

Summary report on online “Building an Innovation/Product Fit for Market”

Resource Person:

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Date:30-07-2021

Time:2.00 to 3.00 PM

No. of participants:97

Organized by: Aditya Institute of Technology & Management, Tekkali

YouTube link: <https://www.youtube.com/watch?v=rD-TUmDPM90>

Programme objectives:

- 1) Give a complete orientation on the innovation practices in the educational industry
- 2) Detail the status of Innovative practices with respect to the success rate and failure rates in India
- 3) Describe the BCG Matrix at the standpoint of innovation and product fit market
- 4) Provide training on the process of new product development
- 5) Gain the basic knowledge about idea generation, idea screening and commercialization
- 6) Acquire the knowledge on how the evaluation of product market fit can be taken up

Programme Outcomes:

- 1) The programme provided the status of Innovation practices in India
- 2) Students were able to know BCG Matrix at the standpoint of innovation and product fit market
- 3) Students were educated about process of new product development
- 4) Students were known about idea generation
- 5) The programme communicated the trends of innovations in India.
- 6) The students gained the basic knowledge about evaluation of product market fit can be taken up

B. Siva Kumar
Dr. B. Siva Kumar
Programme Convenor