



Institute of Advanced Research

The University for Innovation

Established under the Gujarat Private Universities Amendment Act 2011 and recognized under section 22 and 2(f) of UGC



A Report on “Expert Session on How to Plan Start –Up and Legal and Ethical Practices”

(Academic Session: 2024-25)

Organizing Committee:

Institution’s Innovation Council (IIC), IAR

Student’s Start-up and Innovation Policy (SSIP), IAR

School of Business Management (SBM), IAR

Event Coordinator:

Dr. Pooja Rao, Asst. Prof., SBM

Dr. Somanand Saraswati, Asst. Prof., SBM

Report Prepared by

Dr. Pooja Rao

Asst. Prof., SBM, IAR

Date of the Event:

17th April 2025



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Name of the Event:	Expert Session on 'How to Plan Start-Up and Legal and Ethical Practices'	
Event Type (Co-curricular/ Extra-curricular):	Co-Curricular	
Platform:	Offline	
Date, Time & Place:	17 th April 2025 10:30 AM to 12:30 PM (2 Hrs) Room No. 205, Academic Building-II, Institute of Advanced Research (IAR), Gandhinagar.	
Total Number of Participants: (Attendance sheet for student attendance attached for reference in Annexure 'A')	Students	Faculty Members
	98	05
Name of the Organizing Department	Organized by School of Business and Management	
Name of the Coordinator	Dr. Pooja Rao Dr. Somanand Saraswati	
Contact details of Organizers	pooja.rao@iar.ac.in	
Guest/Expert invited	Dr. Jyotin Kateshia Assistant Professor School of Computing and Technology IC/SSIP Co-ordinator	
Media coverage	NA	
Link to session on online platform	NA	
Sponsoring authority	Institute of Advanced Research (IAR), Gandhinagar	
Payment advice from the Accounts department:	NA	



Expert (External): Dr. Jyotin Kateshia

Brief biography of the expert:

"Dr. Jyotin Kateshia is an Assistant Professor at the School of Computing and Technology. With a strong passion for fostering innovation, he also serves as the IC/SSIP Co-ordinator, where he plays a key role in promoting student innovation and entrepreneurship within the institution. His expertise in the field of technology and innovation empowers students to bridge the gap between academic learning and real-world applications."

Objective of the Event

The primary objective of the event was to equip budding entrepreneurs, management students, and aspiring start-up founders with the essential knowledge and skills required to successfully plan and launch a start-up. The session aimed to provide practical insights into the foundational steps of entrepreneurship, including understanding the legal frameworks and ethical practices crucial for the growth and sustainability of a start-up. By fostering an interactive environment, the event sought to inspire students to think critically about the challenges and opportunities in the entrepreneurial landscape, while emphasizing the importance of building businesses that are both legally sound and ethically responsible.

Brief overview of the Event:

On 17th April 2025, the Institution Innovation Council (IIC) at the School of Business and Management, IAR, organized an enriching session on the topic 'How to Plan a Start-up and Legal and Ethical Practices.' The session, conducted by our internal expert, Dr. Jyotin Kateshia, Assistant Professor at the School of Computing and Technology and IC/SSIP Co-ordinator, aimed to provide students with a comprehensive understanding of the critical steps involved in planning a start-up while emphasizing the importance of legal and ethical practices in the entrepreneurial journey.

Dr. Kateshia, with his vast experience in the field, delivered a thought-provoking presentation, covering essential topics such as business planning, legal frameworks, and ethical considerations that every entrepreneur must be mindful of. His insights helped students better understand the foundational aspects of starting a business and the significance of adhering to ethical standards and legal guidelines for long-term success.



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The session was highly interactive, with students actively participating in discussions and seeking advice on their start-up ideas. This initiative reflects the IIC's commitment to nurturing innovation and entrepreneurship within the institution, providing students with the tools and knowledge they need to succeed in the competitive business world.

The event was attended by total of 98 BBA, MBA students, and faculty members, further enhancing the collaborative and engaging environment fostered by the IIC."

Schedule of the Event

The event on "How to Plan a Start-up and Legal and Ethical Practices" commenced with the welcome address conducted by the event coordinator, Dr. Pooja Rao.

Dr. Jyotin Kateshia introduced the session, setting the stage for an engaging and informative discussion. He shared valuable insights on the foundational steps involved in building a start-up, providing attendees with essential knowledge to begin their entrepreneurial journey.

Dr. Kateshia then elaborated on the crucial legal frameworks for start-ups, guiding the participants through the necessary legal requirements for establishing and managing new ventures.

The session continued with a focus on ethical practices in entrepreneurship, where Dr. Kateshia emphasized the importance of adhering to ethical standards in business operations, ensuring that start-ups thrive not only financially but also responsibly.

Following the presentations, an interactive Q&A session allowed students and attendees to engage with Dr. Kateshia on various aspects of entrepreneurship, further enriching their learning experience. The event concluded with the coordinators offering a vote of thanks. To wrap up, attendees participated in a group photograph and networking session, marking the end of a highly insightful and productive session.

Outcome of the Event:

Enhanced Understanding of Start-up Planning: Participants gained a deeper understanding of the steps involved in planning and launching a start-up. They were equipped with practical tools to help initiate their entrepreneurial ventures.

Knowledge of Legal and Ethical Practices: The session provided attendees with essential knowledge on the legal frameworks necessary for start-ups. It highlighted the importance of adhering to ethical practices in business for long-term success.



Practical Insights for Entrepreneurs: Students learned practical strategies and real-world examples for managing and scaling start-ups. These insights enhanced their problem-solving and decision-making skills in entrepreneurial contexts.

Interactive Learning Environment: The Q&A session allowed participants to engage with the expert, ask questions, and gain clarity on challenges in their entrepreneurial journey. This fostered a dynamic and interactive learning experience.

Inspiration and Motivation for Aspiring Entrepreneurs: The event inspired students to pursue their entrepreneurial aspirations confidently. They learned the critical elements required to build sustainable and ethical businesses.

Take away of the Event:

Practical Knowledge on Start-up Planning: Key steps and strategies for successfully launching a start-up.

Legal and Ethical Awareness: Importance of adhering to legal frameworks and ethical standards in business.

Real-World Examples: Insights into real-life challenges and solutions faced by entrepreneurs.

Entrepreneurial Confidence: Increased confidence in pursuing entrepreneurial ventures with the right tools and knowledge.

Networking and Collaboration: Opportunity to connect with experts and peers for future entrepreneurial opportunities.

Feedback from Attendees: (Annexure-C attached herewith)

The session on "How to Plan for Start-up and Legal and Ethical Practices," organized under the Institution's Innovation Council (IIC) and conducted by internal expert Dr. Jyotin Kateshia, was highly informative and engaging. Students appreciated the practical insights shared on the foundational aspects of launching a start-up, including idea validation, business planning, and the importance of understanding legal frameworks and ethical responsibilities. Dr. Kateshia's clear explanations and real-world examples helped demystify complex concepts, making the session both accessible and inspiring. Overall, it was a valuable learning experience that motivated students to think more seriously and responsibly about entrepreneurship.



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Report for social media:

INSTITUTE OF ADVANCED RESEARCH
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EXPERT SESSION ON :

“How to Plan for Startup & Legal Ethical Steps”

Dr. JYOTIN KATESHIA
Assistant Professor
Department of Computer Science & Engineering
IC/ SSIP Co-ordinator

THURSDAY
17 APRIL 2025

10.30 AM TO
12.30 PM

ROOM A2 304

Organised By:
School of Business & Management
(Head Dr..Jay Kumar Joshi)

Event Coordinators:
Dr. Pooja Rao
Dr. Somanad Saraswati



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Glimpses of “Expert Session on Raising Capital & managing Finance for start-Up” held on 8th April, 2025:





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IAR, Gujarat, India
5M73+JCX, Raysan, Gujarat 382421, India
Gujarat, India
Lat 23.147863° Long 72.669445°

IAR, Gujarat, India
5M73+JCX, Raysan, Gujarat 382421, India
Gujarat, India
Lat 23.147863° Long 72.669445°

IAR, Gujarat, India
5M73+JCX, Raysan, Gujarat 382421, India
Gujarat, India
Lat 23.147863° Long 72.669445°

GPS Map Cam



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Media Coverage:

Link to the FB Page/Google Meet/YouTube etc.: NA

Acknowledgement –

The committee members acknowledge contribution of:

- Director, IAR
- Registrar
- Dean Academics
- Dean Research
- Executive Registrar (Finance)
- Head of Business Department
- Faculties of Department of Business and Management
- IIC & SSIP Committee Members
- SSIP Coordinator

Enclosures:

- Annexure-A (Attendance sheet)
- Annexure-B (Feedback Forms)

Report Copied to: (attachment sent through email)

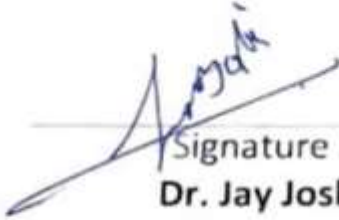
- Office of Director and Registrar
- Office of Dean Research and Academics
- Finance Department
- HR Department
- Head of Business Department
- SSIP/IIC Coordinator



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Signature
Dr. Jay Joshi

HOD – Dept. of Business Management


Signature

Dr. Pooja Rao
Event Coordinator



Signature
Dr. Jyotin Kateshia
SSIP Coordinator



Date: 17-04-2025
Place: Gandhinagar




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Annexure - A

Attendance of Students:



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School of Business and Management,
Institute of Advanced Research,
Gandhinagar

Date: 17-04-2025

Expert: Dr. Jyoti Kateshia
Assistant Professor
School of Computing and Technology, IAR
IC/SSIP Co-Ordinator

Session on: "How to Plan for Start-Up & Legal Ethical Steps"

S.NO	STUDENT NAME WITH PROGRAM	SIGNATURE
1.	Mandeep J. Patel BBA(14-15)	MJP
2.	Patel Shivam P. BBA21	Shivam Patel IAR
3.	Anish Patel BBA-4	Anish
4.	Rajal Shrivastava BBA-4	Rajal
5.	Rajal Anchal BBA-4	Anchal
6.	Priyam Soni BBA-4	Priyam
7.	Krish Ravi BBA-4	Krish
8.	Sonali Talwani BBA-4	Sonali
10.	Hely Shah BBA-4	Hely
11.	Anni Patel BBA-4	Anni
12.	Divya Kumbhar BBA-2	Divya
13.	Pal Patel BBA-2	Pal
14.	Jheel Bhagat BBA-2	Jheel
15.	Chaudhary Aarti BBA-2	Aarti
16.	Neha Prajapati BBA-2	Neha
17.	Jugal Agrawal BBA-4	Jugal
18.	Darshan Talavalya	Darshan
19.	Tanni Patel	Tanni
20.	Disha Desai	Disha
21.	Mithuna	Mithuna
22.	Aranya Nurt	Aranya

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23	Gopi. A. Chandak BBA(1) 15976	Gopi
24	Sneha S. Solanki BBA(1) 11173	S
25	Prakhar Mathani BBA(1) 15551	Prakhar
26	Simran Kishorani	Simran
27	Anansi BBA(2) 15558	Anansi
28	Naveen Patel BBA(1) 14807	Naveen
29	Vansha Soni BBA(2M) 15157	Vansha
30	Mansi Vidhani BBA(B) 2	Mansi
31	Hetal Vazwa BBA(1) 1	Hetal
32	Dhruvi Tadia BBA(1) 21508	Dhruvi
33	Devansh Patel BBA 21507	Devansh
34	Tarun Jyani BBA(1) 15001	Tarun
35	Rishi Jyani BBA(1) 15002	Rishi
36	Yug Rajpuroji BBA(1) 15003	Yug
37	Vaishnavi Patel BBA(1) 15004	Vaishnavi
38	Jyoti Rajpuroji BBA(1) 15005	Jyoti
39	Shubham Jyani BBA(1) 15006	Shubham
40	Yash Rajpuroji BBA(1) 15007	Yash
41	Rishi Jyani BBA(1) 15008	Rishi
42	Rishi Jyani BBA(1) 15009	Rishi
43	Rishi Jyani BBA(1) 15010	Rishi
44	Rishi Jyani BBA(1) 15011	Rishi
45	Rishi Jyani BBA(1) 15012	Rishi
46	Rishi Jyani BBA(1) 15013	Rishi
47	Rishi Jyani BBA(1) 15014	Rishi
48	Rishi Jyani BBA(1) 15015	Rishi
49	Rishi Jyani BBA(1) 15016	Rishi
50	Rishi Jyani BBA(1) 15017	Rishi
51	Rishi Jyani BBA(1) 15018	Rishi
52	Rishi Jyani BBA(1) 15019	Rishi
53	Rishi Jyani BBA(1) 15020	Rishi
54	Rishi Jyani BBA(1) 15021	Rishi
55	Rishi Jyani BBA(1) 15022	Rishi
56	Rishi Jyani BBA(1) 15023	Rishi
57	Rishi Jyani BBA(1) 15024	Rishi
58	Rishi Jyani BBA(1) 15025	Rishi
59	Rishi Jyani BBA(1) 15026	Rishi
60	Rishi Jyani BBA(1) 15027	Rishi
61	Rishi Jyani BBA(1) 15028	Rishi
62	Rishi Jyani BBA(1) 15029	Rishi
63	Rishi Jyani BBA(1) 15030	Rishi
64	Rishi Jyani BBA(1) 15031	Rishi

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65	Patel Utkarsh (15608)	U. M. Patel
66	Patel Utkarsh (15608)	U. M. Patel
67	Patel Utkarsh (15608)	U. M. Patel
68	Patel Disha (15671)	D. V. Patel
69	Khandai Vinit (15673)	V. Khandai
70	Khandai Mehman (15673)	M. Khandai
71	Omprakash (15673)	BBA (2)
72	Alhi Patel (15673)	BBA (2)
73	Vasani Sankardev (15673)	BBA (2)
74	Chavhan Rohan (15673)	BBA (2)
75	Chavhan Tejas (15673)	BBA (2)
76	Vishal Singh Patel (15673)	BBA (2)
77	Vinay V. Talwar	BBA (2)
78	Bansal Shubhi	BBA (2)
79	Sunandh Shah (15782)	BBA (2)
80	Tarisha Shah (15782)	BBA (2)
81	Mahika Shah (15782)	BBA (2)
82	Chavhan Pratik (15883)	BBA (2)
83	Vijay Rathi (15883)	BBA (2)
84	Mann Doshi (15883)	BBA (2)
85	Khandai Yashvi (15883)	BBA (2)
86	Patel Pooja (15883)	BBA (2)
87	Mahika Manghani (15883)	BBA (2)
88	Shubhi Yashvi (15883)	BBA (2)
89	Jaydeep Kishu (15883)	BBA (2)
90	Talwar Akshay (15746)	BBA (2)
91	Patel Shubhi	BBA (2)
92	Jalot Patel	BBA (2)
93	Vinay Pandya	BBA (2)
94	Katana Harsh	BBA (2)
95	Talwar Patel	BBA (2)
96	Patel Anshu	BBA (2)
97	Patel Anshu	BBA (2)
98	Patel Anshu	BBA (2)
99	Patel Anshu	BBA (2)
100	Patel Anshu	BBA (2)

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ANNEXURE - B

Feedback of Participants:

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Feedback Form

Event Name: Start-up and Entrepreneurship
Name of Student: Ami. P. Patel
IAR Registration No: 14224
Course: BBA Sem-4

Feedback (Minimum 30 words)

This lecture so amazing. Dr. Jyotik sir give the information is use of future. and he learn the how to start business and start-up. So many learn this lecture. This lecture is great, and amazing and very useful. He is understand very easy way. and he is delivered with example and case-studies of Real life.

Date: 17/04/2023
Place: IAR. No: 304


Sign of Student

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Feedback Form

Event Name: Start-up and Entrepreneurship
Name of Student: Hely Shah
IAR Registration No: 14126
Course: BBA Sem 4

Feedback (Minimum 30 words)

A great and informational lecture on start-up and how to do and start a business. Different methods and ways for entrepreneurship is delivered with real-life examples and case-studies. Thank-you Dr. Jyoti for helping us understand the concept more clearly and motivating us for the start-up.

Date: 17/04/2025
Place: IAR A2-304

Hely Shah
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Feedback Form

Event Name: Expert Session on Entrepreneurship
Name of Student: Sonal Dalvani
IAR Registration No: 14576
Course: BBA

Feedback (Minimum 30 words)

The session was great, speaker was having proper knowledge regarding the topic. Use of real-time examples and brands made the session more engaging. However, it could have been more interactive and more detailed information could have been provided on certain topics.

Date: 17/04/25

Place: A2:304

Sonal
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Feedback Form

Event Name: Seminar on Entrepreneurship & Startup

Name of Student: Kriya Patel

IAR Registration No: IAR/14204

Course: BBA SEM-4

Feedback (Minimum 30 words)

This Seminar was a perfect blend of theory and practical application. It sparked new idea and gave me a clearer direction for my startup goals.

Date: 17/4/25

Place: A2 304

Kriya Patel
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Feedback Form

Event Name: Seminar on Entrepreneurship Setup

Name of Student: Tishi A. Patel

IAR Registration No: IAR/14025


Course: BBA-44

Feedback (Minimum 30 words)

The seminar was incredibly insightful & empowering. The speaker shared practical strategies and real-world experiences that are truly valuable. A must-attend for anyone with entrepreneurial ambitions.

Date: 17/04/25

Place: A2 304


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Feedback Form

Event Name: Raising start-up & Finance
Name of Student: Ananya A Nair
IAR Registration No: 14072
Course: BBA II

Amazing session. It was not at all boring
f was very knowledgable. Sir explained
all topics using real life & current
examples.

Feedback (Minimum 30 words)

Date: 8/04/25
Place: A₂ 304


Sign of Student



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Feedback Form

Event Name: Raising Start-up Finance
Name of Student: Dispa J. Desai
IAR Registration No: 14373
Course: BBA-IV

The session was exceptionally insightful and thoroughly engaging. The expert demonstrated profound knowledge with real life case studies and it was remarkable. The atmosphere was both intellectually stimulating and genuinely joyful. It was pleasure to participate next more sessions like C.A. Manishk Mehta sir.

Feedback (Minimum 30 words)

Date: 8-4-25
Place: A2-304

T. Desai
Sign of Student