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DEPARTMENT OF CHEMICAL ENGINEERING
IN ASSOCIATION WIT ANITS IIC

08-02-20203


Event title: "Achieving problem solution fit and product market fit."

On February 7th, 2023, the department of Chemical Engineering at ANITS collaborated with IIC to organize a one-day session on "Achieving problem solution fit and product market fit" for students and faculty. The session was conducted by Mr. Thota Sivaji, from M/s Aaharya Technologies Pvt. Ltd, who was an expert in the field of market analysis and product development.



Department of Chemical Engineering
in association with IIC, ANITS organizes

**A session on
"Achieving problem solution-fit
and product market-fit"**



Guest Speaker
Shri Thota Sivaji
Founder and CEO
Aaharya Technologies Pvt Ltd.,

On 7th February, 2023 from 09.30 AM
At Seminar Hall, Chemical Engineering

Mr. B. Pradeep Santosh Faculty Coordinator	Prof. R. Srikanth HoD, Chemical Engg	Prof. K. Sri Rama Krishna Principal, ANITS
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The objective of the session was to educate participants on the process of achieving problem solution fit and product market fit. The speaker emphasized the importance of understanding the market, customer needs, and preferences while identifying problem statements, finding solutions, and testing them to achieve the desired fit. The speaker also highlighted the significance of market analysis and understanding to successfully test products and avoid mistakes.

Achieving problem solution fit and product market fit was a process that helped businesses identify and solve problems while aligning their solutions with market needs. It involved understanding the core problem a business was trying to solve and finding the best solution to address it while considering customer needs, preferences, and pain points. This process also included researching the market, identifying customer segments, analyzing their needs and preferences, and developing a product that aligned with those needs. By achieving problem solution fit and product market fit, businesses could create products that met customer requirements, solved their problems, and satisfied their preferences, leading to increased success in the market.

The session was highly informative and insightful, and the outcomes were highly positive, with participants gaining a better understanding of how to identify problems and develop solutions that met market needs. The Head of the Chemical Engineering Department, Prof. R. Srikanth, the Vice-President of IIC, Dr. Ch. Anil, the IIC Coordinator, Mr. B. Pradeep Santosh Kumar, and other faculty and students attended the session. The initiative was highly appreciated by the Principal, Prof. K. Sri Rama Krishna, who signed an MOU between ANITS and M/s Aaharya Technologies Pvt. Ltd. for 3 years.



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(Faculty Coordinator)

R. Srikanth

(HOD, Chemical Engineering Department)