



Ref. No.: BPPIMT/SLT-LK/NOTICE/ADMIN/IIC/354/2025

Dated: 18.02.2025

NOTICE

Session on Achieving Problem-Solution Fit & Product-Market Fit

All students of BBA, BBA(BA) and BCA are hereby informed that a **Session on Achieving Problem-Solution Fit & Product-Market Fit** will be organized by **Institution's Innovation Council (IIC)** of our Institute on 20.02.2025 from 2:00 pm onwards at our college premises. The workshop will focus on product development, market research methods, customer segmentation and validation techniques, along with engaging presentations, case studies and interactive activities to convey key concepts of market research and start up planning.

In accordance with the initiative of Ministry of Education, Govt. of India and Institution's Innovation Council (IIC) program launched by the Ministry of Education (MoE) through MoE's Innovation Cell (MIC) in collaboration with AICTE, IIC strives to strengthen the Innovation and Entrepreneurship Ecosystem in the Institute. In this regard, students are advised to submit their names through online registration for participation using the mentioned link latest by 20.02.2025 (within 1:00 pm).

Online Registration Link:<https://forms.gle/qtXgagKpNBRoZ3ET7>

Dr. Leena Roy Mallick
IIC President, BPPIMT, Salt Lake

Dr. Nandita Sanyal (Actg.)
Principal, BPPIMT, Salt Lake

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