

EVENT NAME: WEBINAR ON” ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT”

VENUE: K.RAMAKRISHNAN COLLEGE OF ENGINEERING, SAMAYAPURAM,TRICHY

DATE OF START: 25.02.2022

DATE OF END: 25.02.2022

No. of PARTICIPANTS: 50

No. of RESOURCE PERSONS: 1

K.RAMAKRISHNAN
COLLEGE OF ENGINEERING
An Autonomous Institution

Permanently Affiliated to Anna University Chennai, Approved by AICTE New Delhi, ISO 9001:2015, 14001:2015 Certified Institution, Accredited with A grade by NAAC

Institutions Innovation council
&
Department of Electronics and Communication Engineering

JOINTLY ORGANIZES
SEMINAR ON
"ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT"

CHIEF GUEST:
RA. Thiyagarajan
Entrepreneur,
M.D smart marketing,
Thangam marketing, Trichy

23.02.2022 **10.00 A.M** <https://meet.google.com/ojc-oeub-rqw>

ALL ARE CORDIALLY INVITED

Dr. M. Maheswari HoD-ECE **Dr. D. Srinivasan** Principal **Dr. S. Kuppusamy** Executive Director **Dr. K. Ramakrishnan** Chairman

Report

The department of ECE, in association with the Institution Innovation Council , K.Ramakrishnan college of Engineering Trichy has organized a webinar on “ACHIEVING PROBLEM-SOLUTION FIT AND PRODUCT-MARKET FIT” on 25.02.2022. Tamil Nadu. The welcome address was given by Dr. M. Maheswari, HOD-ECE. The resource person was Mr.R.A.Thiyagarajan, Managing Director, Smart marketing, Thangam marketing, Trichy,He was an alumnus of ECE,KRCE (2010-2014). In his presentation he covered critical thinking, design thinking and innovation which was really informative to the audience. He shared his views about marketing, customer retention, customer delight , quality and smart marketing. He also pointed out how to start a business from scratch with new and innovative ideas. He shared his experience on business. He also set an example of successful entrepreneurship. Nearly 50 students of ECE have participated and benefited. The event was coordinated by Mr. S.Syed Husain, Assistant professor, ECE, KRCE.

SESSION PHOTOS

