



# TECNIA INSTITUTE OF ADVANCED STUDIES

**NAAC ACCREDITED GRADE "A" INSTITUTE**

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University  
Recognized under Sec 2(f) of UGC ACT 1956

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## INSTITUTION'S INNOVATION CELL



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### On line Webinar on



## How to Startup-Legal and Ethical Steps



<https://youtu.be/aaMrB1ePbEc>



**Dr. Ajay Kumar**  
Director  
Tecnia Institutes of Advanced  
Studies  
New Delhi, India

**Date** 27th Jan 2021

**Time** 12:00 PM

## REPORT

<b>Event</b>	Seminar
<b>Theme</b>	LEGAL AND ETHICAL STEPS: PRODUCTIVE ENTREPRENEURSHIP AND START UPS
<b>Date</b>	27 January'2021
<b>Time</b>	12:00 pm – 1:00 pm
<b>Venue</b>	(Online)Microsoft team application
<b>Convener</b>	Dr.Rashmi Gujrati
<b>Co-Convener</b>	Mr. Inderpreet Singh Dr. SHEETAL BADESRA
<b>Resource Person</b>	
<b>1.</b>	Mr. Harit Mohan  Founder and CEO of Signicent LLP, May 2020

### Objectives

1. The objective of Ethics are to evaluate the human behaviours and calling up on the moral standards. The ethical standards also prescribe how to act morally in specified situations.
- 2.To make the participants understand about the various types of entrepreneurial skills and managerial skills.
- 3.To enhance the knowledge and encourage the youngsters for creation of idea and diffusion.
- 4.To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.
- 5.To make the participants aware about the market research structure

## **SEMINAR**

This Seminar was intended to train participants with the different methods of entrepreneurial framework to produce quality results from the new entrepreneurs. The key focal point of the workshop was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the type of different modes of enterprises in detail. In workshop complete online guidance was given by resource person. Workshop has enabled them to analyse and interpret the digital marketing opportunities and many more techniques.

### **Resource Person**

#### **Mr Harit Mohan**

#### **He is a founder and CEO of Signicent LLP May 2020**

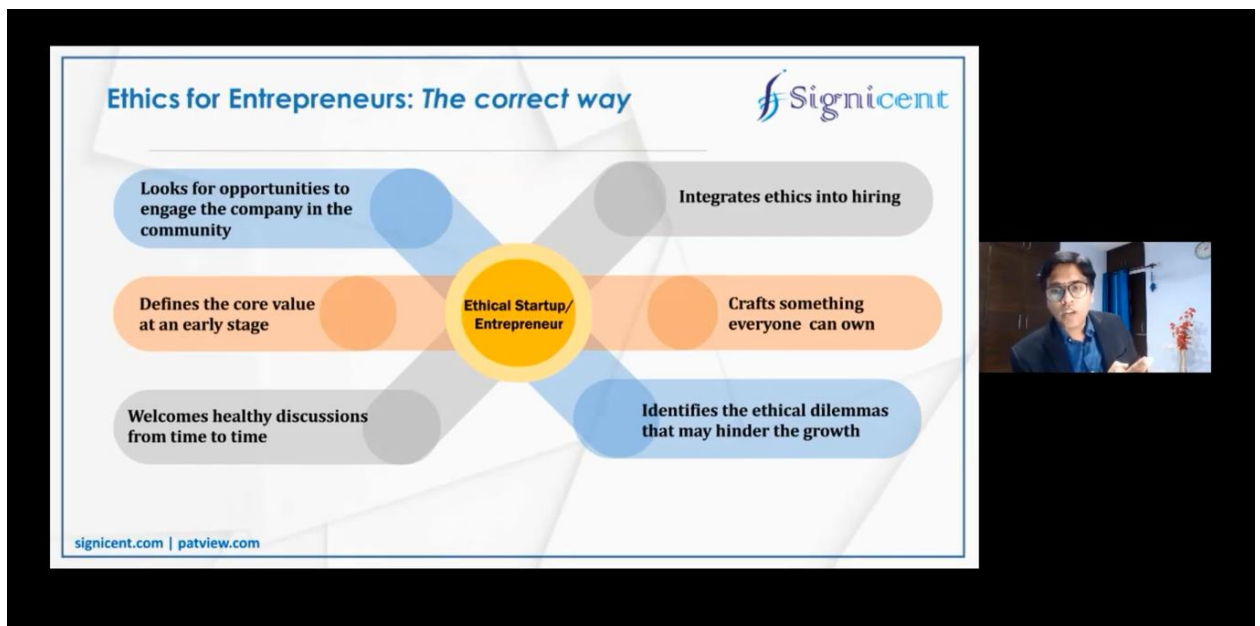
- Mr Mohan briefed us about legal and ethical steps.
- He further moulded us about the:
  - Legal obligations include duty of care and adhering to the laws and regulations that govern your area of practice.
  - Ethical obligations include ensuring you understand and apply the ethical codes and practice standards that apply to community services work.
  - Legal standards are those standards that are set forth in governmental laws. Ethical standards are based on the human principles of right and wrong.

The image shows a presentation slide for a seminar. At the top, the Signicent logo is displayed with the website addresses signicent.com and patview.com. The title of the seminar is "Legal and Ethical steps: Productive Entrepreneurship & Startup". Below the title, there are logos for MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA), INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative), and AICTE. The logo for CIPAM (Creative India Innovative India) is also present. A small inset video shows the speaker, Harit Mohan, wearing glasses and a blue shirt. Below the logos, there is a portrait of Harit Mohan and his name and title: "Harit Mohan, Founder & CEO, Signicent LLP, May, 2020". At the bottom of the slide, the copyright information reads "Copyright © 2012-2020 | Signicent LLP | PatView™".

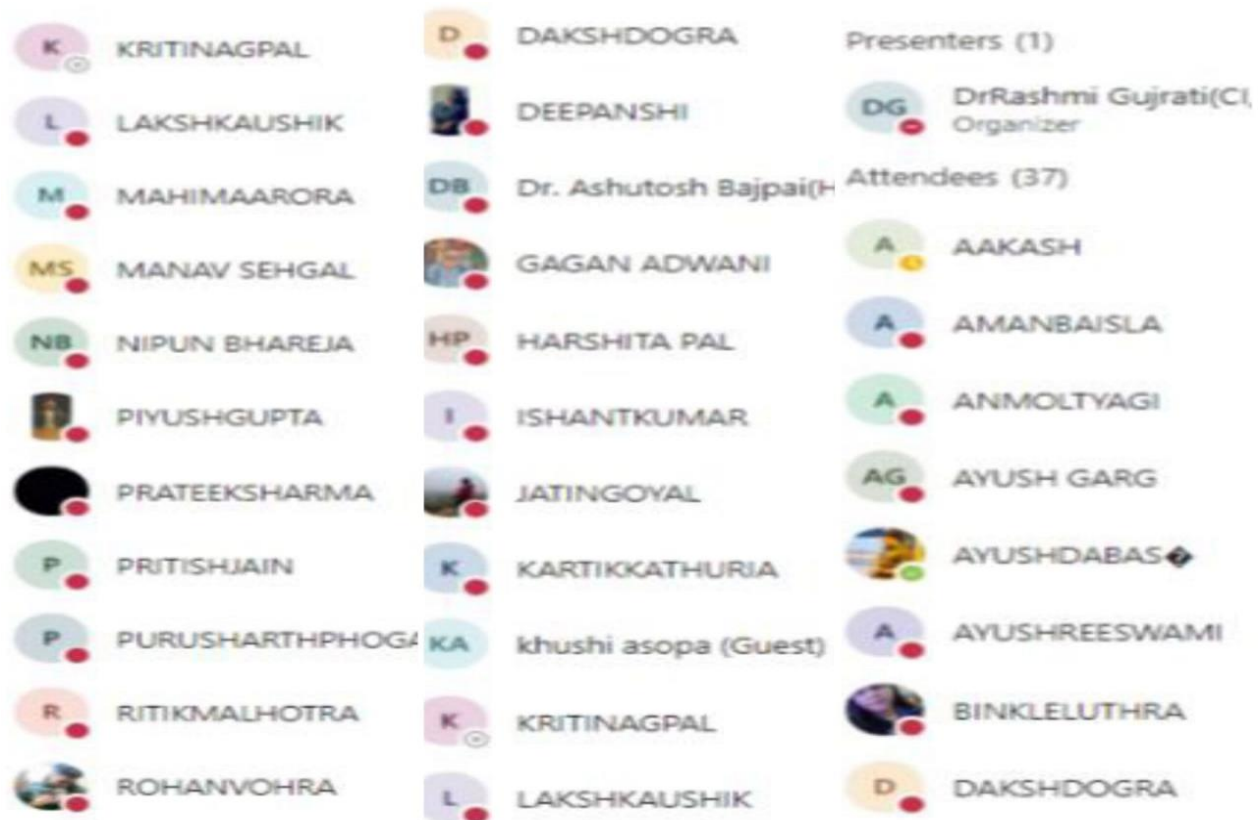
*Speaker with the topic of Seminar*

- Legal standards are based on written law, while ethical standards are based on human rights and wrongs.
- Something can be legal but not ethical.
- Mr Mohan further informed us about Market research is defined as the process of evaluating the feasibility of a new product or service, through research conducted directly with potential consumers.

- This method allows organizations or businesses to discover their target market, collect and document opinions and make informed decisions.
- He further added that:
- Qualitative analysis uses subjective judgment based on "soft" or non-quantifiable data. Qualitative analysis deals with intangible and inexact information that can be difficult to collect and measure.
- Machines struggle to conduct qualitative analysis as intangibles can't be defined by numeric values.
- He further added that: A startup is a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market.
- By its nature, the typical startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.



*Speaker elaborated the content of Seminar*



### **STUDENTS ATTENDING THE SEMINAR**

➤ **Dr. Rashmi Gujrati, Dean, Tecnia Institute of Advanced Studies, New Delhi**

She gave a thanking speech by addressing the speaker. She addressed the students and motivated all of us to grow and learn as an professional to put into some good deeds in the society and to ourselves.

#### **Learning outcome**

1. Participants understood about the legal aspects required in business
2. Participants learnt about the ethical steps undertaken to enhance business.
3. Participant obtained knowledge about the source of obtaining an idea for business
4. Participants understood the concepts of idea creation and idea diffusion

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## List of Beneficiaries

S. No	Name	Course
1	NAMAN VIJ	BBA
2	VIDHI SHARMA	BBA
3	HARSHITA PAL	BBA
4	SHUBHANKARPATHAK	BBA
5	HIMANSHU MISHRA	BBA
6	SHIVAM BANSAL	BBA
7	VARUN KUMAR	BBA
8	ARJIT CHAUDHARY	BBA
9	SAJAL GARG	BBA
10	JASKIRAT HORA	BBA
11	AKSHEET GOYAL	BBA
12	DAKSH DOGRA	BBA
13	SIDDHARTH BHUTORIA	BBA
14	NIKHIL BOHRA	BBA
16	ROUNAK VIJAY	BBA
17	Nakul Goyal	BBA
19	ISHANT KUMAR	BBA
20	AADITYA GUPTA	BBA
21	SHREYA GOEL	BBA
22	Mansi Singh	BBA
23	RATTAN SAGAR	BBA
24	DIMPLE KHANNA	BBA
25	Saksham Khanna	BBA
26	SAHIL DUGGAL	BBA
27	AAKASH	BBA
28	AJAY KATARIA	BBA
29	AASTHA	BBA
30	OM GUSAIN	BBA
31	VANSH AGARWAL	BBA
32	MAHIM AARORA	BBA
33	KRITI NAGPAL	BBA
34	SAGAR RATHOR	BBA
35	KARTIK KATHURIA	BBA
36	MANAV SEHGAL	BBA
37	RHYTHEM GUPTA	BBA