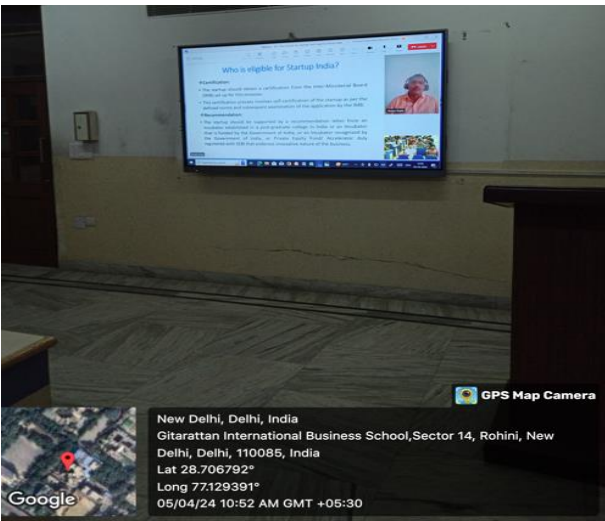


IIC session on “HOW TO PLAN FOR START-UP AND LEGAL & ETHICAL STEPS” 5TH APRIL, 2024



On April 5th, 2024, an insightful session titled "**How to plan for Start-up and legal & Ethical Steps**" took place for third-year BBA students (BBA M6A), featuring Dr. D. Damodara Reddy, Associate Professor at Mallareddy College of Engineering and Technology, Hyderabad, as the distinguished speaker. Mr Reddy shared insights on strategic planning for start-ups, emphasizing meticulous planning, market research, and sustainable growth strategies.

The workshop aimed to equip aspiring entrepreneurs with essential skills and knowledge for success in the competitive business world, focusing on startup planning and legal and ethical considerations. Mr. Reddy's presentation emphasized strategic planning, legal compliance, financial management, effective communication, and fostering a positive attitude and resilience.

Dr. Reddy delivered a thought-provoking presentation that delved into the intricacies of strategic planning for start-ups. Emphasizing the importance of meticulous planning, he guided students through the essential steps of conducting thorough market research and formulating sustainable growth strategies. Through real-world examples and practical insights, Dr. Reddy instilled in attendees a deeper understanding of the critical elements required to lay a robust foundation for their entrepreneurial ventures.

FLYER OF THE EVENT

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INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

IQAC
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

IIC Session

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

Date: 5th April 2024
Time : 10:00 am onwards

Dr. D. Damodara Reddy
Associate Professor at Malla Reddy College of Engineering & Technology, Hyderabad

✉ iic@gitarattan.edu.in
🌐 www.gitarattan.edu.in 📷 [iic_club_gibs](https://www.instagram.com/iic_club_gibs)

TYPE OF EVENT	IIC
VENUE	Room – 303
TIME & DURATION	10: 00 AM – 12 Noon
CONDUCTED BY	IIC
ORGANISED FOR	BBA 6 th Sem - Morning Shift (M6A)
NAME OF THE COORDINATOR	Dr. Priyanka Arora
ATTENDANCE	Students: 23
RESOURCE PERSON	Dr. D. Damodara Reddy , Associate Professor, Mallareddy College of Engineering and Technology

<p align="center">OBJECTIVES OF THE EVENT</p>	<ol style="list-style-type: none"> 1. To provide aspiring entrepreneurs with essential skills and knowledge for success in the business world. 2. Focuses on startup planning and legal and ethical considerations. 3. To guide participants in strategic planning, ensuring compliance with laws and regulations, and emphasizing ethical business practices.
<p align="center">LEARNING OUTCOME</p>	<ol style="list-style-type: none"> 1. By the end of the workshop, participants learned strategic planning, legal compliance, and ethical business practices. 2. Participants also learned how to develop comprehensive business plans, conduct market research, and strategize effectively for launching and managing a startup.
<p align="center">SHORT FALL DURING EVENT</p>	<p align="center">None</p>
<p align="center">LINK TO ONLINE VIDEO</p>	<p align="center">https://youtu.be/EZARX2TIWio</p>

**PREPARED & SUBMITTED BY: DR. PRIYANKA ARORA, ASSISTANT PROFESSOR,
GIBS**