

**Name of the Event**

How to plan for Start-Up and legal & ethical steps

**Event Summary**

The Institute's Innovation Council (IIC) held an expert talk on how to plan for Start-Up and legal and ethical steps on Friday, 24<sup>th</sup> March 2023. The talk commenced at 3:30 pm (IST) with a hearty welcome of the speaker for the day Mr. Sumit Aggarwal (Chairman – Step Ahead Foundation). This event was hosted exclusively for the students in their third year at the institution as it focused deeply on the intermediate steps of a start-up which included intricate mantras for management of the legal side of running a start-up.

A thorough overview was given to the students from the first step to the final one till the success of the company. They were taught to clearly define their product or service's USP or unique selling point. The importance of proper market analysis and strategizing for optimal marketing results. Then an intensive conversation between the speaker and the students ensued on how to plan the working structure and culture of the company along with pitching strategies to achieve funding.

After the wholesome debate, the speaker discussed the legal procedures of owning a startup like registration of the business model, protecting the intellectual property of the company, complying with the rules and regulations, establishment process of contracts and agreements, and other ethical considerations.

The event proved to be a great success and observed active and hearty participation by the students. The event surely ignited a new zeal in all the students as well as taught them about the various legalities of managing a business.

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|------------------------------|---|
| <b>Activity Name</b>         | Workshop on “How to plan for Start-Up and legal & ethical steps.”   |
| <b>Type Of Activity</b>      | IIC Driven  |
| <b>Mode Of Conduct</b>       | Offline at Seminar Hall, ABESIT Campus.   |
| <b>Date &amp; Time</b>       | 24th March,2023 3:30PM onwards  |
| <b>Facebook Link</b>         | <a href="#">LINK</a>  |
| <b>External Participants</b> | Mr. Sumit Aggarwal ,Chairman – Step Ahead Foundation.   |
| <b>Faculty Participants</b>  | <ol style="list-style-type: none"><li>1. Prof. (Dr.) Arpita Gupta</li><li>2. Prof. (Dr.) Avinash Kumar Sharma</li><li>3. Prof. (Dr.) Sheelesh Kumar Sharma</li><li>4. Prof. (Dr.) Krishna Bihari Dubey</li><li>5. Prof. Avdhesh Kumar Tiwari</li><li>6. Prof. Sanjeev Kumar</li></ol> |

7. Prof. Priyanka Gupta
8. Prof. Ganesh Kumar Yadav

**Student  
Participation List**

| Sno | Name                | University Roll No | Section |
|-----|---------------------|--------------------|---------|
| 1   | Kritarth Tripathi   | 2002901540054      | 3CSE-A  |
| 2   | Akshit Sinha        | 2002900100011      | 3CSE-A  |
| 3   | Abhinandhan Sharma  | 2002900100002      | 3CSE-A  |
| 4   | Avaneesh kumar      | 2002900100039      | 3CSE-A  |
| 5   | Anuradha Saxena     | 2002900100026      | 3CSE-A  |
| 6   | Disha Agarwal       | 2002900100054      | 3CSE-A  |
| 7   | Aayush Yadav        | 2002900100001      | 3CSE-A  |
| 8   | Adarsh Kumar Mishra | 2002900100004      | 3CSE-A  |
| 9   | Adarsh Sharma       | 2002900100005      | 3CSE-A  |
| 10  | Ayush goel          | 2001900100041      | 3CSE-A  |
| 11  | Abhinav Gupta       | 2002900100003      | 3CSE-A  |
| 12  | Falguni Singh       | 2002900100059      | 3CSE-A  |
| 13  | Aush Khan           | 2002900100038      | 3CSE-A  |
| 14  | Anjali Saxena       | 2002900100017      | 3CSE-A  |
| 15  | Rohit Prasad        | 2002900100125      | 3CSE-B  |
| 16  | Brahmanand Mourya   | 2102900109004      | 3CSE-B  |
| 17  | Nikhil Agarwal      | 2002900100096      | 3CSE-B  |
| 18  | HARSHIT JAIN        | 2002900100068      | 3CSE-B  |
| 19  | Muskan yadav        | 2002900100093      | 3CSE-B  |
| 20  | Piyush Mishra       | 2002900100105      | 3CSE-B  |
| 21  | Riya Sharma         | 2002900100124      | 3CSE-B  |
| 22  | Shashank Tyagi      | 2002901540082      | 3CSE-B  |
| 23  | Rishi Gupta         | 2002900100121      | 3CSE-B  |
| 24  | Pranjal gupta       | 2002900100108      | 3CSE-B  |
| 25  | Saurav gaur         | 2002900100138      | 3CSE-C  |
| 26  | Vanshika Agarwal    | 2002900100177      | 3CSE-C  |
| 27  | Shubham Gupta       | 2002900100151      | 3CSE-C  |
| 28  | Umar Farooq         | 2002900100171      | 3CSE-C  |
| 29  | Sakshi sathoo       | 2102900109008      | 3CSE-C  |
| 30  | Shivani Singh       | 2002900100148      | 3CSE-C  |
| 31  | Shivam Kumar        | 2002900100142      | 3CSE-C  |
| 32  | Shivam Rajput       | 2002900100144      | 3CSE-C  |
| 33  | Shivam Yadav        | 2002900100147      | 3CSE-C  |

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|--|--|----|------------------------|---------------|--------|
|  |  | 34 | Vaibhav Singhal        | 2002900100174 | 3CSE-C |
|  |  | 35 | Upasna                 | 2002900100172 | 3CSE-C |
|  |  | 36 | Tanu Soni              | 2002900100166 | 3CSE-C |
|  |  | 37 | SATYARTH PRAKASH YADAV | 2002900100135 | 3CSE-C |
|  |  | 38 | Vijay Kumar            | 2002900100182 | 3CSE-C |
|  |  | 39 | Vaishnavi Singh        | 2002900100175 | 3CSE-C |

**ABESIT**  
— Group of Institutions —

Institution's Innovation Council

Organizing

**Expert Talk**

"How to plan for Start-up and legal & ethical Steps"

on  
**24<sup>th</sup> March 2023 at 3:30 pm**

**Venue : Seminar Hall**

**Mr. Sumit Aggarwal**  
Entrepreneur  
President – Step Ahead Foundation  
Founder – SETU100 (SAF SETU100 INDIA PVT LTD)  
Founder – L&D International  
Ex-Founder – Vedupro Learning Pvt. Ltd.

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**Key Outcomes**

- Learnt about developing business acumen.
- Understood the process of market analysis.
- Got insights into the legal mannerisms of a business.
- Realized the ethical concerns and considerations of a business.
- Brainstormed legal and ethical problem-tackling strategies.