**A**

**B-Plan**

**On**

**“EVENTRUST-AN EVENT MANAGEMENT STARTUP”**

**Submitted in partial fulfillment for the award of degree of**

**Bachelor of Technology**

By

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Jaipur, Rajasthan

April-2016

# CANDIDATE’S DECLARATION

I hereby declare that the work presented in this Business Entrepreneurship Development lab entitled **“**EVENTRUST-AN EVENT MANAGEMENT STARTUP**”**

in the partial fulfillment of the requirements for the award of the Degree of Bachelor of Technology in Computer Science & Engineering at Jaipur Engineering College and Research Centre, Jaipur is an authentic work of my own.

I have not submitted the matter embodied in this project work anywhere for the award of any degree or diploma.

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**Date: 10th April,2017**

**Place: JECRC**

BONAFIDE CERTIFICATE

This is to certify that the B-Plan entitled "EVENTRUST-AN EVENT MANAGEMENT STARTUP is

the bonafide work carried out by Anuj Jain and Ashish Benjamin student of B.Tech in Computer Science & Engineering at Jaipur Engineering College and Research Centre, during the year \_2017\_\_\_, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Technology in Computer Science & Engineering and that the project has not formed the basis for the award previously of any degree, diploma, fellowship or any other similar title.

Signature of the Supervisor:

**Mr. Shashi Kant singh**

Assistant Professor

**Place: JECRC**

**Date: 10th APRIL ,2017**

**ACKNOWLEDGEMENT**

We are really grateful because we managed to complete our name of the subject assignment within the time given by our lecturer Mr. Shashi Kant singh. This assignment cannot be completed without the effort and co-operation from our group members, Anuj Jain and Ashish Benjamin. We also sincerely thank our lecturer of BED Lab, Mr. Shashi Kant singh for the guidance and encouragement in finishing this assignment and also for teaching us in this course. Last but not least, we would like to express our gratitude to our friends and respondents for the support and willingness to spend some times with us to fill in the questionnaires.

<**Student Name>**

<**Univ. Roll**

**SYNOPSIS**

Event Management have become an essential part of our world. No doubt, we enjoy a lot in a Event corners, making them a good and profitable business to start. Moreover we also want to share our love of great events and playing pleasure with as many like- minded people as we can.

Starting a Event Management business is just like starting any other services business; it will require start – up capital (money), planning (feasibility studies, market survey, budgeting), and of course time. Two major areas where the capital will be applied are the infrastructure and the creativness Usually about Rs.10-20 lakhs is spent on infrastructure.

Our vision is to establish a Event Management corner in Rajasthan and in other cities of India. Our mission is to establish a Event Management business that will make available a wide range of creativity and stationeries from top brands at affordable prices to the residents of Jaipur-Rajasthan and other cities of India where we intend opening our outlets and selling our franchise. **“EVENTRUST**” is a neighborhood Event Management that will be located in a centralized area between a residential neighborhood and a busy educational district in downtown Jaipur, Rajasthan. We conducted our feasibility studies and market survey and we came to the conclusion that Jaipur is the right location for us to launch our Business. We are in the Event Manage business to make profits at the same to give our customers value for their money and time whenever they patronize us.

We want to give people the opportunity to choose from a wide range of variety. We are aware that there are several small Event Management and chains of Event corners all around Jaipur, which is why we ensured that our facility is easy to locate and our outlet is well secured and equipped with the various payment of options available throughout India which will enable us to offer much more than our competitors will be offering. Beyond retailing quality and affordable items in our Event Management corner, we will ensure that our customer care is second to none in the whole of Rajasthan. We know that our customers are the reason why we are in business which is why we will go the extra mile to get them satisfied and get what they are looking for whenever they visit our Event Management corner and also to become our loyal customers and ambassadors in and around our neighborhood.

**SUBMITTED BY :-**

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**INTRODUCTION**

**Identification of Business Opportunity:**

Event management offers a glamorous avenue to make a successful and exciting career that helps you tap into your creative potential, providing you with the perfect platform to launch your idea with panache.

Splendid set ups, gracious guests, warm reception and everything to perfection at grand events like ‘Filmfare’ or the ‘Miss India Contest’ or the likes of them leave us amazed especially when we know that it’s all live and there is no scope for a retake. The realisation of the fact, that a small malfunctioning as we have witnessed in some of the fashion shows can play havoc, makes the people who are behind them, all the more important. Yes, it’s the people behind the scene who control the strings and assure the success of an event.

 A few years back no one in India would have bothered about something called ‘event management’ and there were sufficient reasons for it. People had limited work, precise needs, very little to think beyond happy meals and daily chores and when it came to celebration time, they used to manage it on their own as that used to be their rare occasion of having some action in their life. Remember the village ladies joining in a month before to lend help for sifting pulses, rice or barley to prepare for the grand feast? Compare it with the present day when man is so busy that sparing a single day to attend the wedding of even a close friend has become a challenge, forget about helping buddies. Now, that’s where event management companies come in.

The over busy schedules of not only the upper strata of society but also the burgeoning middle class, render them with very little time to make arrangements for special occasions that consume lots of time and require meticulous planning. On the other hand, show biz today is in such a boom that whether it is a family function, a farewell or a product launch, leave aside a music concert or a fashion show-everything has to be grand. So, events could range from concerts, fashion shows, press conferences, star nights, product launches, annual day celebrations, promotions, jubilee celebrations and television based events to farewells, wedding or parties.

**Concept and Need:**

Event management is vital for the following purposes:

1. Develops the theme of the Event: - The event management team develops the theme of the event. The theme of the event should be linked to the purpose of the event. It should develop team sprit or friendship between two clubs or states or nations. Therefore, the theme of the event may be described as ‘The friendship Series’ or ‘The Good will Series’.

2. Provides Career Opportunities: - Event management Provides career opportunities. Apart from event manager, there are several other job opportunities in the Event management such as:

1. Operation and Logistics managers.

2. Entertainment manager’s

3.Sponsorship managers.

4. Event coordinator

5.Event Designer

6.Security Coordinator, etc.

3. Develops leadership qualities: - Event management develops leadership qualities. To manage an event, the managers require good leadership qualities to influence and motivate the subordinates to work effectively in making the event more successful.

4. Develop Team sprit: - Event management helps to develops team spirit in the employees. The success of the Event management largely depends upon the team effort. Therefore, there is need for team work between managers and their subordinates, and between the various departments in the organisation, so as to make the event more successful.

5. Enhances Corporate Image: -Proper Event management helps to develop corporate image of an organisation. If the event is well managed, then there is a possibility of greater success.

6. Encourages Creativity: - Event management encourages and develops creativity in the managers. Managers need to be dynamic or innovative in managing the event. The mangers have to find out new and innovative ways in managing the event.

7. Ensures safety and security: - Event management team ensures safety and security of the people during the event. The Event management team makes proper security and safety arrangements. For instance, the event management team makes proper arrangement to deal with the certain crisis such as occurrence of fire, failure of lighting or air conditioning, gas leaks, and so on.

8. Financial Management: -The Event management team may be responsible for the financial management of the event. The event management team may be responsible for:

· Preparation of budget for the event.

· Determining break-even point

· Preparation of cash-flow analysis, and

preparation of profit and loss statement, etc.

**Economic growth:**

This is not to say that the running of a major special event is the correct solution to the economic problems of any town, city or resort. If a public body, such as a city council, invests in an event, or in the physical event facilities it must perhaps forego investing in something else, say an industrial or retail development. There is an opportunity cost, and even a danger that, as in the case of the Sheffield Games, the event might itself run at a loss. In considering the possibilities for the economic regeneration of an area , the running of a major event is only one option, not a panacea, and maybe a significant cost or burden on the sponsoring organization, such as a city council. For this reason, special events are often used as part of some wider initiative, so that an element of synergy can be gained from the event in conjunction with, say, building a new arena. Equally, it might be recognized that the objectives of a particular event are to provide short term, not long term, gain. This objective alone might be worthy enough.

In the context of a community, the running of a major event is often perceived as having a positive social and economic impact, in much the same way that the construction of a factory or tourist attraction would. This economic impact is not very well documented, but some studies, especially of sporting events, such as games and grand prix, give various clues as to the benefit of the events. In the case of some events, the operation and running of them is seen as a matter of civic business, that is to say, the event may be organized or even sponsored by the city or town council and based, at least in part on the economic and social benefits that it brings to the community, in terms of increased numbers of visitors or an increased visitor spend. Given the size and extent of some events, the economic and social benefits may be very great.

**DECISION MAKING**

You make decisions everyday in your life – choices about what to do, make, or buy; when and which way to go to get from one place to another; how to best achieve your needs and dreams, overcome your problems, and meet your obligations. Life is full of choices, and often you do not even consciously realize how many decisions you’re making.

Making decisions and solving problems is a large part of event management, and a skill that any event organizer must master. And like your everyday decisions, you might not realize the scope and nature of the decisions you need to make in order to bring an event to life and achieve the expectations surrounding it. Decision making for events also varies from making personal decisions in the scope and nature of the potential impact of those decisions. They can affect hundreds or thousands of people and involve vast amounts of money. This is why the event organizer must understand and employ effective decision making systems.

One must understand the nature of a decision. First there is a need to make a decision (cause), then the decision is made (choice), and finally there is the impact that decision will have (effect).

The typical types of decisions are:

**Yes**/**No** (whether, only two alternatives)

**Which** (more than two alternatives)

**Level** (measurement, quality, or rating scale)

**If**/**Then** (threshold or rule-based)

The amount of time one h

Keep in mind that, as a professional, you are responsible (and sometimes liable) for the decisions you make, the decisions you failed to make, and the decisions you did not prevent others from making who did not have the authority to make them.

as to make a decision can have a significant impact on the way a decision is made and its effectiveness.

This is the system for making decisions broken down into its separate parts. It may seem complex and burdensome, but can be accomplished in what seems like the blink of an eye.

It is an iterative system that promotes due diligence. It helps one consider the variables of the cause, choice, and effect facets of a decision, and facilitates comprehensive and strategic thinking.

Having a structured system allows one to purposefully move through a process as well as establish policies and procedural tactics that ensure and improve quality decision making for an event.

Why are you making a decision? What went into the need to make that decision? What do you want or need to happen as a result of that decision? How important is this decision? How quickly must you make it? What factors must be incorporated into this decision?

**Know the Needs.**

In the planning stages of an event you have more time to spend determining the parameters of a decision. Review the scope and typical variables associated with this particular event project. Identify what you know and what you don’t know, or don’t know yet, so you can plan for contingencies.

The 35 categories of the EMBOK domains provide a comprehensive framework for approaching your decision planning. As you go through each category you can determine both the decisions to be made and the factors that go into these decisions (see the [Speaker Integration Example](http://www.juliasilvers.com/embok/Speaker_integration_example.htm)).

How many decisions do you have to make? It depends on the scope and nature of the particular event project, but it could be anywhere from several hundred to hundreds of thousands. You NEED a decision making system!

Once the need has been defined, you must generate and evaluate the potential options for solving the need. This is often done by gathering ideas and information from others. Sometimes, however, you are limited by access or time, in which case you probably rely on heuristics – intelligent guesswork based on experience.

Consider the factors that affect the capability of an option to achieve a satisfactory solution. Some factors are pre-established, some are fundamental, and some are limitations. Often there isn’t one single best solution and you have to weigh and measure the choices.

For example, this chart shows the costs, trade offs, constraints, and acceptance factors that would go into a decision about what type of conference badge to use for an upcoming event.

At first glance one might say that stick-on or RFID badges would be the last choice, but that doesn’t take into account the nature of the event. For some budget events the stick-on badge would be the best choice; an RFID badge could be the most appropriate for a high-tech event.

You need to know how and by whom the decision will be made. Many of these methods use quantitative or qualitative criteria that determine choices, for example first come/first served for assigning exhibit spaces or vicinity quality for site selection.

Determine who has the authority to make the decision and if there are any conditions placed on that authority. It might be the event organizer, the event host or owner, a committee, or a panel of judges.

Contingency plans need to have the if-then-when thresholds or triggers clearly defined.

In order to effectively implement the decision you need to recognize and integrate the factors that affect the action plan. These include the resources (time, money, personnel, space, etc.) and their use, as well as the potential side effects of that use.

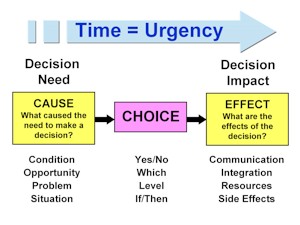
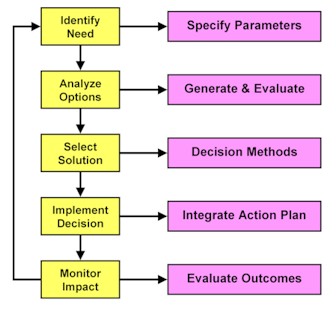
Communication, clarity of expectations, and controls will be imperative, particularly when the cause or effects of a decision involve numerous people and activities. A single decision can create waves that spread throughout an event project and its operation.

**No change is a small change.**

It has been said that no decision is ever “final” (although it might not be changed during an event project). Things change. Things don’t always turn out the way you thought they would. Stuff happens.

You have to keep your eye on how things are going, and if a decision is not delivering the solution you expected, you might have to change course. This is why contingency plans are made. This is also why the decision structure has a loop back up to the start of the process.

Having thought through the decision needs should prepare you to face the challenges that inevitably occur during an event project. Make certain you learn from them.

**MOTIVATION**

Event planning is hard, but these quotes can help you get through some rough times so that you can find event success. From epic philosophers to great American heroes, at least one of these quotes will inspire you! Remember, if you find a quote you really like just click the “click to Tweet” link to share the quote with your followers :)

**1. “I did then what I knew how to do. Now that I know better, I do better.” - Maya Angelou**

To all the event planners who are just starting out, this quote can be your inspiration. Simply put, Angelou says that over time you will learn more things and inevitably start doing a better job. So don’t fret if your first event had a million little things go wrong, it gets better! It’s a learning process, so keep at it.

**2. “Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.” - Paul J. Meyer**

The key to a smooth event is a lot of planning and effort. If you want your event to go off without a hitch, then it is necessary to plan ahead and prepare for every circumstance. Productivity is possible with a commitment to making your event the very best it can be

**3. "Nothing ever comes to one, that is worth having, except as a result of hard work. - Booker T. Washington**

If it was easy, then everyone would do it! #Eventprofs know that a great event is going to take a lot of hard work, planning, and dedication. Just remember, if you work hard you will eventually find event success - just keep your head down and keep pushing.

**4. "Success depends upon previous preparation, and without such preparation there is sure to be failure.” - Confucius**

Without preparing in advance, whether that means having a back up caterer or finding reserve speakers in case a headliner bails, good preparation can avert disaster.. Sometimes the unexpected happens, but the best #eventprofs know how to get out of a sticky situation. The next time you start planning an event, just remember these words from Confucius, and make sure you’re doing everything you can to be ready in order to achieve event success!

**5. “Alone we can do so little; together we can do so much” - Helen Keller**What is an #eventprof without an awesome team behind them? A team effort is necessary to pull off an amazing event that guests will be talking about for weeks. Think of this quote when you are feeling really overwhelmed from all the things you have to do to throw an event. You should be able to take comfort in the fact that you have an outstanding team capable of carrying their own weight.

**6. “Don’t find fault. Find a remedy.” - Henry Ford**

Event planners know that problems come up unexpectedly all the time. The most important thing to remember is that you shouldn’t blame it on anyone or get angry; just focus all that energy on finding a solution.

**7. “Without leaps of imagination, or dreaming, we lose the excitement of possibilities. Dreaming, after all, is a form of planning.” - Gloria Steinem**

Don’t all #eventprofs dream of events, vendors and caterers when they sleep? Or that just us? Steinem makes a great point here when she says that our wildest dreams start out as little plans in our heads, and its important to follow through with them to feel fulfillment.

**8. “By failing to prepare, you are preparing to fail.” - Benjamin Franklin**

Plain and simple. All #eventprofs know that preparation is key. You can expect some bumpy roads ahead if you don’t make a concrete plan and prepare for the unknown with contingencies!

**9. “There are no shortcuts to any place worth going.” - Beverly Sills**

Event planning can be really difficult and even tedious at times, but all #eventprofs know that the hardest parts of making an event go smoothly are always the ones that are most satisfying at the end. There are no shortcuts.

**10. "None of us is as smart as all of us." - Ken Blanchard**

Teamwork, teamwork, teamwork!  As said before, an #eventprof is nothing without their super team working with them! Your staff and co-workers are full of good ideas. Bouncing thoughts off each other is a great way to turn a good idea into a great idea! Keeping an open mind is key because the best ideas are born out of collaboration.Hard work and preparedness go a long way and are necessary to being successful. Reread these quotes every once in a while to give yourself the boost you need to motivate you to event success!

**RISK TAKING**

**Risks associated with events**

All recreation organisations should engage in a continual process of examination and review of their existing events to ensure that the environment is safe for participants, officials, volunteers and spectators.

This process of examination becomes even more important in the planning process for new events. A failure to assess the risks involved in events can be disastrous as a result of:

* Loss of reputation
* Financial loss
* Damage to facilities
* Injury to players
* Over-stressed workers
* Loss of equipment
* Over-resourcing of one objective leading to under-resourcing of other objectives

The first step in planning any new event is to conduct a feasibility study. The purpose of such a study is to identify and assess the benefits and risks of the event, and to identify what problems need to be solved in order to successfully stage the event.

The feasibility analysis should aim to identify any risks such as:

* The sufficiency of lead time (years, months, weeks) to organise the event
* The date of the event and whether it clashes with any other events that may significantly effect the success of the event
* The budget and whether the event can be run without incurring a loss
* The degree of support that can be gained from the community, government, and parent bodies.
* The sufficiency of resources such as equipment, manpower, finances and facilities
* The environmental impact and whether the event may cause a disturbance to surrounding community, and cause traffic congestion, waste, noise, and lighting spillage
* The legal considerations such as permits, landholders permission, alcohol licensing, fundraising regulations

In addition to the above, there needs also to be a thorough examination of risks to human safety as sporting events are inherently risky. It is the first and foremost duty of all event directors to implement strategies to ensure the safety and well-being of all event go-ers. This responsibility even extends to a consideration of the risks involved if parents who are spectating fail to keep control of small children. For example, small children may be injured in the spectator stands by running and jumping from aisle to aisle, step to step and seat to seat.

Risks to health and safety associated with events include:

* Surfaces that are not even, slippery, or have potholes, and which may cause participants or spectators to trip, slip and fall. ([Click here for checklist for spectator safety](http://www.leoisaac.com/evt/spect009.htm))
* Projectiles that are used during an event including balls, pucks, discuss, javelins
* Obstructions that people may run into or hit the head on
* Food hygiene
* Competitive aggression resulting in brawls, abuse, harassment

Accidents resulting in injury are frequent in events, and event [organising committee](http://www.leoisaac.com/evt/top083.htm" \o "organising committee)s will not be held responsible provided that a reasonable attempt to identify risks has been made, and strategies have been put in place to mitigate these risks. In short, the event organising committee needs to be seen to have done a reasonable job in risk management.

## First steps in assessing risks

A risk assessment should consider

* existing risks of the site
* risks the event creates, and
* external risks that the event organiser has little control over but may need to be managed at the event.

There are some questions an event organiser should ask themself when assessing risks of an event. This is be no means exhaustive however we hope it helps you get started.

Council's Cultural Events Officer can offer support in considering all potential risks and will review your risk management plan before your event permit is approved.

### A complete risk management process before the event can include

* The initial risk assessment
* The developed Risk Control Plan
* An Emergency Management Plan
* Traffic Management Plan – where applicable
* Waste Management Plan – where applicable
* Site safety induction checklists – for staff working on the event or site

It is important to remember that every event is different and has different resources available.

The most important part of creating a risk management plan is that you, the event organiser, can reduce possible risks as much as possible and have thought about what you would need to do in the event of an emergency during your event.

**INTELLECTUAL PROPERTY RIGHTS**

Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

Intellectual property rights are customarily divided into two main areas:

**(i) Copyright and rights related to copyright**

The rights of authors of literary and artistic works (such as books and other writings, musical compositions, paintings, sculpture, computer programs and films) are protected by copyright, for a minimum period of 50 years after the death of the author.

Also protected through copyright and related (sometimes referred to as “neighbouring”) rights are the rights of performers (e.g. actors, singers and musicians), producers of phonograms (sound recordings) and broadcasting organizations. The main social purpose of protection of copyright and related rights is to encourage and reward creative work.

**(ii) Industrial property**

Industrial property can usefully be divided into two main areas:

* One area can be characterized as the protection of distinctive signs, in particular trademarks (which distinguish the goods or services of one undertaking from those of other undertakings) and geographical indications (which identify a good as originating in a place where a given characteristic of the good is essentially attributable to its geographical origin).  
    
  The protection of such distinctive signs aims to stimulate and ensure fair competition and to protect consumers, by enabling them to make informed choices between various goods and services. The protection may last indefinitely, provided the sign in question continues to be distinctive.
* Other types of industrial property are protected primarily to stimulate innovation, design and the creation of technology. In this category fall inventions (protected by patents), industrial designs and trade secrets.  
    
  The social purpose is to provide protection for the results of investment in the development of new technology, thus giving the incentive and means to finance research and development activities.  
    
  A functioning intellectual property regime should also facilitate the transfer of technology in the form of foreign direct investment, joint ventures and licensing.  
    
  The protection is usually given for a finite term (typically 20 years in the case of patents).

While the basic social objectives of intellectual property protection are as outlined above, it should also be noted that the exclusive rights given are generally subject to a number of limitations and exceptions, aimed at fine-tuning the balance that has to be found between the legitimate interests of right holders and of users.

**The new Intellectural Property Policy, unveiled by the Finance Minister is in compliance with TRIPS.**

**>>** The Policy aims to push IPRs as a marketable financial asset, promote innovation and entrepreneurship, while protecting public interest.

**>>**The plan will be reviewed every five years in consultation with stakeholders.

**>>** In order to have strong and effective IPR laws, steps would be taken — including review of existing IP laws — to update and improve them or to remove anomalies and inconsistencies.

**>>**The policy is entirely compliant with the WTO’s agreement on TRIPS.

**>>**Special thrust on awareness generation and effective enforcement of IPRs, besides encouragement of IP commercialisation through various incentives.

**>>** India will engage constructively in the negotiation of international treaties and agreements in consultation with stakeholders. The government will examine accession to some multilateral treaties which are in India's interest, and become a signatory to those treaties which India has de facto implemented to enable it to participate in their decision making process, the policy said.

**>>** It suggests making the department of industrial policy and promotion (DIPP) the nodal agency for all IPR issues. Copyrights related issues will also come under DIPP’s ambit from that of the Human Resource Development (HRD) Ministry.

**>>** Trademark offices have been modernised, and the aim is to reduce the time taken for examination and registration to just 1 month by 2017. The government has already hired around 100 new examiners for trademarks. Examination time for trademarks has been reduced from 13 months to 8 months, with the new target being to bring the time down to one month by March 2017.

**>>** Films, music, industrial drawings will be all covered by copyright.

**>>** The Policy also seeks to facilitate domestic IPR filings, for the entire value chain from IPR generation to commercialisation. It aims to promote research and development through tax benefits.

**>>** Proposal to create an effective loan guarantee scheme to encourage start-ups.

**>>** It also says “India will continue to utilise the legislative space and flexibilities available in international treaties and the TRIPS Agreement.” These flexibilities include the sovereign right of countries to use provisions such as Section 3(d) and CLs for ensuring the availability of essential and life-saving drugs at affordable prices.

**>>** The policy left the country’s patent laws intact and specifically did not open up Section 3(d) of the Patents Act, which sets the standard for what is considered an invention in India, for reinterpretation.

**>>**On compulsory licensing (CL), India has issued only CL for a cancer drug. Mr. Jaitley said, “We rarely exercise this power.” The statement assumes significance as developed countries, including the US, have raised concerns over India issuing the CL. As per the WTO norms, a CL can be invoked by a government allowing a company to produce a patented product without the consent of the patent owner in public interest. Under the Indian Patents Act, a CL can be issued for a drug if the medicine is deemed unaffordable, among other conditions, and the government grants permission to qualified generic drug makers to manufacture it.

**>>** The IPR policy favoured the government considering financial support for a limited period on sale and export of products based on IPRs generated from public-funded research.

**PATENTS**

The Patent system in India is governed by the Patents Act, 1970 (No 39 of 1970) & The Patents Rules 1972, effective from April 20,1972. Subsequently The Patents Act, 1970 is amended effective from January 1, 1995 & The Patents Rules, 1972 is amended effective from June 2, 1999.

The Patent Office, under the Ministry of Commerce & Industry, Department of Industrial Policy & Promotion, has been established to administer the various provisions of the Patents Law relating to the grant of Patents & The Designs Law, relating to the registration of Industrial Designs.

**India Simplifies Patent Norms**

India notified the Patents (Amendment) Rules 2006, bringing in changes to provide transparency, decentralization of the functioning of patent offices and simplify the procedures making them user-friendly. As per the changes notified under the Patents (Amendment) Rules, 2006, patent applications are now to be mandatory published within one month after expiry of the statutory period of 18 months. In case of request for an early publication, the application is to be published within one month from the date of request. This step will introduce an element of certainty regarding the date of publication, which was hitherto not available. Further, with a view to enforcing transparency and ensuring time bound disposal of patent applications, definitive time frames have been prescribed for various activities by the patent offices. A patent application now has to be referred to an examiner within one month of a request for its examination and the controller will be required to take a decision within one month of its submission, it said, adding that the first examination report must be issued in six months of the date of request for examination of a patent.

India is member of the following treaties governing patents:

* Convention establishing World Intellectual Property Organization (WIPO)
* Trips Agreement under the World Trade Organization.
* Paris Convention for the protection of Industrial Property with effect from Dec. 7, 1998.
* Patent Cooperation Treaty (PCT) with effective from Dec. 7, 1998.

TYPES OF PATENTS

* Ordinary Patent
* Patents of addition
* Convention

DOCUMENTS REQUIRED FOR FILING AN APPLICATION

Application form in triplicate.

Provisional or complete specification in triplicate. If the provisional specification is filed it must be followed by complete specification within 12 months (15 months with extension).

Drawing in triplicate (if necessary).

Abstract of the invention (in triplicate).

Information and undertaking listing the number, filing date and current status of each foreign patent application in duplicate.

Priority document (if priority date is claimed).

Declaration of inventor ship where provisional specification is followed by complete specification or in case of convention application.

Power of attorney (if filed through Patent Agent).

Fee in cash/by local cheque/by demand draft.

All the applications for patent accompanied by complete specification are examined substantively. A first examination report stating the objection(s) is communicated to the applicant or his agents. Application or complete specification may be amended in order to meet the objection(s). Normally all the objections must be met within 15 months from the date of first examination report. Extension of time for three months is available, but application for extension therefore must be made before the expiry of normal period of 15 months. If all the objections are not complied with within the normal period or within the extended period the application will be deemed to have been abandoned. When the application is found to be suitable for acceptance it is published in the gazette of India (Part III, Section2). It is deemed laid open to the public on the date of publication in the gazette of India.

A patent grant gives the patentee the exclusive right to make or use the patented article or use the patented process. He can prevent all others from making or using the patented process. A patentee has also the right to assign the patent, grant licenses under, or otherwise deal with it for any consideration. These rights created by statute are circumscribed by various conditions and limitations.

Renewal fees are payable every year. The first renewal fee is payable for third year of the patent’s life, and must be paid before the patent’s second anniversary. If the patent has not been issued within that period, renewal fees may be accumulated and paid immediately after the patent is sealed, or within three months of its recordal in the Register of the Patents.

Date of payment of Renewal fees is measured from the date of the patent. Six months’ grace is available with Extension fee. No renewal fees are payable on patents of addition, unless the original patent is revoked and the patent of addition is converted into an independent patent; renewal fees then become payable for the remainder of the term of the main patent.

No renewal fees are payable during the pendency of the application for a patent; renewal fees that become overdue during pendency are payable upon sealing within three months of recordal in the Patent Register.

Applications must be filed on the prescribed form with the Controller for the registration of licenses and any other documents creating an interest in a patent in order for them to be valid. A license must be recorded within six months from the date of the document.

A patent lasts for 14 years from the date of filing the complete specification (if an application is filed with provisional specification on January 1, 1989, and a complete specification is filed on January 1, 1990, the duration is counted from January 1, 1990). However, for food, drug and insecticide patents, the life is seven years from the date of complete specification, or five years from date of sealing, whichever is shorter.

Application for restoration of a patent that lapses due to nonpayment of renewal fees must be made within one year of lapse. If an overdue annuity is not paid within the extension period, the one-year period for seeking restoration commences from the date of recordal.

**TAXATION**

**(A)    Date of Introduction:**

16.08.2002 vide Notification No.8/2002-ST, dated 01.08.2002.

**(B) Definition and scope of service:**

**(i) "Event Management"** means any service provided in relation to planning, promotion, organizing or presentation of any arts, entertainment, business, sports, [marriage]\* or any other event and includes any consultation provided in this regard;

(Section 65(40) of the Finance Act, 1994)

**(ii) "Event Manager"** means any person who is engaged in providing any service in relation to event management in any manner;

(Section 65(41) of the Finance Act, 1994)

**"Taxable Service"** means any service provided or to be provided, [to any person], by an event manager in relation to event management.

(Section 65 (105) (zu) of the Finance Act, 1994)

*Explanation.-*For the purposes of this notification,-

(A) "brand name" or "trade name" means a brand name or a trade name, whether registered or not, that is to say, a name or a mark, such as symbol, monogram, logo, label, signature, or invented word or writing which is used in relation to such specified services for the purpose of indicating, or so as to indicate a connection in the course of trade between such specified services and some person using such name or mark with or without any indication of the identity of that person;

(B) "aggregate value not exceeding **\*ten lakh rupees** means the sum total of first consecutive payments received during a financial year towards the gross amount, as prescribed under section 67 of the said Finance Act, charged by the service provider towards taxable services till the aggregate amount of such payments is equal to ten lakh rupees but does not include payments received towards such gross amount which are exempt from whole of service tax leviable thereon under section 66 of the said Finance Act under any other notification.

4. This notification shall come into force on the 1st day of April, 2005.

D) Classification of Taxable Services:

(1) The classification of taxable services shall be determined according to the terms of the sub-clauses (105) of section 65;

(2) When for any reason, a taxable service is prima facie, classifiable under two or more sub-clauses of clause (105) of section 65, classification shall be

effected as follows :-

(a) the sub-clause which provides the most specific description shall be preferred to sub-clauses providing a more general description;

(b) composite services consisting of a combination of different services which cannot be classified in the manner specified in clause (a), shall be classified as if they consisted of a service which gives them their essential character, in so far as this criterion is applicable;

(c) when a service cannot be classified in the manner specified in clause (a) or clause (b), it shall be classified under the sub-clause which occurs first among the sub-clauses which equally merits consideration.

**(Section 65A of Finance Act, 1994)**

#### (E) Valuation of taxable services for charging Service tax

 (1) Service tax chargeable on any taxable service with reference to its value shall,-

(i) in a case where the provision of service is for a consideration in money, be the gross amount charged by the service provider for such service provided or to be provided by him;

(ii) in a case where the provision of service is for a consideration not wholly or partly consisting of money, be such amount in money, with the addition of service tax charged, is equivalent to the consideration;

(iii) in a case where the provision of service is for a consideration which is not ascertainable, be the amount as may be determined in the prescribed manner.

(2) Where the gross amount charged by a service provider, for the service provided or to be provided is inclusive of service tax payable, the value of such taxable service shall be such amount as, with the addition of tax payable, is equal to the gross amount charged.

(3) The gross amount charged for the taxable service shall include any amount received towards the taxable service before, during or after provision of such service.

(4) Subject to the provisions of sub-sections (1), (2) and (3), the value shall be determined in such manner as may be prescribed.

Explanation.-For the purposes of this section,-

(a) "consideration" includes any amount that is payable for the taxable services provided or to be provided;

(b) "money" includes any currency, cheque, promissory note, letter of credit, draft, pay order, travellers cheque, money order, postal remittance and other similar instruments but does not include currency that is held for its numismatic value;

(c) "gross amount charged" includes payment by cheque, credit card, deduction from account and any form of payment by issue of credit notes or debit notes and 'book adjustment, and any amount credited or debited, as the case may be, to any account, whether called "Suspense account" or by any other name, in the books of account of a person liable to pay service tax, where the transaction of taxable service is with any associated enterprise.

**(Section 67 of Finance Act, 1994)**

(1) Where any expenditure or costs are incurred by the service provider in the course of providing taxable service, all such expenditure or costs shall be treated as consideration for the taxable service provided or to be provided and shall be included in the value for the purpose of charging service tax on the said service.

 [Rule 5(1) of Service Tax (Determination of Value) Rules, 2006)]

(2) The expenditure or costs incurred by the service provider as a pure agent of the recipient of service shall be excluded from the value of the taxable service if all the following conditions are satisfied, namely:-

(i)        the service provider acts as a pure agent of the recipient of service when he makes payment to third party for the goods or services procured;

(ii)       the recipient of service receives and uses the goods or services so procured by the service provider in his capacity as  pure agent of the recipient of service;

(iii)      the recipient of service is liable to make payment to the third party;

(iv)      the recipient of service authorizes the service provider to make payment on his behalf;

(v)       the recipient of service knows that the goods and services for which payment has been made by the  service provider shall be provided by the  third party;

(vi)      the payment made by the service provider on behalf of the recipient of service has been separately indicated in the invoice issued by the service provider to the recipient of service;

(vii)     the service provider recovers from the recipient of service only such amount as has been paid by him to the third party; and

    (viii)        the goods or services procured by the service provider from the third party as a pure agent of the recipient of service are in addition to the services he provides

[Rule 5(2) of Service Tax (Determination of Value) Rules, 2006)]

#### (F) Clarifications issued by the Board:

The Board vide Circular No.96/7/2007-ST dated 23.08.2007 on Event Management Service has been clarified the following issues:-

#### (G) Exemption & Exclusion:

1. Exemption to Small Scale Service Providers:

In exercise of the powers conferred by sub-section (1) of section 93 of the Finance Act, 1994 (32 of 1994) (hereinafter referred to as the said Finance Act), the Central Government, on being satisfied that it is necessary in the public interest so to do, hereby exempts taxable services of aggregate value not exceeding Ten lakh\* rupees in any financial year from the whole of the service tax leviable thereon under section 66 of the said Finance Act:

 Provided that nothing contained in this notification shall apply to,-

(i) taxable services provided by a person under a brand name or trade name, whether registered or not, of another person; or

(ii) such value of taxable services in respect of which service tax shall be paid by such person and in such manner as specified under sub-section (2) of section 68 of the said Finance Act read with Service Tax Rules,1994.

 2. The exemption contained in this notification shall apply subject to the following

conditions, namely:-

(i) the provider of taxable service has the option not to avail the exemption contained in this notification and pay service tax on the taxable services provided by him and such option, once exercised in a financial year, shall not be withdrawn during the remaining part of such financial year;

(ii) the provider of taxable service shall not avail the CENVAT credit of service tax paid on any input services, under rule 3 or rule 13 of the CENVAT Credit Rules, 2004 (herein after referred to as the said rules), used for providing the said taxable service, for which exemption from payment of service tax under this notification is availed of;

(iii) the provider of taxable service shall not avail the CENVAT credit under rule 3 of the said rules, on capital goods received in the premises of provider of such taxable service during the period in which the service provider avails exemption from payment of service tax under this notification;

(iv) the provider of taxable service shall avail the CENVAT credit only on such inputs or input services received, on or after the date on which the service provider starts paying service tax, and used for the provision of taxable services for which service tax is payable;

(v) the provider of taxable service who starts availing exemption under this notification shall be required to pay an amount equivalent to the CENVAT credit taken by him, if any, in respect of such inputs lying in stock or in process on the date on which the provider of taxable service starts availing exemption under this notification;

(vi) the balance of CENVAT credit lying unutilised in the account of the taxable service provider after deducting the amount referred to in sub-paragraph (v), if any, shall not be utilised in terms of provision under sub-rule (4) of rule 3 of the said rules and shall lapse on the day such service provider starts availing the exemption under this notification;

(vii) where a taxable service provider provides one or more taxable services from one or more premises, the exemption under this notification shall apply to the aggregate value of all such taxable services and from all such premises and not separately for each premises or each services; and

(viii) the aggregate value of taxable services rendered by a provider of taxable service from one or more premises, does not exceed rupees \***ten lakhs** in the preceding financial year.

 3. For the purposes of determining aggregate value not exceeding **ten**\*lakh rupees, to avail exemption under this notification, in relation to taxable service provided by a goods transport agency, the payment received towards the gross amount charged by such goods transport agency under section 67 for which the person liable for paying service tax is as specified under subsection (2) of section 68 of the said Finance Act read with Service Tax Rules, 1994, shall not be taken into account.

[Notification No. 6/2005-ST, dated 1-3-2005. \*Amended by Notfn.No. 8/2008-ST dated 01.03.2008]

2. Services to UN Agencies

 Services provided to United Nations or an International Organizations are exempt.

[Notification No. 16/2002-ST, dated 2-8-2002]

3. Export of service:

Any service which is taxable under clause 105 of Section 65 may be exported without payment of service tax.

(Rule 4 of Export of Services Rules, 2005)

4. Exemption to services provided to a developer of SEZ or a unit of SEZ:

{Notification No. 09/2009ST dated 03.03.2009 (Prior to 03.03.2009 Notfn.No4/2004-ST dated 31.03.2004)}

5. Exemption to value of goods & material sold by service provider:

**(**Notification No. 12/2003-ST dated 20.06.2003 effective from 01.07.2003)

6. Exemption to taxable services provided by TBI and STEP:

(Notification No.09/2007 ST dated 01.03.2007)

7. Exemption to taxable services provided by entrepreneurs located within the premises of TBI or STEP:

(Notification No.10/2007 ST dated 01.03.2007)

8. Exemption to services provided to Foreign Diplomatic Missions or Consular Post in India:

(Refer notification for details)

(Notification No. 33/2007-ST dated 23.05.2007)

9. Exemption to services provided for personal use of a family member of Diplomatic Agent or Career Consular Officers posted in Foreign Diplomatic Mission/Consular Post in India:

(Notification No. 34/2007-ST dated 23.05.2007)

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**GOVERNMENT POLICIES**

This policy is developed in consultation with all staff involved in planning, implementation and evaluation of PLANTASTIC events. The Board of Directors should also be familiar with their functions and delegations outlined in this policy.

This policy should be referenced in relevant policies, procedures and other supporting documents to ensure that it is familiar to all staff and actively used.

This policy will be reviewed in line with PLANTASTIC’s quality improvement system and the review of associated policies.

There are different components of the policy. First of all, there is a clear cut definition of startup. Secondly, there is an Action Plan for startup which provides different institutional arrangements for support of startups. Procedure for obtaining startup license is elaborately mentioned. The role of incubators, angel funds and venture capital funds are also illustrated under the Action Plan. Thirdly, there are the tax incentives for startups and fourthly, the government has established several funds with its own money for extending financial support to startups.

**Documents to be submitted by a startup:**

The application for startup should be submitted to DIPP with any of the following documents:

1. A recommendation from any Incubators established in a postgraduate college in India or state governments or central government. Or

2. A letter of funding of not less than 20 per cent in equity by any Incubation Fund, /Angel Fund/Private Equity Fund/Accelerator/Angel Network duly registered with SEBI.

3. A letter of funding by Government of India or any State Government as part of any specified scheme to promote innovation; or

4. A patent filed and published in the Journal by the Indian Patent Office in areas affiliated with the nature of business being promoted.

Support from the Startup Action Plan:

The Startup Action Plan declared by the Government on 16th January 2016 launched several supporting measures for startups including simplifying existing laws for startups.

Exemption from labour lows: Startups shall be allowed to self-certify compliance with 9 labour and environment laws (refer below). In case of the labour laws, no inspections will be conducted for a period of 3 years. Startups may be inspected on receipt of credible and verifiable complaint of violation, filed in writing and approved by at least one level senior to the inspecting officer.

Environment laws: In case of environment laws, Startups which fall under the ‘white category’ would be able to self-certify compliance and only random checks would be carried out in such cases.

Fast-tracking of patent applications will also be made for startups. Startups shall be provided an 80% rebate in filing of patents vis-a-vis other companies. Similarly, fast racking of IP/patent applications will be made for startups.

On 16th Jan 2016, Prime Minister Mr. Narendra Modi announced bunch of benefits and schemes to promote start-up ecosystem in India. The event was called ‘Startup India, Stand up India’. It has immense importance because, for starters, it was the first of its kind dialogue between India’s startup community and the government.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

In order to meet the objectives of the initiative, Government of India announced an Action Plan that addresses all aspects of the Startup ecosystem. With this Action Plan, the Government hopes to accelerate spreading of the Startup movement from digital/ technology sector to a wide array of sectors including agriculture, manufacturing, social sector, healthcare, education, etc. and from existing tier 1 cities to tier 2 and tier 3 cities including semi-urban and rural areas.

The Action Plan is divided across the following areas:

* Simplification and Handholding
* Funding Support and Incentives
* Industry-Academia Partnership and Incubation

Since the day, the talk on “Start-up India” scheme has started, its been a burning question in each entrepreneur’s mind, whether their venture qualifies for these new schemes and benefits announced. Finally [Department of Industrial Policy and Promotion (DIPP),](http://dipp.nic.in/) Government of India has clarified which ventures will qualify as Start-up to claim the benefits.

**CONCLUSION**

As exemplified with those concepts in the article called `to Start or Not to Start`: Ability expectancies as approximations of self-efficacy appear to be amenable to training and education. As outcome expectancies appear to play a marginal role but positive role in encouraging firm start-up, our results indicate that the time spent in venture planning, in addition to the additional

market / industry knowledge obtained, may help prevent excess entry by overly optimistic entrepreneurs. In that sense, in the light of course literature with the help of our instructors in collaboration with our classmates, entrepreneurial plan on the paper becomes more embracing due to many steps of work done in order to reach perfection.

For the learning outcomes in general, there are numerous benefits for students who do their studies or get into professional life in terms of critical thinking, professional growth, and integration of theory with practice. This instructive comment includes many parts of whole efforts done by students and instructors in the long-run including not only master project period but also whole program.

Most importantly from my point of view in terms of entrepreneurship, I and classmates have learnt to become initiators of change through the whole work done in those two years. In reference to article `Opportunities and Entrepreneurship`: Different types of entities initiate the changes that result in entrepreneurial opportunities, and the type of initiator is likely to influence the process of discovery as well as the value and duration of opportunities. In that sense, within collaborative work, we define where we stand and the direction we want to go. In addition, we identify what are the main dynamics and motives of entrepreneurial processes and progress. At that point, entrepreneurial awareness becomes the prominent concept enabling us to understand and implement in a professional manner for our future entrepreneurial efforts.

Startup India, Standup India Scheme – Action Plan In Detail

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