



DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGINEERING

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
An Autonomous Institution (UGC, Govt of India)

 **MRCET CAMPUS**

 **INSTITUTION'S INNOVATION COUNCIL**
(Ministry of HRD Initiative)

DEPARTMENT OF ECE ORGANIZES
A Session on
**“Achieving Problem-Solution fit
and Product – Market fit”**

Guest Speaker:
AYUSH NIGAM,
Co-Founder & CEO, Distinct Horizon Pvt.Ltd
Co-Founder, PURESCAN AI

Date : 24/01/2023 @ 10.00 AM
Venue: ECE Seminar Hall

Dr S Srinivasa Rao
Principal
MRCET

Dr P H V Sesha Talpa Sai
Dean – R & D
MRCET

Dr K Mallikarjuna Lingam
Head of the Department-ECE
MRCET

A SESSION ON

“ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT”

January 24th 2023



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(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC – ‘A’ Grade - ISO 9001:2015 Certified)
Maisammaguda, Dhulapally (Post Via. Kompally), Secunderabad – 500100, Telangana State, India.





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Malla Reddy College of Engineering and Technology (MRCET), Secunderabad is an UGC Autonomous Institution. Department of **Electronics and Communication Engineering** organized a session on **“ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT”** in association with **Institutions Innovation Council** for III year ECE students on **24th January 2023**.

Objective of Session:

The main objective of the program was to identify the importance of developing new, original or unexpected solutions with the primary purpose of being able to put themselves in the shoes of customers and developing a better understanding of customer needs. This session was aimed at building entrepreneurship skills in students and also to clearly be able to define problems to come up to an innovative solution and identify potential innovative products best fit to the current market scenario.

Highlights:

Mr. Ayush Nigam inspired the participants by sharing his experiences as an entrepreneur and highlighted on the Do's and Don't's of a start-up to avoid failure by ignoring the concept Problem-Solution Fit & Product-Market Fit. He emphasized the importance of being flexible by a company in changing markets, identifying strong market demand, repurposing or reorganizing old ideas, meeting the needs of customers, and keeping an eye on the future.

Links:

- Twitter - https://twitter.com/MRCET_IIC/status/1617463460660666368/photo/1
- YouTube -- <https://youtu.be/uwL2ouXGoEA>





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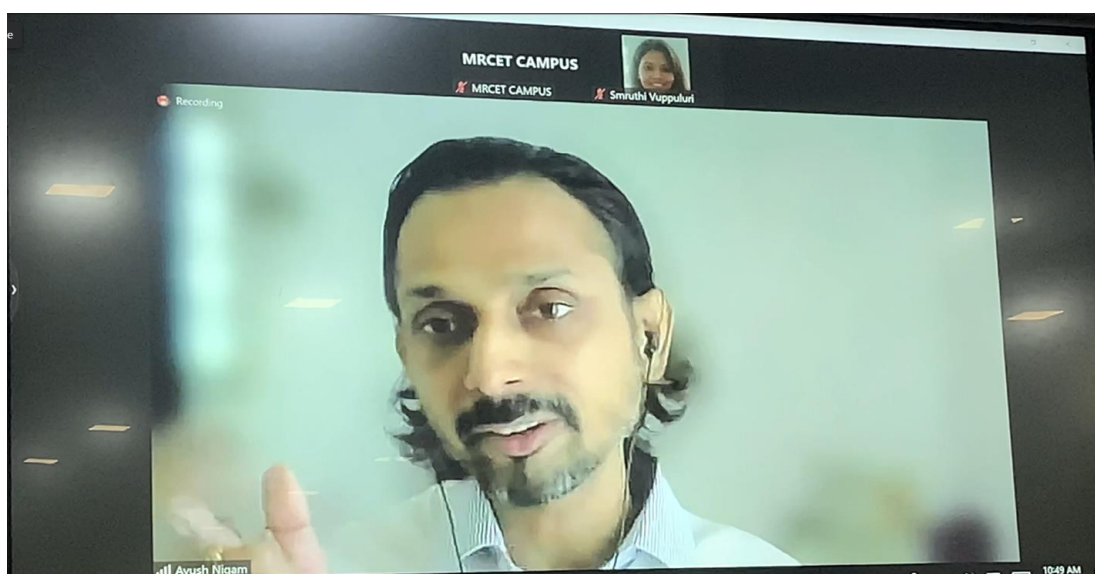
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PHOTOS





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