



# KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES

*Affiliated to Osmania University, NAAC Accredited*

*Narayanaguda, Hyd*

## A Unit of Keshav Memorial Educational Society

### Report on

#### Session Details

**Title of the session: Achieving Problem – Solution Fit**

**Date: 15<sup>th</sup> OCT/2025**

**Duration: 4 hours**

**Activity Category: IIC Calendar/MIC Driven/Self Driven/Celebration**

**Theme: Achieving Problem-Solution Fit**

**Venue: BBA Seminar Hall, Chandrayan Building**

**Organized by: Institution's Innovation Council (IIC), KMICS**

**No. of Ideas generated: 10**

**No. of prototypes: 6**

**Name of the coordinators: 1) Shilpa D**

**2) Snigdha**

#### Outcome/Report of the activity:150words

The session focused on guiding students to identify real-world problems relevant to their community, campus, and local ecosystem. Students were trained to evaluate problems using structured frameworks like root-cause analysis. Teams worked collaboratively to convert selected problems into clear, validated problem statements. Faculty mentors helped students understand what makes a problem worth solving using criteria like urgency, user segment size, and value creation.

Students were introduced to the concept of Problem–Solution Fit and learned how to match a solution idea with a genuine user need. Each team proposed initial solution concepts and justified how the solutions address the identified pain-points. The activity encouraged innovative thinking, analytical reasoning, and user-centric approach to problem solving.

By the end of the session, students presented problem–solution pairs, demonstrating practical understanding of innovation fundamentals.

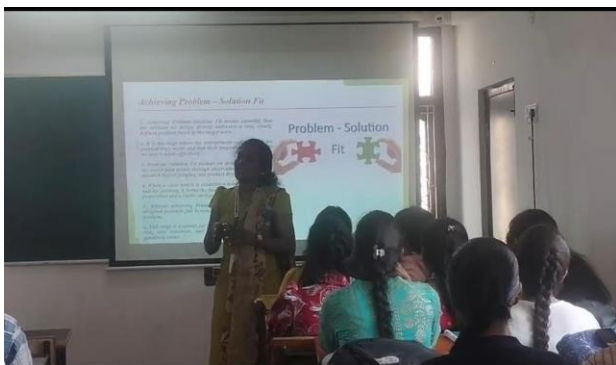
The activity aimed at improving students' capability to identify opportunities and move towards designing deployable prototypes in the next stages of the IIC innovation process.

**Participant details:**

Total no. of Student participation: 56

Total no. of Staff (Teaching/Non-teaching) participation: 2

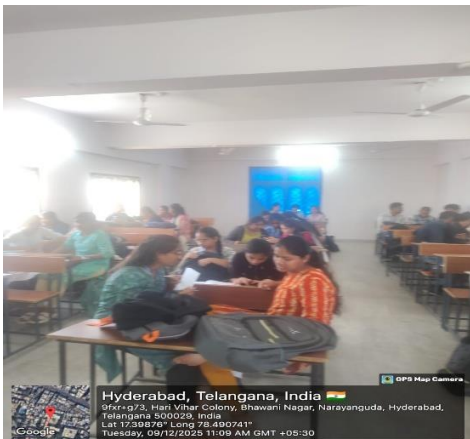
four Photographs/Screenshots that show the participation of students and Staffs(Teaching/Non-teaching)



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- Attendance details /Participants List (photo)(Word format provided)

**KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES**  
 Affiliated to Osmania University, Narayanaguda, Hyderabad.  
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**DEPARTMENT: BBA**

**Participants List (Total no. of students attended: 33)**

Title of the Activity: *Advertising Project*      Date of the activity: *15<sup>th</sup> / Oct / 2020*  
 Academic year: *2020-21*      Nature of the Program: *SSC*  
 Name of the Faculty: *Shruti Jangtha*      No. of Faculty attended: *2*

S.NO.	ROLL NO.	NAME OF THE STUDENT	NAME OF THE INSTITUTION	GROUP (B.COM /B.SC./BBA)	SEM	PH. NO.	SIGN
1	111025368033	M. Prajwal	KMICS	BBA - Retail	5 <sup>th</sup>	9740206215	<i>[Signature]</i>
2	111025368044	Pavansha	KMICS	BBA - Retail	1 <sup>st</sup>	9390055090	<i>[Signature]</i>
3	111025368052	Sushant	KMICS	BBA - Retail	1 <sup>st</sup>	9866940190	<i>[Signature]</i>
4	111025368019	Ashish	KMICS	BBA - Retail	1 <sup>st</sup>	9100810010	<i>[Signature]</i>
5	111025368008	Rishu	KMICS	BBA - Retail	1 <sup>st</sup>	9381675616	<i>[Signature]</i>
6	111025368008	B. Anshu	KMICS	BBA - Retail	1 <sup>st</sup>	9849841188	<i>[Signature]</i>
7	111025368043	Balvik Sharma	KMICS	BBA - Retail	1 <sup>st</sup>	9492400483	<i>[Signature]</i>
8	111025368010	M. Gaurav	KMICS	BBA - Retail	1 <sup>st</sup>	9618031661	<i>[Signature]</i>
9	111025368005	Pranav Kumar	KMICS	BBA - Retail	1 <sup>st</sup>	8309623821	<i>[Signature]</i>
10	111025685082	Ashish Raj	KMICS	BBA - Logistics	1 <sup>st</sup>	9790474483	<i>[Signature]</i>
11	111025685007	Bansharth	KMICS	BBA - Logistics	1 <sup>st</sup>	6302357409	<i>[Signature]</i>
12	111025685059	Yash Sharma	KMICS	BBA - Logistics	1 <sup>st</sup>	8328051409	<i>[Signature]</i>
13	111025685062	Sandeep	KMICS	BBA - Logistics	1 <sup>st</sup>	8639580029	<i>[Signature]</i>
14	111025685054	Ram Chandra	KMICS	BBA - Logistics	1 <sup>st</sup>	9615933476	<i>[Signature]</i>
15	111025368002	B. Vahni	KMICS	BBA - Retail	1 <sup>st</sup>	9658824376	<i>[Signature]</i>
16	111025368004	Siddharth	KMICS	BBA - Retail	1 <sup>st</sup>	6097733979	<i>[Signature]</i>

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17	111025368036	Jashwanth	KMICS	BBA - Retail	1 <sup>st</sup>	8121412023	<i>[Signature]</i>
18	111025368053	Niraj	KMICS	BBA - Retail	1 <sup>st</sup>	9130925973	<i>[Signature]</i>
19	111025368015	Rubik	KMICS	BBA - Retail	1 <sup>st</sup>	8076955057	<i>[Signature]</i>
20	111025685052	Saksh	KMICS	BBA - Logistics	1 <sup>st</sup>	9397401750	<i>[Signature]</i>
21	111025685050	Renuwar	KMICS	BBA - Logistics	1 <sup>st</sup>	9569141750	<i>[Signature]</i>
22	111025685051	Krupab	KMICS	BBA - Logistics	1 <sup>st</sup>	9100188555	<i>[Signature]</i>
23	111025685004	Hemant	KMICS	BBA - Logistics	1 <sup>st</sup>	9542347789	<i>[Signature]</i>
24	111025368034	M. Nanda	KMICS	BBA - Logistics	1 <sup>st</sup>	8251220050	<i>[Signature]</i>
25	111025368025	K. Ashika Raj	KMICS	BBA - Retail	1 <sup>st</sup>	8895746509	<i>[Signature]</i>
26	111025368045	B. Rahul	KMICS	BBA - Retail	1 <sup>st</sup>	9381641215	<i>[Signature]</i>
27	111025368023	T. Yashika	KMICS	BBA - Retail	1 <sup>st</sup>	9391566516	<i>[Signature]</i>
28	111025368016	G. Akshya	KMICS	BBA - Retail	1 <sup>st</sup>	9601025150	<i>[Signature]</i>
29	111025368056	T. Pranav	KMICS	BBA - Retail	1 <sup>st</sup>	821665150	<i>[Signature]</i>
30	111025368032	A. Anshu	KMICS	BBA - Retail	1 <sup>st</sup>	9281438804	<i>[Signature]</i>
31	111025368018	Hare	KMICS	BBA - Retail	1 <sup>st</sup>	8328020640	<i>[Signature]</i>
32	111025368050	Saksh Agawani	KMICS	BBA - Logistics	1 <sup>st</sup>	8243264259	<i>[Signature]</i>
33	111025368026	Arundhan	KMICS	BBA - Retail	1 <sup>st</sup>	4789710518	<i>[Signature]</i>
34	111025368051	Pudhika	KMICS	BBA - Retail	1 <sup>st</sup>	9160963074	<i>[Signature]</i>
35	111025368013	D. Sri	KMICS	BBA - Retail	1 <sup>st</sup>	819163285	<i>[Signature]</i>
36	111025368030	M. Manjusha	KMICS	BBA - Retail	1 <sup>st</sup>	9121469452	<i>[Signature]</i>
37	111025685006	B. Divyansh	KMICS	BBA - Logistics	1 <sup>st</sup>	8328534660	<i>[Signature]</i>

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Circular (Paste the Picture here & submit the hard copy to us) (Word format provided)  
(Circular should include principal's sign and stamp)

The image shows a circular document on a light-colored background. At the top left is a circular logo of Keshav Memorial Institute of Commerce and Sciences. At the top right is the logo of the Institution's Innovation Council, featuring a stylized figure and the text 'INSTITUTION'S INNOVATION COUNCIL'. The center of the document contains the following text:

**KESHAV MEMORIAL INSTITUTE OF COMMERCE AND SCIENCES**

**CIRCULAR**

Institution's Innovation Council  
KMICS  
Narayanguda, Hyderabad.

**Subject: ASession on "Achieving Problem – Solution Fit"**

This is to inform all students that KMICS is organizing a session titled **ASession on "Achieving Problem – Solution Fit"**. The session aims to give broad idea about understanding the user perspective and identifying the real needs behind selected problems.

**Details of the Workshop:**  
**Date:** 15-10-2025  
**Time:** 10.30 AM  
**Venue:** Chandrayan Building, Seminar Hall, KMICS.

**Objectives of the Session:**

- To introduce the concept of Problem-Solution Fit.
- To develop the ability to identify real-world socio-economic or technological problems using structured tools like observation, interviews and surveys.
- To promote entrepreneurial thinking by showing how a clear problem-solution fit forms the foundation of a successful startup or innovation project.

**Who can attend:**  
All the students from UG, PG and Faculty are encouraged to participate.

All are requested to attend the session.

Yours Sincerely

Mrs. Shilpa D  
*(Signature)*  
Coordinator, IIC.

*(Signature)*  
Mrs.-V.Santha  
PRINCIPAL

<p style="text-align: center;">Feedback of participants</p> <p>Today's session on <i>achieving Problem-solving fit</i> helped me clearly understand how to identify real customer problems and validate solutions. The activities and examples were very practical. I now feel more confident to work on my idea</p> <p>Sushil (BBA Retail) HT.No 111025368052</p>	<p style="text-align: center;">Feedback of participants</p> <p>The workshop gave me clarity on how startups actually test their ideas before building a product. The problem identification exercise was very useful. Thankyou for conducting such an insightful session.</p> <p>Priyanshu (BBA Retail) HT.NO 111025368044</p>
<p style="text-align: center;">Feedback of participants</p> <p>I really like the way mentor explained problem discovery and customer validation. The group activity helped us think from an entrepreneur's perspective. Overall, a very informative session</p> <p>Akshit raj (BBA Logistics) HT.NO 111025685022</p>	<p style="text-align: center;">Feedback of participants</p> <p>This event helped me differentiate between assumptions and real user needs. The examples shared made the concept easy to understand. Looking forward to more such IIC activities</p> <p>Ram Charan (BBA LOGISTICS) HT.NO 111025685054</p>