

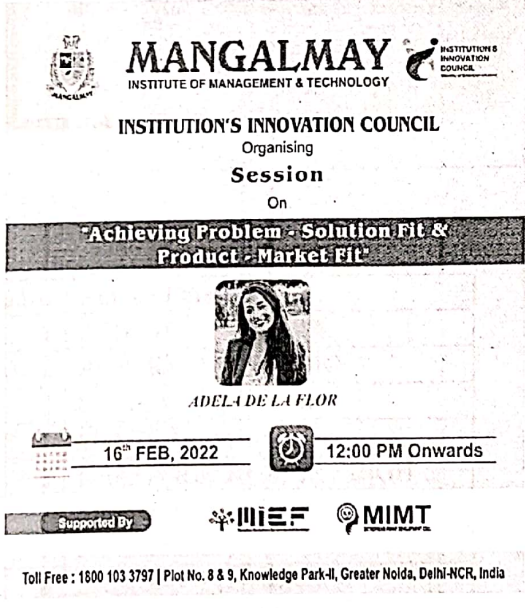


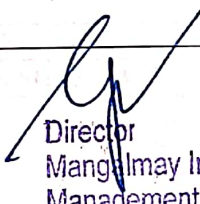
# Mangalmay Institute of Management And Technology

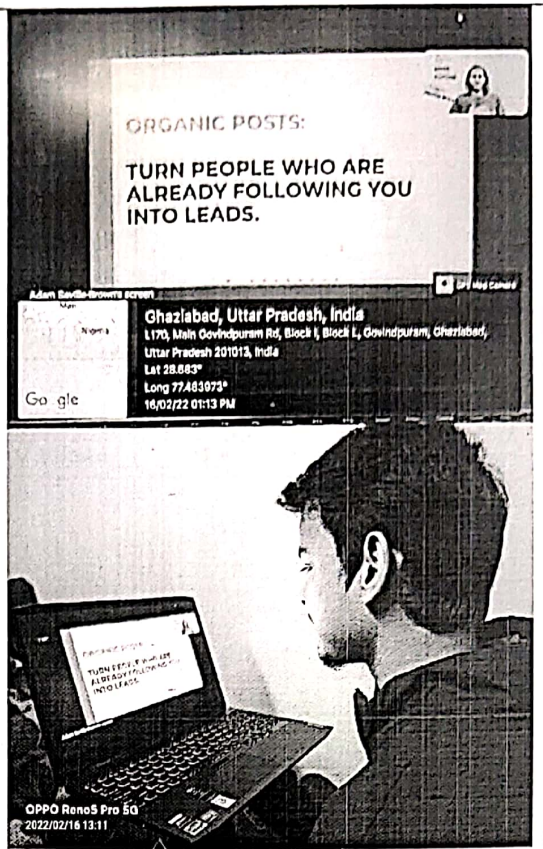
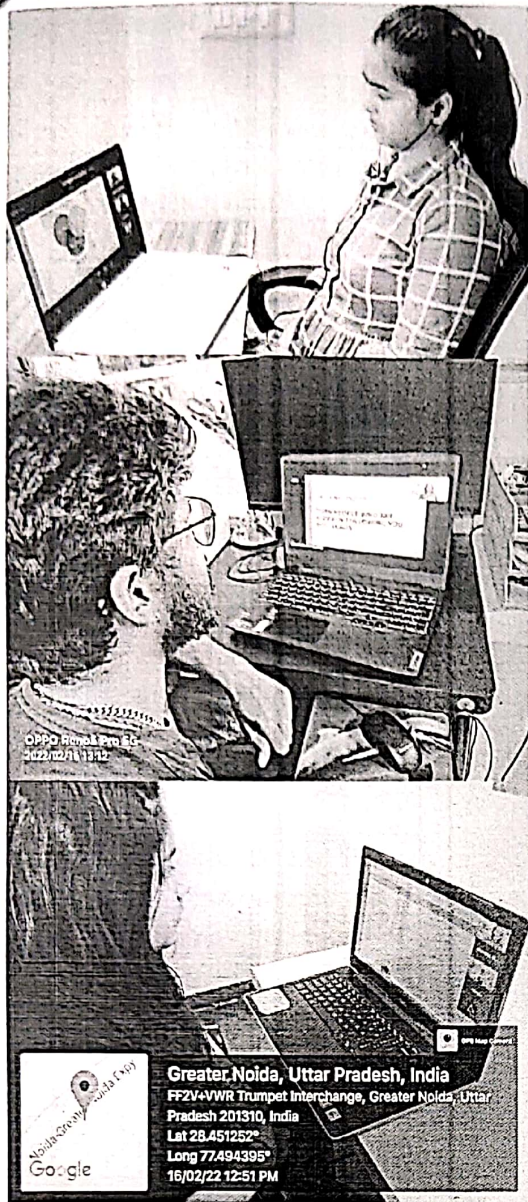


INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of IITD initiative)

Greater Noida

TITLE OF ACTIVITY	Calender Activity- Session on Achieving Problem-Solution Fit & Product-Market Fit
DATE OF THE ACTIVITY	2/16/2022
VENUE	Virtual Platform Using Microsoft Team
RESOURCE PERSON	Team of Experts from Academia Of Entrepreneur – Sydney Australia ADELA DE LA FLOR
FACULTY COORDINATOR	Dr. Pooja Goel
BENEFECIARIES	MBA students (50) & faculty (25)
OBJECTIVE OF THE ACTIVITY	To help students undertand Problem-Solution Fit & Product-Market Fit to understand the market and consumers.
REPORT	As an Initiative of MIMT IIC initiated Session on Achieving Problem-Solution Fit & Product-Market Fit. The expert started the session by starting the reasons for the any product/ services existance, and why a customer buys any product, how as an organisation we look at them. It was very interestingly shared with the stduents that how Value and its delivery is inheritant in the offering of any business which actually a custoemr value. Identifying the Niche to cater to largeer segmenst and bringing in the real chane will ceratynly lead to better market fit. stduents had raised doubts which were answerd during the Q&A session at the end.
OUTCOME OF THE ACTIVITY	Developed the understanding of Problem-Solution Fit & Product-Market Fit
<p><b>PICS OF THE ACTIVITY</b></p>  <p><b>Banner of Activity</b></p>	

  
Director  
Mangalmay Institute of  
Management & Technology  
Greater Noida



Participants attending the session

List Of beneficiaries

S.No	Name of Students
1	ASHUTOSH MISHRA
2	ANIL KUMAR MAURYA
3	SOMANSH GAUTAM
4	SUMIT TIWARI
5	HIMANSHU KUMAR SINGH
6	MANISHA SINGH
7	AYUSH DEV
8	SHIKHAR MISHRA
9	DIVYA PRAKASH SINGH
10	SUNIDHI SINGH
11	AMAN TRIPATHI

12	SNEHA SINGH
13	SHIVANGI RANJAN
14	VANSHITA SAXENA
15	SANDEEPTI RAUTELA
16	BHAWNA SHANDIL
17	VANSH JAIN
18	DEEPALI THAKUR
19	AKSHAY DUBEY
20	AMAN KUMAR DUBEY
21	SURAJ
22	GUNJAN
23	SACHIN SHARMA

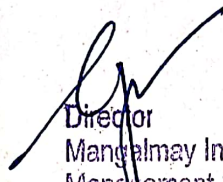
  
 Director  
 Mangalmay Institute of  
 Management & Technology  
 Greater Noida



25	YASHI GUPTA
26	JAMSHED SIDDIQUE
27	DIPANSHU
28	SHUBHAM SINGH
29	ADITYA KUMAR MAURYA
30	AKASH CHAUHAN
31	ANKIT KUMAR DUBEY
32	SWASTIKA SINGH
33	ABHAY KUMAR RAY
34	SAIRA HASSAN
35	MEENAKSHI SHARMA
36	ABHAY KUMAR RAY
37	ABHISHEK KUMAR SINGH
37	ADITYA VARDHAN

38	AMISHA
39	ARCHI KATIYAR
40	CHANCHAL GAUTAM
41	KANIKA JAWARIYA
42	NEHA RAGHAV
43	RAM SAGAR DWIVEDI
44	SHIVAM SHARMA
45	SHIVAM SONI
46	SNEHA SHRIVASTAVA
47	SUSHANT SINGH
48	TANYA VERMA
49	UZAIR BEG
50	VAISHALI GUPTA

S.No	Name of Faculty
1	Dr. Ajay Pratap Singh
2	Dr. Shweta Kulshrestha
3	Mr. Sushil Maurya
4	Dr. Munish Kumar Tiwari
5	Dr. Anshu Goel
6	Dr. Poyam Sharma
7	Dr. Pooja Goel
8	Dr. Nishant Kumar Singh
9	Dr. Seema Pundhir
10	Dr. Shruti Srivastava
11	Ms. Anita Notani
12	Mr. Bharat Ghalot
13	Ms. Pooja Gautam
14	Dr. Shikha Aggrawal
15	Mr. Indra Kant Pal
16	Dr. Jaspreet Kaur
17	Dr. Manisha Sharma
18	Dr. Gazal Singh
19	Dr. Rajnish Kumar Mishra
20	Dr. Manisha Gupta
21	Dr. Ashutosh Gaur
22	Mr. Raghvender Yadav
23	Dr. Mani Jindal
24	Dr. Anju Bala

  
 Director  
 Mangalmai Institute of  
 Management & Technology  
 Greater Noida