



# Veer Narmad South Gujarat University

## VNSGU Incubation Center

### Report on "How to Plan for Start-up and Legal Steps & Growth"

- 1) Title of Event: How to Plan for Start-up and Legal Steps & Growth
- 2) Type of Event: Session
- 3) Date: 27 March 2025  
Time: 10:00 AM onwards  
Venue of the Event: Department of Law, Veer Narmad South Gujarat University, Surat
- 4) Description of the Event:

A session on "How to Plan for Start-up and Legal Steps & Growth" was successfully organized on March 27, 2025, by the VNSGU Incubation Centre in collaboration with the Department of Law. The primary objective of the event was to provide aspiring entrepreneurs, students, and professionals with comprehensive knowledge about the legal frameworks and strategic planning essential for establishing and scaling a start-up.

The session featured Mrs. Richa Goyal as the keynote speaker. Mrs. Goyal is a distinguished Company Secretary, Trademark Attorney, and Independent Director, with affiliations to prestigious organizations such as INTA, Corporate Connections, and the Confederation of Indian Industry (CII). With her vast experience in corporate law and start-up regulations, she delivered a highly informative and engaging lecture, shedding light on critical legal aspects that new entrepreneurs must consider when launching and expanding their ventures.

The session began with an in-depth discussion on the fundamental steps of starting a business, including ideation, business structuring, market validation, and obtaining necessary approvals. Mrs. Goyal emphasized the importance of choosing the right business model, defining a robust business plan, and understanding regulatory compliance requirements.

A significant portion of the session was dedicated to legal aspects, where Mrs. Goyal elaborated on the key legal formalities that entrepreneurs must fulfill. She provided a detailed overview of

The necessity of registering a business entity (sole proprietorship, partnership, LLP, or private limited company) and the legal procedures involved. The importance of securing patents, trademarks, copyrights, and trade secrets to protect innovative ideas and business branding. Best practices for drafting, reviewing, and enforcing legally binding contracts to ensure business security and compliance. Understanding GST, income tax obligations, and other statutory requirements. The role of ethical business practices, transparency, and risk mitigation strategies in ensuring sustainable growth.

To provide a practical perspective, Mrs. Goyal illustrated key legal and strategic lessons through real-world examples of well-known companies such as Coca-Cola, Starbucks, Zepto, Swiggy, Ola, and Uber. She highlighted the importance of safeguarding brand identity through rigorous trademark registration and enforcement strategies. How legal agreements, franchising, and intellectual property rights played a role in its global expansion. Challenges faced by quick-commerce and food delivery platforms in terms of taxation, employee contracts, and digital business laws. The impact of evolving transportation laws, labor rights for gig workers, and regulatory challenges that these companies have encountered globally.

Following the insightful presentation, an interactive discussion was conducted, allowing attendees to raise their queries and seek expert guidance on specific concerns related to start-up funding, legal challenges, compliance, and dispute resolution. Mrs. Goyal addressed various questions on the legal implications of investment agreements, equity distribution, and regulatory challenges faced by early-stage start-ups.

The session concluded with a formal vote of thanks, acknowledging Mrs. Goyal's invaluable insights and expertise. The organizers, including the VNSGU Incubation Centre and the Department of Law, were commended for their efforts in facilitating an engaging and informative session. The event proved to be highly beneficial for all participants, providing them with a deeper understanding of legal and strategic elements crucial for establishing and expanding a start-up. Attendees expressed their appreciation for the session's practical relevance and requested similar initiatives in the future to further explore legal intricacies in the entrepreneurial ecosystem.



## Flyer of the Event



**SESSION ON  
"HOW TO PLAN FOR  
START-UP AND LEGAL  
STEPS AND GROWTH"**

**Jointly Organized by:-**  
VNSGU Incubation Centre  
Institution's Innovation Council (IIC)  
Student Startup and Innovation Policy (SSIP)  
and Department of Law, VNSGU

**Key Speaker:**  
**Mrs. Richa Goyal**  
Company Secretary | Trademark  
Attorney | Independent Director |  
Member of INTA | Corporate  
Connection | CII

 **27th March 2025**  
**10:00 AM onwards**

 **Venue: Seminar Hall,**  
**Department of Law,**  
**VNSGU, Surat**



### 6) Feedback of the Event

- The events covered a wide range of topics, for IPR
- Participants valued the chance to connect with like-minded professionals and leaders.
- Hands-on sessions were praised for being interactive and insightful.



## 7) Photos of the Event







## 8) Social Media Post

**vnsquofficial**  
Veer Narmad South Gujarat University

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**vnsquofficial** Join us for a thought-provoking session on " How to Plan for Start-up and Legal steps and growth" organized by the VNSGU Incubation Center... more  
2 days ago

Report Prepared by:  
Mr.Divyesh Baraiya,  
VNSGU Incubation  
Center