

Report of the Activity

Session on Start-Up, Company Registration & Trademarks

Date: 11/11/2022

Venue: Karnavati University Campus

Time: - 9:30 AM to 11:00 AM

Number of Participants: - 54

UNITEDWORLD SCHOOL OF BUSINESS at Karnavati University along with IIC, KIIF and SSIP organized a session by a successful Alumni Entrepreneur Mr. Ramashish Kumar, Founder & CEO of Ashaka Education Pvt Ltd.

The session was titled “Start-Up, Company Registration & Trademark”. The speaker shared his experience of five years in the market working as a digital marketer in sales and operations. He shared narrative about his diverse experience as entrepreneur and what helped him to reach where he is today.

He informed students about how to register as start-up on Startup India Portal and how to receive DPIIT Recognition.

He told that in order to start a company, it is mandatory to register it under the Companies Act, 2013. Before registering a company with the government, it becomes extremely important to choose the right type of business structure for your company.

Further said, once you have decided your company type you will have to ensure that the documents required to register your company are available with you.

Further he explains about to register a trademark for start-up and its benefits. Mostly doubts from students were, is trademark necessary for startups? He answered, Trademarking grants startups, the security of their brand. By trademarking a company name, one makes its services and products distinctive in terms of its competitors, becoming its intellectual property. In doing so, it prevents rivals from copying or stealing their brand.

The journey of such alumni helps student’s gains perspective and understanding of the challenges and their narrative of overcoming those roadblocks for evolving as a Start-up.