



# 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

**INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085**

Tel: 91-11-27555121-24, E-Mail: [directortias@tecnia.in](mailto:directortias@tecnia.in); Website: [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in)



## INSTITUTION'S INNOVATION CELL



# Webinar

## How to Start up and Legal & Ethical Steps





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



**Dr. Suplab Podder**  
MBA(Mkt and HRM), M.Com., Ph.D  
Head, BBA Department  
Dayananda Sagar College of Arts,  
Science and Commerce  
Bengaluru



**Prof Dr. Rashmi Gujrati**  
Dean Management  
Institution's Innovation Council  
TIAS, New Delhi





**12:00 PM**

# 23

**APRIL  
2021  
FRIDAY**



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to G.G.S.I.P. University & Recognized Under Sec. 2(f) of UGC Act 1956.  
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085





## REPORT

<b>Event</b>	Webinar
<b>Theme</b>	How to start up and legal & ethical steps
<b>Date</b>	23 April' 2021
<b>Time</b>	12:00 pm to 1:00 pm
<b>Venue</b>	Microsoft team
<b>Dean</b>	Dr.Rashmi Gujrati
<b>Convener</b>	Inderpreet Singh
<b>Resource Person</b>	
<b>1.</b>	Dr. Suplab Podder  BBA department, Dayananda Sagar College of Arts, science and Commerce, Bengaluru.

## OBJECTIVES

- 1.To make the participants understand about the legal and ethical issues.
- 2.To enhance the knowledge and encourage the youngsters to start up their own venture.
- 3.To make the participants understand about the organizational skills adopted by the young blood to enhance revenue.

## **WEBINAR**

This webinar was intended to train participants about the startups and legal and ethical steps for framework to produce quality results as the new entrepreneurs. The key focal point of the webinar was to identify the tools and techniques used by entrepreneurs to uplift business.

The participants have learnt about the different types of duties they have towards their environment and organization in detail. In workshop complete online guidance was given by resource person.

## **Resource Person**

**Dr. SUPLAB PODDER**

**BBA, department Dayananda Sagar College of Arts, science and Commerce, Bengaluru.**

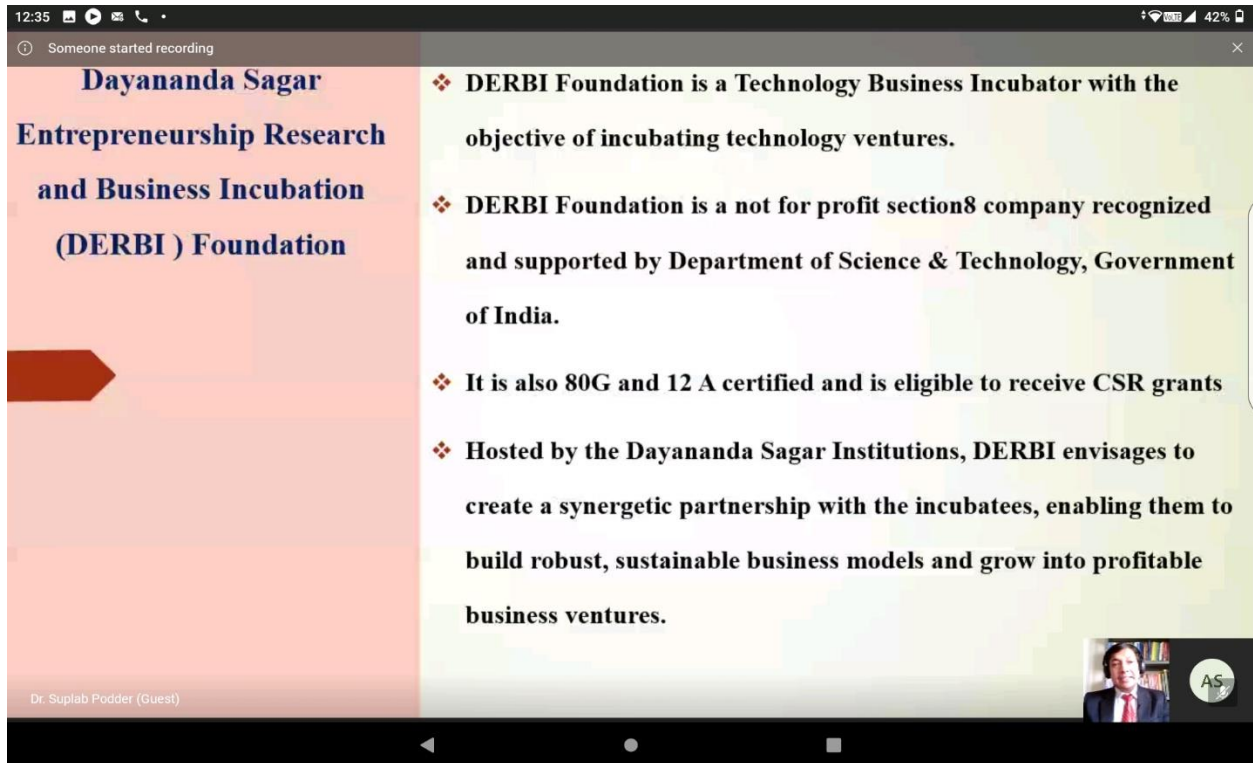
- Dr. Podder gives us a brief introduction about the start ups.
- He further informed us that how an individual can start up their own venture.
- .Dr. Podder further informed us about their business incubation foundation.

12:35 Someone started recording 42%

**Dayananda Sagar  
Entrepreneurship Research  
and Business Incubation  
(DERBI) Foundation**

- ❖ **DERBI Foundation is a Technology Business Incubator with the objective of incubating technology ventures.**
- ❖ **DERBI Foundation is a not for profit section 8 company recognized and supported by Department of Science & Technology, Government of India.**
- ❖ **It is also 80G and 12 A certified and is eligible to receive CSR grants**
- ❖ **Hosted by the Dayananda Sagar Institutions, DERBI envisages to create a synergetic partnership with the incubatees, enabling them to build robust, sustainable business models and grow into profitable business ventures.**

Dr. Suplab Podder (Guest)



- He further briefed us about the legal issues faced by the start ups in India.

### ➤ Licencing and permit issues

The requirement of licenses, permits, and permits may vary from business to business, so before starting a business the person should be aware of the local laws, rules, and regulations. The other issue with respect to licenses is that sometimes it is not much quick and easy to get licenses from the government authorities and it requires a lot of time and money to obtain licenses.

### ➤ Advertisement and marketing

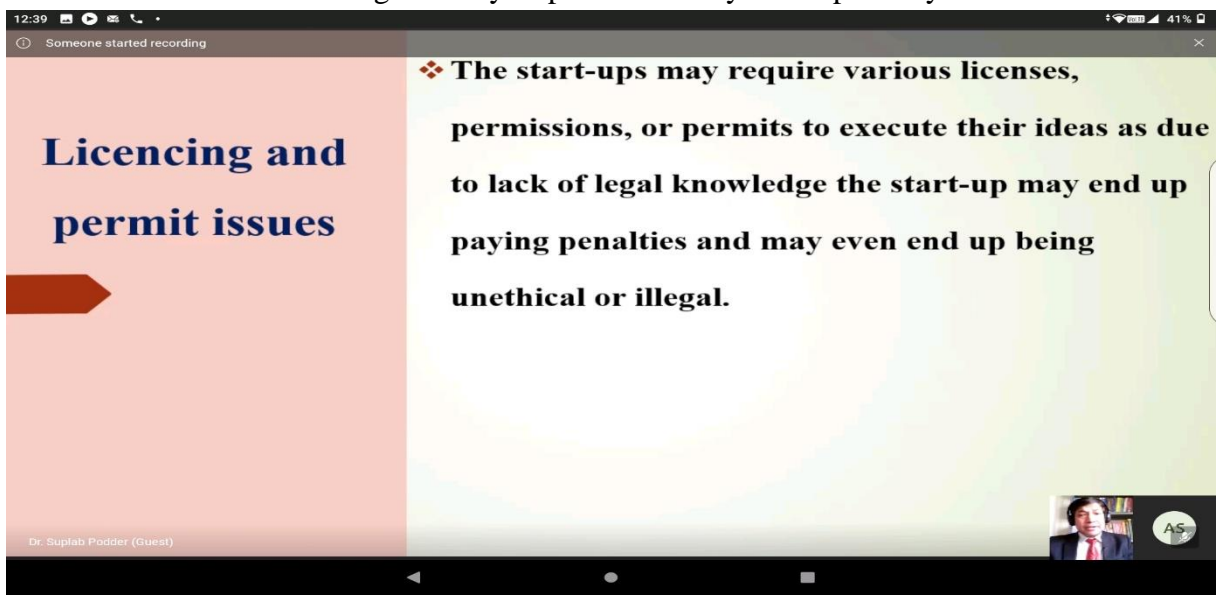
Advertisement and marketing are very important for any start-up or any other forms of business

12:39 Someone started recording 41%

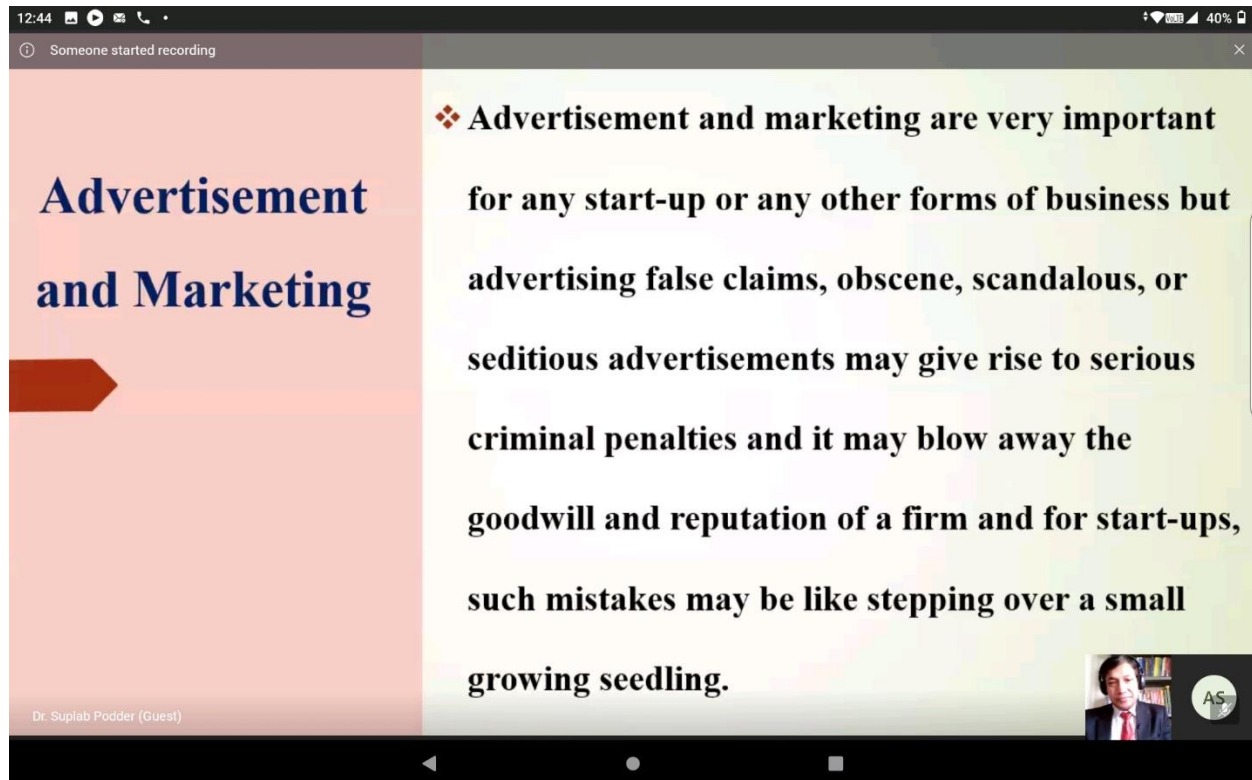
**Licencing and  
permit issues**

- ❖ **The start-ups may require various licenses, permissions, or permits to execute their ideas as due to lack of legal knowledge the start-up may end up paying penalties and may even end up being unethical or illegal.**

Dr. Suplab Podder (Guest)



but advertising false claims, obscene, scandalous, or seditious advertisements may give rise to serious criminal penalties and it may blow away the goodwill and reputation of a firm and for start-ups, such mistakes may be like stepping over a small growing seedling.



The screenshot shows a video recording interface. At the top, it displays the time 12:44, battery level at 40%, and a notification that says "Someone started recording". The main content is a slide with a light green background. On the left side of the slide, the title "Advertisement and Marketing" is written in a large, bold, blue font. To the right of the title, there is a list of points, each starting with a purple diamond symbol. The text of the points reads: "❖ Advertisement and marketing are very important for any start-up or any other forms of business but advertising false claims, obscene, scandalous, or seditious advertisements may give rise to serious criminal penalties and it may blow away the goodwill and reputation of a firm and for start-ups, such mistakes may be like stepping over a small growing seedling." In the bottom right corner of the slide, there is a small video thumbnail of a man in a suit and tie, with a circular logo containing the letters "AS" next to it. The name "Dr. Suplab Podder (Guest)" is visible in the bottom left corner of the video player.

*Speaker explained about the advertising and marketing content*

## ➤ Infrastructure related Zonal Laws

The start-up must be aware of the zonal laws, zonal laws are the regulations that deal with the use of land in a particular area. For example – The local municipal authority in an area can pass a law forbidding the use of any property or land for industrial or commercial purposes, as it is a residential area. The zonal authority divides a locality into eight parts which include residential, commercial, industrial, public, and semi-public, public utilities, open areas/parks/playgrounds, transport and communication, agricultural use.



**Infrastructure related Zonal Laws**

- ❖ Allocation of property for the purpose of the office, warehouse, service center, manufacturing units, etc. is another major challenge for start-ups in India.
- ❖ The start-ups should be aware of local laws regarding the commercial use of agricultural land/ school/ hospital

Dr. Suplab Pedder (Guest)

*Content Elaborated by expert*

## ➤ Data Protection and Privacy Issues

The Startups and other e-commerce businesses record and use personal details including the search history. The conclusion of this example is that the start-ups should not access the private details of the users without their permission or they should not ask for the permissions which are not needed by their website or application. The start-ups should give importance to the privacy of the users

Microsoft Teams

Search

Activity

Chat

Teams

Assignments

Calendar

Calls

Apps

People

Invite someone

Share invite

Attendees (140)

- AA AAKRITI AAKRITI
- AS Aarushi Saxena
- AC Abhay Chauhan
- ABHISHEK SHARMA
- aditya goyal
- AMITKUMAR

46:06

Dr. Suplab Pedder (Guest)

*Speaker Session in Webinar*

## ➤ Protection of Intellectual property rights

Intellectual property rights are like the heart and soul of any start-up. Many start-ups face a common fear that their idea or plan could be stolen by someone so it is important for a start-up to protect their intellectual property rights on a priority basis. And the other issue is that the start-up should also check that what they are planning to do or what they are planning to sell is already been protected.



**Protection of Intellectual property rights**

- ❖ Start-ups should seek to protect the following intellectual property rights, **Patents, Copyright, Trademark, Servicemark, Trade Secrets and Confidentiality Agreements, Contract Management, Employment Contracts**

Dr. Suplab Podder (Guest)

*Speaker elucidated about the topic*

## ➤ The problem is determining the business structure

Many start-ups face problem in determining what is an ideal business structure for their start-up as the business structure may vary from business to business and one business structure could be good for one may be bad for the other in terms of risk, a number of people involved, sharing of profits, liability, taxation, annual meetings, and registration, etc. The business structure of a start-up may be in the form of partnership, sole proprietorship, private limited business or LLP, etc.



## The problem is determining the business structure

- ❖ Many start-ups face problem in determining what is an ideal business structure for their start-up as the business structure may vary from business to business and one business structure could be good for one may be bad for the other in terms of risk, a number of people involved, sharing of profits, liability, taxation, annual meetings, and registration, etc.

Dr. Suprab Podder (Guest)



AS

Speaker elaborated about the business structure

- Dr. Podder further informed us about the legal and ethical duties towards the organisation and the society.

The purpose of a start-up is to earn profit but while earning profit ethics should not be ignored. The start-ups should comply with the laws and regulations and at the same time, it should not forget their duty towards the community, people, customers, and the company.

### ➤ Duties towards the customer

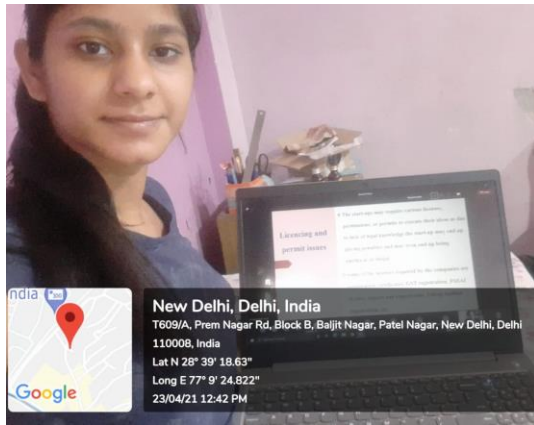
#### 1. Duties towards the customers

- ❖ The start-ups should not indulge in any kind of activity which may be detrimental to the interest of the customers, the start-ups should accept the feedback from the customers and should take care of the after-sale services and assist the customers.

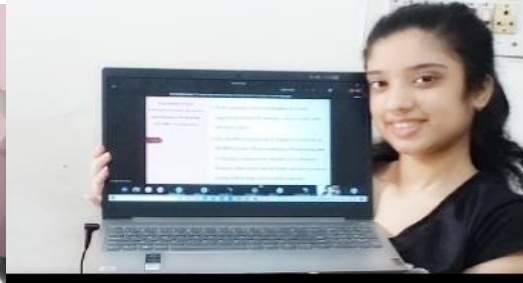


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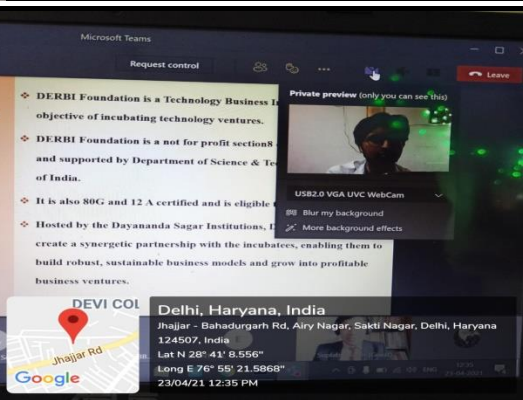
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 Long E 77° 9' 24.822"  
 23/04/21 12:42 PM



28.636578; 77.104553 S 0  
 11/16, Block 11, Ashok Nagar, New Delhi, Delhi 110018, India



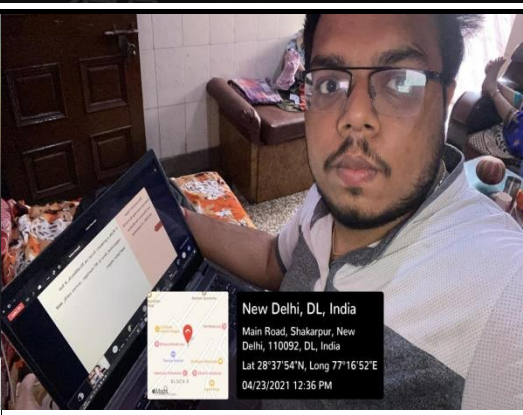
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 Long E 77° 6' 59.724"  
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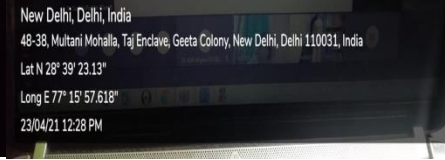
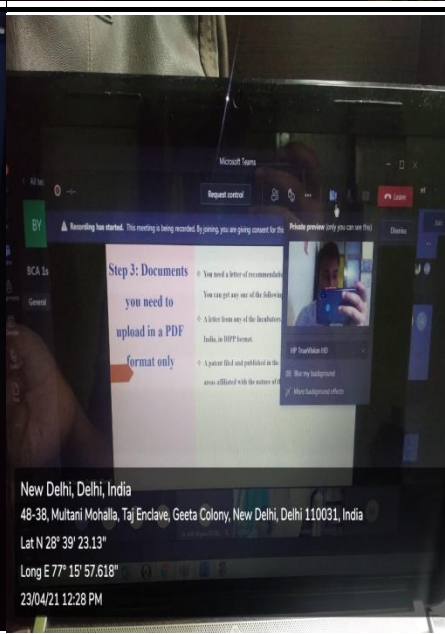
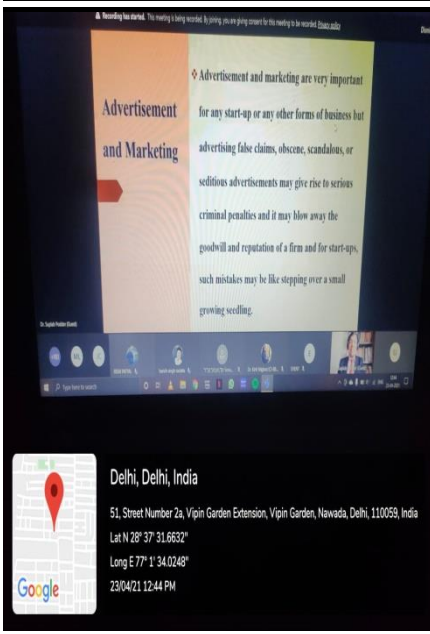
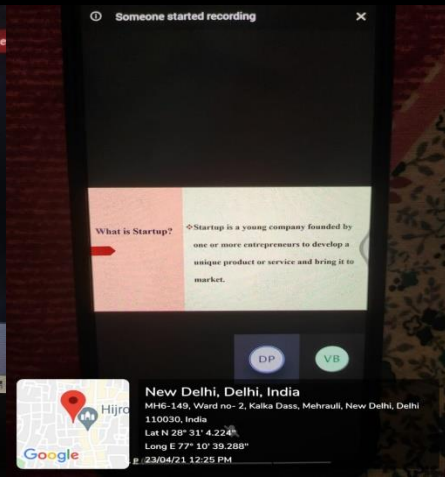
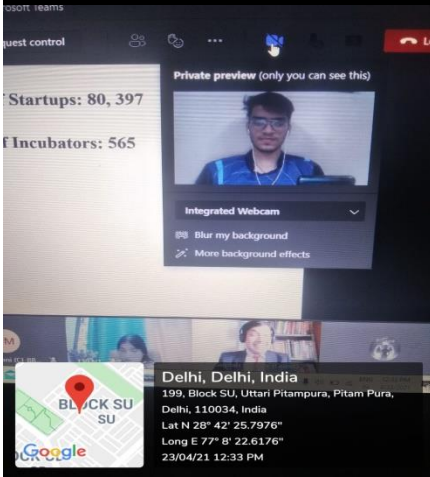
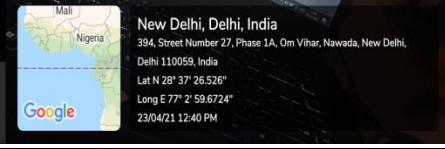
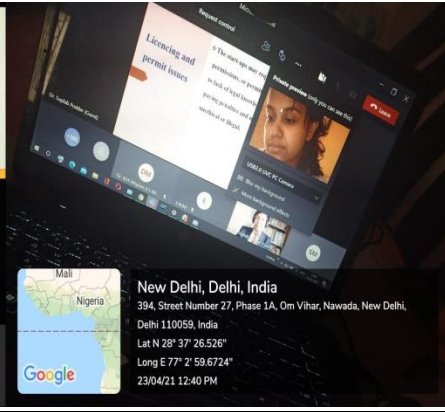


New Delhi, Delhi, India  
 26, Block A, Krishan Kunj, Laxmi Nagar, New Delhi, Delhi 110092, India  
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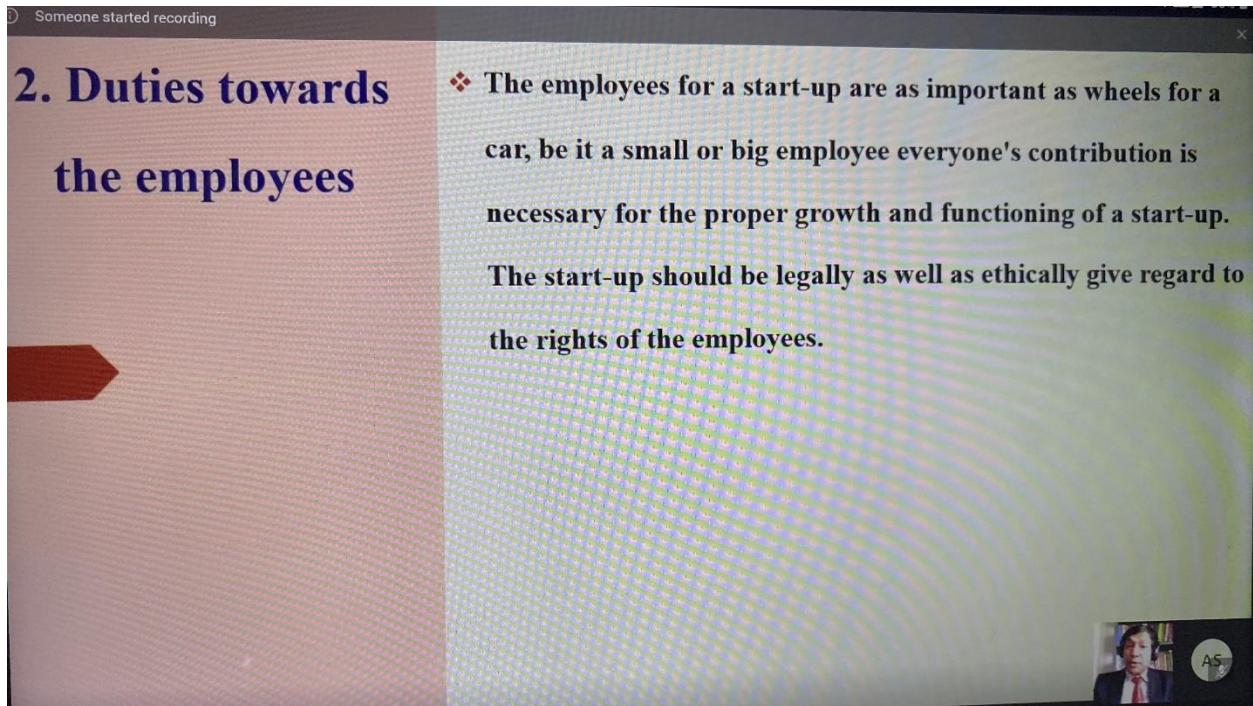


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**Participants in Webinar**



## ➤ Duties towards the employees



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### 2. Duties towards the employees

- ❖ The employees for a start-up are as important as wheels for a car, be it a small or big employee everyone's contribution is necessary for the proper growth and functioning of a start-up. The start-up should be legally as well as ethically give regard to the rights of the employees.

AS

*Speaker elaborated about the content*



## ➤ Duties towards the community

**4. Duties towards the community**

- ❖ The Startups should be careful that they should not in any manner cause harm to the sentiments of the people and they must follow a proper pathway for the betterment of the society by keeping provisions of investing in social causes like education, food, environment, etc.
- ❖ Start-ups should be careful about the religious sentiments of the people, especially while advertising

Dr. Supriya Podder (Guest)

Someone started recording

AS

## ➤ Duties towards the environment

**3. Duties towards the environment**

- ❖ The Startups should be careful that they obtain all the legal certificates, permissions, and permits from the government bodies and they should not involve in any activity which may have a negative impact on the environment.

Dr. Supriya Podder (Guest)

Someone started recording

AS

*Content elucidated in the webinar*



## **Mr. Inderpreet Singh**

**Convener, Assistant Professor, IIC, Tecnia Institute of Advanced Studies, New Delhi**

He gave a thanking speech by addressing the speaker. He 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 have learnt more about the startups and legal & ethical issues.
2. Participants also learnt about the Business Plan for a Start-up and Important Components
3. Participants acquired knowledge about the content of marketing structure w.r.t legal ethical issues

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LIST OF BENEFICIERIES		
1	AADITYA GUPTA	BBA
2	AAKASH	BBA
3	AARUSHI SAXENA	BBA
4	AASTHA	BBA
5	AJAY KATARIA	BBA
6	AKSHEET GOYAL	BBA
7	Aman Jindal	BBA
8	Anant Rajput	BBA
9	ANDREW MOHIT NATH	BBA
10	Anuj uppal	BBA
11	Anushi jindal	BBA
12	ARCHIT PAHWA	BBA
13	ARJIT CHAUDHARY	BBA
14	Avani gupta	BBA
15	Ayush gupta	BBA
16	Ayushi goel	BBA
17	BHUMIKA SINGH	BBA
18	BINKLE LUTHRA	BBA
19	chhavi gupta	BBA
20	Chirag Sharma	BBA
21	DAKSH DOGRA	BBA
22	DEEPANK SHARMA	BBA
23	DEEPANSHI	BBA
24	Dhruv Bhatia	BBA
25	DIMPLE KHANNA	BBA
26	Gagan Tyagi	BBA
27	GAURA VARORA	BBA
28	GAURAV KALRA	BBA
29	Gurleen Kaur	BBA
30	Hardik Sharma	BBA
31	Harsh Rohatgi	BBA
32	HARSHIT GARG	BBA
33	HARSHITA PAL	BBA
34	HARSHITA SARDANA	BBA
35	HARSHITA WADHWA	BBA
36	HIMANSHU MISHRA	BBA
37	Hrithik Prakash	BBA
38	Isha Chaubey	BBA
39	ISHANT KUMAR	BBA
40	Jahnvi Nayyar	BBA

41	JASKIRAT HORA	BBA
42	JASPREET SINGH ANAND	BBA
43	KALANI POOJA	BBA
44	kandarp	BBA
45	KARAN SAXENA	BBA
46	KARTIK KATHURIA	BBA
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48	KRITI NAGPAL	BBA
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50	kushagra dhingra	BBA
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52	Mahak Malhotra	BBA
53	MAHIM AARORA	BBA
54	MANAV SEHGAL	BBA
55	Manish arora	BBA
56	Mansi Singh	BBA
57	MEHAK	BBA
58	Mehul Bhalla	BBA
59	MUSKAN LUTHRA	BBA
60	Muskan Sharma	BBA
61	NAKSHATRA SACHDEVA	BBA
62	Nakul Goyal	BBA
63	NAMAN VIJ	BBA
64	NIKHIL BOHRA	BBA
65	OM GUSAIN	BBA
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67	Pawan Saini	BBA
68	PRATEEK SHARMA	BBA
69	Pratham Chauhan	BBA
70	Pratham somani	BBA
71	PRATHAM SOMANI	BBA
72	PREETI	BBA
73	Priti chaudhary	BBA
74	RAHUL LAKRA	BBA
75	RATTAN SAGAR	BBA
76	RHYTHEM GUPTA	BBA
77	Ritwik Raj	BBA
78	ROHIT PANJRATH	BBA
79	ROUNAK VIJAY	BBA
80	RUSHIL TYAGI	BBA
81	SAGAR RATHOR	BBA

82	Sahil akhtar	BBA
83	SAHIL DUGGAL	BBA
84	SAJAL GARG	BBA
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86	Sarthak	BBA
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113	Yash raj	BBA
114	YASHVI GARG	BBA
115	Yogita Bhatt	BBA
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122	ANURAG BHARDWAJ	BCA



123	ARCHIT CHAWLA	BCA
124	ASHIMA KHURANA	BCA
125	AYUSH JAGGA	BCA
126	AYUSHI PANWAR	BCA
127	BHAVY SHARMA	BCA
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129	BHUMIKA GOGNA	BCA
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134	DEV ARYA	BCA
135	DHRUV RAWAT	BCA
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141	HARSHIT SAINI	BCA
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145	KAREENA GABA	BCA
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153	PRANAV PURI	BCA
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155	RISHABH JAIN	BCA
156	RIYA GUPTA	BCA
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158	SANYA VERMA	BCA
159	SANYAM	BCA
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162	SHIVANI	BCA
163	SHRISH KASHYAP	BCA

164	SUDIPTO BHUKTA	BCA
165	SUKRITI KALRA	BCA
166	SUSHANT KUMAR JHA	BCA
167	TUSHAR SOHAL	BCA
168	VAIBHAV SETHI	BCA
169	VANSHIKA AGGARWAL	BCA
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171	VARSHA PANDEY	BCA
172	VASU JAIN	BCA
173	VIPIN	BCA
174	YASH PARASHAR	BCA
175	YASH THAKUR	BCA
176	Burhan OZKAN	Guest
177	Dr Garima Singh(CI-BBA-M Div-A)	Faculty
178	Dr Niky Tiwari	Faculty
179	Dr Vandana Raghava	Faculty
180	Dr. Ashutosh Bajpai(HOD-MBA)	Faculty
181	Rajni Bansal	Faculty
182	Dr. Garima	Faculty
183	Dr. Sonam	Faculty
184	Inderpreet Singh	Faculty
185	Megha Mohan	Faculty
186	Dr. Kirti Miglani (CI-BBA Div-A 3rd-E)	Faculty
187	Dr. Rashmi Gujarati	Faculty