha Toppo (purple 'P' logo), Sagar Israni (purple 'H' logo), Pallavi Vyas Sha... (purple 'H' logo), Chintu Kinger (purple 'H' logo), Shivam, Shilpi, 2024-25 (purple 'H' logo), Skysight AI, Harjap Singh Mann (purple 'H' logo), Heet_Sustainabl... (purple 'H' logo), and Himanshu (purple 'H' logo). A 'Connecting to audio' status is visible on the left. The Windows taskbar at the bottom shows the date and time as 09:38 on 19-11-2024, along with weather (15°C Sunny) and various system icons.