Dr. Sudhir Chandra Sur Institute of Technology and Sports Complex
(Formerly known as Dr. Sudhir Chandra Sur Degree Engineering College)
540, Dum Dum Road, Surer Math, Kolkata: 700074
Website: www.surtech.edu.in Email: info@dsec.ac.in

Session on Product-Market Fit and Problem-Solution Fit
IIC Activity
Quarter II

Objective:

- To disseminate knowledge on Product-Market Fit and Problem-Solution Fit.
- To arrange a productive discussion session between Skilled Professional and aspirants to guide and support students in their entrepreneurial pursuits.
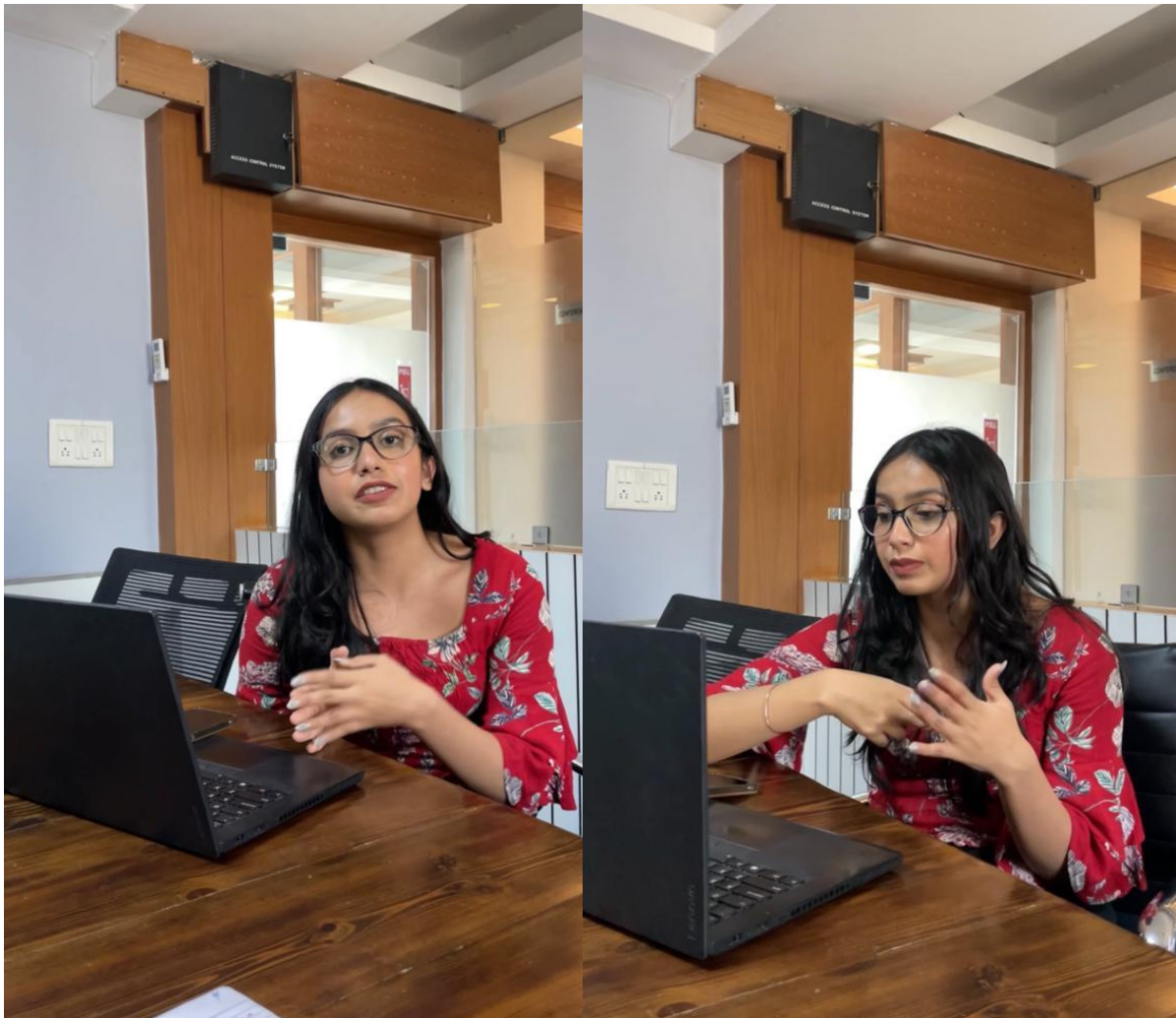
Benefits in terms of learning/skill/knowledge:

The students were provided with necessary information about Product-Market Fit and Problem-Solution Fit.

Students were enlightened about product specific market and the ongoing demand of products.

The students witnessed a lecture on the categorization of consumers and customers and their usage of products.

Information regarding Start-Up India initiative was rendered.

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Session plan/details of the event

The Institutions Innovation Council along with the Department of Basic Science and Humanities conducted the session on 22nd February, 2023 from 4 PM onwards. The topic of discussion was 'Product-Market Fit and Problem-Solution Fit'. Ms. Nikita Pandey, Branding and Communications Executive at Acme Media Group, was the keynote speaker of the day. An elaborative lecture was delivered by her and almost 60 students along with faculties from all departments attended the session. At the end of the lecture a Question-Answer session took place. All the attendees actively participated in this. The program ended with a vote of thanks.

Social Media Link

Glimpses of the event can be accessed at
https://www.facebook.com/photo/?fbid=671138468353641&set=a.507586581375498