



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



MITS – INSTITUTE INNOVATION COUNCIL



A report on

“One Day Workshop on Achieving Problem-Solution Fit & Product-Market Fit”

Organised by

MITS – INSTITUTE INNOVATION COUNCIL

Date: 23.02.2023

Time: 2.00 PM to 4.00 PM

Venue: Seminar Hall A

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(UGC-AUTONOMOUS INSTITUTION) www.mits.ac.in
Madanapalle-517325, Annamayya Dist., Andhra Pradesh

One Day Online Workshop on
“Achieving Problem - Solution Fit & Product-Market Fit”

Resource Person
Dr. Ashok Sharma
Assistant Professor
University of Jammu

DATE
23.02.2023
Session Start
@2.00 PM

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

Organized by MITS - Institute Innovation Council

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

Participants: 150 Students & 10 Faculty members.

The programme started at 2.00pm with a welcome address given by Dr. D. Jagadeesan, IIC Coordinator. The Inaugural speech given by Dr. P. Ramanathan, Vice-Principal Academics and followed by the Resource Person introduced by Ms. G. Revathi, EEE Dept IIC Coordinator.

The program's main goal was to identify the importance of developing new, unique, or unexpected solutions with the primary goal of being able to put themselves in the needs of customers and developing a better understanding of customer needs. The webinar aimed to help students develop entrepreneurship skills, how to tackle the problems and how get the correct solutions.

The resource person, Dr. Ashok Sharma, Assistant Professor, Dept. of CSE, University of Jammu. 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 “Achieving Problem-Solution Fit & Product-Market Fit”.

Dr. Ashok Sharma 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.

The outcome of the webinar are Students were made aware of how to clearly define problems, how to find an innovative solution of the problems and how to manage risk while trying to introduce new products to the markets.

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 Dr. Ashok Sharma Lecture on “Achieving Problem-Solution Fit & Product-Market Fit”.



Participants