



Vidya Shikshan Prasarak Mandal's Academy of Higher Education
**CENTRAL INSTITUTE OF BUSINESS MANAGEMENT,
RESEARCH & DEVELOPMENT**
Pawanbhumi, Wardha Road, Nagpur - 440025 (MS) India
Affiliated to Nagpur University and approved by AICTE, New Delhi

**CIBMRDS INSTITUTION'S INNOVATION COUNCIL (IIC)
IIC 5.0 CALENDER ACTIVITIES FROM ACADEMIC YEAR 2022-23**

Quarter-2-Activity-5

**The IIC Cell of CIBMRD has organized session on: Achieving Problem-Solution Fit &
Product Market Fit on 25th February 2023**

Semester 1

Thrust area: Validation & Concept Development

THEME	Innovation
ACTIVITY NAME	Session on Achieving Problem-Solution Fit & Product Market Fit
MODE OF CONDUCT	Offline (Physical)
TIME	One day
MANDATORY/ELECTIVE	Elective
PARTICIPANTS	Students-42 Faculty-4
DESCRIPTION	<p>Vidya Shikshan Prasarak Mandal's (VSPM) AHE Central Institute of Business Management, Research & Development, Nagpur through its Institution's Innovation Council and ED Cell has organized Session on Achieving Problem-Solution Fit & Product Market Fit for students on 25th February 2023.</p> <p>Session started with introduction of session speaker Mr. Tanveer Mirza, Social Entrepreneur and President, Yashodhara Bahudeshiya Sangh, Nagpur. Sir started his session with the concept of business model canvas (BMC) and related elements in this BMC two important key elements which is related to product and customer-value proposition and customer satisfaction as both are directly related to customers.</p> <p>Further, design of contemporary business practices includes formation, validation and growth, one must look visible changes, identify problem and it is very important to know the problem area as it is important for product and related services and provide bunch of benefits. Shift in the pyramid shape also plays a very important role which gives household-income profile as nowadays scenario has been changed.</p> <p>Sir also touched point were one need to find out opportunity and identify company marketing channel because customer role changed, highly connected, active contributor aware, most imp influencer etc. Dr. Amishi Arora, Principal, CIBMRD appreciated the way students took active participation followed by Question and answer session. Dr. Krunal Parekh proposed vote of thanks.</p>

Dr. Ajay Talwekar

President- Institution's Innovation Council (IIC), CIBMRD, Nagpur (M.S.)



VSPM-AHE'S
CENTRAL INSTITUTE OF BUSINESS MANAGEMENT RESEARCH AND DEVELOPMENT, NAGPUR, MAHARASHTRA
Affiliated to RTM Nagpur University, Nagpur and Approved by AICTE, New-Delhi
(NAAC Accredited B+ Grade)

INSTITUTIONS INNOVATION COUNCIL AND ED CELL
is organizing
IIC 5.0 CALENDER ACTIVITIES FROM ACADEMIC YEAR 2022-23
TOPIC: - SESSION ON: ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT MARKET FIT



Speaker: - Mr. Tanveer Mirza
Social Entrepreneur and President, *Yashodhara Bahudeshiya Sangh, Nagpur.*

Date: - 25th February 2023
Time: - 12:00 pm
Venue: - Ground floor Auditorium, CIBMRD, Nagpur

Organizers		
Dr. Ajay Jabekar President, IIC Cell, CIBMRD, Nagpur	Dr. Anishi Arora Principal, CIBMRD, Nagpur	Dr. Kunal Parekh CONVEGEE, IIC Cell, CIBMRD, Nagpur

