

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

The Institutions Innovation Council of Dr. Sudhir Chandra Sur Institute of Technology and Sports Complex organized a Session on Achieving Problem-Solution Fit & Product-Market Fit on 12th March 2022, 05 PM onwards in the Google Meet Platform.



DEPARTMENT OF AUTOMOBILE ENGINEERING &
INSTITUTION'S INNOVATION COUNCIL
PRESENTS
SESSION ON :
**ACHIEVING PROBLEM-SOLUTION
& PRODUCT-MARKET FIT**

SCAN TO JOIN

SPEAKER:
DR. SOUMEN RAJ
ASST. PROFESSOR
GITAM INSTITUTE OF MANAGEMENT,
VISHAKHAPATNAM CAMPUS

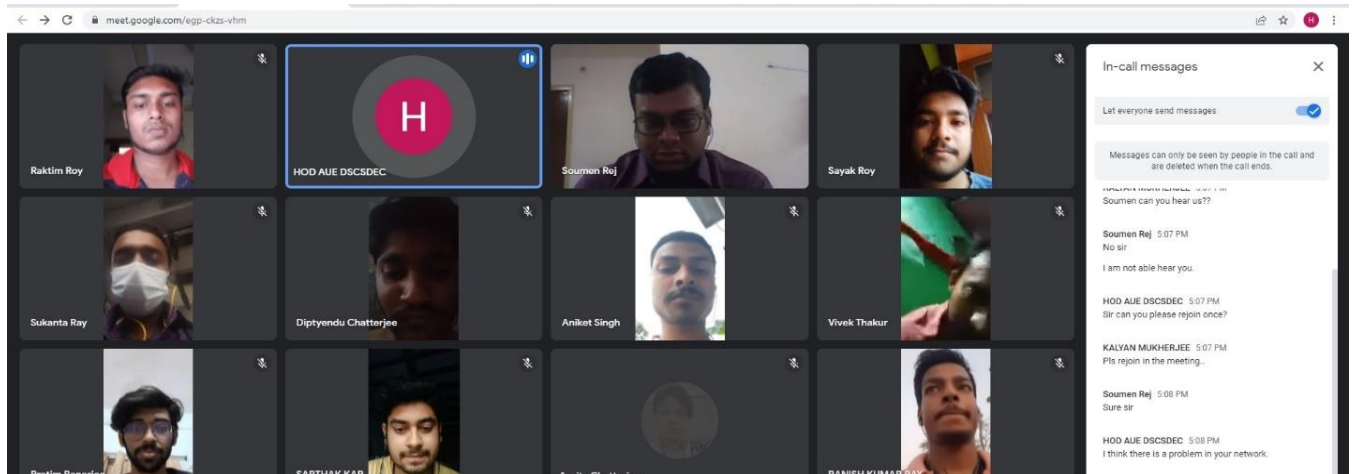
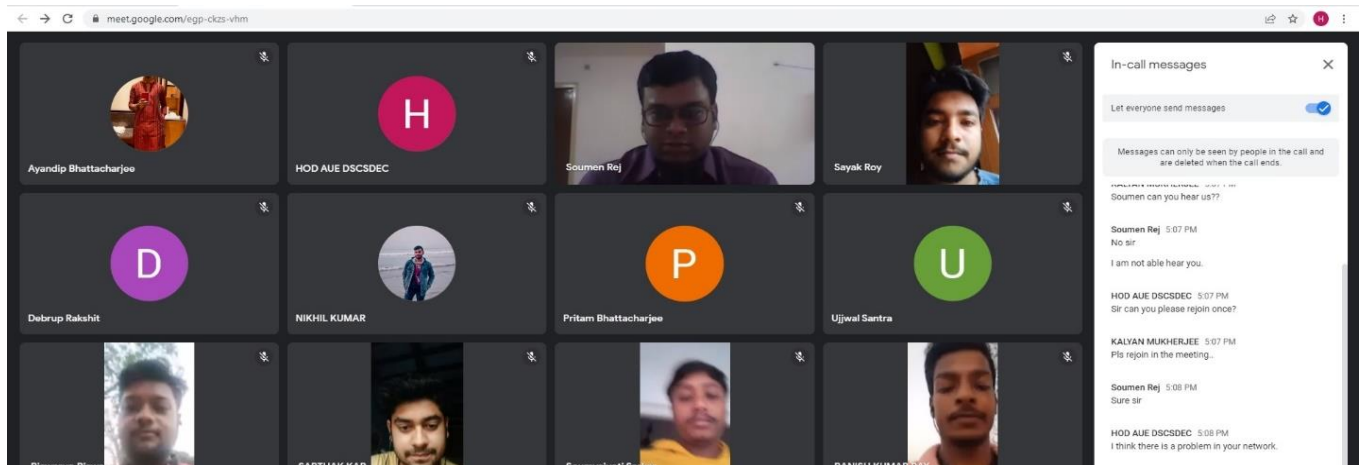
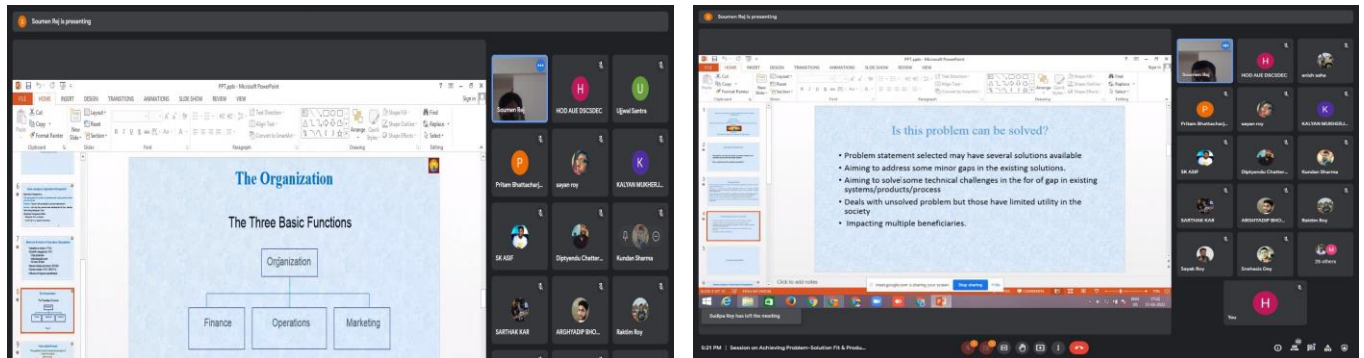
12TH MARCH, 2022 | 5.00 PM ONWARDS

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The speaker of the session was Dr. Soumen Rej, Assistant Professor, GITAM Institute of Mangement, Vishakapatanam Campus

The speaker briefly described the topics starting with the fundamental ideas of a problem and how is generated from the Market Research. Then he explained how a problem is solved by the Innovations and how are innovations need to be sustainable, feasible and accessible to all. He also continued his presentation by mentioning the Operations Research tools that can help to analysis the feedback of the Product which is being innovated so that it can comply with the needs of the consumer in the Practical Application. His session was really interactive as near about 50 students had participated in this session. The session ended with an Interesting Question and Answer

session where the speaker briefly mentioned all the facets of achieving a problem which is fit for solution along with a product which is fit for the Market.



The highlights of the session along with some snapshots of the event were posted in the Facebook Page, which can be viewed in the Link:

<https://www.facebook.com/371154273625223/posts/1178971069510202/>