

Activity : “How to plan for Start-up and legal & Ethical Steps”
IIC HRC in collaboration with IIC BMU organised an event titled ” “How to plan for Start- up and legal & Ethical Steps” on 26th May 2022

Venue: Zoom session

Speakers: Mr. Amitava Banerjee

Mr. Amitava Banerjee is a qualified Company Secretary, LLB, M. Com, B. Com, and holds a diploma in Business laws from NUJS, Kolkata. He is also an eligible Independent Director under the Ministry of Corporate Affairs (MCA) mandate. He has qualified for the assessment test conducted by IICA under the aegis of MCA. He has a rich experience with companies like ITC Limited, The EROS Group, Moser Baer India Limited, and Isolux Corsan in Key Managerial positions in their Secretarial & Legal Department. He was also engaged as a Retainer Consultant at Vaish Associates & Advocates and Grant Thornton Advisory Pvt Ltd. He has also served as Deputy Director, Corporate Governance at the Confederation of Indian Industry. He has been a Consultant with the National Foundation for Corporate Governance (NFCG), a PPP by the MCA and CII, ICAI, ICSI, ICMAI, IICA & NSE. He has to his credit many publications in the Chartered Accountant Journal, IMI CFO Connect Magazine. He has authored books like Law of Corporate Governance, published by Thomson Reuters, Company Meetings and Resolutions, published by Taxmann Publications, and Handbook for Directors and Directors Meetings and Resolutions, published by Wolters Kluwers. He is a guest faculty at IIT Delhi (NRCVEE), Tezpur University (Assam), TERI School of advanced studies (Delhi), and Banasthali Vidyapeeth (Jaipur).

Objectives/Purpose

- Explaining why there is a need for legal compliance from a commercial standpoint.
- Making young entrepreneurs understand the ethical and the rationale of legal issues associated with their Startup plans.

Participants

- A total of 30 participants took part in the event.

Marketing

- Email marketing and social media marketing were used as the channels of promotion for the event.
- Creatives were also made and sent along with the mails.

The image is a promotional banner for a session. At the top, it features logos for ACIC-BMU FOUNDATION, propel, BML MUNJAL UNIVERSITY (A HFCO GROUP INITIATIVE), and AIMA. The main text reads "ACIC-BMU PRESENTS" followed by "Session on How to plan for Start-up and legal & Ethical Steps." A portrait of Mr. Amitava Banerjee is shown in a red-bordered box. Below the portrait, his credentials are listed: "Mr. Amitava Banerjee Former Consultant, NFCG (PPP by MCA, Govt of India) ACS, LLB, M. Com, B. Com, Dip in Business Laws (NUJS, Kolkata)". A red box contains the date and time: "DATE & TIME 26th May, 2022 Starts at 6:30 P.M." and a red button that says "Register here". At the bottom, logos for MIET, LIHMR UNIVERSITY, Institute of Innovation & Entrepreneurship (IIE), and IITM are displayed.

Outcomes:

- Around 30 people participated in the event and got into a discussion with Mr. Amitava.
- Participants were made aware about the kind of mistakes that entrepreneurs make.
- Participants learned about the rigors of legal compliance and other necessary things that are needed to run a business.
- The session was really interactive and most of the questions put up by the participants were answered.