



INSTITUTION'S INNOVATION COUNCIL (IIC) – AVIT DEPARTMENT OF BIOMEDICAL ENGINEERING & DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING IN ASSOCIATION WITH IEEE STUDENT BRANCH- AVIT

& IE	TE STUDENTS FO	RUM		
Any one social media Url Link				
Facebook/Twitter/Instagram/LinkedIn				
Program Driven by	IIC Calendar Acti	vity		
IIC Calendar Activity/ MIC Driven Activity/ Celebration Activity/Self driven activity				
Event Title	Achieving Proble Fit.	em- Solu	tion Fit an	d Problem- Market
Resource Person	Mr. Anton Basil, St Solutions,Bangalon	•	dvisor, Both	perry
Academic year	2022 - 23		Date	:23.02.2023
Program Type	Level 1 – Expert Ta	lk		
Level 1 - Expert Talk/ Exposure Visit/ Mentoring Session (2 to 4 Hours)				
Level 2 – Conference / Exposure Visit / Seminar / Workshop (5 to 8 Hours)				
Level 3 - Bootcamp/ Competition/ Demo Day/ Exhibition / Workshop (9 to 8 Hours)				
Level 4 – Challenges/ Hackathon/ Tech Fest (Greater than 18 hours)				
Program Theme	Entrepreneurshi	p & Star	tup	
IPR & Technology Transfer / Innovation & Design Thinking / Entrepreneurship & Startup / Pre- Incubation & Incubation Management				
Start date & End Date	23.02.2023		23.02.20	23
(DD/MM/YYYY)				
Duration of the activity (in Mins) &	Duration:	Start T	ime:	End Time:
Start Time & End Time	120 Mins. (2 hrs)	10.00	AM	12.00 PM
Participants	Students: 73	Faculty	7: 12	External:1
Mode of session	Offline	Expend		6218
(online / offline)		Amoun	nt, If any	
* Online Video Url compulsory				





Event Organizer / Coordinator	Dr.S. Prasath Alias Surendar, Asso. Prof. BME/
Faculty Name / Department / Designation	Mr. Rajat Kumar Dwibedi, Asst. Prof. Gr. II, ECE
Target Participants	Students
Outcome	Students and Staff members can acquire knowledge
	In different Types of Achieving Problem- Solution
	Fit and Problem- Market Fit.

REPORT:

Department of Biomedical Engineering & Department of Electronics and Communication Engineering in association with the Institution Innovation Council (IIC),IEEE Student Branch- AVIT & IETE students Forum organized a Seminar Session on "Achieving Problem-Solution Fit and Problem- Market Fit" " on 23.02.2023. The program was conducted in the Offline mode, Venue TBSB03. Ms.Premalatha, Student IIC Member BME Department, welcomed the gathering and also briefed about the Achieving Problem- Solution Fit and Problem- Market Fit. At the onset Dr.L.K.Hema HOD/ECE & BME delivered the Welcome address and explained about new benefits of the Govt. Schemes. Mr.Murugan, Student IIC Member, ECE Department gave a brief introduction about the speaker Mr. Anton Basil.

Later, The chief Guest, Mr. Anton Basil, Strategic Advisor, Botberry Solutions, Bangalore discussed, When a startup has found a problem that its product or service can solve, it does so with plenty of insights about that problem-solution fit. It serves as a startup's initial confirmation that its offering actually addresses the issue it set out to address for a specific target market. It's important because it enables startups to assess their progress and determine what projects to focus on first. A problem-solution fit is essential for a startup to be successful. Without it, a startup will be unable to scale, find customers, or achieve product-market fit. He motivated the students to become an innovators/entrepreneurs. He also demonstrated various innovations. He encouraged the students to come up with their new ideas for different problem and convert into products. Students were interactive and asked their queries at the end of the session.

The event was concluded with Vote of Thanks, by Ms.Atchaya, Student IIC Member, ECE Department.

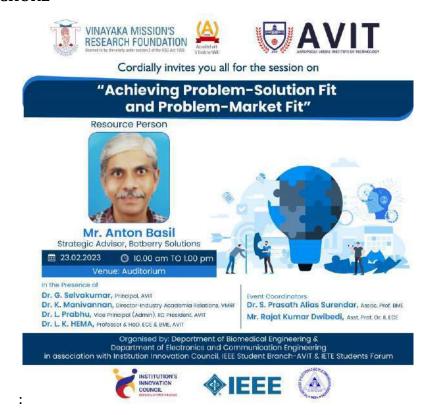








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EVENT GALLERY:













































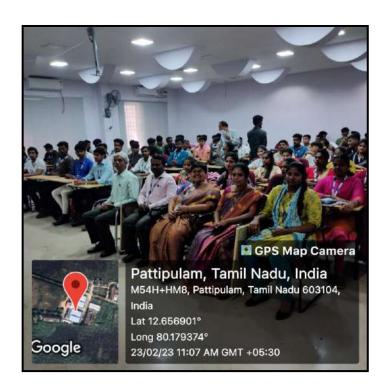






















Department of Electronics and Communication Engineering

Association with Institution Innovation Council IEEE Student Branch-AVIT & IETE students Forum Registration for seminar on

"Achieving Problem-Solution Fit and Problem- Market Fit"

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