



**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, Website: www.tiaspg.tecnia.in



## INSTITUTIONS INNOVATION COUNCIL & TRAINING AND PLACEMENT CELL

### Event Report

The poster is for a webinar titled "How to Plan for Start-ups and Legal and Ethical Steps". It features three speakers: Dr. Ajay Kumar (Director, TIAS), Mr. Paritosh Anand (IIM Ahmedabad Alumnus, Co-Founder - Vatsalya Wellness), and Dr. Nivedita (I/C IIC, Head T&P, TIAS). The event is scheduled for 12:00 PM on 23.05.2022. The poster includes logos for TECNIA, NAAC, Azadi Ka Amrit Mahotsav, and the Institution's Innovation Council. It also provides a link to join the webinar: <https://bit.ly/3NA0IWX> and the website [www.tiaspg.tecnia.in](http://www.tiaspg.tecnia.in).

<https://www.youtube.com/watch?v=rpUEWrZc0vM>

**Event:** Webinar  
**Topic:** How to Plan for Start-ups and Legal & Ethical Steps  
**Date:** 23.05.2022  
**Time:** 12:00 AM Onwards  
**Duration:** One Hour  
**Venue:** Online Microsoft Team  
**Program:** BBA, BAJMC  
**Coordinator:** Mr. Mayank Arora, Assistant Professor,  
 Department of Mass Communication  
 Ms. Keenika Arora, Assistant Professor,  
 Department of Management Sciences  
**Convener:** Dr. Nivedita, Head - Training & Placement Cell, IIC In-  
 Charge  
**Students:** 41

**Resource Person:**

Dr. Paritosh Anand, IIM Alumnus, Co-Founder Vatsalya Wellness,  
Executive Director Vatsalya Agriventurse

**Dr. Nivedita**  
 Head  
 Training and Placement Cell

Director  
 Tecnia Institute of Advanced Studies  
 (Affiliated to GGSIP University Delhi)  
 Madhuban Chowk, Rohini, Delhi-85

## Objectives:

- To make the attendees understand the difference between startup and business.
- To make the attendees understand the stages of start-up.
- To make the attendees understand the important legal compliances for start-ups.
- To make the attendees understand the different business entities and their legal compliances for start-ups.
- To make the attendees understand the business licenses for start-ups.
- To make the attendees understand the taxation and accounting for start-ups.
- To make the attendees understand the company law based compliances as per company act for start-ups.
- To make the attendees understand the nine labour laws applicable to start-ups.
- To make the attendees understand the contractual obligations for start-ups.
- To make the attendees understand the ethical steps to be followed for start-ups.
- To make the attendees understand the ethical way of advertising and marketing and the various laws for advertising.
- To make the attendees understand the importance of data protection and privacy in the digital world.
- To make the attendees aware about the responsibilities of start-ups towards customers, employees, environment, start-up, community and labour laws.

## Reports:

An online webinar was organised by Training and Placement Cell and IIC TIAS under the ambit of Capability Enhancement Scheme on 23.05.2022 from 12:00 PM onwards. The topic of the webinar was, 'How to Plan for Start-ups and Legal & Ethical Steps'. The speaker of the webinar was Dr. Paritosh Anand, IIM Alumnus, Co-Founder Vatsalya Wellness, Executive Director Vatsalya Agriventure. The speaker told the attendees about what a start-up is and how it is different from business. He informed the students India is the third largest ecosystem in the world after USA and China and is expected to witness YoY consistent annual growth of 12-15%. The start-up has created a total of 1.6 to 1.7 Lakh new jobs and over 61,400 start-ups have been recognised by the Department for Promotion of Industry and Internal Trade (DPIT) with 14,000 recognised during fiscal 2022. The speaker also discussed the reasons of start-ups failure and stages of start-up. He discussed in detail about the important legal compliances; types of business entity and their legal status, member liability, number of members required, transferability, taxation, annual statutory meetings and filings etc.; Corporation documents; Business Licenses; Taxation and Accounting; Company Law based Compliances; Compliances under Labour Laws and IPR; Contractual Obligations. He said that the start-ups may require various licenses, permissions or permits to execute their ideas and lack of legal knowledge the start-up may end up paying penalties and may even end up being unethical or illegal and suggested to put due diligence to GST Registration, Industry based licenses, Udyog Adhaar and any other Legal Documentation. He further discussed about the ethical compliances for start-ups. He described the advertisement and marketing play a critical role in growth of start-ups and thorough bidding of laws regarding advertisement prevents the start-ups not only to avoid penalty but also to be ethical, especially, Infrastructure related Zonal Laws, Data Protection and Privacy, IPR. He said that start-ups should never ignore the ethics while earning profits. The start-ups are responsible for their duties towards customer, employees, environment, start-ups and community. The start-ups should have no tolerance towards use of deceptive and inappropriate remarks in their marketing and advertising effort. Earlier Dr. Nivedita Head Training and Placement and In Charge IIC TIAS welcomed the guest and introduced him to the students; and spoke about the objective of the webinar. One hour webinar was well coordinated and was well received by the attendees. The webinar ended with a vote of thanks by Dr. Nivedita and feedback collection.

## Learning Outcome:

- The attendees understood the difference between start-up and business.
- The attendees understood the stages of start-up.
- The attendees understood the important legal compliances for start-ups.
- The attendees understood the different business entities and their legal compliances for start-ups.
- The attendees understood the business licenses for start-ups.
- The attendees understood the taxation and accounting for start-ups.
- The attendees understood the company law based compliances as per company act 2013.
- The attendees understood the nine labour laws applicable to start-ups as per Indian start-up policy.
- The attendees understood the contractual obligations for start-up.
- The attendees understood the ethical steps to be followed for start-up.
- The attendees understood the ethical way of advertising and marketing and were aware about the various laws for advertising.
- The attendees understood the importance of data protection and privacy in the digital world.
- The attendees understood the responsibility towards customers, employees, environment, start-up, community and labour laws.

## Geotag and Screenshots:

The screenshot shows a Zoom meeting interface. The title bar reads "How to Plan for Start-ups and Legal and Ethical Steps". The meeting controls at the top include "Request control", "People", "Chat", "React", "Rooms", "Apps", "More", "Camera", "Mic", "Share", and "Leave". A video feed of a participant is visible on the left. The main content is a presentation slide with the following table:

Particulars	BUSINESS	STARTUP
Innovation	Follow the path of existing business model	Designed to innovate & disrupt
Scope	Progress within certain limits set by proprietor	Doesn't put any limitation/ focussed on winning market share
Rate of growth	Growth happens as & when necessary	Should grow in shortest possible time & able to reproduce success
Profit	Focussed on earnings from Day 1	Focused on creating the product/service
Finance	Private savings, Bank loan,	Crowd funding, VC, Angels, Investors
Technologies	No special technologies required	Considered as the backbone of the startup
Lifecycle	32% gets shutdown in first three years	92% gets shutdown in first three years
Team	No need of high profile founding team	Founding team is important as it focused on investment
Exit	Family business or sell it	Move towards next steps upto IPO

The meeting participants list on the right includes: Presenters (2) - Dr Nivedita Mishra (T&NP Head) (Organizer) and Paritosh Anand (Guest) (Meeting guest); Attendees (32) - AAKRITI SETHI, Aashish Bakshi (Guest), Akanksha Rai (Guest), AmanVashisth, and ARUSHI.

How to Plan for for Start-ups and Legal and Ethical Steps

35:53

Request control

People Chat React Rooms Apps More

Camera Mic Share Leave

SO Y +27

Smriti O... YANAA...

**WHAT IS A STARTUP?**

refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand.

"a temporary organization designed to look for a business model that is repeatable and scalable."

**Innovation is the key!**

Participants

Type a name

Share invite

PA Paritosh Anand (Guest)  
Meeting guest

Attendees (29)

- AS AAKRITI SETHI
- AB Aashish Bakshi (Guest)  
Meeting guest
- A AmanVashisth
- ARUSHI
- A AshutoshBisht
- bhavay bali
- FS FALGUNI SHARMA

Paritosh Anand (Guest)

Type here to search

78%

24°C

12:13  
23-05-2022

How to Plan for for Start-ups and Legal and Ethical Steps

34:30

Request control

People Chat React Rooms Apps More

Camera Mic Share Leave

SO Y +24

Smriti O... YANAA...

**STARTUP PLANNING -  
LEGAL & ETHICAL STEPS**

PARITOSH ANAND  
VATSALYA WELLNESS PRIVATE LIMITED

Participants

Turn camera off (Ctrl+Shift+O)

Type a name

Share invite

PA Paritosh Anand (Guest)  
Meeting guest

Attendees (26)

- AS AAKRITI SETHI
- AB Aashish Bakshi (Guest)  
Meeting guest
- A AmanVashisth
- A AshutoshBisht
- FS FALGUNI SHARMA
- Garima Sharma
- G GAURAVKUMARSARKAR

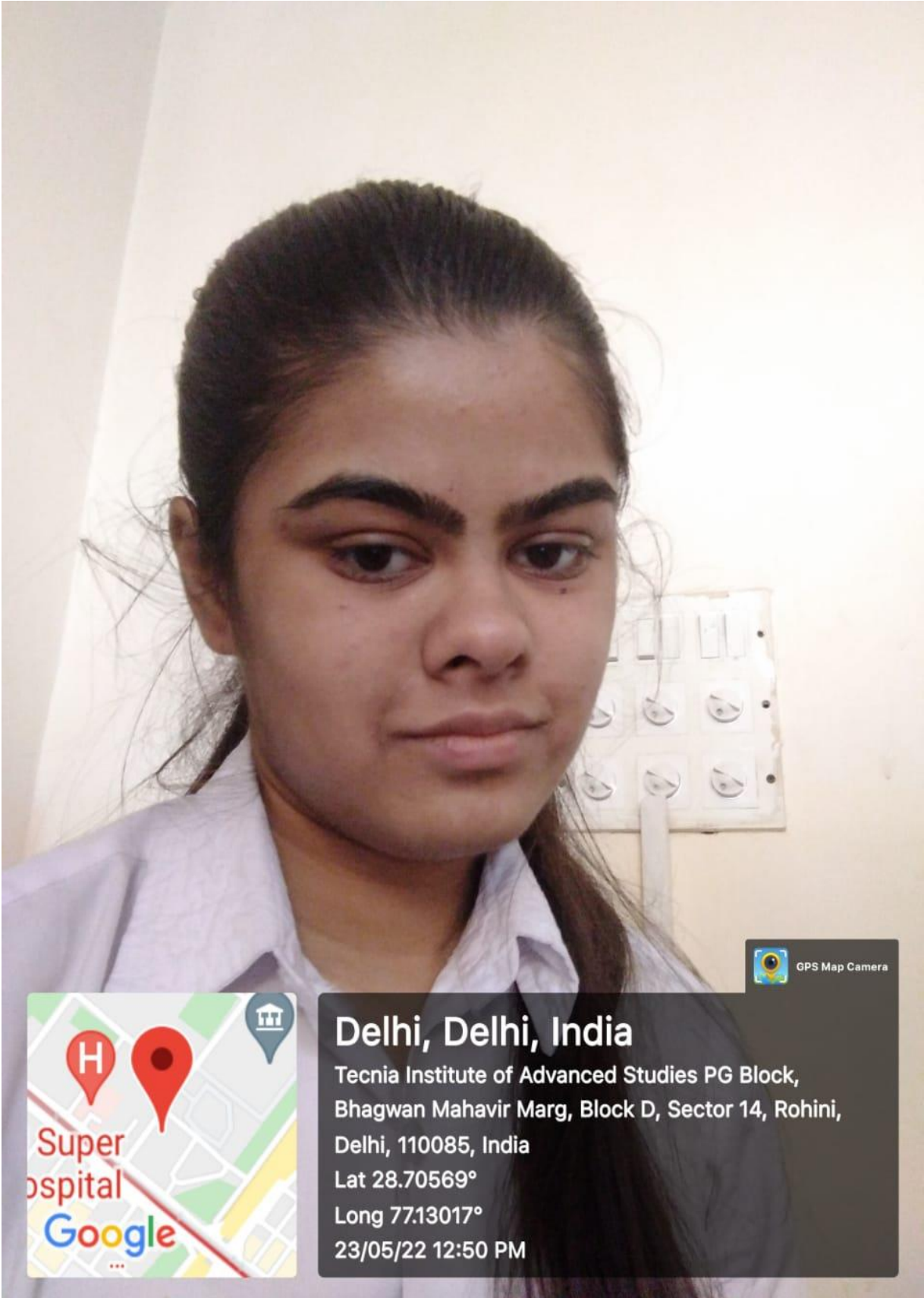
Paritosh Anand (Guest)

Type here to search

79%

24°C

12:12  
23-05-2022



How to Plan for for Start-ups and Legal and Ethical Steps

01:08:56

Request control

People Chat React Rooms Apps More

Camera Mic Share Leave

## DUTIES TOWARDS THE CUSTOMER

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.

A start-up can grow only with the help of satisfied and happy customers.

Paritosh Anand (Guest)

AmanVa... +32

DM

Type here to search

24°C

12:46

23-05-2022

How to Plan for for Start-ups and Legal and Ethical Steps

52:17

Request control

People Chat React Rooms Apps More

Camera Mic Share Leave

## MAJOR INCORPORATION DOCUMENTS

More actions

**GOVERNMENT OF INDIA**  
MINISTRY OF CORPORATE AFFAIRS  
Central Registration Centre

**Certificate of Incorporation**

(Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014)

I hereby certify that **VATSALYA WELLNESS PRIVATE LIMITED** is incorporated on this Twenty sixth day of April Two thousand twenty one under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U17290BR2021PTC051853

The Permanent Account Number (PAN) of the company is AACV421B

The Tax Deduction and Collection Account Number (TAN) of the company is PTNY2054D

Given under my hand at Bhubaneswar this Twenty sixth day of April Two thousand twenty one.

Digital Signature Certificate  
ALOK TANDON  
Deputy Registrar Of Companies  
Registrar of Companies  
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or collect deposits or trade from public. Prosecution of minor offences is necessary wherever required. Registration status and other details of the company can be verified on [www.mca21.gov.in](http://www.mca21.gov.in)

Mailing Address as per record available in Registrar of Companies office:  
**VATSALYA WELLNESS PRIVATE LIMITED**  
C/o. Nilam Kumar, Bahadurganj, Durlabhpada, Durlabhpada, Bhub. India, 751001

\* as issued by the Income Tax Department

**Startup Odisha**

**DISHA**  
NEW OPPORTUNITIES  
Registration No. : OSP/ISP/01121

Micro, Small & Medium Enterprises Department  
Government of Odisha

**CERTIFICATE OF RECOGNITION**

This is to certify that **VATSALYA WELLNESS PRIVATE LIMITED** incorporated as a Private Limited vide no. **U17290BR2021PTC051853** dated **29-04-2021**, as per MCA21 portal is recognised as a 'Startup' under the Odisha Startup Policy - 2016.

**Date of Issue:** 08-10-2021  
**Place of Issue:** Bhubaneswar, Odisha

The certificate shall only be valid for the entity:  
• Up to 7 years and 10 years in case of biotechnology from the date of its incorporation; and  
• If the turnover for any of those 7 financial years does not exceed Rupees 20 crore.

Note:  
• Applications accepting this Certificate may check its validity on the Startup Odisha portal ([www.startupodisha.gov.in](http://www.startupodisha.gov.in))  
• This is a system generated certificate and hence does not require physical signature

Issued By:  
**DR. PRADIP K. SINGH**  
Institute of Entrepreneurship Development  
& Startup Incubation, Odisha  
Sector-A, Zone-A, Plot no-121,  
Bhubaneswar Industrial Estate,  
Bhubaneswar-751016

Paritosh Anand (Guest)

AmanVa... +38

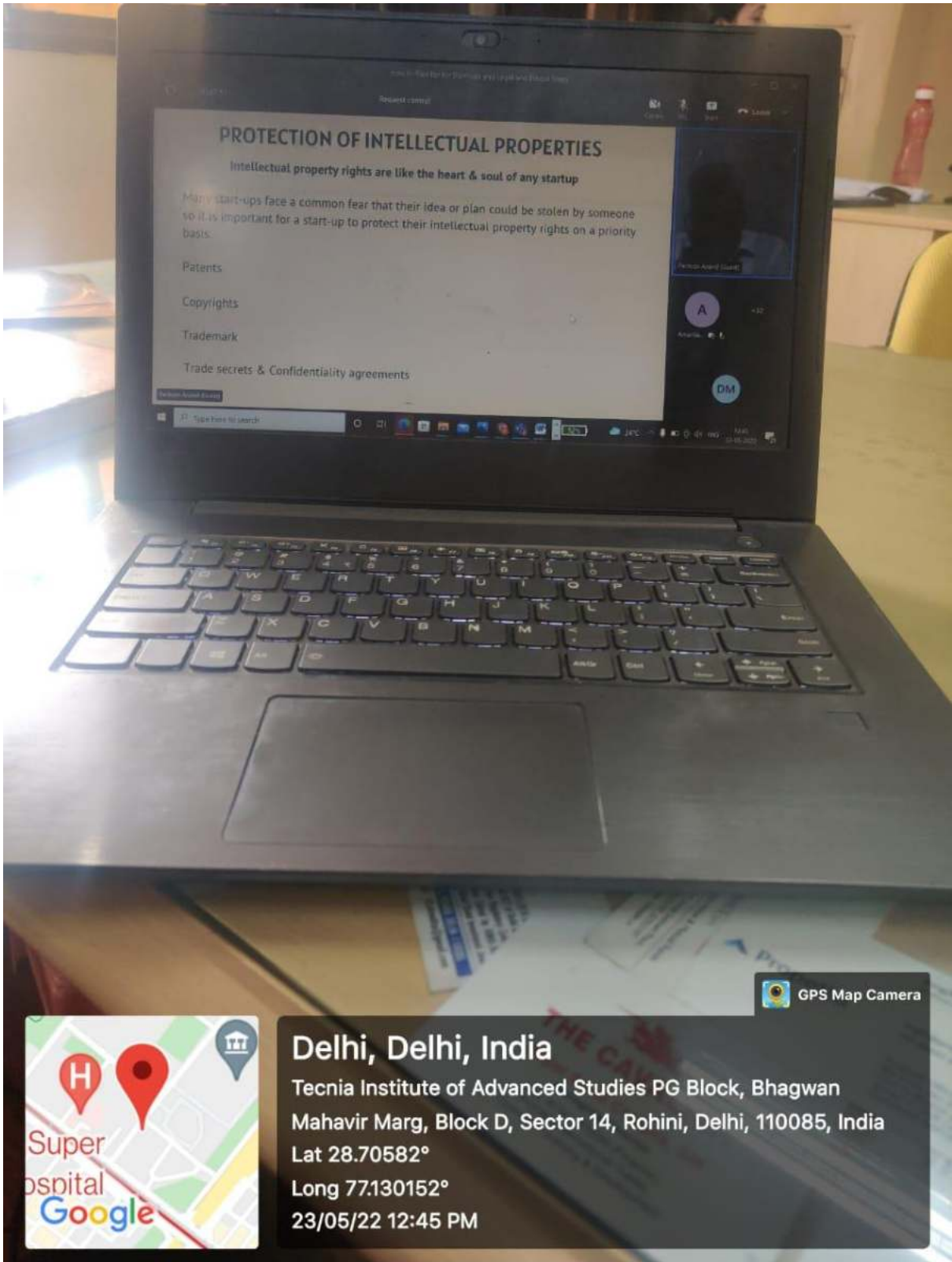
DM

Type here to search

24°C

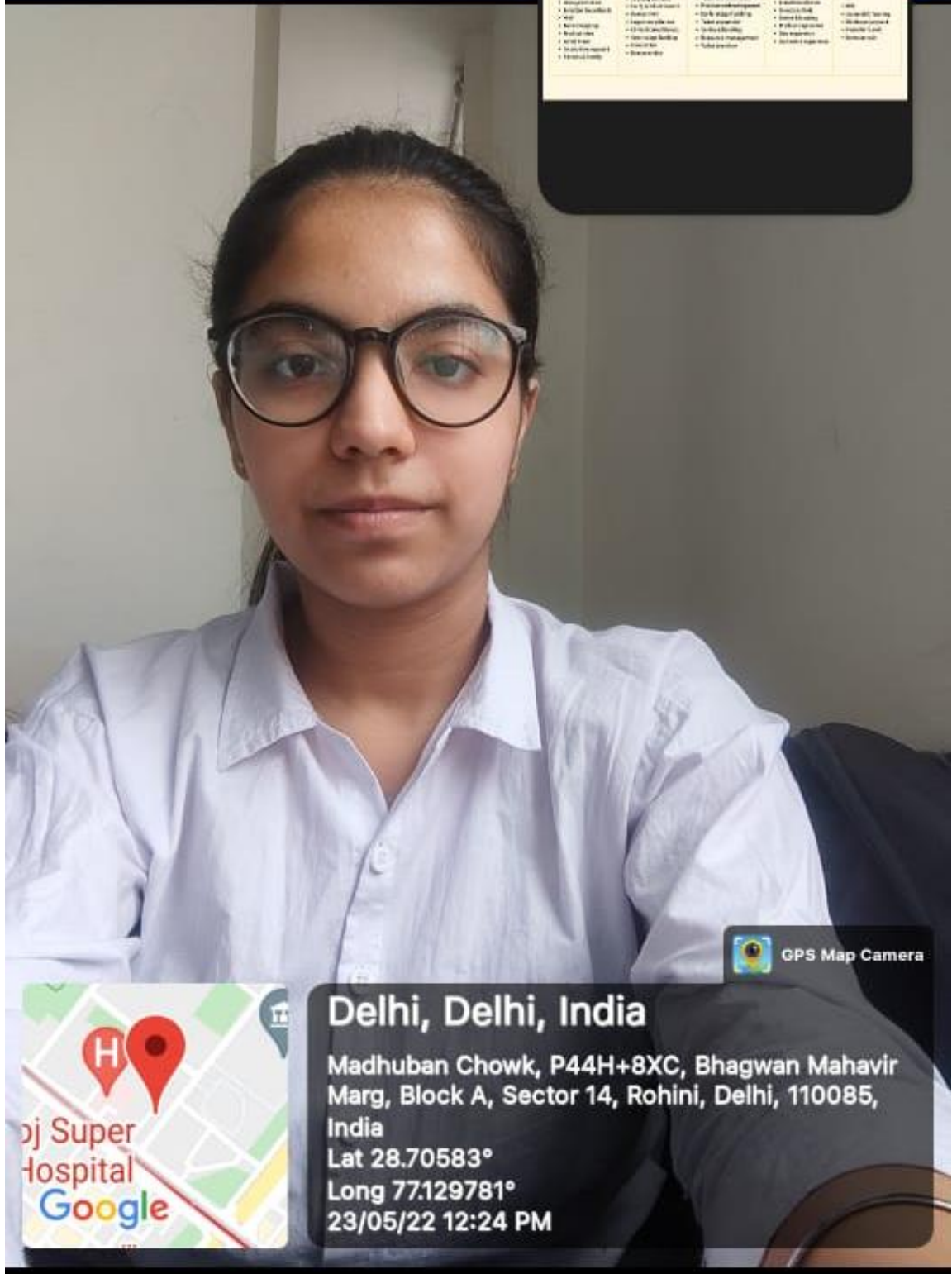
12:30

23-05-2022



Get benefits of More Stamps - D  
Signature, GPS & a NEW BONUS  
Sequential Number Stamp: All in

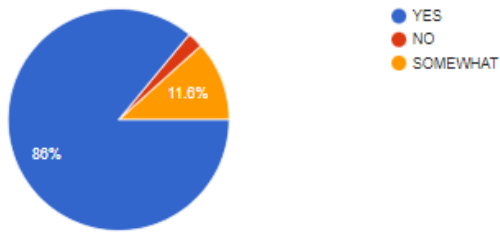
STAGES OF STARTUP				
Seed	Baby	Infant	Childhood	Adulthood
<ul style="list-style-type: none"> <li>• Business Plan</li> <li>• Market Research</li> <li>• Funding</li> <li>• Legal Structure</li> <li>• Licenses</li> <li>• Insurance</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Customer Acquisition</li> <li>• Product Development</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> <li>• Insurance</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> </ul>	<ul style="list-style-type: none"> <li>• Cash Flow</li> <li>• Profitability</li> <li>• Customer Retention</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> <li>• Insurance</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> </ul>	<ul style="list-style-type: none"> <li>• Branding</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> <li>• Insurance</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> <li>• Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• ROI</li> <li>• Customer Lifetime Value</li> <li>• Market Share</li> <li>• Brand Equity</li> <li>• Financials</li> <li>• Insurance</li> <li>• Marketing</li> <li>• Operations</li> <li>• Financials</li> </ul>





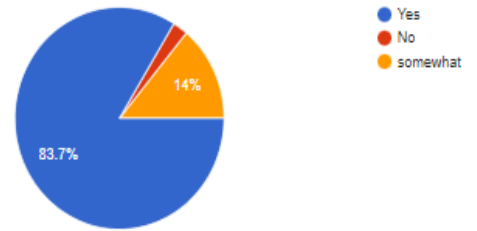
MY UNDERSTANDING ABOUT THE DIFFERENCE BTW STARTUP AND BUSINESS HAS ENHANCED AFTER ATTENDING THE SESSION

43 responses



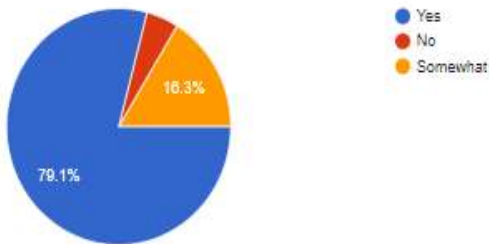
My understanding about stages of startup has enhanced after attending the session

43 responses



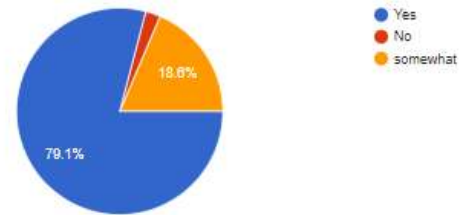
My understanding about important legal compliances has enhanced after attending the session

43 responses



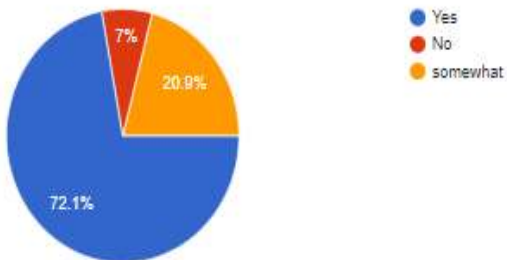
My understanding about different business entities and their legal compliances has enhanced after attending the webinar

43 responses



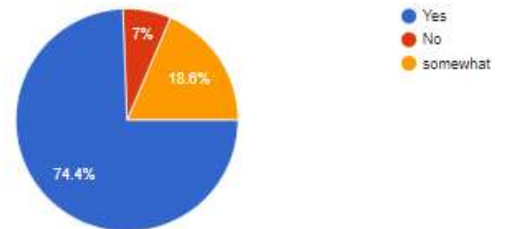
My understanding about the business licenses has enhanced after attending the webinar

43 responses



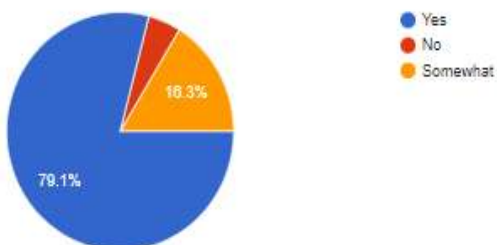
My understanding about taxation and accounting has enhanced after attending the session

43 responses



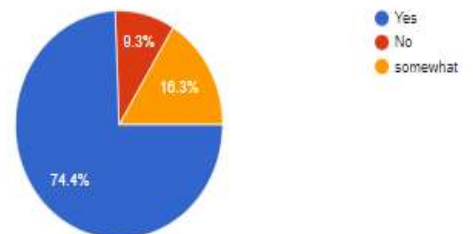
My understanding about company law based compliances as per company act 2013 has enhanced after attending the webinar

43 responses



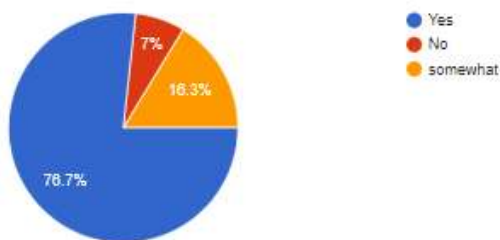
My understanding about the nine labor laws applicable to startups and their Indian startup policy has enhanced after attending the webinar

43 responses



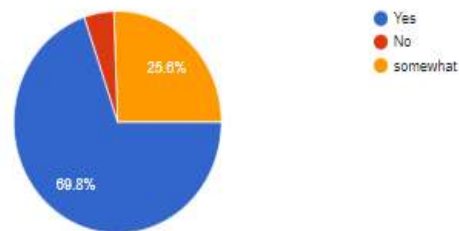
My understanding about contractual obligations for startups has enhanced after attending the webinar

43 responses



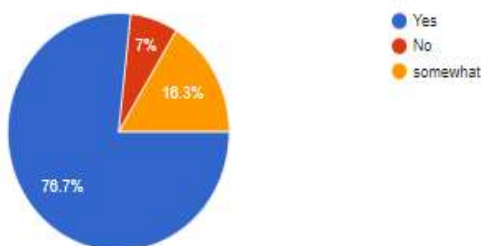
My understanding about the ethical steps to be followed for startup has enhanced after attending the webinar

43 responses



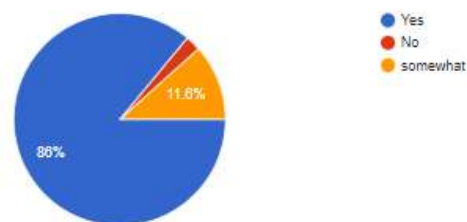
My understanding about the ethical way of advertising and marketing and the various laws for advertising has enhanced after attending the webinar

43 responses



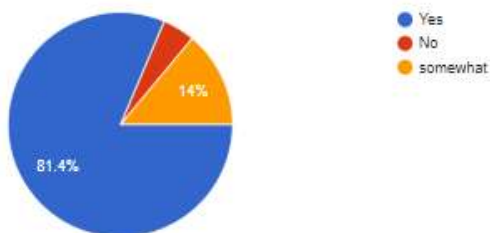
My understanding about the importance of data protection and privacy in the digital world has enhanced after attending the webinar

43 responses



My awareness about the responsibility towards customers, employees, environment, startup, community and labor laws has enhanced after attending the webinar

43 responses




**List of Beneficiaries:**

SL.NO	NAME	ROLL NO	PROGRAM	OVERALL FEEDBACK
1	IMRANA NAZ	7317002421	BA(JMC)	EXCELLENT
2	DEV SHARMA	8121302421	BA(JMC)	EXCELLENT
3	RIYA SHARMA	4217002421	BA(JMC)	GOOD
4	OJUS PURI	4717002421	BA(JMC)	GOOD
5	NITYA	9221302124	BA(JMC)	GOOD
6	JANASHI SETHI	9421302421	BA(JMC)	GOOD
7	HARSHIT SANAN	351	BA(JMC)	GOOD
8	AAKRITI SETHI	1017002421	BA(JMC)	EXCELLENT
9	KAJAL TIWARI	9121302421	BA(JMC)	SATISFACTORY
10	VARNIKA SHARMA	8621302421	BA(JMC)	EXCELLENT
11	NAVNEET KUMAR	12717002421	BA(JMC)	GOOD

12	GRACY GUPTA	NA	BA(JMC)	EXCELLENT
13	ANUSHKA AGARWAL	36121302421	BA(JMC)	GOOD
14	SAURAV SHARMA	7221302421	BA(JMC)	GOOD
15	IRA SHARMA	6317002421	BA(JMC)	EXCELLENT
16	KHUSHI PRUTHI	2117002421	BA(JMC)	GOOD
17	GARIMA SHARMA	33	BA(JMC)	EXCELLENT
18	HARSH BISHT	7321302421	BA(JMC)	EXCELLENT
19	RIA KISHNANI	621302421	BA(JMC)	SATISFACTORY
20	PRIYANSHU DUBEY	90213022421	BA(JMC)	GOOD
21	ANISHA YADAV	8321302421	BA(JMC)	EXCELLENT
22	DIPANSHU PAHUJA	14517002421	BA(JMC)	GOOD
23	HIMANSHI ARORA	15417002421	BA(JMC)	EXCELLENT
24	AKSHARA TYAGI	4621302421	BA(JMC)	GOOD
25	TANISHA GUPTA	7621302421	BA(JMC)	GOOD
26	KANIKA BANSAL	3321302421	BA(JMC)	EXCELLENT
27	NEERJA ROHATGI	4421302421	BA(JMC)	GOOD
28	ROHIT GUPTA	3617002421	BA(JMC)	GOOD
29	SURAJ	15021301721	BBA	SATISFACTORY
30	KRISHAN	9321302421	BA(JMC)	GOOD
31	JIGYASA CHOPRA	13317002421	BA(JMC)	GOOD
32	AASHISH BAKSHI	36017002421	BA(JMC)	GOOD
33	RIYA	13917002421	BA(JMC)	EXCELLENT
34	SARTHAK BAJAJ	121302421	BA(JMC)	GOOD
35	ANSEN JOY	7617002421	BA(JMC)	EXCELLENT
36	BHAVAY BALI	5917002421	BA(JMC)	EXCELLENT
37	ARUSHI	2721302421	BA(JMC)	EXCELLENT
38	MANYA GROVER	6117002421	BA(JMC)	EXCELLENT
39	RAHUL TRIPATHI	FACULTY	MBA	EXCELLENT
40	HEENA LAL	FACULTY	MBA	EXCELLENT
41	PARTH BHATNAGAR	35317002424	BA(JMC)	GOOD
42	SAMRIDHI MAHESHWARI	4721302421	BA(JMC)	EXCELLENT
43	SAMYAK JAIN	4917001721	BBA	GOOD
44	DR. NIVEDITA	FACULTY	-----	OOD

  
**Dr. Nivedita**  
**Head**  
**Training and Placement Cell**

  
**Director**  
**Teach Institute of Advanced Studies**  
**(Affiliated to GGSIP University Delhi)**  
**Medhuan Chowk, Rehini, Delhi-85**