

**NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS), COIMBATORE – 641 018
INSTITUTION INNOVATION CELL**

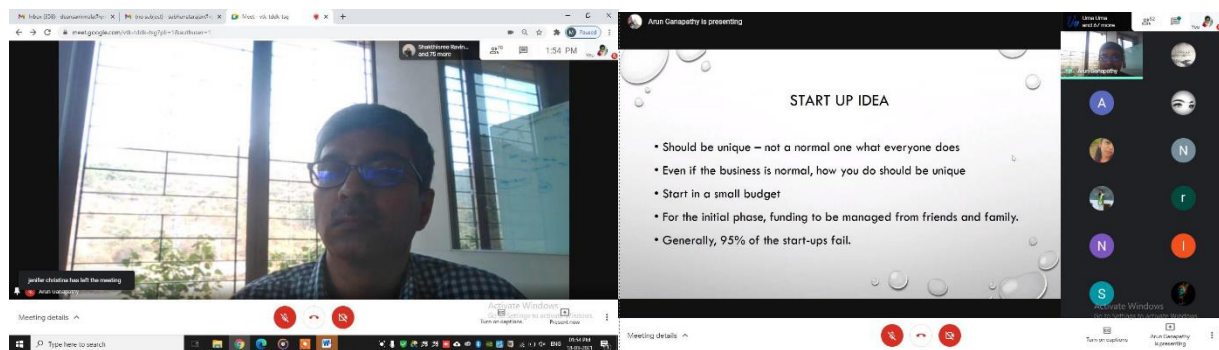
**Report - Session on
How to Plan for Start Up and Legal & Ethical Steps**

Date : 18.03.2021
Time : 2.00 pm – 4.00 pm
Platform : Google Meet
Topic : How to Plan for Start Up and Legal & Ethical Steps
Resource Person : Mr. Arun M Ganapathy
Chief Financial Officer, House of Anita Dongre Private Limited
Mumbai

Report:

Innovation cell of Nirmala College for Women, conducted a session on the topic "How to Plan for Start -up and Legal & Ethical Steps". The program was scheduled on 18th of March 2021 at 2.00 pm through Google Meet. It was a session for the beginners to get introduced to the plan for Start -ups and Legal and ethical steps

The session began with a prayer song followed by a welcome speech. The meeting was taken over by the resource person. Mr. Arun M. Ganapathy, Chief Financial Officer, House of Anita Dongre Private Limited, Mumbai was the resource person. He started the session with India's famous Unicorn. In the session he explained about the basics of startups, including its initiation, raising funds, legal and ethical aspects of startups. He explained about how to make a clear objective for the start -up, methods to identify the target market and analyse the competition and to plan for the budget accordingly.



He also stressed on the marketing plan and clearly defined the financial projections and power structure for start- ups.

The Resource Person made clear information on start-up development phases, ethical and legal aspects. The session will be of great benefits for all the young innovators who are planning for their start up and business and the session had boosted their motivation to the next level.

After the conclusion of talk by the guest person, the participants cleared their queries by conversing it with the resource person and received apt answers. The session was concluded with a vote of thanks.