



**K.RAMAKRISHNAN
COLLEGE OF ENGINEERING**

An Autonomous Institution

Permanently Affiliated to Anna University Chennai, Approved by AICTE New Delhi,
ISO 9001:2015, 14001:2015 certified institution, Accredited by NBA and with A grade by NAAC



**INSTITUTION'S INNOVATION COUNCIL (IIC)
&
DEPARTMENT OF INFORMATION TECHNOLOGY**

Jointly organizes

Webinar on

**ACHIEVING PROBLEM-SOLUTION FIT
AND PRODUCT MARKET FIT**



Chief Guest

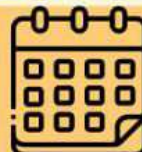
RADHIKA.A.J

**ARTIST & FOUNDER
QUEENBEE PAPER CRAFTS
& CREATIVE ARTS, Coimbatore**

Meeting URL : <https://meet.google.com/pod-omcv-phb>



**11:00AM-
12:00PM**



**23 FEB
2023**

**J.Priyadharshini
AP-IT(Coordinator)**

**Dr.H.Sudarsan
IIC Coordinator**

**Dr.S.Manikandan
HOD-IT**

**Dr.S.Titus
I-Year HOD**

**Dr. D. Srinivasan
Principal**

**Dr. S. Kuppusamy
Executive Director**

**Dr.K.Ramakrishnan
Chairman**



**INSTITUTION'S INNOVATION COUNCIL
&
DEPARTMENT OF INFORMATION TECHNOLOGY**

**Report of Webinar on
“ACHIEVING PROBLEM-SOLUTION
FIT AND PRODUCT MARKET FIT”**

DATE: 23.02.2023

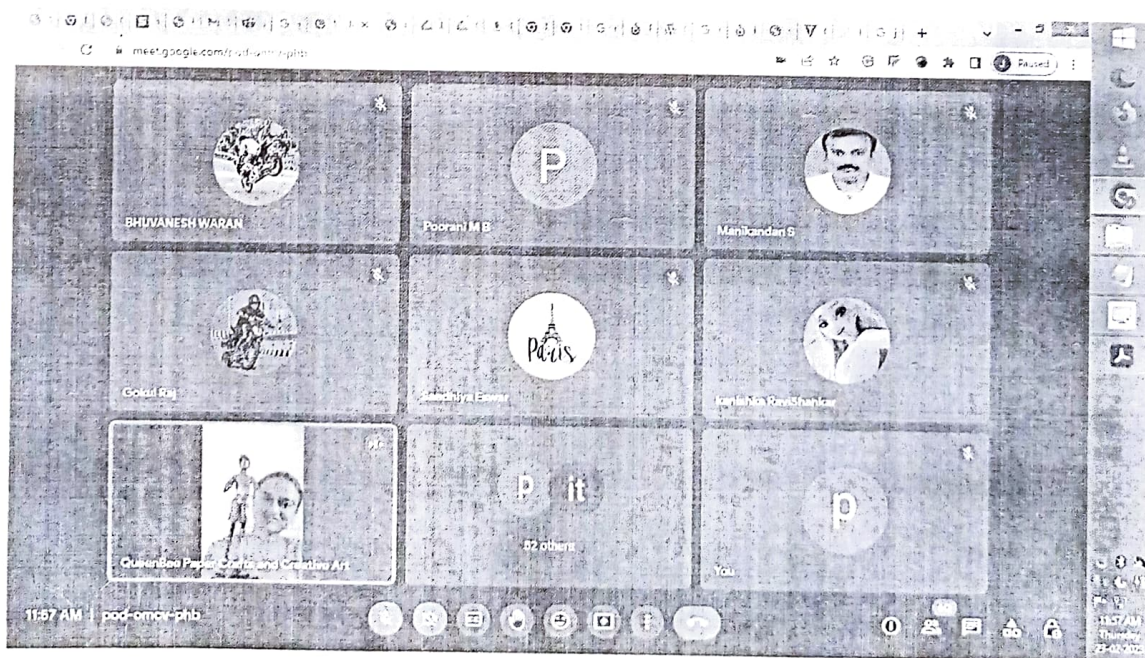
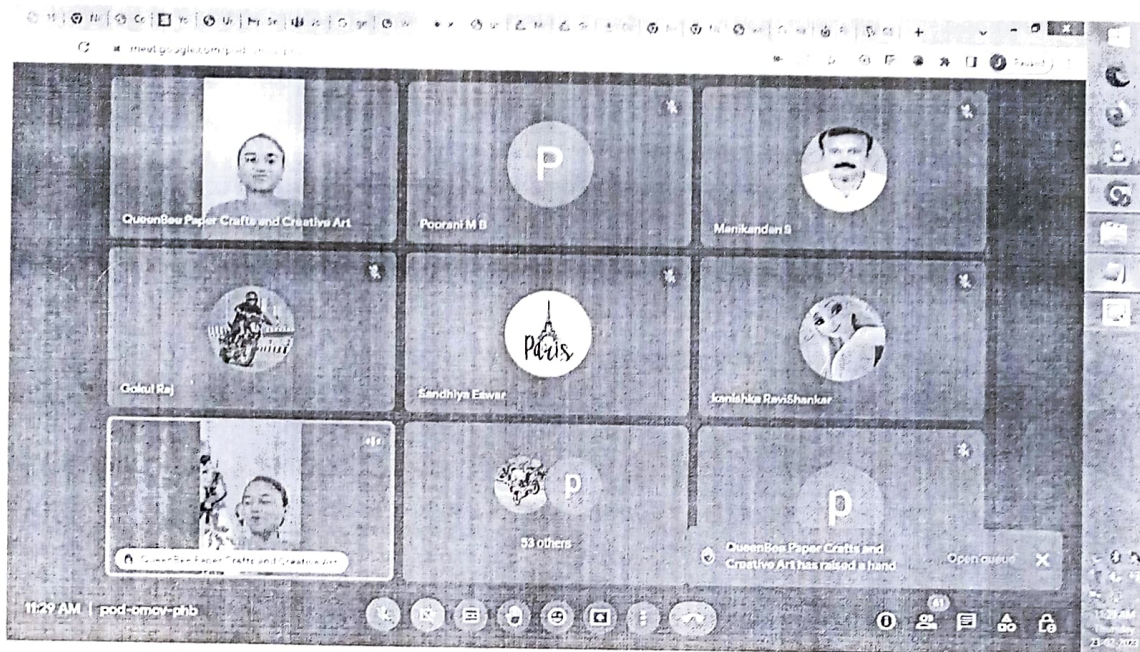
The Institution's Innovation Council and Department of Information Technology organized webinar on “Achieving problem –solution fit and product market fit” at 11 AM on 23.02.2023. The Chief Guest Ms.Radhika.A.J, Artist and Founder of Queen bee paper crafts and creative arts, Coimbatore delivered the speech on Achieving problem –solution fit and product market fit. The event was coordinated by Ms.J.Priyadharshini, Assistant Professor, IT Department.

The webinar was conducted through Google meet platform around 65 students attended this webinar. The Chief Guest Ms.Radhika.A.J, explained how to overcome the obstacles in manufacturing the product. She also illustrated the various ways to export the products to other countries. She showed the dolls which were made by her out of newspaper and also explained various ways to advertise the product.

The students and faculty members were motivated and enjoyed the session and it was an interesting session for students and faculties to know how to make dolls from newspaper. The students got ideas about how to create a new product that fit into the market and learned how to use the social media in a beneficial way to publish the product in the market.



Screenshots of the Webinar




Co-ordinator


HOD-IT
Dr. S. MANIKANDAN
Professor & Head
Department of Information Technology
K. Ramakrishnan College of Engineering
Samayapuram, Trichy-621 112


Principal
PRINCIPAL
K Ramakrishnan College of Engineering
(Autonomous)
Samayapuram, Tiruchirappalli - 621 112