



*International Webinar Series
on*

PROMOTIONAL PROGRAMMES FOR STARTUPS

25 February – 25 March 2021

Organised by
**Kerala University Technology Business Start-up Centre
(KU-TBSC)**

Please join us in ZOOM



<https://zoom.us/j/8965362828?pwd=ZIRCdUVIZnpRdzJqdUVqc1VYTStQZz09>

Meeting ID - 896 536 2828
Passcode - KUTBSC123@

Please Register

<https://docs.google.com/forms/d/14AjCWB7uJbn1I5Qo89wCqKzZ0gXZ>

About KU-TBSC

The University of Kerala started its experiments with start-ups, as early as in 2006, when it established an Industry Incubation Centre (IIC) and successfully incubated a student start-up, Soorya Kiran Bioinformatics Pvt. Ltd. The University has re-established the IIC as "KU-TBSC" (Kerala University Technology and Business Start-up Centre). KU-TBSC provides space, facilities and mentorship for the start-ups to function innovatively. KU-TBSC encourages the students from every department to enthusiastically think about innovating products/ services from their field to the betterment of the society at large.

24 FEB 2021

2.30 pm – 3.00 pm

Inaugural Address

Dr.P.P Ajayakumar

Pro,Vice Chancellor, UoK

Felicitation

Dr.S.Nazeeb

Member, Syndicate, UoK

24 FEB 2021

3.00 pm – 4.00 pm

Topic : **Industry 4.0**

Dr.P.V.Unnikrishnan

Strategic Advisor

Kerala Development and Innovation
Strategic Council (K-DISC)

25 FEB 2021

2.30 pm – 4.30 pm

Topic :
**Knowledge innovation
strategy for start-ups**

Dr. Parag Kulkarni

CEO and Chief Scientist,
iknowlation Research Labs Pvt Ltd,
Pune

26 FEB 2021

2.30 pm – 4.30 pm

Topic :
**Policies & Programme to
support MSMEs from
M/o MSME, Govt of India**

Shri.G.S.Prakash
Joint Director & HOO MSME-DI, Thrissur
Smt. Rekha.K
Investigator, MSME-DI, Thrissur

01 MAR 2021

4.00 pm – 5.30 pm

Topic :
**Idea generation and
execution for new ventures**

Shirish Kotmire
Designated Partner
Seraphic Retail & Business Solutions LLPF,
Mumbai

03 MAR 2021

7.00 pm – 8.30 pm

Topic :
**Service ecosystems:
value enhancement through
customer centricity and
service focus**

Dr. Jay Kandampully
Professor of Service Management,
Ohio State University

04 MAR 2021

3.00 pm – 4.30 pm

Topic :
Funding for startups

Shri.Robin Alex Panicker
Venture Partner
Unicorn India Limited

09 MAR 2021

2.30 pm – 4.30 pm

Topic : **Startup Ecosystem**

Shri.Ashok Kurian Panjikaran
Manager, Business Linkages and
Incubation, Kerala Startup Mission

10 MAR 2021

2.30 pm – 4.30 pm

Topic :
**Regulatory framework
for formation of startups**

Joby George
Chartered Accountant

16 MAR 2021

2.30 pm – 4.30 pm

Topic :
**Branding and digital solutions
for startups**

Subru
Digital Strategist
Papercupmedia, India

17 MAR 2021

10.30 am – 12.30 pm

Topic :
Legal aspects

Dr. Suhruth Kumar
Professor of Law
Govt. Law College, Trivandrum

18 MAR 2021

5.30 pm – 6.30 pm

Topic :
**Interaction with
successful startups**

Aardra Chandra Mouli
Managing Director
Aeka Biochemicals Pvt. Ltd.

19 MAR 2021

3.00 pm – 4.30 pm

Topic :
**Interactive session –
What you want to know
but didn't know whom to ask**

Er.S. Balram
Member Secretary and CEO
TIMed, Sri Chitra Tirunal Institute
for Medical Sciences and Technology
(SCTIMST)

Organising Committee

Dr. P. P. Ajaya Kumar (Pro-Vice Chancellor & Chief Patron)

Dr. S. Nazeeb (Member, Syndicate)

Dr.K.Gopchandran (Member, Syndicate)

Dr. K. B. Manoj (Member, Syndicate)

Dr. Jairaj J. (Member, Syndicate)

Dr. Dhanyalekshmi C.S. Research Director, Biovent

Dr. Sherly K Thomas, Research Director, Biovent

Dr. Vipinlal V, Director, Wellspring Technologies Pvt. Ltd

Mr. Vignesh S.A. Managing Partner, AUGGEN21

Ms. Susan George, Asst.Prof. (Contract), Dept. of Futures Studies

Dr. Manoj Changat (Director, KU-TBSC & Secretary - Organising Committee)

Mr. Sanal Kumar S.P (Co-ordinator, Organising Committee)