



MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION)

Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi
NAAC Accredited with A+ Grade, NIRF India Rankings 2022-Band : 251-300 (Engg.)
NBA Accredited -B.Tech. (CIVIL, CSE, ECE, EEE, MECH), MBA & MCA



MIT S – INSTITUTE INNOVATION COUNCIL



A report on
“One Day Session on “How to plan for Start-up and legal & Ethical Steps”
Organised by
MIT S – INSTITUTE INNOVATION COUNCIL
Date: 13.04.2023
Time: 10.00 PM to 1.00 PM
Venue: Seminar Hall A

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MITS - Institute Innovation Council
Organizing
One Day Online Session on
“How to plan for Start-up and legal & Ethical Steps”

Resource person
Sri. Salma Moosa
Founder of Startups Squares
Bangaluru

Date: 13.04.2023
Time: Start @ 10Am
SEMINAR HALL - A

Chief Patron: Dr. N. Vijaya Bhaskar Choudary, Secretary & Correspondent
Patron: Mrs. N. Keerthi, Executive Director
Program Chair: Dr. C. Yuvaraj, Principal
Co-Chair: Heads of All Department
Convener: Dr. D. Jagadeesan, Professor of CSE and IIC Coordinator
Coordinator: N. Prakash, AP / CSE and Innovation Activity coordinator
Co-Coordinators: All Department IIC Coordinators

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Submitted by: Dr. D. Jagadeesan, Professor of CSE & IIC Coordinator.

Participants: 139 Students & 9 Faculty members.

The programme started at 10.00pm with a welcome address given by Dr. D. Jagadeesan, IIC Coordinator. The Inaugural speech given by Dr. P. Ramanathan, Vice-Principal Academics and Felicitation address by Dr. R. Kalpana, Professor and Head, Department of CSE and followed by the Resource Person introduced by Mrs. Lipsa Mishra, Civil Department IIC Coordinator.

The program's main goal was to identify the importance of startup, plan for startup, issues/problems for startup implementation and legal and ethical steps for startup. The webinar aimed to help students involve in startup, how to tackle the problems and how get the correct solutions.

The resource person, Shri. Salma Moosa, Founder of Startup Squares, Bengaluru, Karnataka, India. The resource person started the session by extending his hearty thanks to the Management, Principal, organising members and Participants of MITS Madanapalle for giving him opportunity to share his knowledge and experience in “How to Plan for Startup and Legal and Ethical Steps”.

Shri. Salma Moosa captivated the participants by highlighting various examples of companies that failed due to ignoring the concept Problem-Solution Fit & Product-Market Fit. He emphasised the importance of a company's flexibility in changing markets, identifying strong market demand, repurposing or reorganising old ideas, meeting customer needs, and looking ahead.

Shri. Salma Moosa talking about the importance of innovation, startup and entrepreneurship. She pushed everyone to bring out their innovative and creative ideas and shared his steps of taking the idea and making into reality. She was pointed three steps (Ideate, Create, Validate) for path of innovation. First, identify a problem and gather relevant information and communicate this research effectively. Secondly, brainstorm the idea and work through the obstacles during its implementation. Finally, physical manifestation of the idea. Analyse the

competency, understand the market and work through any errors that might happen in this step. He gave many examples on how this works in real life.

She also covered the following topics during her presentation with various examples.

- Business and startup
- Scope of Startup
- How to research for startup
- How to face the problems/issues.
- How to get the solutions
- How to Register new company.
- How to file patent, trade mark.

The outcome of the webinar are Students were made aware of how to start the startup company. g

Finally, the session was concluded by the vote of thanks delivered by Mr. N. Prakash, Innovation Activity Coordinator. He extended his thanks to the Management, Principal, HoD, Chief Guest and the participated students for the successful completion of this event.



Inaugural speech given by Dr. P. Ramanathan, Vice-Principal Academics



Resource Person Shri. Salma Moosa Lecture

Participants