



SRBS

BOMBAY SUBURBAN ART & CRAFT EDUCATION SOCIETY'S
**SHEILA RAHEJA SCHOOL OF BUSINESS
MANAGEMENT AND RESEARCH**

(APPROVED BY AICTE & DTE & AFFILIATED TO UNIVERSITY OF MUMBAI, NAAC ACCREDITED)



INSTITUTION'S
INNOVATION
COUNCIL

(Ministry of Education Initiative)



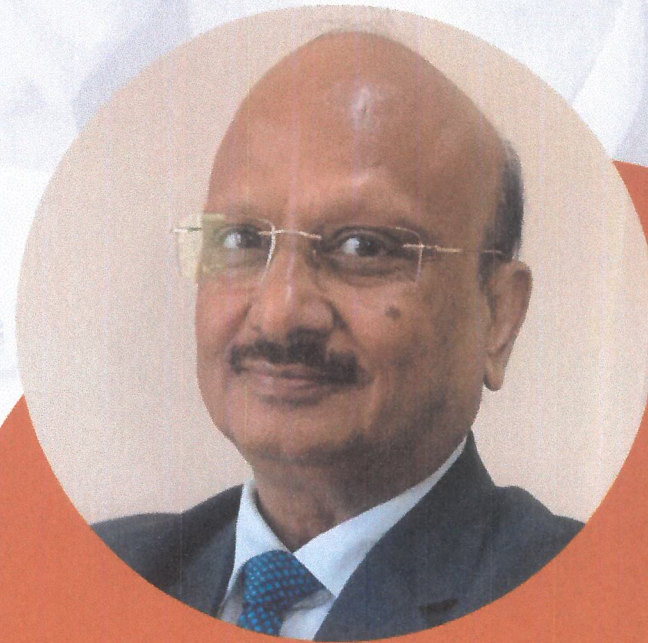
“HOW TO PLAN FOR START-UP AND LEGAL & ETHICAL STEPS”

11 AUGUST 2023

11.00 AM

4TH FLOOR

SRBS CAMPUS



K B GUPTA

AUTHOR | LEADERSHIP
COACH | MOTIVATIONAL
SPEAKER | TRAINER |
ENTREPRENEURSHIP
CRUSADER



For Sheila Raheja School of Business
Management & Research


Director



D: 25/8/2023.

As per the directives of the Ministry of Education's Innovation Cell ("MIC") in collaboration with the AICTE, all Higher Education Institutions have to systematically encourage and support the start-up ecosystem and inculcate the culture of innovation among students and the faculty.

In line with this, the Institution Innovation Council of Sheila Raheja School of Business Management and Research organized a **Session on "How to plan for Start Up and Legal & Ethical Steps"**.

The session was conducted by Mr. K.B. Gupta, who is a retired General Manager, Bank of Baroda, Industry Veteran, Author, Leadership Coach, Motivational Speaker, Trainer, Entrepreneurship Crusader.

The session began with opening remarks from the speaker, outlining the importance of proper planning and adherence to legal and ethical guidelines in the early stages of a start-up.

Highlights

- Date - August 11, 2023
- Time - 12.00noon to 1pm
- Number of Students that participated - 64 (MMS students)
- Number of Faculty Members that participated - 06
- Mode of Conduct - Offline

Objectives

- To provide aspiring entrepreneurs and individuals interested in starting their own businesses with valuable insights into the process of planning, launching, and running a successful start-up.
- To highlight the legal and ethical considerations that entrepreneurs need to be aware of while navigating the complex landscape of business operations.
- To educate participants about the legal considerations and requirements associated with establishing and operating a start-up, including business registration, contracts, and intellectual property protection.
- To raise awareness about the ethical dimensions of entrepreneurship and encourage participants to integrate ethical decision-making into their business operations.



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Outcomes

- Participants gained a comprehensive understanding of the components involved in effective start-up planning, enabling them to develop well-structured business strategies.
- Attendees obtained insights into legal requirements and considerations that impact start-up operations, helping them avoid legal pitfalls and ensure compliance.
- Participants will develop an ethical mindset and an understanding of the importance of ethical business practices in building a sustainable and socially responsible start-up.
- Participants will enhance their ability to identify and address ethical dilemmas by engaging in the simulation exercise, promoting ethical decision-making in their start-up endeavors.

The session proved to be an informative and insightful event for all participants. It helped equip aspiring entrepreneurs with the knowledge and tools necessary for effective start-up planning while emphasizing the significance of legal compliance and ethical practices.



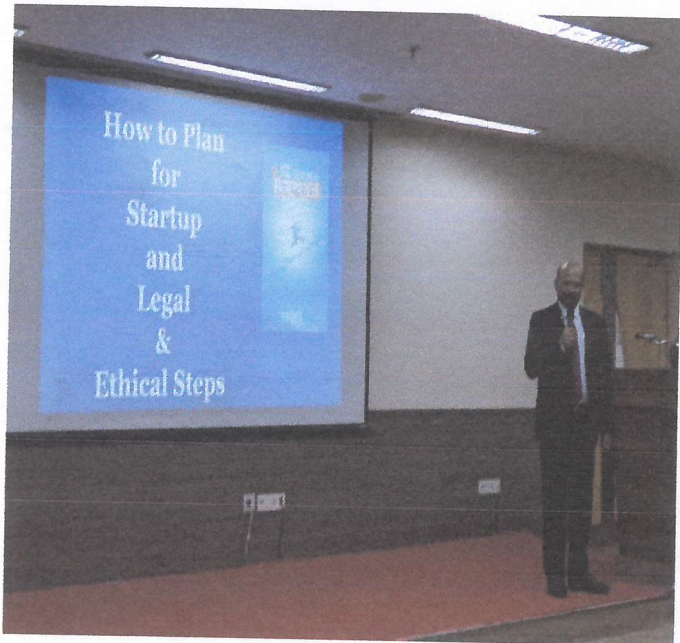
Ms. Darshana Murkibhavi

Assistant Professor



Dr. Harish Kumar S. Purohit

Director



Director



For Sheila Raheja School of Business Management & Research

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Director