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Institution's Innovation council IIC6–Calendar driven Activity Report		
Program: Calendar driven Activity	Title of activity: Session on “How to plan for Start-up and legal & Ethical Steps”	
Organizer: The Institution’s Innovation Council (IIC) in association with Department of ECE	Name of coordinator: Dr Periasamy IIC President	Date: 03.08.24 Time:10.00 AM Venue: VVIT
Objectives: Provide participants with an overview of the start-up ecosystem, including current trends, challenges, and opportunities.		
Name, designation of resource person: Mr Jishin ASAP Coordinator Malappuram		
Summary: The Institution’s Innovation Council (IIC) in association with Department of ECE organized a Session on “How to plan for Start-up and legal & Ethical Steps”. Dr Periasamy welcome Resource Person and other Participants. Mr Jishin ASAP Coordinator commenced the session by providing an overview of the current start-up ecosystem, shedding light on emerging trends, challenges, and opportunities. He emphasized the importance of identifying a niche and target market to create a solid foundation for the start-up. He guided participants through the process of developing a well-structured business plan. He stressed the significance of setting clear goals, defining strategies, and creating realistic financial projections to attract potential investors and stakeholders. He delivered into the legal aspects of starting a business, explaining various legal structures and their implications. He outlined the essential steps for business registration and obtaining the necessary licenses to operate legally within the framework of the law. He discussed patents, trademarks, and copyrights, highlighting their role in securing a competitive advantage. The ethical dimension of entrepreneurship was a focal point of the session. He shared strategies for fostering a supportive and inclusive work environment. He highlighted the significance of brand identity and positioning to stand out in a competitive market. The importance of building a strong professional network and leveraging it for growth was emphasized. The session was very interactive. The session witnessed the active participation of around 55 students. The session was concluded with a Q & A session. At the end, Dr. Periasamy C, ECE Department, conclude the event and addressed vote of thanks.		
Benefit to faculty/students: Participants gain a clear understanding of the start-up landscape and current trends, enabling them to refine their vision and identify potential opportunities in their chosen industry.		
No of participants: 55 (53 Students and 2 Faculty)		
Useful links: https://www.facebook.com/photo/?fbid=487178320933089&set=a.118588514458740		
Remarks: Participants learned about the various legal structures and regulatory requirements for start-ups, ensuring they can set up their businesses properly and operate within the bounds of the law		
Documents accompanying: Snapshots of the session, poster		



The above-mentioned activity was scheduled in accordance with the requirement of Innovation council of Ministry of Education. The activity was a fair and good success


 Dr Periasamy C
 IIC President VVIT
 Date 03.08.24