

MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

**MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND
MANAGEMENT, RANGAREDDI (IC202220819)**

SESSION ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT

OVERVIEW

Objective:

The objective is to Attain problem-solution and product-market fit efficiently

Benefit in terms of learning/Skill/Knowledge obtained:

The session provided valuable insights, deepening participants' understanding of achieving problem-solution and product-market fit nuances

Academic Year:

2022-23

Program driven by:

IIC Calendar Activity

Month:

Program /Activity Name:

Session on Achieving Problem-Solution Fit & Product-Market Fit

Program Type:

Level 3 - Bootcamp

Other:

null

Program Theme:

IPR & Technology Transfer

Other:

NA

Date & Duration (Days):

02/13/2023-02/13/2023-0

External Participants, If any:

null

Student Participants:

90

Faculty Participants:

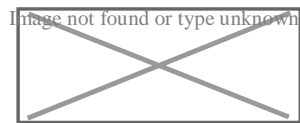
8

Expenditure Amount, If any:

15000

Remark:

null

ATTACHMENTS**Video:**https://www.instagram.com/reel/C4Po20xvu6P/?utm_source=ig_web_copy_link**Photograph1:****Photograph2:**</uploads/institutes/monthlyReport/Photograph2/7807-IC202220819.jpg>**Session plan, If any:**<http://localhost/uploads/institutes/monthlyReport/report/8646-IC202220819.pdf>

This report is electronically generated against report submitted on Institution's Innovation Council Portal.



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956



Ministry of
Education
Government of India



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)



EVENT REPORT

Session on Achieving Problem-Solution Fit and Product-Market Fit 13th February 2023

Theme	Innovation, Entrepreneurship		
Title of the Activity	Session on Achieving Problem-Solution Fit and Product-Market Fit		
Mode of Conduct	Offline		
Department / Division	Technology Innovation and Incubation Centre		
Date	13th February 2023	Time	10:00 AM to 4:00 PM
Participants	90 Students from all the branches 8 Faculty Members		
Online Resource	NA		
Resource Person (s)	Mr. B. Prasad, Dr. G. Amarnath		
Budget	Rs. 15,000/-		
Convener	Dr. G. Amarnath, IIC President		
Coordinator(s)	Mr. B. Prasad, IIC Innovation Activity Coordinator		
Overview of the Event	The session targeted both students and faculty members, providing them with valuable insights into the intricacies of product development and market alignment.		
Objectives of the Event	The primary objective of the session was to educate participants, comprising 90 students from various branches and 8 faculty members, about the importance of achieving problem-solution fit and product-market fit in the entrepreneurial journey.		
Outcomes of the Event	The session proved to be highly informative and insightful, with participants gaining a deeper understanding of the nuances involved in achieving problem-solution fit and product-market fit.		



MARRI LAXMAN REDDY **INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

BRIEF REPORT

On the 13th of February 2023, MLRITM, in its pursuit of fostering entrepreneurial spirit and knowledge dissemination, hosted a highly anticipated offline session titled "Achieving Problem-Solution Fit and Product-Market Fit." This session, meticulously organized by the Technology Innovation and Incubation Centre, attracted a diverse audience comprising 90 enthusiastic students representing various academic disciplines and 8 esteemed faculty members.

The session aimed to delve into the intricate yet pivotal aspects of aligning entrepreneurial ventures with market needs and effectively addressing real-world problems. With an ever-evolving business landscape, understanding and achieving problem-solution fit and product-market fit are paramount for the success of any venture. This event, therefore, served as a platform for participants to gain invaluable insights into these critical concepts.

Mr. B. Prasad and Dr. G. Amarnath, esteemed members of the MLRITM faculty, graciously lent their expertise as resource persons for the session. Their wealth of knowledge and experience in the entrepreneurial domain added immense value to the event, enriching the learning experience for all attendees.

The session commenced with an engaging overview of the significance of problem-solution fit and product-market fit in the entrepreneurial journey. Through interactive presentations, case studies, and real-life examples, participants were guided through the methodologies and strategies essential for identifying market needs, developing innovative solutions, and effectively positioning products or services in the market.

The event was executed seamlessly within the allocated budget of Rs. 15,000, a testament to the efficient planning and management by the organizing committee. The atmosphere was charged with enthusiasm and intellectual curiosity, reflecting the genuine interest and commitment of both students and faculty members towards entrepreneurship and innovation.

Event Photos



CONVENER