



NALLA NARASIMHA REDDY
Education Society's Group of Institutions - Integrated Campus
(UGC AUTONOMOUS INSTITUTION)



Industry Institute Interaction (IIIC) and Institution's Innovation Council (IIC)

15-02-2024

REPORT ON A SESSION- ACHIEVING PROBLEM SOLUTION FIT AND PRODUCT MARKET FIT

SPEAKER: Dr. P. Gopinadh Rao

Professor, SoMS, NNRG

DATE: 15-02-2024, TIME: 10:30 AM – 12:30 PM

VENUE: MBA seminar Hall, Third Floor

PARTICIPANTS TYPE: Faculty Members and Students of MBA

NO OF PARTICIPANTS: 36 (II MBA)

The banner features the NNRG logo on the left and the Institution's Innovation Council logo on the right. The main text is centered and reads: **NALLA NARASIMHA REDDY** Education Society's Group of Institutions-Integrated Campus (Approved by AICTE & PCI, New Delhi & Affiliated to JNTUH, Accredited by NAAC with A+ Grade) Near Narapally, Chowdariguda (V), Korremula 'X' Road, Ghatkesar (M), Medchal-Malkajgiri (D), Hyderabad - 500088, Telangana. (UGC AUTONOMOUS INSTITUTION). Below this, it states **SCHOOL OF MANAGEMENT SCIENCES** Industry Institution Interaction Cell (IIIC) & Institution's Innovation Council (IIC) Organises Session on **Achieving Problem-Solution Fit and Product-Market Fit** by **Dr. P. Gopinadh Rao** Professor School of Management Sciences. The venue is listed as **MBA Seminar Hall**.

The School of Management Sciences in association with Institution Innovation Council (IIC) conducted a seminar session on the topic "Achieving Problem Solution Fit and Product Market Fit" to MBA students and Faculty.

Dr. P. Gopinadh Rao, Senior Professor of the department highlighted the importance of problem solving for market fit. Highlighting the point Problem solution fit Mr. Rao suggested that entrepreneurs should always try to find out the problems of society and try to give solutions for the problems facing by the society. He named certain problems faced by people in

olden days like trunk call booking for inter district calls, land line phone to talk with the people, desk top computers to compute, pager to send the messages and all the problems were solved with the help of advanced technology. Highlighting product market fit point he stated that product should not be stagnant but should always change according to the market need, then only it will compete in the market. Giving examples of refrigerator now changed into double door refrigerator to save electricity, land line converted into mobile, and updated as touch screen, laptop now converted as ipod for which no need of key pad. He at the end advised that students should always be market fit attitude and should ready to change as per market requirement. Lecture session ended by vote of thanks by MBA Senior student Vanitha Reddy.



DEAN-SOMs

Dr G JANARDHANA RAJU
DEAN-SOE & IIC-CONVENER