



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



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

**KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES**  
 Affiliated to Osmania University, Narayanaguda, Hyderabad.  
 A Unit of Keshav Memorial Educational Society  
**DEPARTMENT: BBA**

Title of the Activity: Advertising Project      Participants List (Total no. of students attended: 33)      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>	97470206215	<i>[Signature]</i>
2	111025368044	Prayansh	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	Rishabh	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	Balraj Sharma	KMICS	BBA - Retail	1 <sup>st</sup>	9492400483	<i>[Signature]</i>
8	111025368010	Ch. Githika	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>	979047483	<i>[Signature]</i>
11	111025685007	Bharath	KMICS	BBA - Logistics	1 <sup>st</sup>	6302374409	<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>	8639388029	<i>[Signature]</i>
14	111025685054	Ram Charan	KMICS	BBA - Logistics	1 <sup>st</sup>	9815933473	<i>[Signature]</i>
15	111025368002	B. Vahini	KMICS	BBA - Retail	1 <sup>st</sup>	9658824376	<i>[Signature]</i>
16	111025368004	Siddharth	KMICS	BBA - Retail	1 <sup>st</sup>	6019743979	<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>	8076965657	<i>[Signature]</i>
20	111025685052	Jeevan	KMICS	BBA - Logistics	1 <sup>st</sup>	93974401750	<i>[Signature]</i>
21	111025685050	Renuka	KMICS	BBA - Logistics	1 <sup>st</sup>	9569141750	<i>[Signature]</i>
22	111025685051	Krupa	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. Nandini	KMICS	BBA - Logistics	1 <sup>st</sup>	8281220050	<i>[Signature]</i>
25	111025368025	K. Bhanika 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>	9801025650	<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	Sakshi Agawane	KMICS	BBA - Logistics	1 <sup>st</sup>	8243264259	<i>[Signature]</i>
33	111025368026	Nandini	KMICS	BBA - Retail	1 <sup>st</sup>	4789710518	<i>[Signature]</i>
34	111025368051	Poojika	KMICS	BBA - Retail	1 <sup>st</sup>	9160963078	<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 should include principal's sign and stamp)

**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  
  
Coordinator, IIC.

  
Mrs.-V.Santhi  
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>