



MHRD-IIC, DKMC, Vellore

D.K.M.College for Women (Autonomous),Vellore

Institution's Innovation Council (IIC) – 6.0,DKMC



**Report on
Achieving Problem-Solution Fit & Product-Market Fit**

Organized by

MHRD - IIC

&

DEPARTMENT OF MANAGEMENT STUDIES


Date & Time: 09.02.2024 & 1.00 PM-3.00 PM


Venue : D- Block Conference Hall



Name of the Programme	:	Achieving Problem-Solution Fit & Product-Market Fit
No. of Beneficiaries	:	213, Staffs-5, students-208
Date	:	09.02.2024
Time	:	1.00PM -3.00PM
Venue	:	D-Block Conference Hall


INVITATION

 **D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE-1**
AFFILIATED TO THIRUVALLUVAR UNIVERSITY
(Accredited by NAAC with 'A' Grade)

 **MHRD-Institution's Innovation Council (IIC) &
DEPARTMENT OF MANAGEMENT STUDIES**

Organizes a Seminar
On
"Achieving Problem-Solution Fit & Product-Market Fit"

RESOURCE PERSON
Dr. C.SUMITHA, M.Com., M.Phil., SET., Ph.D.
Assistant Professor and Head,
Department of Commerce (CA),
DKM College for Women (Autonomous), Vellore-1



Date : 09.02.2024 Time : 01.00 to 03.00 PM Venue : D-Block Conference Hall

CONVENORS
Dr. S.SANTHA LAKSHMI -IIC President
Dr. V. KIRUTHIGA -IIC Vice-President

PATRON
Dr.R.BANUMATHY
Principal

CHIEF PATRONS
Er. D. MANINATHAN, B.E., Secretary
Dr. T. SIVAKUMAR, M.A., President

ORGANIZING COMMITTEE MEMBERS
Dr.V.S.PALANTAMMAL (HOD), Mrs.A.KALAI SELVI, Ms.S.KAMALI, Ms.K.DEEPALARSHMI & DKMC-IIC

All are Cordially Invited



REPORT ON "Achieving Problem-Solution Fit & Product-Market Fit"

Programme objectives:

1. To help students acquire knowledge about products, their types, and lifestyles.
2. To raise awareness of achieving Problem-Solution Fit and Product-Market Fit.
3. To make students aware of market strategies to become successful entrepreneurs.

Programme outcomes:

1. The students learned the essential attributes of an entrepreneur, such as confidence, honesty, the spirit of teamwork, and concern for society.
2. Participants gained knowledge of opportunities and developed critical thinking skills.
3. Participants learned how to become successful entrepreneurs.

As per the IIC 6.0 calendar activities for the year 2023-2024, MHRD-IIC and the Department of Management organized a seminar on the topic "Achieving Problem-Solution Fit & Product-Market Fit" on 09.11.23, from 1:00 pm to 3:00 pm in the D-Block conference hall. The program commenced with a one-minute silent prayer. Dr. V.S. Palaniammal, Assistant Professor Department of Management Studies, DKM College for Women (Autonomous), delivered a welcome speech and honored the chief guest, Mrs. A. Kalaiselvi, Assistant Professor of the Department of Management Studies, introduced the resource person.

Dr.C.Sumitha, Assistant Professor and Head of the Department of Commerce (CA) at DKM College for Women (Autonomous), Vellore served as a chief guest of the day. Dr.C. Sumitha enlightened the session with the topic "Achieving Problem-Solution Fit & Product-Market Fit." She commenced the session by discussing products, types of products, the product life cycle, organized sector, and unorganized sector. Additionally, she provided insights on start-ups and problem solution fit, as well as an explanation of the product-market fit concept and process, including targeting customers, identifying underserved customer needs, defining the value proposition, defining the minimum viable product, and creating a minimum viable product prototype. Dr.C.Sumitha also explained the formula for a product's success, encompassing idea,



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product-market fit, functionality and emotion, unit economics, marketing, and product process. She highlighted the top 10 countries by the number of startups, with the highest number of startups in the USA being 65,703. Furthermore, she discussed the history, characteristics of entrepreneurship, characteristics and the stages of the entrepreneurial journey.

The session concluded with the quote, "An idea alone is not enough to make your startup big. Find the right Incubator now!!" Dr.C.Sumitha also encouraged the college students to pursue successful entrepreneurship in our society. Following the presentation, student participants raised questions, which were clarified by the resource person. The students participated enthusiastically and enjoyed the session. Approximately 208 students and 5 staff members attended this program and benefited from it. The vote of thanks was proposed by Ms. S. Kamali, Assistant Professor of the Department of Management Studies.

Signature of the
Program coordinator

Dr. V. S. PALANIAMMAL, BE M.B.A. M.Phil. Ph.D.
Assistant Professor / HOD
Department of Management Studies (Un-Aided)
D.K.M. College for Women (Autonomous),
Vellore - 622 001

Signature of IIC President

Dr. S. SANTHA LAKSHMI
M.Sc., B.F., M.Phil., Ph.D.
Assistant Professor in Chemistry
D.K.M. College for Women (Autonomous)
Vellore - 622 001.

Signature of the Principal

Principal
D.K.M. COLLEGE FOR WOMEN
(AUTONOMOUS),
VELLORE - 622 001.



PHOTOS

Welcome address given by Dr. V.S. Palaniammal, Assistant professor & Head, Department of Management Studies.





Resource person introduction given by Mrs.A.Kalaiselvi, Assistant Professor, Department of Management Studies



The Resource Person Dr.C.Sumitha, Assistant Professor& Head, Department of Commerce (CA) explained the topic “Achieving Problem-Solution Fit & Product-Market Fit”

