



# AMITY UNIVERSITY

## MADHYA PRADESH

(Established by Ritnand Balved Education Foundation)

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### **Amity Business School**

#### **Workshop**

#### **'Achieving Problem-Solution Fit & Product-Market Fit'**

**10 January 2022**

As a part of the initiative of Ministry of Education, Innovation Cell (Government of India) - Institution's Innovation Council (MoE), Amity Business School, AUMP organized a workshop on 'ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT' for students on 10th January 2021. The objectives of the workshop were-

1. To give the insights on the importance of innovation and idea generation.
2. To develop the students for focusing and enhancing 'out of the box thinking'.
3. To develop the analytical skills of students for identifying an innovative offering that is a 'Product Market Fit'.
4. To inform students as to how one can achieve a 'Problem Solution Fit' while developing an entrepreneurial offering for the potential customers.
5. To tell students about the practical usage of SWOT and PESTEL analysis for understanding the market and consumer behaviour.
6. To develop Entrepreneurial skills of the students.
7. To make them successful future Entrepreneurs

The resource person for the workshop was Dr. Konika Sharma, Assistant Professor (Amity Business School). At the outset the students were welcomed. Then they were made aware about the objectives of the workshop and the initiatives taken by Innovation Cell (Ministry of Education, GoI). The important aspects covered by the speaker during the workshop were-

1. The concept of Entrepreneurship
2. Importance of innovation and idea generation
3. Importance of problem solving
4. Identifying an innovative offering that is a 'Product Market Fit'.
5. How one can achieve a 'Problem Solution Fit' while developing an entrepreneurial offering for the potential customers.

6. Practical usage of SWOT and PESTEL analysis for understanding the market and consumer behaviour.

7. The importance of creative thinking and strategic thinking

About 65 students attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.



**Director ABS**

**Prof. (Dr.) Devendra Kumar Pandey**  
**Director-Outcome**

**Prof. (Dr.) M. P. Kaushik Pro –Vice Chancellor**

**Hon'ble Vice Chancellor**