



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
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INSTITUTIONS INNOVATION COUNCIL

&

TRAINING AND PLACEMENT CELL

EVENT REPORT

Workshop on
Achieving Problem -Solution Fit & Product-Market Fit
Speakers

Dr. Ajay Kumar
 Director,
 TIAS

Mr. Manmohan S Mishra
 Program Management and Client Success,
 Refyne Tech Pvt. Ltd.

Dr. Nivedita
 T&P Head, IIC In-charge
 TIAS

Date: 22nd March, 2022
 Timing : 02:30 PM Onwards

Join Us: <https://bit.ly/3JuglpX>

Event: Virtual Workshop
Topic: Achieving Problem – Solution Fit & Product – Market Fit
Date: 22nd March 2022
Time: 2:30 PM Onwards
Duration: One Hour
Platform: Microsoft Teams
Program: BBA, BCA, MBA, BAJMC,
Coordinator: Ms. Keenika Arora, Assistant Professor of Management Sciences
 Mr. Rahul Tripathi, Assistant Professor of Management Sciences
 Mr. Mayank Arora, Assistant Professor of Mass Communication
Convener: Dr. Nivedita, Head- Training & Placement Cell, IIC In-Charge
Students: 75

Resource Person:

Mr. Manmohan S.Mishra, Senior Manager - Program Management & Client Success Refyne Tech Pvt. Ltd. Co-Founder, Design & Tech Head for a Stealth Mode Diverse Retail Start-up
 Focus Areas: Strategy, Products, Design, Client Success, B2B Relations, People Management.

(Signature)
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Objective:

- To understand the meaning of solution fit and market fit product
- To understand the process of achieving the solution fit product
- To identify the importance of developing new, original or unexpected solutions
- To understand how design thinking helps in identifying the problem
- To develop entrepreneurship skills to tackle the problems

Report:

An online webinar was organised by IIC TIAS under the ambit of Capability Enhancement Scheme on 22.03.2022 from 2.30 PM onwards. The topic of the webinar was Achieving Problem-Solution Fit& Product-Market Fit. The speaker for the session was Ms. Manmohan Mishra, Senior Manager - Program Management & Client Success Refyne Tech Pvt. Ltd. Co-Founder, Design & Tech Head for a Stealth Mode Diverse Retail Start-up Focus Areas: Strategy, Products, Design, Client Success, B2B Relations, and People Management. described the meaning of the solution fit product as solution to a problem with customer specific approach not as money making approach, He illustrated, that the first stem is identifying the problem and then the customer should be identified which may have usual buying behaviour not willing to change the buying approach or new buying behaviour, willing to try new products and sometimes the usual consumers are forced to adopt to the new solutions. Right solution fit is required to meet all types of consumers. He further stated that consumers these days are open to adopt change and try new solutions and therefore nowadays understanding the consumers habit and be transparent in communication; the more is transparency better would be the solution fit product. He illustrated that the more an entrepreneur thins as a customer for a solution, better fit would be the solution and its success. He defined a frame work for solution fit as acronym -I (Ideate) D (Developing the content of the idea) E (Engaging the customers to retain them) A (assessing the roadmap and outcome). He defined as product fit not only as a product which is accepted but also is retained. An entrepreneur always tests the product and does refinements to make it market fit product and enhance the product to make it accepted and retained. Production can be done by systematic manner. Open and quicker approach is required for iteration. He explained that business model and plan are different. He suggested that adopting segregation at each step, for example at identification of problem, action plans, and solutions would help the entrepreneur to develop a market fit product. He summarized that right set of approach for a market fit product involves understanding of a market fit product i.e, acceptable and retained, strategy to develop the product and engaging the customers; and the vision of the organization and scalability.

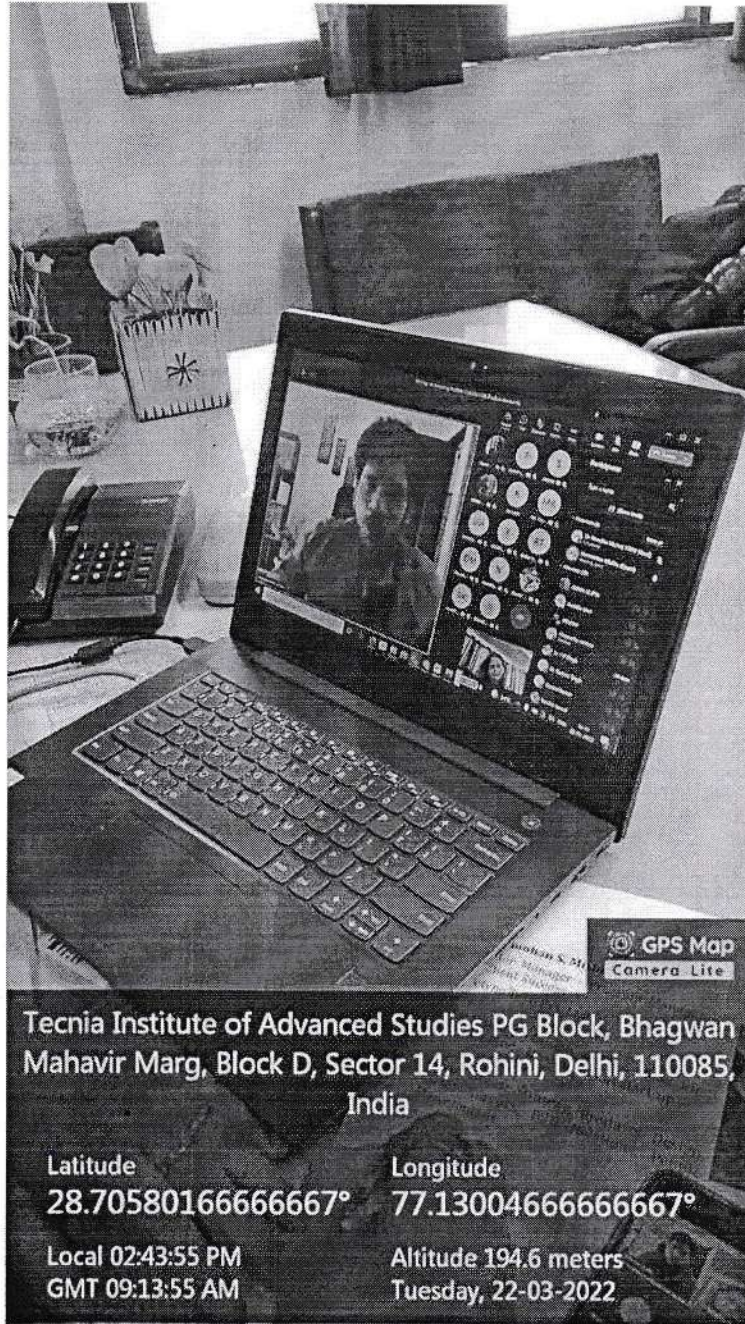
Earlier and Dr. Nivedita, Head Training and Placement Cell and In Charge IIC welcomed everyone and introduced to the students about the speakers and objective of the workshop. The one hour session was well organised and well received by the students. The session ended with vote of thanks by Dr. Nivedita and feedback collection.

Learning outcome:

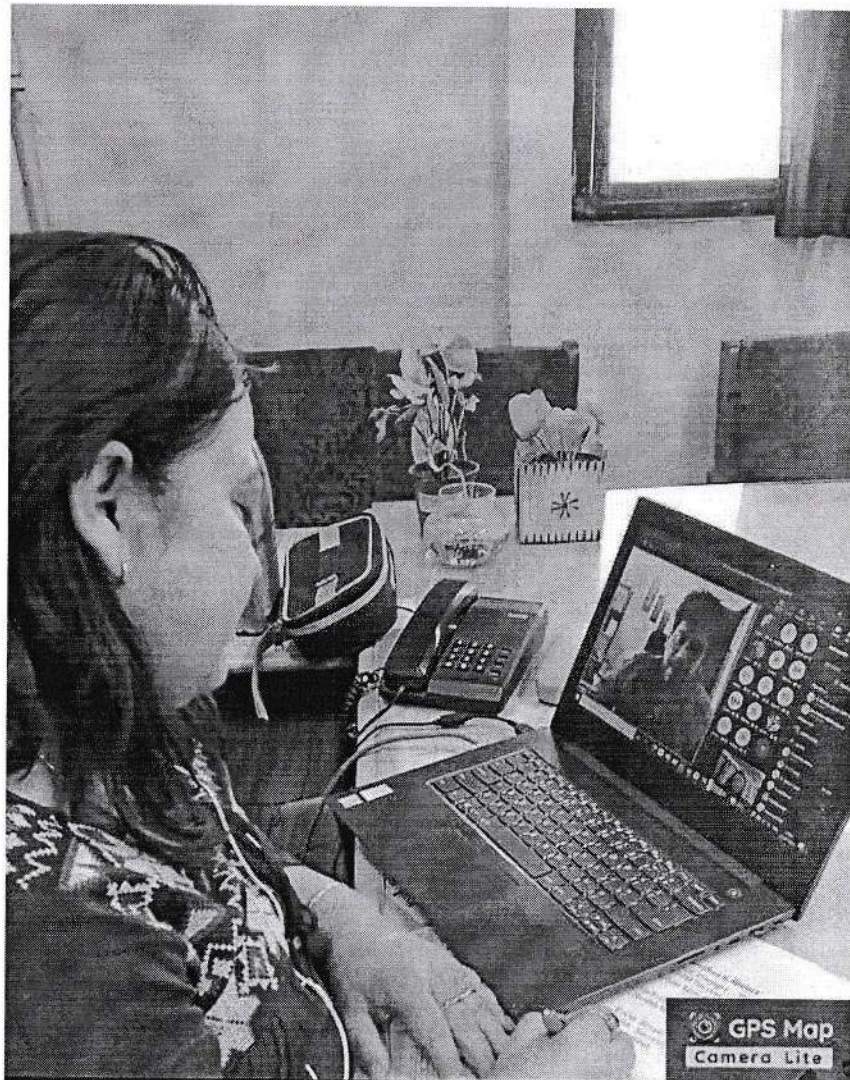
- Students will able to understand the meaning of solution fit and market fit product after attending the webinar.
- Students will able to understand the process of achieving the solution fit product after attending the webinar.

- Students will be able to identify the importance of developing new, original or unexpected solutions after attending the webinar.
- Students will be able to understand how design thinking helps in identifying the problem after attending the webinar.

Screenshot and Geotag Photos:




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GPS Map
Camera Lite

Tecnia Institute of Advanced Studies PG Block, Bhagwan
Mahavir Marg, Block D, Sector 14, Rohini, Delhi, 110085,
India

Latitude

28.705643333333335

Longitude

77.13000666666667°

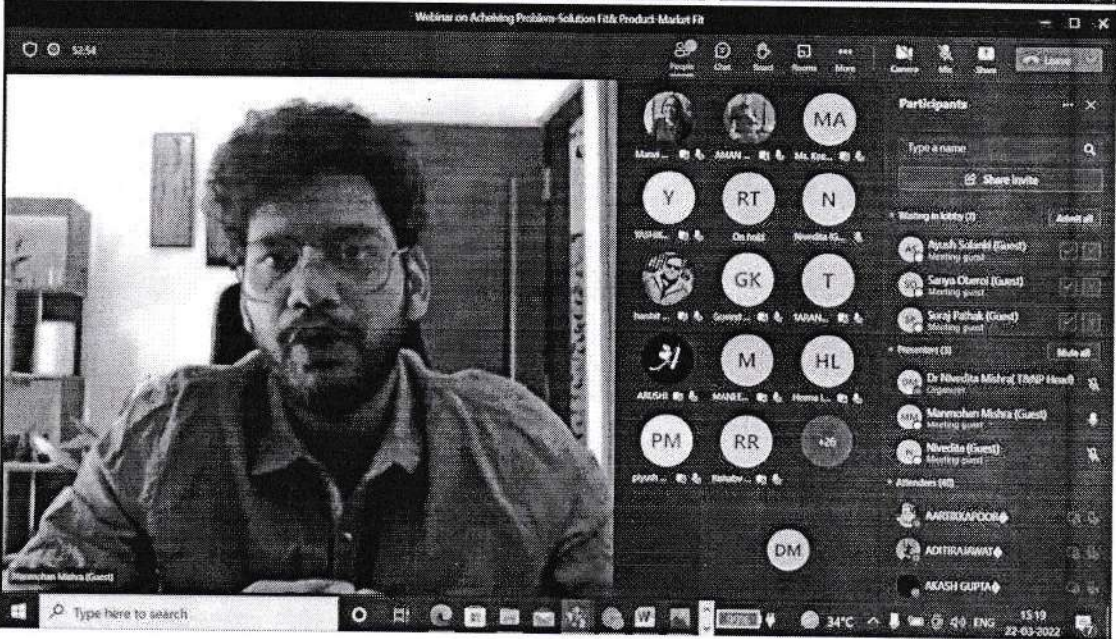
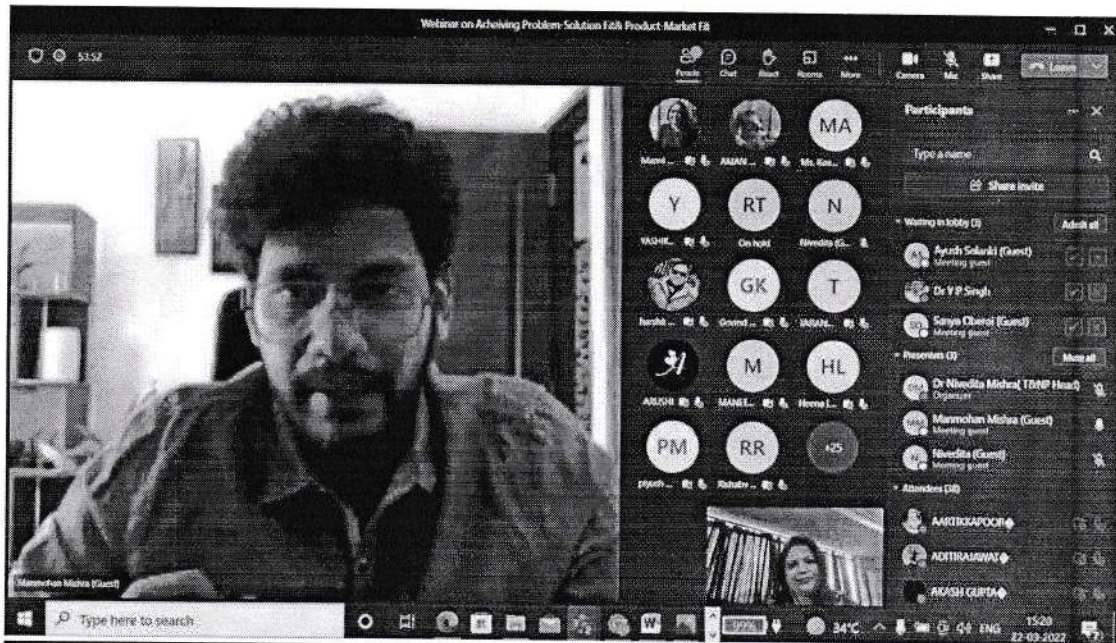
Altitude 197.7 meters


Tuesday, 22-03-2022

Local 02:43:46 PM

GMT 09:13:46 AM


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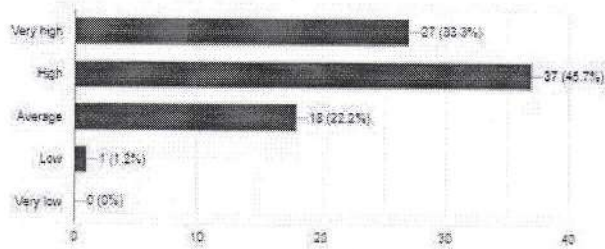



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Feedback:

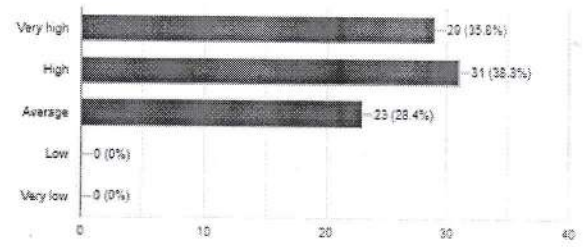
Feedback of the Webinar , rate your satisfaction level for the relevancy of the webinar

81 responses



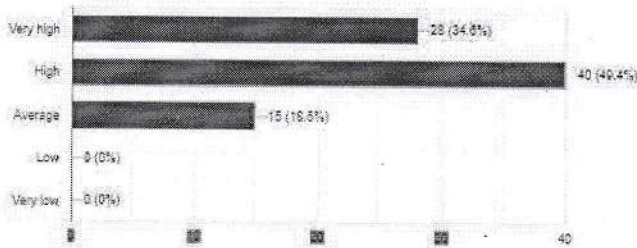
Feedback of the Webinar , rate your satisfaction level for the objective of the webinar

81 responses



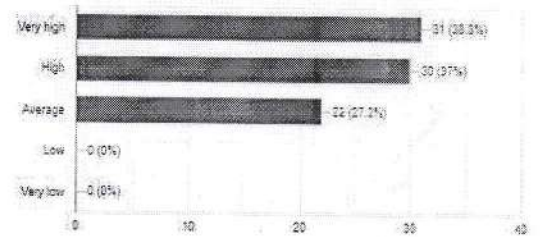
Feedback of the Webinar , rate your satisfaction level for the content of the webinar

81 responses



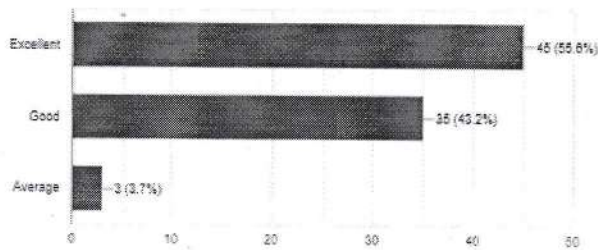
Feedback of the Webinar , rate your satisfaction level for the delivery by the speaker in the webinar

81 responses



Overall feedback

81 responses



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List of Beneficiaries:

Sl.No	Name	Attended as	Program	Overall feedback
1	Keenika Arora	Faculty	BBA	Excellent
2	Kanika Jain	Student	BBA	Excellent
3	Shimpy Goyal	Faculty	BCA	Good
4	Divya Sharma	Student	BBA	Good
5	Tarang Chopra	Student	BA(JMC)	Excellent
6	Divyanshu Mishra	Student	BA(JMC)	Excellent
7	Piyush Makhija	Student	BA(JMC)	Good
8	Naman Chawla	Student	BA(JMC)	Good
9	Lakshya Sharma	Student	BA(JMC)	Good
10	Devang Sabharwal	Student	BA(JMC)	Excellent
11	Shreya Das	Student	BA(JMC)	Good
12	Shruti Jain	Student	BA(JMC)	Excellent
13	Khushi Mahajan	Student	BA(JMC)	Excellent
14	Anamika	Student	BA(JMC)	Good
15	Sabiya Basheer	Student	BA(JMC)	Excellent
16	Yashika Sharma	Student	BA(JMC)	Average
17	Yash Sah	Student	BA(JMC)	Excellent
18	Ashutoshbisht	Student	BA(JMC)	Good
19	Anisha Yadav	Student	BA(JMC)	Excellent
20	Himanshi Arora	Student	BA(JMC)	Excellent
21	Shubham Kumar	Student	BBA	Excellent, Good
22	Vansh Kalra	Student	BA(JMC)	Excellent
23	Sheetal Tiwari	Student	BA(JMC)	Excellent
24	Sanya Oberoi	Student	BA(JMC)	Excellent
25	Saurav Sharma	Student	BA(JMC)	Good
26	Nidhi	Student	BA(JMC)	Excellent
27	Riya Sharma	Student	BA(JMC)	Excellent
28	Freya Uppal	Student	BA(JMC)	Excellent
29	Riya Gupta	Student	BA(JMC)	Excellent
30	Bhavya	Student	BA(JMC)	Excellent
31	Rahul Sharma	Student	BA(JMC)	Good
32	Riddhi	Student	BA(JMC)	Excellent
33	Naman Vij	Student	BBA	Excellent
34	Anamika	Student	BA(JMC)	Excellent
35	Alaksa Assis	Student	BA(JMC)	Good
36	Abhijeet Puri	Student	BA(JMC)	Excellent
37	Manisha Chauhan	Student	BA(JMC)	Good
38	Tanya	Student	BA(JMC)	Good
39	Imrana Naz	Student	BA(JMC)	Good
40	Kartio Bisht	Student	BBA	Good
41	Ojus Puri	Student	BA(JMC)	Good
42	Tisha Mehta	Student	BA(JMC)	Excellent
43	Kanika Bansal	Student	BA(JMC)	Good
44	Anushka	Student	BA(JMC)	Excellent
45	Ishpreet Singh	Student	BA(JMC)	Good
46	Ishika Tayal	Student	BA(JMC)	Good
47	Fiza Dua	Student	BA(JMC)	Excellent
48	Ronica	Student	BA(JMC)	Good
49	Varnika Sharma	Student	BA(JMC)	Excellent
50	Aman Gupta	Student	BBA	Excellent
51	Tanush	Student	BBA	Good
52	Tushar Aggarwal	Student	BA(JMC)	Excellent

53	Yash	Student	BBA	Excellent
54	Ayush Garg	Student	BBA	Excellent
55	Sneha	Student	BBA	Good
56	Aastha	Student	BA(JMC)	Good
57	Anshika Kher	Student	BBA	Good
58	Mayank Arora	Faculty	BA(JMC)	Excellent
59	Kavya Kukreja	Student	BBA	Good
60	Aman Anil Tyagi	Student	BBA	Excellent, Average
61	Ritish Sawal	Student	BBA	Excellent
62	Sanjini Layek	Student	BBA	Good
63	Ananya Karan Srivastava	Student	BA(JMC)	Good
64	Astha Sharma	Student	BBA	Excellent
65	Amit Kumar	Student	BA(JMC)	Excellent
66	Tavish Bhandari	Student	BBA	Good
67	Tisha Chawla	Student	BBA	Excellent
68	Rishav Ranjan	Student	BBA	Excellent
69	Arushi	Student	BA(JMC)	Good
70	Ira Sharma	Student	BA(JMC)	Excellent
71	Justin Abraham	Student	BBA	Good
72	Diwas	Student	BBA	Good
73	Navneet Kumar	Student	BA(JMC)	Excellent
74	Chahat Daryani	Student	BCA	Average
75	Kajal Jha	Student	BBA	Good
76	Kanushi Taneja	Student	BBA	Excellent
77	Lakshay Khandelwal	Student	BBA	Good
78	Ronak	Student	BBA	Good
79	Rahul Tripathi	Faculty	MBA	Excellent
80	Dr. Nivedita	Faculty	----	Excellent
81	Heena Lal	Faculty	MBA	Excellent


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