



Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

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Institution's Innovation Council

Event Report

How To Plan For Start-ups And Legal & Ethical Steps

By

RITU GROVER

(Entrepreneur, TedX Speaker, Author)

Date: 30th January 2021

Time: 12:00 pm

The poster features the JIMS Vasant Kunj logo at the top left, the Institution's Innovation Council (IIC) logo at the top center, and the JIBC logo at the top right. The main text reads: "Session on How To Plan For Start-up And Legal & Ethical Steps By RITU GROVER ENTREPRENEUR, TEDX SPEAKER, AUTHOR". A photograph of Ritu Grover is shown below the text. At the bottom, it specifies the date and time: "30th January 2021, (Saturday) | 12 Noon To 1 PM". The footer contains the school's name and accreditation details: "JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL (JIMS) VASANT KUNJ (Affiliated to Guru Gobind Singh Indraprastha University, New Delhi) Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC Participant of UNGC & UNPRME, New York ISO 9001:2015 Quality Certified".

Event Category: Online Webinar

Topic: "How to plan for a start-up and Legal & Ethical steps"

Date: 30th January 2021

Time: 12:00 pm

Venue: Online, Zoom

Resource Person(s) with Designation and Organization:

1. Ritu Grover, Entrepreneur, Author, TedX Speaker. Speaker is also a business coach and the founder of TGH Lifestyle Services.

Beneficiaries with number:

1. 200 Participants including students & faculty of JIMS, Vasant Kunj

Learning Objectives:

1. Things to keep in mind before working on a start-up idea
2. Processes and skill set required in starting a business and running it
3. Legal and Ethical aspect for start-ups

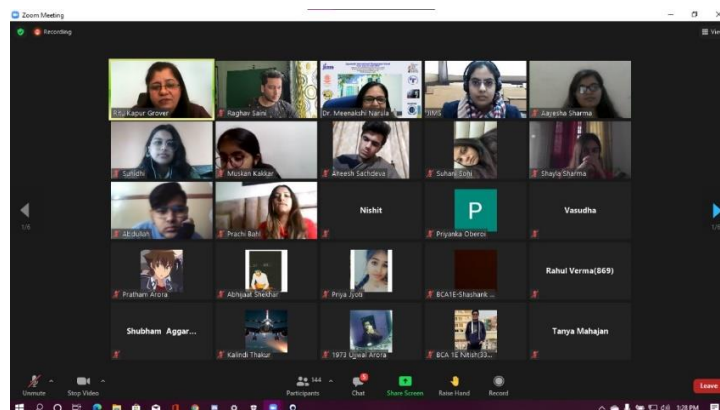
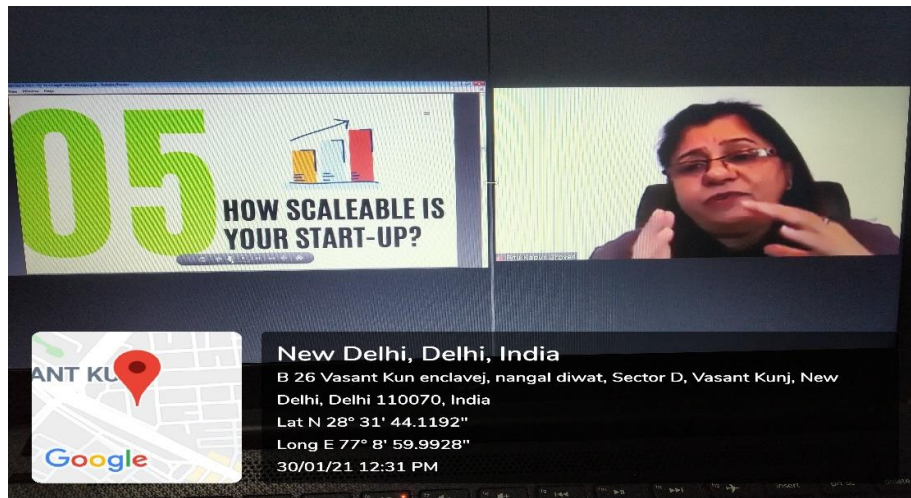
Report:

Department of Information Technology, JIMS, Vasant Kunj organized an online Webinar for BCA–I semester students of I-II (Morning & Evening) Shift students on “How To Plan For Start-ups And Legal & Ethical Steps” which was taken by Ritu Grover, Entrepreneur, Author, TedX speaker. Speaker is also the founder of TGH Lifestyles & Services. Speaker introduced students with dos and don'ts of start-ups. She shared her own experiences in the business field and gave valuable tips to students. Speaker told participants about the things that they have to be careful for before entering into the world of start-ups and how one can grow in this field. She also educated the students about the importance of having innovative ideas. Participants gained some valuable learnings from the speaker about how can a person study market so that his/her business can find a place to grow. Speaker also conducted fun activities with students which helped them learn better. The sessions ended with question answer round where speaker cleared the doubts of students.

LEARNING OUTCOME:

1. Speaker educated the participants regarding the importance of innovative ideas and gave some statistics showing the record of start-ups in India.
2. Speaker gave some tips for students which they should keep in mind before beginning with their start-up ideas. They were:
 - Innovative Ideas
 - Maintaining cashflow
 - Defining profit margins
 - Positioning market segment
 - Respecting feedback
 - Engaging the business on social media
3. Students learned about the global and national trends of start-ups by the speaker through statistics.
4. Speaker informed participants about the usefulness of being creative with your business. How taglines and advertisements can make a major difference.
5. Students learned about the reasons why some start-ups fail and how to avoid them. They also learned the importance of researching about markets and the targeted customers.
6. Participants also gained information about the legal procedures involved in running a start-up. How an idea can be patented to avoid infringement.
7. Importance of respecting feedback and criticism and how by learning from them, a business can be improved.
8. Lastly speaker answered some curious questions of participants

SOME GLIMPSES FROM THE EVENT



Recording

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02

DEFINE THE CASH FLOW

PROFIT = CASH

AS From Aayesha Sharma to Everyone
wy



Unmute Start Video

Participants 150 Chat Share Screen Raise Hand Record

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IMPORTANT COMPONENTS

- Fees And Royalties
- Confidentiality
- Term And Termination
- Patent Prosecution & Maintenance
- Infringement
- Limitation Of Liability
- Disclaimer Of Warranties
- Insurance



Unmute Stop Video

Participants 148 Chat 57 Share Screen Raise Hand Record

Leave

Zoom Meeting

Recording

Participants (149)

Q Find a participant

- Mantra manas-acharya (77... (Me) [Mute] [Video Off]
- JIMS (Host) [Mute] [Video Off]
- Ritu Kapur Gr... (Co-host) [Mute] [Video Off]
- Priyanka Oberoi (Co-host) [Mute] [Video Off]
- 1A 1277- Akansh khanna [Mute] [Video Off]
- 1973 Ujjwal Arora [Mute] [Video Off]
- 3R 3603 Raghav Jindal [Mute] [Video Off]
- Aaditya Luthra [Mute] [Video Off]
- AS Aashita Singh [Mute] [Video Off]
- AS Aayesha Sharma [Mute] [Video Off]
- A Abdullah [Mute] [Video Off]
- Abhijaat Shelkar [Mute] [Video Off]
- Abhinav Thapa-145 [Mute] [Video Off]

00 POSITION YOUR MARKET SEGMENT

Ritu Kapur Grover

ANT KU [Map]

New Delhi, Delhi, India
B 26 Vasant Kun enclavej, nangal diwat, Sector D, Vasant Kunj, New Delhi, Delhi 110070, India
Lat N 28° 31' 44.1192"
Long E 77° 8' 59.9928"
30/01/21 12:32 PM

Google

12:32 30-01-2021

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Innovation Activity Coordinator

Dr. Meenakshi Narula

IIC Convener