



A BIRAC - Venture Center Initiative



Ignite Innovate Incubate



## Online Workshop:

### Venture Base Camp on Digital Marketing and Branding for Beginners

- Organized by BRBC -

Potential gains	This event will include sessions addressing Digital marketing strategies, Web designing and development, media planning and basics of social media. Understanding importance of influencers and key opinion leaders (KOL) and new-age marketing and ROI related issues will also be touched upon considering entrepreneurs and expanding business horizons.						
Organized by	<ul style="list-style-type: none"> <li>BIRAC Regional BioInnovation Center @ Venture Center</li> </ul>						
Supported by	<ul style="list-style-type: none"> <li>BIRAC</li> <li>Venture Center</li> </ul>						
When	<b>Friday   28 January 2022   03:00 pm – 06:00 pm</b> <b>Saturday   19 February 2022   11:00 am – 01:00 pm</b>						
Where	This is an Online Event   Link to the Event will be shared with selected participants post registration						
Registration	<p><b>Registration Process:</b></p> <ul style="list-style-type: none"> <li>Step 1: Interested participants need to fill in registration form at the following link. <b>Register online at:</b> <a href="https://bit.ly/VBCDM28">https://bit.ly/VBCDM28</a></li> <li>Step 2: Email invite will be sent post screening of registration details.</li> </ul> <p><b>Seats and Registration Cost: Limited seats!! Total number of seats: 15</b></p> <table border="1"> <thead> <tr> <th>Category</th> <th>Fees (Rs)</th> </tr> </thead> <tbody> <tr> <td>BIRAC Grantees</td> <td>100% waiver of registration fee (Maximum: 10 seats)</td> </tr> <tr> <td>Others including Non-profit/R&amp;D/academic orgs, medium/large enterprises</td> <td>1000 INR/- per participant</td> </tr> </tbody> </table> <p><b>Eligibility criteria for BRBC scholarships:</b> All BIRAC grantees (individuals or micro/small entities; not medium or large entities) are eligible. Preference: Startup companies (LLC/PLC) vs individuals if we receive more than 15 applications.   Organizers reserve the right to select participants so as to optimize the group for better interaction and ensure benefit to as many startups as possible. NOTE: Registration closes once 15 seats are full or on 25 Jan 2022 (whichever comes sooner). Fees paid is not refundable and nontransferable under any circumstances</p> <ul style="list-style-type: none"> <li>Step 3: Attendance only on confirmation of payment of registration fee or submitting proofs of BRBC scholarships</li> </ul>	Category	Fees (Rs)	BIRAC Grantees	100% waiver of registration fee (Maximum: 10 seats)	Others including Non-profit/R&D/academic orgs, medium/large enterprises	1000 INR/- per participant
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Contact	<b>Technical queries: Neha K   <a href="mailto:neha@venturecenter.co.in">neha@venturecenter.co.in</a>   +91-8956677543</b> <b>Registration related Queries: Lipika Biswas   <a href="mailto:eventsdesk@venturecenter.co.in">eventsdesk@venturecenter.co.in</a></b>						



BIRAC Regional Bio Innovation Centre (BRBC) is a joint initiative of BIRAC and Venture Center. It focuses on filling up a few key innovation's ecosystem gaps in India for biotech/biomed startups specifically relating to mentoring, regulations, fund raising and Bio Incubation practice.

Venture Base Camps are high intensity, focused, theme-based camps intended to take a startup from point A to point B in their entrepreneurial journey, prior to their execution on key goals of the company.



**The focus of this Venture Base Camp:**

This event will include sessions addressing Digital marketing strategies, Web designing and development, media planning and basics of social media. Understanding importance of influencers and key opinion leaders (KOL). New-age marketing and ROI related issues will also be touched upon considering entrepreneurs and expanding business horizons. For individuals who are passionate about their business but require guidance in terms of the best marketing techniques, this insightful and interactive base camp will help you design a digital marketing strategy for your business.

**Course Description: The base will have one day of insightful and interactive talks followed by assignments that will be given to selected participants. Participants and speaker (mentors) will meet after one week to discuss the progress and suggestions.**

**Terms and Conditions for Participants**

- Participants shall arrange their own devices (preferably Laptop/ Tablet) and ensure the good internet connectivity during the online course.
- Attendance is mandatory for all sessions once registration is confirmed.
- No sessions will be repeated if a participant is unable to join due to poor internet connectivity or any other reasons.

**Workshop Schedule**

**DAY 1: 28 January 2022 – Friday**

Time	Duration	Session title	Lead
03:00 – 5:00 pm	120 mins	Opening Remarks & Introduction to Speakers	Smita Kale
		Session 1: Digital Marketing, Web designing and development, media planning and basics of social media	Madhuri Bogawat
05:00 - 06:00 pm	60 mins	Session 2: How Impact Enterprises can tell their stories	Ronita Ghosh
		Q &A - Closing remarks	Smita Kale

**DAY 2: 19 February 2022- Saturday**

Time	Duration	Session title	Lead
11:00 am – 12:00 pm	60 mins	Session on how to run Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads	Madhuri Bogawat
12:00 pm – 01:00 pm	60 mins	Reviewing Of Assignments one-one discussions!	Madhuri Bogawat



**Speakers at Venture Base Camp: (In order of last names; alphabetical order)**



**Madhuri Bogawat**

**Expert in STRATEGY | DIGITAL TRANSFORMATION | BRAND MARKETING | LEADERSHIP COMMUNICATION**

Madhuri heads Strategy, Creatives and Business Development at Crimson Cobalt Digital. She is Post-Graduate in International Marketing from Symbiosis Institute of International Business. She has worked with some of the largest National & International brands such as Zee Entertainment, Inox Leisure, Loop Mobile, Cimatron Technologies amongst others in a career spanning over 16 years. Madhuri has hands-on experience in Strategic Marketing, Digital Marketing, Advertising, Brand Building, Media Planning & Buying, Leadership Communications, Public & Media Relations Marketing ROI, Brand Communications, Media Planning & Buying, PR & Digital Marketing. She conducts conferences, seminars & courses on a gamut of topics including – Digital Marketing, Media, Entertainment, Business Management, Macro-Economics, Solid Waste Management & Renewable Energy Sources. Madhuri has been Visiting Faculty at various Management Institutes and Speaker at 24ADP Digital Marketing Conferences.



**Ronita Ghosh**

**Impact Entrepreneur, Philanthropist & Head of Jikoni Foundation**

Ronita Ghosh, the founder of Jikoni Food, is a changemaker from Pune who has started this heart-touching initiative of feeding the lesser privileged section of our society, especially during the trying times of pandemic. Ronita completed her graduation from Delhi University and as 3rd rank in Delhi University in History (Hons) first year exams after which she worked in corporate in area of communications & sustainability. She has experience in consulting companies in developing their business model to adapt to the changing market dynamics. After her MBA in Social Entrepreneurship & Sustainable Business from Catholic University of Milan, She has worked in social sector in Africa before coming back to India and starting a food company which is now transformed into a foundation with focus into Food & Nutrition Security. She is currently working to set up Pune’s newest Food Bank called The Poshan Food Bank. This food bank has two projects: 1. #PoshanKit (Poshan kit is an initiative where new mothers & families of cancer patients in govt hospitals are given a nutrition kit which has wholesome food supplies for a family of 4. It can feed the family up to 30 days.) 2. #PoshanCafé (Poshan Cafe is one of its kind in Pune. It will be a cafe which will feed hungry for free who can’t afford a nutritious meal.) Her belief is - A nutritious meal can transform lives

• **Mentioning the press and other media highlights:**

- <https://www.hindustantimes.com/cities/pune-news/dabba-didi-ensures-no-one-goes-hungry-in-pune-101639161325486.html>
- <https://gulfnnews.com/opinion/off-the-cuff/wading-through-the-pandemic-with-compassion-1.79172630>
- <https://www.hindustantimes.com/cities/mumbai-news/maharashtra-good-samaritans-help-weather-the-coronavirus-storm-101619891933920.html>



- <https://www.esakal.com/pune/ronita-provides-food-for-family-and-needy-people-at-sassoon-under-happiness-tiffin-initiative>

### Organizers (in order of last names; alphabetical order)



**Neha Khaladkar**  
Asst. Manager at BRBC, Venture Center

Neha is responsible for planning & co-coordinating activities of BRBC. She studied MSc. in Microbiology. During her Masters she did her project work in National Chemical Laboratory, Pune. Neha is a qualified healthcare/Lifescience expert with cross functional expertise. She is an experienced professional in Business Development and has 7+ years of experience working with a Healthcare IT company HQ in USA.



**Dr. Smita Kale**  
Manager- Bioincubation, Venture Center

Smita as part of incubation team, facilitates incubator operations by interacting with incubatees, infrastructure and facilities creation and development of the ecosystem. She is leading Bio-incubation activities, Center for Biopharma Analysis (CBA) and BIRAC's Regional Bioinnovation Center (BRBC) projects at Venture Center. She is actively involved in mentoring startups at Venture Center. She is Ph. D in Pharmaceutical Chemistry from Institute of Chemical Technology, Mumbai and prior to joining Venture Center has had academic experience of 12 years which includes research experience of 3.6 years.




**Premnath Venugopalan**  
Director, Venture Center | Head, NCL Innovations

Premnath holds a B.Tech from the Indian Institute of Technology - Bombay and a Ph.D. from the Massachusetts Institute of Technology, USA. He has also been a Chevening Technology Enterprise Fellow with the Centre for Scientific Enterprises, London Business School and Cambridge University, UK. He brings with him considerable experience in technology development and commercialization, working with start-up companies (in Cambridge-UK and India) and engaging with large corporations on research and consulting projects as project le



About the Organizers	
	<p>BIRAC Regional Bioinnovation Centre (BRBC) is the third regional centre of BIRAC and is located in Venture Center. BRBC aims to fill up key innovation ecosystem gaps for bio-based industry sectors and thus significantly impact the translation of high-quality innovative ideas into viable and sustainable business enterprises. Some key BRBC initiatives are Venture Mentoring Service; Venture Base Camps; Regulatory Information and Facilitation Centre; Bio Incubation Practice School.</p> <p>More on: <a href="http://www.brbc.venturecenter.co.in/">http://www.brbc.venturecenter.co.in/</a></p>
Supported by	
	<p>Biotechnology Industry Research &amp; Assistance Council is a non-profit company created by the Department of Biotechnology (Government of India) with a mandate to develop the national ecosystem for biotechnology innovation and entrepreneurship and provide targeted support to innovators and entrepreneurs.</p> <p>For more information about BIRAC: <a href="http://www.birac.nic.in">www.birac.nic.in</a></p>



	<p>Venture Center is India's largest inventive enterprises and scientific business incubator. Venture Center is a technology business incubator hosted by CSIR-NCL and supported by the Department of Science &amp; Technology's National Science &amp; Technology Entrepreneurship Development Board (DST-NSTEDB) and BIRAC.</p> <p>For more information, visit <a href="http://www.venturecenter.co.in/">http://www.venturecenter.co.in/</a></p>
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