



**DKM COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE -1**  
**Ministry of Human Resource Development(MHRD)**  
**-Institutions Innovation Council(IIC)**  
&  
**Department of management Studies**



## REPORT ON “Achieving Problem-Solution Fit & Product-Market Fit”

### INVITATION

**D.K.M COLLEGE FOR WOMEN(AUTONOMOUS), VELLORE**  
**MHRD-Institutions Innovation Council (IIC)**  
&  
**DEPARTMENT OF MANAGEMENT STUDIES**  
Organize a webinar on

**“Achieving Problem-Solution Fit & Product-Market Fit”**

Date : 22.01.2022  
Time : 09.00 AM to 10.00 AM



Registration Link:  
<https://forms.gle/po5KSaJqci4xPAo7>

**Resource Person:** Dr.S. BALA MURALI B.Com., MBA., DHRM., UGC-NET., Ph.D  
Assistant Professor, Department of BBA  
Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai

<b>Organizing Committee</b>	<b>Coordinators</b>	<b>Principal</b>	<b>IIC President</b>	<b>Patrons</b>
Dr.V.S. Palaniammal, H.O.D Mrs.R.Maheshwari Mrs.A.Rama Mrs.A.Kalai selvi Mrs.P.Shobana Gayathri	Dr.C.Vinothini Dr.V. Rekha Mrs.S.Saranya	Dr.P.N.Sudha	Dr.Lt.A.Amirthavalli	Er.D.Maninathan Dr.T.Sivakumar

**We cordially Welcome all of you**

### PROGRAMME OBJECTIVES:

- To give awareness of the Achieving Problem-Solution Fit & Product-Market Fit .
- To make the students with the knowledge of market strategies when they become an entrepreneur.

### REPORT OF THE PROGRAMME:

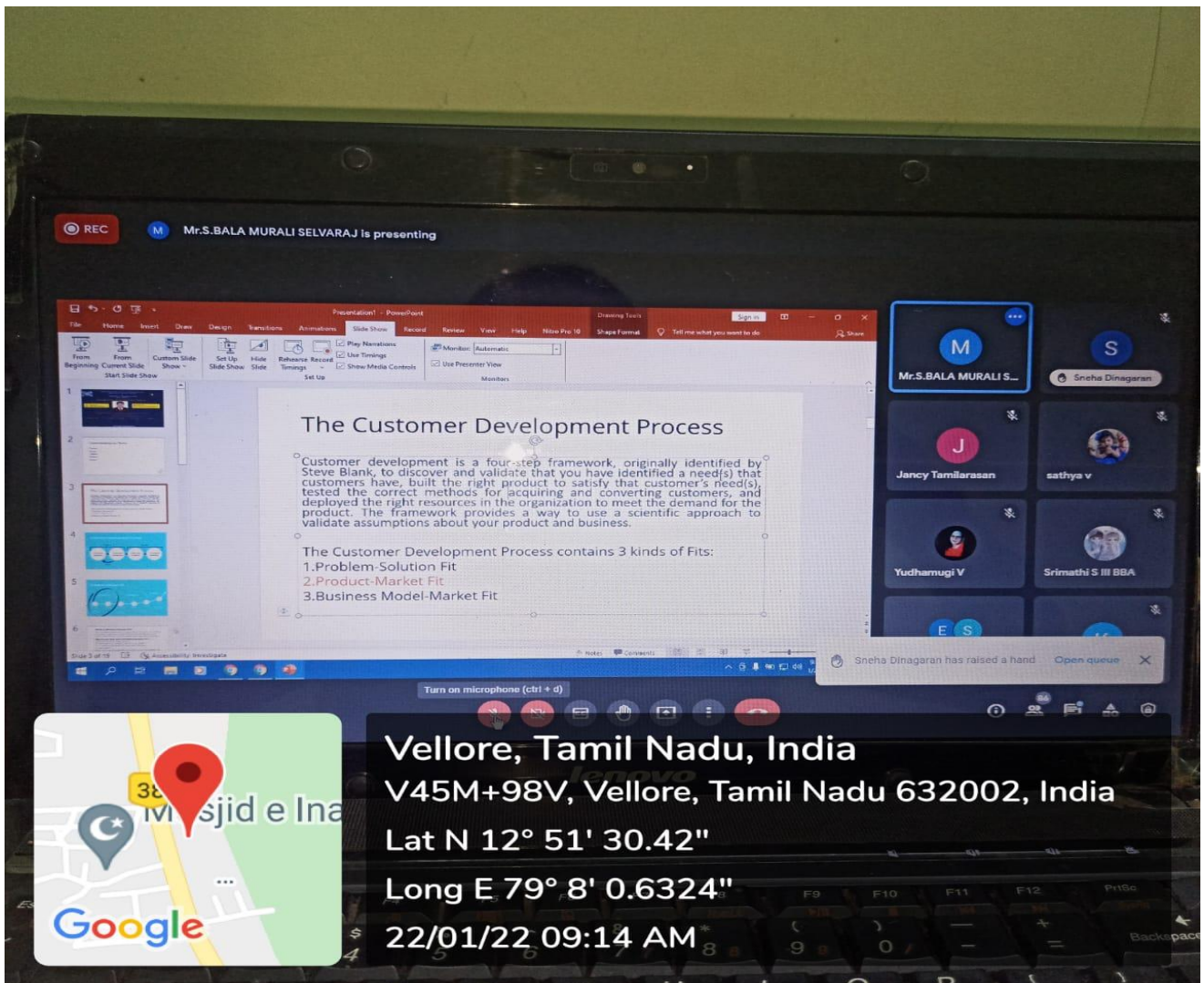
Ministry of Human Resource Development-Institutional Innovation Council and Department of Management studies of DKM College for Women has organized an one day virtual programme on “Achieving Problem-Solution Fit & Product-Market Fit ” on 22.01.2022 from 9.00 A.M. to 10.00 A.M. for the students of D.K.M College for Women. 144 students registered for the programme with

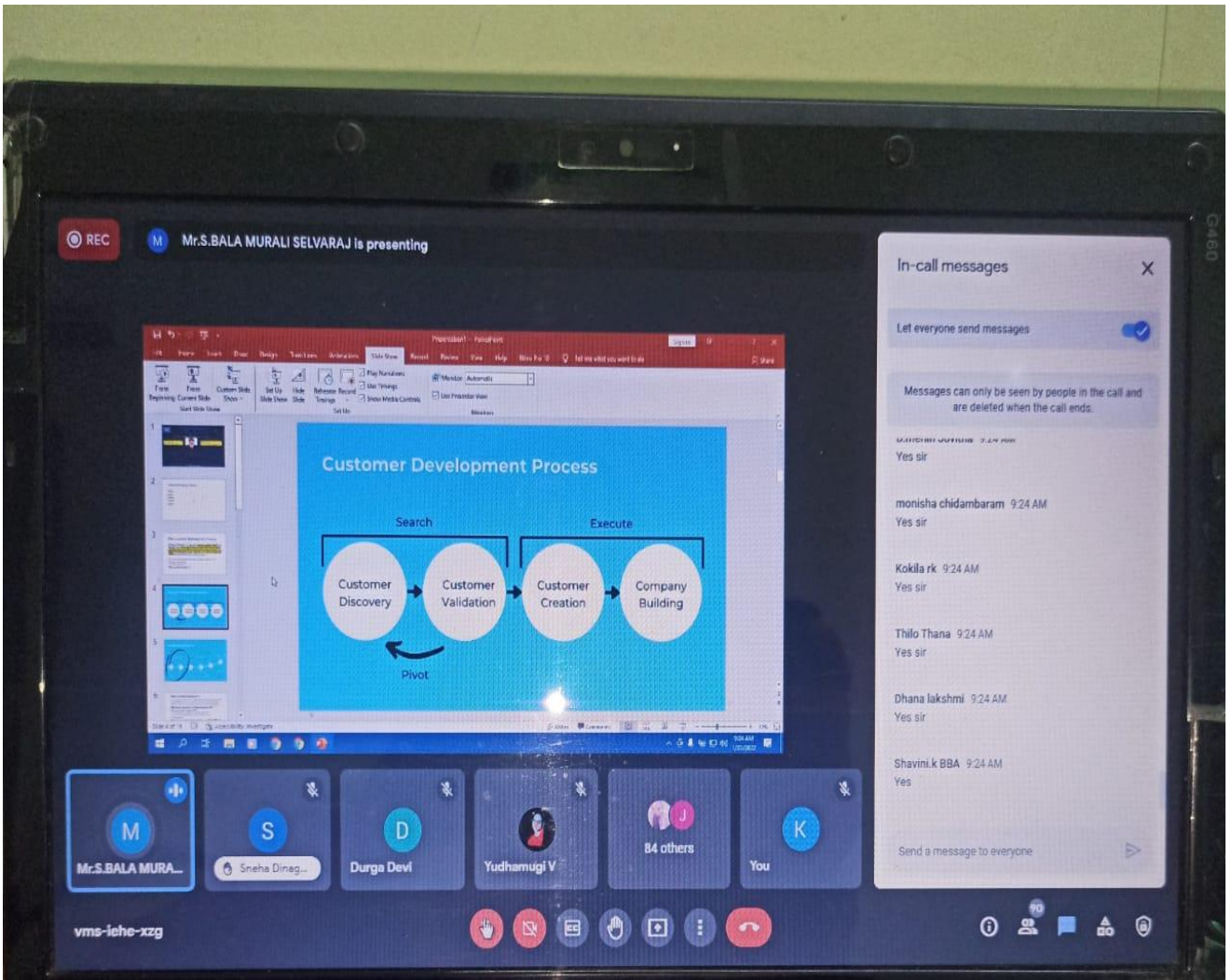
the Registration link: <https://forms.gle/po5KSaJqcij4xPAo7>.

100 participants took part in Google Meet .Dr.V.S Palaniammal, Assistant professor &Head, Department of Management studies, D.K.M.College for Women delivered the welcome address. Mrs.A.Kalai selvi,Assistant Professor, Department of Management studies introduced the resource person of the day. Dr.S.BALA MURALI ,Assistant Professor, Department of BBA, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai took over the session on the topic Achieving Problem-Solution Fit & Product-Market Fit.

In this session, Dr.S.Bala Murali inspired the participants on the importance of Problem solution fit and product market fit. He gave explanation of product –market fit:"means being in a good market with a product that can satisfy that market." When an entrepreneur identifies a need in the market and builds a solution that customers want to buy, that's product-market fit .And he also gave some Example Netflix, Google etc. He also quoted “Don't be afraid to move away from your original idea when you see a better opportunity”. He explained six steps of product process are 1. Determine your target customer, 2. Identify underserved customer needs 3. Define your value proposition 4. Specify your minimum viable product feature set 5.Create your minimum viable product prototype 6. Test your minimum viable product with customers. He also explained Product –market fit pyramid. Finally he gave an idea to measure product –market fit like how quickly customers make up their minds about a purchase, customer retention rate and so on. He suggested students to become an entrepreneur with continually take a look at what the market demands, so you can create the right fit. All the participants were enjoyed and got inspiration through this webinars. Finally Mrs R.Maheshwari , Assistant professor , Department of Management studies proposed the vote of thanks.

### SCREENSHOTS OF THE PROGRAMME





Vellore, Tamil Nadu, India

V45M+98V, Vellore, Tamil Nadu 632002, India

Lat N 12° 51' 30.42"

Long E 79° 8' 0.6324"

22/01/22 09:24 AM