

MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

**CENTRAL INSTITUTE OF BUSINESS MANAGEMENT RESEARCH
AND DEVELOPMENT**

SESSION ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT

OVERVIEW

Objective:

To spread awareness on Business Model Canvas (BMC) mainly product and customer understanding.

Benefit in terms of learning/Skill/Knowledge obtained:

It helps participants to think on product and customer-value preposition and customer satisfaction as both are directly related to customers.

Academic Year:

2021-22

Program driven by:

IIC Calendar Activity

Month:

November

Program /Activity Name:

Session on Achieving Problem-Solution Fit & Product-Market Fit

Program Type:

Other

Other:

Session

Program Theme:

R&D and Innovation

Other:

NA

Date & Duration (Days):

External Participants, If any:

02/05/2022-02/05/2022-0

0

Student Participants:

44

Faculty Participants:

6

Expenditure Amount, If any:

2000

Remark:

Successfully conducted session.

ATTACHMENTS

Video:

<https://us02web.zoom.us/rec/share/earauDJeIyVamZ5qBgyANQUtsa3OoR5Bm8Zo7rNsPgjdSr>
(Passcode: Se\$&6b3x)

Photograph1:



Photograph2:

</uploads/institutes/monthlyReport/Photograph2/8957-IC201811091.jpeg>

**Session plan,
If any:**

<https://api.mic.gov.in/uploads/institutes/monthlyReport/report/7328-IC201811091.pdf>

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