



# DADI INSTITUTE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Approved by A.I.C.T.E & Permanently affiliated to JNTU GV

Accredited by NAAC with 'A' Grade and Inclusion u/s 2(f) & 12(B) of UGC Act

An ISO 9001:2015, ISO 14001:2015 & ISO 45001:2018 Certified Institute.

NH-16, Anakapalle - 531002, Visakhapatnam, A.P.

Website: [www.diet.edu.in](http://www.diet.edu.in), 9963993229 E-mail: [principal@diet.edu.in](mailto:principal@diet.edu.in)

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Anakapalle,  
02-01-2024.

To,

The Principal,  
Dadi Institute of Engineering & Technology, Anakapalle  
Visakhapatnam-531002

Sub: Request for permission to organize one day lecture session on “**Conduct a Session on Achieving Problem -Solution Fit and Product Fit -Market Fit**”: Regarding

Respected sir,

I am herewith requesting you to give permission to organize a organize one day lecture session for all the students of MBA on “**Conduct a Session on Achieving Problem -Solution Fit and Product Fit -Market Fit**” to create awareness and knowledge on the concern topic in the meantime on **05-01-2024**, please extend your kind cooperation in this regard.

Dr. R Vaikunta Rao

Principal

Dadi Institute of Engineering & Technology

Autonomous

Anakapalle - 531002

Organizing Team



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**Date:02-01-2024.**

## CIRCULAR

This is to inform to all the MBA students that DEPARTMENT OF MANAGEMENT STUDIES of Dadi Institute of Engineering and Technology is going to organize one day lecture session on the theme “**Conduct a Session on Achieving Problem -Solution Fit and Product Fit -Market Fit**” from **05-01-2024** . So all the MBA students are informed to attend the Programme.

Dr. R Vaikunta Rao

Principal

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## DEPARTMENT OF MANAGEMENT STUDIES

**"Conduct a Session on Achieving Problem -Solution Fit and Product Fit -Market Fit"**

**DADI INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
PERMANENT AFFILIATED to JNTUGV  
NAAC A GRADE ACCREDITED INSTITUTE

**DEPARTMENT OF MANAGEMENT STUDIES**  
conduct a session on

**ACHIEVING PROBLEM-SOLUTION FIT  
AND  
PRODUCT-MARKET FIT**

VENUE  : E-CLASS ROOM-2  
DATE  : 05-1-2024  
TIME  12:40 PM

<b>HOD</b>	<b>PRINCIPAL</b>	<b>CHAIRMAN</b>
Dr .P.B.RAMA KUMAR	Dr. R. VAIKUNTA RAO	Sri. DADI RATNAKAR

### **About Dadi Institute of Engineering & Technology:**

In the words of Sri Dadi Ratnakar, Chairman of Dadi Institute of Engineering and Technology, Education is the most powerful tool to bring desirable changes in our personality and also to bring positive changes in our society. It is the only medium which enables you to move from darkness to brightness. It is indeed very

heartening to witness that Dadi Institute of Engineering and Technology has carved a name for itself in the academic map of the sunrise state of Andhra Pradesh.

The deepest desire of the Institution to serve the society has helped in Molding the technocrats and business leaders of tomorrow by providing the world class facilities that enable them to compete with their peers in the global competitive market with a blend of discipline and values. DIET is the only institute in the entire country focusing on the all-round development of its students with active professional bodies of international repute and has the latest technologies made available for the students to enhance their skills to fit to the requirement of the industry. DIET has an Active Research Centre that has helped in the establishment of Incubation center and it is helping the students and faculty to give shape to their ideas. The energetic and dedicated qualified staff of the institute have transformed our institute as a preferred destination for the young techies to build a dream career.

#### **About MBA Department:**

The Department of Master of Business Administration was established in 2008, It provides high quality Management Education. The school believes that Management has to interact with technology more intimately in today's world and hence this stride in blending technology with Management Education is highly essential. This will create a new breed of managers, who would be well equipped with knowledge to face the stark realities of business uncertainties and yet create value out of the techno economic intricacies and complexities of globalized economy.

The objective of the Department is to impart sound managerial skills with a stress on personality development to match the requirements of the industry. The MBA Department aims at carrying out research in Management Education that shall eventually contribute to the development of society.

The department maintains high standards in conducting lectures by Academicians, Industrial tours, Personality development programme, Case studies and Guest lecturers from Industry. An erudite team of faculty members



moulds the enthusiastic students into multifaceted professionals. Apart from this, the Department conducts various interactive training programmes for the students. This is to equip the students with requisite knowledge and skills to meet the challenges of the new order. Our emphasis is to develop professional managers for the corporate sector, who will lead the nation towards prosperity.

The programme is backed by a very good faculty drawn from both inside and outside the Institute and also from high quality academic infra-structure. The programme strives to equip the students with more effective techniques of decision-making, instill in them a vigorous approach for productivity, excellence, innovation, concern for one's neighbor and at the same time providing them with global perspective.

A workshop on Entrepreneurship Skill, Attitude & Behaviour is organized on 27th , 2023 in Dadi Institute of Engineering & Technology at E-class room -1.

These skills are crucial in establishing and growing a business, and entrepreneurs need to continuously improve and develop them.



### Brief Summary –

As part of the business club activity, all the MBA students and the MBA Department

faculty gathered at Seminar Hall-2.

The b-club activity was organized by TEAM LEO. The session is on About “ Achieving Problem - Solution Fit and Product-Market Fit”

The Club activity session was on About “Achieving Problem -Solution Fit and Product-Market Fit”.

Every team participated actively in this session. Everyone in every team came forward with their topic.

### **Strategy fit:-**

About “Achieving Problem -Solution Fit and Product-Market Fit”.

Strategic fit is about ensuring that the various components of a company's strategy work in harmony to achieve its long-term objectives. It involves aligning internal and external factors, fostering consistency across functional areas, and making informed decisions about resource allocation and capabilities. Companies that achieve strategic fit are better positioned to adapt to changes, capitalize on opportunities, and sustain a competitive advantage in the marketplace.

It emphasizes the coherence and consistency of various components within an organization to achieve overall objectives. The goal of achieving strategic fit is to ensure that all aspects of a company's strategy work together harmoniously to create a competitive advantage and deliver value to stakeholders.

"Product-market fit," writes startup coach and investor Marc Andreessen, "means being in a good market with a product that can satisfy that market." When an entrepreneur identifies a need in the market and builds a solution that customers want to buy, that's product-market fit.

Benefits of achieving product-market fit include:

- Growing your company at a fast rate
- Acquiring consumers at a low cost: Companies with product-market fit receive organic and non-paid growth.
- Keeping consumers loyal and happy: Retain consumers by knowing who is happy with your product and why. Satisfy your consumers and entice them to buy by determining what product features are most valued.
- Ability to scale easily when needed: By clearly understanding what you provide to consumers, your company will experience less growing pains and be able to build upon its already well-oiled system.

**Outcome of the event:** Students can improve their knowledge to establish new concept about ‘Achieving Problem -Solution Fit and Product Fit - Market Fit’ .

**Description / Report of the Event:** Dadi Institute of Engineering & Technology (DIET) organized a session on ‘Achieving Problem -Solution Fit and Product-Market Fit’ for MBA students of the Institute on 04-01-2024 by the Resource person Mr. N. Nagaraju, Professor of MBA. The Session was organized at the E-class room -1, In the ground floor of the Institute from 12.40 pm to 01.30pm. The event started with the Inaugural addresses, in which Professors presented their views on the importance and objective of conducting the Workshop and motivated all the students to Participate effectively & utilize the event as a platform opportunity for acquiring more business knowledge. The event has resulted in a very informative output for improving knowledge in product and market strategic fit Knowledge. 27 students and Professors have attended the event. The program ended by advising Students to give inputs like effective utilization of the available resources in the market and develop.










Dr. R Vaikunta Rao  
Principal

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HOD

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