

SESSION ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT

IIC JU organized lecture on Sustainable Strategies for Improving Rural Health, Food Security and Livelihood (Activities done by NASI, Varanasi Chapter, in eastern UP, India)”

IIC JU organized a motivational lecture on “Sustainable Strategies for Improving Rural Health, Food Security and Livelihood (Activities done by NASI, Varanasi Chapter, in eastern UP, India)” by Prof. Madhoolika Agrawal, Dean Faculty of Sciences, Banaras Hindu University and General Secretary NASI, Allahabad. During the lecture, Prof. Agrawal discussed about



the problem solving mechanism adopted by her group in the tribal areas of eastern Uttar Pradesh. According to her, lab. to field model is the only way by which research can reach to the society. There are many reasons for the migration of the people from villages to the cities and to stop this migration the problems faced by them need to be solved at their doorstep, she said. Giving examples with respect to food security she discussed that how the research conducted by her group has helped in ensuring availability of wild vegetables to the villagers. Further, she stressed upon the fact the food quality in terms of the nutritional value is the basic requirement to attain the Sustainable Development Goals. She emphasized upon the young students and scholars to undertake such kind of research initiatives and innovations and thereby work for the betterment of the society.

Prof. Rakesh Vaid, Convener IIC, NIRF Coordinator and Professor at Department of Electronics, spoke about the activities of IIC. Prof. Veenu Kaul, President, IIC JU and Head, Department of Botany, University of Jammu, Jammu welcomed the speaker and the participants of the event. Speaker was introduced to the audience by Dr. Harish Chander Dutt, Social Media Co-ordinator IIC. More than 100 students, research scholars and faculty members of University of Jammu including Prof. Yash Pal Sharma, Prof. Namrata Sharma, Prof. Susheel Verma, Dr. Sikander, Dr Geeta, Dr. Sajan and Mr. Azhar attended the lecture. Proceedings of the event were conducted by Dr. Romica and Dr. Skarma, ARIA Coordinator IIC presented vote of thanks.

The objectives of achieving Problem-Solution Fit and Product-Market Fit in this lecture are:

- **Understanding the concept of Problem-Solution Fit:** The lecture aims to provide a clear understanding of what Problem-Solution Fit means in the context of entrepreneurship and product development.
- **Exploring strategies for achieving Problem-Solution Fit:** The lecture may delve into various strategies and methodologies for achieving Problem-Solution Fit. It may discuss techniques such as customer research, user interviews, and prototyping to gain insights into customer needs and preferences.
- **Understanding the concept of Product-Market Fit:** The lecture aims to introduce the concept of Product-Market Fit and its significance for startups and businesses.

The two key benefits of Achieving Problem-Solution Fit & Product-Market Fit are mentioned below:

- **Increased chances of product success:** Understanding and achieving Problem- Solution Fit and Product-Market Fit significantly increase the likelihood of developing a successful product. Individuals can learn effective strategies and methodologies to identify the right problem, find way to solve it and align their products with the market demand. This knowledge can guide them in making informed decisions during product development, resulting in a higher chance of success.
- **Competitive advantage and sustainable growth:** It provides a competitive advantage in the market. By creating products that effectively address customer needs and preferences, businesses can differentiate themselves from competitors and build customer loyalty. This advantage leads to sustainable growth as the product gains traction, generates revenue, and establishes a strong market presence.