



**SREE SANKARA VIDYAPEETOM COLLEGE,
VALAYANCHIRANGARA**

**Report on Seminar on Achieving Problem Solution fit and Market fit in
Entrepreneurial Journey**

Programme Details in a nutshell	
Name of the Event	Achieving problem solution fit and market fit in entrepreneurial journey
Nature of the Event	Entrepreneurship
Objectives	To inspire and motivate the participants towards successful innovation and entrepreneurship
Resource person	Mr. Sujil Krishnan Chief Executive Officer, Chronotech enterprises
Date and Time	09-12-2022, 01.30 p.m. – 3.30 p.m.
Beneficiaries	Students No. of participants 58
Venue	P.N. Namboothiri seminar hall
Organising dept/ Cell	Institutional Innovation Council in association with IEDC and EDC
Coordinator	Sri. Viswan M.G.
Outcome/ Benefit of the programme	The participants got greater motivation and confidence in the field of entrepreneurship.



PROGRAMME REPORT

The workshop on Achieving problem solution fit and market fit in entrepreneurial journey was conducted on 09-12-2022. The session was handled by Mr. Sujil Krishnan, a successful entrepreneur. The session aimed to provide practical insights, advice, and tips to aspiring entrepreneurs, drawing from the resource person's extensive experience as a successful entrepreneur. Mr. Sujil Krishnan shared practical advice gathered from his entrepreneurial experiences. He addressed key challenges and pitfalls while emphasizing the importance of resilience, adaptability, and a forward-thinking mindset. He has also provided valuable insights and strategies for entrepreneurs navigating the crucial phases of identifying a viable problem-solution fit and achieving market fit.

Participants were introduced to practical tools and techniques for identifying and validating problem-solution fit. Strategies for customer development were discussed, focusing on building a deep understanding of customer needs, preferences, and behaviors. The resource person shared insights on conducting customer interviews, surveys, and leveraging data analytics to refine products or services.


A significant portion of the session focused on the art of building relationships and the crucial role of networking in business growth. He shared his strategies for establishing and nurturing connections within the industry, highlighting how strong relations contribute to long-term success. The resource person has provided the audience with practical advice and tips on how to be a successful entrepreneur. He has shared his personal experiences on how to build up relations and the importance of networking in growing a business. He has also given a brief description of the various funding sources available.



The workshop encouraged active participation, with participants engaging in a lively and insightful deliberation with the resource person. This interactive format allowed for the clarification of doubts and the exchange of ideas, enriching the overall



learning experience. The workshop provided a practical guide to aspiring entrepreneurs, combining theoretical knowledge with real-world experiences to equip participants with the tools needed for success in the world of entrepreneurship.

Programme description in detail



IIC, IEDC & EDC
SREE SANKARA VIDYAPEETOM COLLEGE
VALAYANCHIRANGARA

Seminar on
Achieving problem solution fit
and market fit in
entrepreneurial journey

MR. SUJIL KRISHNAN
CHIEF EXECUTIVE OFFICER
CHRONTECH ENTERPRISES
HMT, KALAMASERRY

Principal: Dr. Sheena Kaimal N
IIC President: Dr. Suchitra A
IIC Convenor: Sumi K S
Coordinator: Viswan M G

Date: 09/12/2022
Time: 01.30 pm - 03.30 pm
Venue
PN Namboothiri Seminar Hall

Figure 1 Brochure of the event





Figure 2 Welcome address by the coordinator of the seminar



Figure 3 Resource person delivering talk



LIST OF PARTICIPANTS

Sl.No	Name of Course/Department	Name of student/Faculty
1	B.Voc.	Anananthakrishna Saju
2	B.Voc.	Ananya K S
3	B.Voc.	Arunima Mani
4	B.Voc.	Badusha P S
5	B.Voc.	Devikrishna P
6	B.Voc.	Elson K Roy
7	B.Voc.	Lekshmipriya P S
8	B.Voc.	Muhammed Sahal K P
9	B.Voc.	Nadirsha S
10	B.Sc. Computer science	Sandra Krishna M
11	B.Sc. Computer science	Sreelakshmi P H
12	B.Sc. Computer science	Adarsh A
13	B.Sc. Computer science	Akhil V U
14	B.Sc. Computer science	Anandakrishnan A
15	B.Sc. Computer science	Aswathy Raj
16	B.Sc. Computer science	Farhana C M
17	B.Sc. Computer science	Greena Peter
18	B.Sc. Computer science	Nafeesa Noushad
19	B.Sc. Chemistry	Adhithyan Baiju
20	B.Sc. Chemistry	Akshaya A K
21	B.Sc. Chemistry	Sabin.K .S



22	B.Sc. Chemistry	Aswani Vinoj
23	B.Sc. Chemistry	Gouri Unnikrishnan
24	B.Sc. Chemistry	Sivapriya K A
25	B.Sc. Chemistry	Anna Babu
26	B.Sc. Chemistry	Arjun K. G
27	B.Sc. Chemistry	Joshua Presannan
28	B.Sc. Chemistry	Parvathy P M
29	B.Sc. Chemistry	Adithya Shaji
30	B.Sc. Chemistry	Adhithyan Baiju
31	B.Sc. Chemistry	Sreelakshmi M S
32	B.A. Economics	Hanna Rose K A
33	B.A. Economics	Madhav Krishnan
34	B.A. Economics	Muhammed Haffiz K E
35	B.A. Economics	Waseem Mohammed
36	B.A. Economics	Sneha Varghese
37	B.A. Economics	Ajal B
38	B.A. Economics	Gokul Suresh
39	B.A. Economics	Ashil M S
40	B.A. Economics	Deepak P Santhosh
41	B.A. Economics	Saifudheen M.S.
42	B.A. Economics	Adithya P
43	B.A. Economics	Alfin Saji
44	B.A. Economics	Aravind.K.A
45	B.Com. Finance & Taxation	Sharafunisa M S



46	B.Com. Finance & Taxation	Sona T U
47	B.Com. Finance & Taxation	Sreelakshmi E. V
48	B.Com. Finance & Taxation	Krishnamol Shaji
49	B.Com. Finance & Taxation	Judev K S
50	B.Com. Finance & Taxation	Sajith Thambi
51	B.Com. Finance & Taxation	Sandra Sajikumar
52	B.Com. Finance & Taxation	Bissy George
53	B.Sc. Physics	Adarsh C T
54	B.Sc. Physics	Minel Shiraz
55	B.Sc. Physics	Nandana Sadanandan
56	B.Sc. Physics	Praveen Raj K R
57	B.Sc. Physics	Anfil Mahroof
58	B.Sc. Physics	Lakshmi Suresh
59	B.Sc. Physics	Saya V. Saif
60	B.Sc. Physics	Subhadra Devi V



PRINCIPAL
SREE SANKARA VIDYAPEETOM
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(VIA) PERUMBAVOOR