

**INSTITUTIONS INNOVATION COUNCIL  
PRESENTS**

**ONLINE WEBINAR ON**

**BUILDING AN INNOVATION/ PRODUCT  
FIT FOR MARKET**



**SPEAKER**

**DR. M. S. R. SSHA GIRI**

Professor and HOD School of Management Studies  
GIET UNIVERSITY, Gunupur

**COORDINATOR:**

**Dr. Saumendra Das**

**DATE** 30<sup>th</sup> July 2021

**TIME** 02:00 PM - 03:30 PM

[www.adityatekkali.edu.in](http://www.adityatekkali.edu.in)

Call: **92466 57908/92466 57913**

**+91 7989133934 (Nepal)**

Follow us on:      

# Summary report on online Webinar on Building an Innovation/Product Fit for Market

**Title of the Programme:** online Webinar on Building an Innovation/Product Fit for Market

**Resource Person:** Dr. M. S. R Sesha Giri  
Professor and HOD  
School of Management Studies  
GIET University  
Gunpur, Odisha.

Date: 30<sup>th</sup> July 2021  
Time: 2:00 to 3:30 PM  
No. of participants: 100

**Organized by:** Aditya Institute of Technology & Management, Tekkali

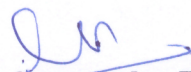
**YouTube link:** <https://www.youtube.com/watch?v=rD-TUmDPM90&t=627s>

## **Programme objectives:**

1. Create awareness on uniqueness of product innovation.
2. Build creative thinking on building product fit for the market.
3. Provide basic knowledge on market, marketing, product innovation, product design, and market testing and market analysis.
4. Understand the benefits of uniqueness of product design and market testing.
5. Provide an insight on problems and challenges faced by the start up to bring a product which will be fit for market.

## **Programme outcomes:**

1. The resource person was able to communicate the information on innovative product creation, prototype design and test marketing.
2. The resource person created awareness on development of unique product which will be fit for market.
3. The session was very interactive where the participants face to face communicated with resource person and have cleared about their doubts.
4. The participants have gained the sound knowledge on design of products, its uniqueness and image development.
5. Overall the online webinar was very interesting where the participants noted down the process of product design and development.
6. The participants also gained the strength and weakness of market fit products.

  
**Dr. Saumendra Das**

**Programme Convenor**



zoom

Mangipudi Sundara rama sesha giri





- ▶ 1. Why Innovations fail
- ▶ 2. How to make innovation Success possibly
- ▶ 3. BCG
- ▶ 4. New Product Development
- ▶ 5. How to come with Innovative ideas
- ▶ 6. How to evaluate Product Market fit.





Mangipudi Sun...

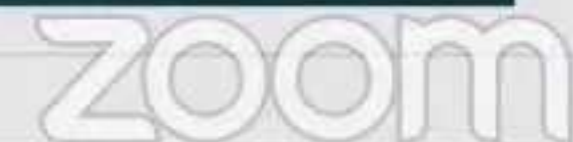


## Presentation on Innovation – Market fit

# Welcome to All Distinguished Members.

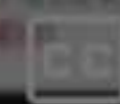
DR.M.S.R.SESHAGIRI, PROFESSOR  
GIET UNIVERSITY, GUNUPUR

Click to add notes





Webinar on Building an Innovation/Product Fit for Mar...



INSTITUTIONS INNOVATION COUNCIL  
PRESENTS **ONLINE WEBINAR ON**

**BUILDING AN INNOVATION/ PRODUCT FIT  
FOR MARKET**



1:19:11 / 1:21:00

**SPEAKER** DR. M. S. R. SSHA GIRI

Professor and HOD School of Management Studies  
GIET UNIVERSITY, Gunupur

**COORDINATORS:** Dr. Saumendra Das

