

# **INSTITUTION INNOVATION COUNCIL OF MUGBERIA GANGADHAR MAHAVIDYALAYA**

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## **Overall Report of the IIC Calender activity Workshop on “Achieving Problem-Solution Fit & Product Market Fit”**

A one-day workshop on "Achieving Problem-Solution Fit & Product Market Fit" was organized by the IIC of Mugberia Gangadhar Mahavidyalaya on 24/05/2023. Dr. Wadut Shaikh, the convener of the workshop, delivered the opening remarks to inspire and encourage the participants in the field of entrepreneurship. Dr. Pintu Roy Choudhury, Assistant Professor & HOD of Bengali, served as the resource person for the workshop. Dr. Roy commenced the session by highlighting the current market situation and emphasized the importance of exploring innovative business ideas beyond the conventional norms. He discussed the significance of achieving problem-solution fit, shared strategies for identifying it, and highlighted the benefits associated with it. Furthermore, Dr. Roy shared a real-life example from his own experience, focusing on the concept of Product Market Fit in the context of the hotel business. The workshop concluded with a vote of thanks delivered by Dr. Biswajit Garai, expressing gratitude to all the participants and contributors for their active involvement and valuable insights.

### **Event details:**

Mode of Conduct: Physical

Speaker: Dr. Pintu Roy Choudhury

Date : 24/05/2023

Duration: One Day

Participation: 37 (33 students (21 female, 12 male), 4 faculties ( 4 male)

Contact persons: Dr. Swapan Kr. Misra, Dr. Bidhan Ch. Samanta,, Dr. Wadut Shaikh

Twitter Link of Workshop :<https://twitter.com/Swapank26545954>

Flyer of workshop

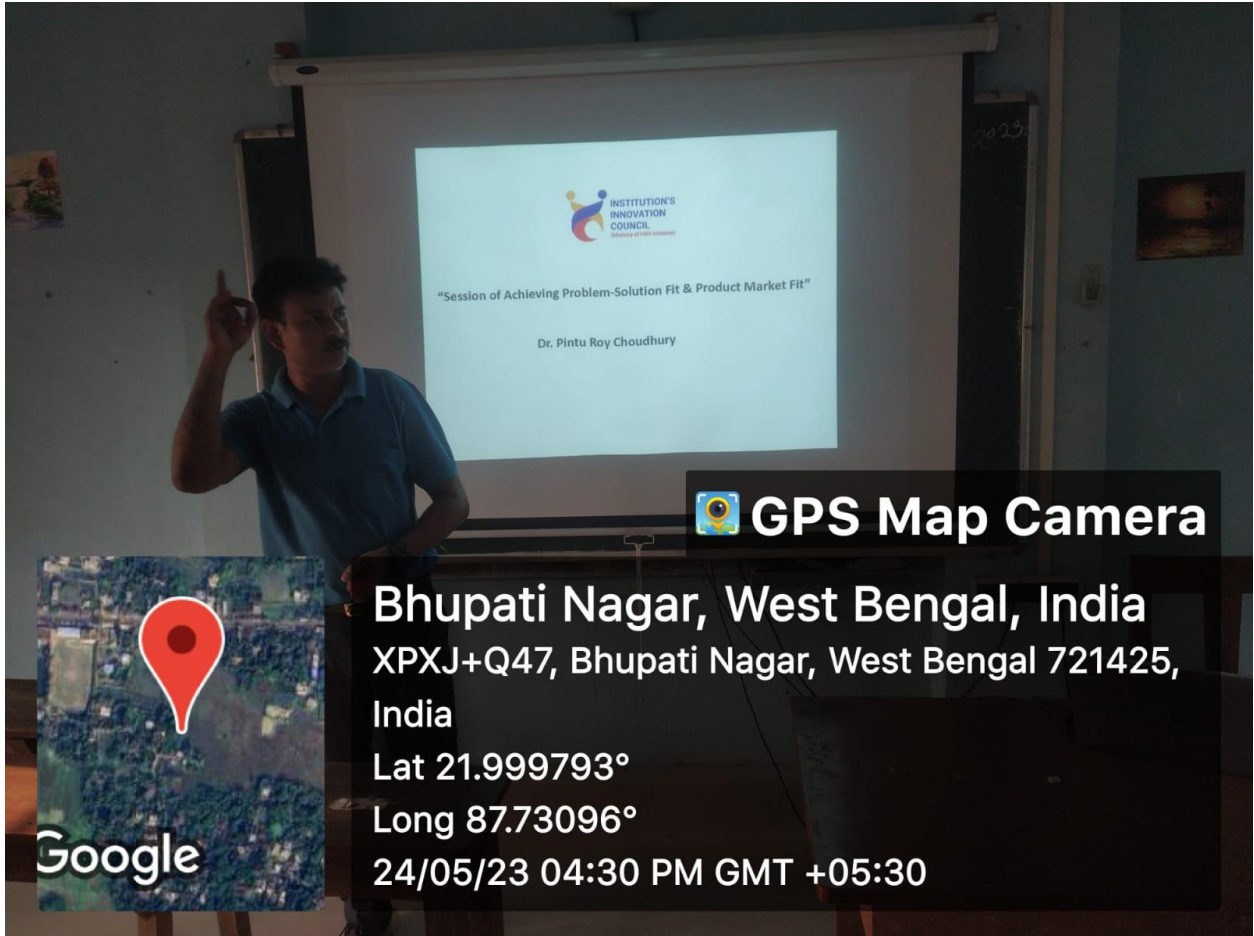


**“Session of Achieving Problem-Solution Fit & Product Market Fit”**

**Dr. Pintu Roy Choudhury**

Few photos of the workshop

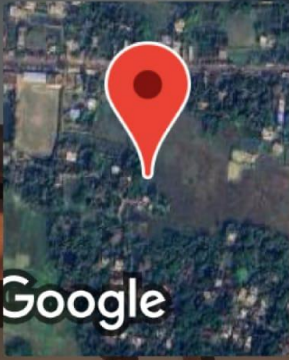




INSTITUTION'S  
INNOVATION  
COUNCIL  
"Session of Achieving Problem-Solution Fit & Product Market Fit"  
Dr. Pintu Roy Choudhury



**GPS Map Camera**



**Bhupati Nagar, West Bengal, India**  
XPXJ+Q47, Bhupati Nagar, West Bengal 721425,  
India  
Lat 21.999793°  
Long 87.73096°  
24/05/23 04:30 PM GMT +05:30