AMITY UNIVERSITY
HARYANA
Established vide Government of Haryana Act No.10 of 2010

Directorate of Outcome
Outcome Report(Event/Activity Organized @ AUH)

1. General Information

Date: 17th February 2022
Event Type: Guest Lecture, Institution Innovation Council, AUH
Event Title : "Achieving Problem-Fit and Product Market Fit"
Venue: Through Online session via Zoom Meeting
Organized by(School): Insitution Innovation Council, ABS & All AUH
Student Participation*: No. of Students from AUH (Course wise):- from ABS, ASE and OE Students & all AUH Students
Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- All ABS/ASE Faculties.
Participation from outside AUH*: No. of Students & Faculty Members-NA
(Enclose attendance sheets in given format)
Event Coordinator(s) with designation: Prof. Dr. Vikas Madhukar, Dy.PVC, Dr. Ranjana Kothari, Associate Professor, ABS, Dr. Vani Agarwal, Dr Ajay Kumar Panday, Associate Professor, ABS, Faculty Coordinators, Industry Interface Committee and CRC Team, AUH.
Details of Expert/Speaker/Resource Person/Judge:

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	Address	Major Areas where Amity can Collaborate with expert	CV of Expert (Yes/ No)
1	India	Ms. Darshana Parmar Jain	Legato Spaces	Director	Expertise in Block Chain, Meta Verse, Real State.	-------	---------	--------		Yes with CRC & ABS,AUH

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/ Intangible	Achieved/ Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc.				
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.				
c) Collaboration for Funded Projects				
2. Outcome related to Industry Connect				
a) Placement	Apprised students with areas of cenario in Swhich a company's target customers are buying, using, and telling others about the	Students become aware with significance of why is achieving it so important? Why do many venture capitalists demand	Students learned Most early-stage startups fail because they can't find customers. To achieve product/market fit, a startup has to know who their customers are. The more precisely you can define your customers, the better. It's also important to define the "entry market" – the customers you can serve	Students have learned the requisite knowledge and its application related to Microsoft applications tools, its certifications and how effectively it can be leveraged for getting placements particularly in emerging companies.

	company's product in numbers large enough to sustain that product's growth and profitability.	*evidence of product-market fit before investing in a company? Why does Andreesen, in fact, believe in the division of every startup's life into two key stages: before product-market fit (BPMF) and after product-market fit (APMF)?.*	*best in the beginning to reach product/market fit with them first.*	
b) Collaborations for Research Papers	*Areas for technological updating skills.*	*Students shown interest in getting upskilled through Achieving Problem-Solution FIT and Product Market Fit*	*Students are advised to prepare their Research Report effectively through product Mix.*	*Students have learnt the concepts and significance of Product Mix with enhanced research skill set they can effectively conclude their research projects.*
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] &Projects/Use of Instruments	-	-	-	-
d) Collaboration for Funded Projects	*No*	*No*	*No*	*No*
3. **Outcome related to Society Outreach**				
a) Benefit to society in terms of Health & Hygiene				
b) Benefit to society in terms of Education				
4. **Outcome related to Students Learning &Grooming**				
	Students learned the strategy for becoming prepared for initiating career up skilling through Microsoft application tools and its attendant certification	Students became aware and understood the techniques of developing their technology competitiveness through Microsoft application tools	Students learned the conceptual skill set for enhancing their technology competitiveness through Microsoft application tools and its certifications, which are certain to enhance their research and placement outcomes.	The conceptual and effective application techniques for getting up skilled through Microsoft tools certifications leading to distinct outcome of getting equipped with research skill set and further higher probability of getting placed in technology companies, are achieved.

		and its certificat ions			

5. **Any other**					
Students become conversant with significance and acceptability of Microsoft application tools certifications and how through these own startup and entrepreneurship projects can be build up.					

3. Event Report along with glimpses of the event *(Photographs)*

3.1 General Introduction of the Event
The Guest Lecture/ Expert talk Session conducted every week during academic session; is the academic-industry interface of ABS, MBA programme. This special CC/Expert talk session is conducted on online interactive platform on Zoom, Cisco Webex app during these Covid-19 work from home situation, an innovative initiation by ABS, AUH To keep Management students aligned and engaged with their academic and Industry Integration/ expert perspective objectives.

3.2 Objectives of the Event
To apprise and mould Management students of ABS, AUH to practically **Lean Startup** steps to achieve **Problem-Solution Fit** by aligning a valuable customer segment and their underserved need with the value proposition of a **business idea**..

3.3 Brief about the address/talk of speakers

- In an interactive session by Ms. Darshana Parmar Jain, Director, Legato Spaces, India after getting introduced by Dr Ranjana Kothari , Associate Professor,ABS AUH, elaborately explained the significance of main goal is to understand the severity of the problem you intend to solve compared to the value of your solution. The most dangerous trap the startup can fall into is creating a product nobody wants. This almost inevitably will happen if you decide to solve a problem which is not causing anyone a severe headache. You will end up delivering just "nice to have" value instead of proposing something your target customers have been dreaming about or maybe even something they didn't dare to dream!

- Ms. Darshana Parmar Jain explained What we don't want to do is to build a solution in search of a problem. There is too much waste in the world to launch something customers don't   want.
Besides your time, the scarcest resource you have, really deserves to be used for something useful and purposeful.
- Ms. Darshana Parmar Jain explained Most of the entrepreneurs we meet have a great idea, and they love it so much that their secret desire would be to find a way to shove it down the throat of their customers. Some of these entrepreneurs even asked us: is there a way I can educate my customers so that they need what I do?
- The Guest Lecture S ended with thanksgiving note by Dr Ranjana Kothari, Associate Professor, ABS, AUH.

3.4 **Photographs with caption** *(also share high resolution JPEG files of photographs)*
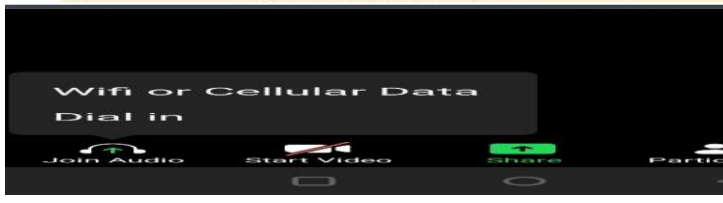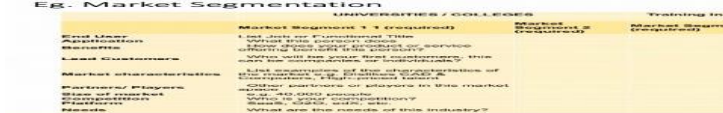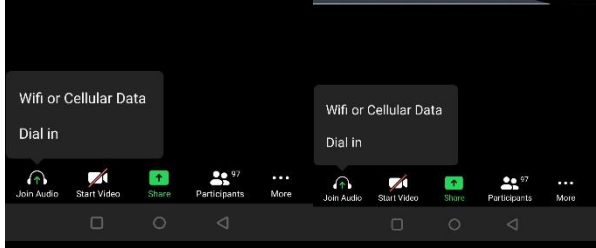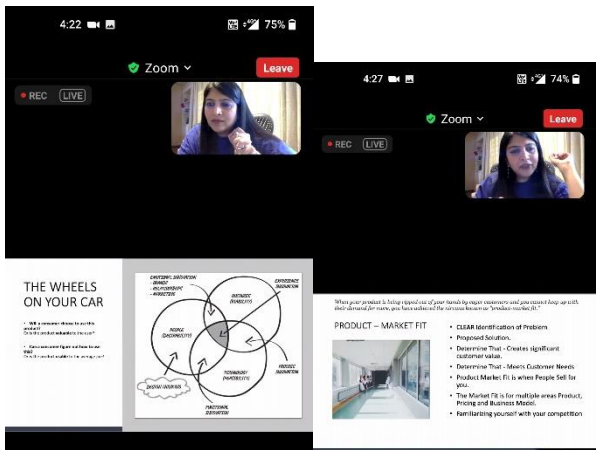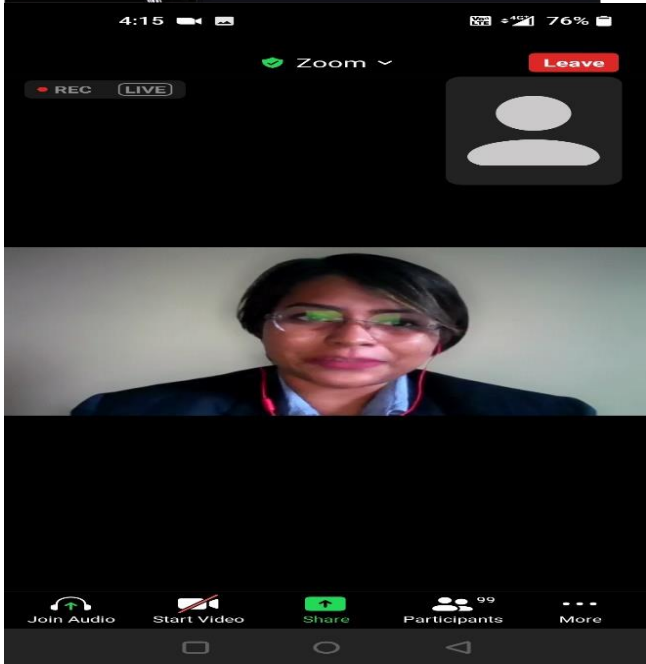
Guest Lecture with Ms. Darshana Parmar Jain, Director, Legato Services, India on 17th February 2022.

3.5 Scanned copy of attendance sheets

3.5Few Scanned feedback forms of participants

Attendance Sheet of Faculty Members (AUH)				
Event Title:Date:				
S.No.	Participant Faculty Name	School	Designation	Signature
1				

2				
3				

Name & Signature of the Event Coordinator

Attendance Sheet of Students (AUH)

Event Title:Date:

S.No.	Participant Name	School	Programme & Semester	Signature
1				
2				
3				

Name & Signature of the Event Coordinator

Attendance Sheet of Outside Participant

Event Title:Date:

S.No.	Participant Name	School	Designation/Programme &sem(if student)	Signature
1				
2				
3				

Name & Signature of the Event Coordinator

Dr. Ranjana Kothari
Dr Ajay Kumar Panday.
Faculty Co-ordinators, Industry Interface Committee,
ABS, AUH.