

Session Details:

Title of the session	: Achieving Value Proposition Fit and Market Fit
Date	: 18.05.2022
Duration	: 90 minutes
Activity Category	: ✓IIC Calendar/ MIC Driven / Self Driven / Celebration
Theme	: Entrepreneurship / ✓Innovation / IPR
Mode of conduct	: ✓Online / Physical

Expert / Speaker Details

Name, Designation, Organization: Mr S.P.Raja Kumaran, Director, Mobitech Wireless Solution, Perundurai, Erode.

Brief about Expert/Speaker: He is an alumnus of the KEC 2003 batch and a Mechanical Engineer with a MIB degree. He first started his career looking after sales and business promotion of Realtech Systems. Then he became the managing partner of the Mani oil mill Perundurai. Then after his great hard work and also his motivation to achieve more he became the Director of M/s Mobitech Wireless Solutions an irrigation Automation company for the past 12 years. Mobitech wireless solution engaged in agriculture irrigation automation system. Recently we launched GPRS-based drip irrigation automation with many features. The agriculture industry has experienced a fair share of new technology advancements leaving farmers with no choice but to adapt and reinvent themselves to compete, grow and sustain their businesses. Mobitech Wireless Solution, headquartered in Tamil Nadu is engaged in agriculture irrigation automation system which helps farmers to save water cost-effectively.

The outcome of the activity

Students got knowledge about the steps to build a marketable product based on market demands, user desires and steps to achieve the value proposition fit

Key Highlights

- For any business first, determine your target customer
- Identify and underserved correct customer needs
- Define the value proposition for the proposed project/product
- Build a prototype and validate it in real-time
- Improve your product-market fit by accomplishing feedback from customers
- Continuously update and upgrade the product
- Identify the potential competitors and act accordingly
- Plan your product technology and cost very carefully

- Have a good relationship with the end customer
- Manage your supply chain properly

Participant details:

Total no. of Student participation	: 140
Total no. of Staff (Teaching/Non-teaching) participation	: 10
Total no. of outside participation	: -

Other details:

Three to four Photographs/Screenshots that show the participation of students and Staffs (Teaching/Non-teaching) : Annexure-1

Participant list : Annexure-2

Link to access recorded video:

<https://drive.google.com/file/d/19AwMPP1v7c5exvgv-ZmEY0EXPU1KOVf-/view?usp=sharing>

Annexure - 1

Event Flyer



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EMDC **TBI-KEC** **INSTITUTION'S INNOVATION COUNCIL** **AGRI TECH**

INSTITUTION'S INNOVATION COUNCIL (IIC@KEC) & ENTREPRENEURSHIP AND MANAGEMENT DEVELOPMENT CENTRE (EMDC)
in association with
AGRI TECH CLUB

Proudly Present

Session on:

Achieving Value Proposition Fit and Market Fit

Resource Person :

Mr. S. P. Raja Kumaran,
Director,
Mobitech Wireless Solution Private Limited,
Perundurai, Erode.

DATE : 18th MAY, 2022
TIME : 11:00 am to 12:30 pm
VENUE : Jawaharlal Nehru Seminar Hall, ECE Department

 iic_kec  KEC Innovation Council
 iicKongu  KEC INNOVATION COUNCIL

Session Photos



Welcome address by Dr. R. Parameshwaran, CCO-TBI@KEC
President, IIC@KEC



Session on “Achieving Value Proposition Fit and Market Fit”
Mr S.P.Raja Kumaran, Director, Mobitech Wireless Solution, Perundurai, Erode.




Student interaction with guest



Participants in ECE Seminar Hall

Participant list:



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Sheet - ①

Achieving Value Proposition & Market Fit.
ONE DAY AWARENESS SESSION ON IPR & IP-MANAGEMENT


PARTICIPANTS LIST

DATE: 18.05.2022 TIME: 11.00 AM – 12.30PM

SL.NO.	ROLL NO.	NAME OF THE STUDENT	SIGN
1.	20AUR001	ABINAYA S	<i>Abinaya S</i>
2.	20AUR018	SIVAKARTHICK S	<i>Sivakarthick S</i>
3.	20AUR020	SREENAVEEN S	<i>Sreenaveen S</i>
4.	20AUL026	ANBUPRANAV B	<i>B.S. Anbupranav</i>
5.	20AUL027	BARATHKUMAR S	<i>S. Barathkumar</i>
6.	19AUR008	GANGADHARAN.B	<i>B. Gangadharan</i>
7.	19AUR009	HARISH KUMAR R	<i>R. Harish Kumar</i>
8.	19AUR017	MOHAN KUMAR D	<i>D. Mohan Kumar</i>
9.	19AUL046	DHANUSH ATHITHYA K B	<i>K.B. Dhhanush</i>
10.	19AUL062	SURESH KUMAR KMK	<i>K. Suresh Kumar</i>
11.	19ECL224	DINESH K	<i>K. Dinesh</i>
12.	18ECR180	SANTHOSH S	<i>Santhosh S</i>
13.	19ECR162	SANTAPRAKASH	
14.	19ECR158	SANJAY E	
15.	19ECR066	JAYASUDHA K	<i>J. Jayasudha</i>
16.	19ECR103	MITHUNKUMAR T	<i>T. Mithunkumar</i>
17.	20ECR071	KARTEESWAR K P	<i>K. Karteeswar</i>
18.	20ECR170	SRIDHARSHAN A	<i>A. Sridharshan</i>
19.	20ECL239	UJWAL SINGH	<i>U. Uswal Singh</i>
20.	21ISR043	SANJAYKAR G C	
21.	20ISR055	THARUN VIKAS S S	<i>S.S. Tharun</i>
22.	20ISR021	KATHIRMURUGAN A	<i>A. Kathirmurugan</i>
23.	20ISR041	SAKTHIGANESAN G	<i>G. Sakthiganesan</i>
24.	20ISR048	SRIDHAR K	<i>K. Sridhar</i>
25.	19ISR023	HARISHRI S	<i>S. Harishri</i>
26.	19ISR031	T.KHANIMOZHI	<i>M. T. Khanimozhi</i>
27.	19ISR029	KANISHKA S	<i>S. Kanishka</i>
28.	21ISR043	SANJAYKAR G C	<i>G.C. Sanjaykar</i>

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Sheet (2)

29.	20ISR055	THARUN VIKAS S S	
30.	20CER006	APOORVAA B K	
31.	20CER019	DILBAR MOHAMMED NASEER D V	
32.	20CER042	KAVYA SRI S	
33.	20CER049	MAHASIVASRLM.V	
34.	20CER111	VIGNESH S.C	
35.	20CER087	SARVESH KU	
36.	19CER030	GOKUL	
37.	19CER033	GOWTHAM S	
38.	19CER064	J.NANDHINI	
39.	19CER100	SINDHUJAA. S	
40.	19CSR016	BHARATHI S	
41.	19CSR025	DEEPIKA P	
42.	19CSR028	DHANA SRE M	
43.	19CSR038	DHARSHINI.R	
44.	19CSR040	DHIVYA S	
45.	19CSR153	RANJITH K S	
46.	19CSR155	RAVICHANDRAN B	
47.	19CSR194	SRIVARSHAN T	
48.	19CSR195	SRUTHI R	
49.	19CSR224	VISHNU KIRAN M	
50.	20ITR027	GOKUL SHANKAR K P	
51.	20ITR038	JANARTHANAN T	
52.	20ITR045	KARTHIKEYAN R	
53.	20ITR055	KRISVANTH P	
54.	20ITR103	SUDHARSAN V K	
55.	19ITR004	AKSHAYANIVASHINI C V	
56.	19ITR013	ASHOK N	
57.	19ITR043	LYALL S	
58.	19ITR075	RAGAVENDRAVIGNESHWARAN R	
59.	20MER113	S.SANTHOSHKUMAR	
60.	20MER159	VIVIN AANANTH V S	
61.	20MER066	MADHANKUMAR M	
62.	20MER130	SRISURIYA S	
63.	20MER056	KADHAR SHERIFF	
64.	19MER020	ASWIN J K	
65.	19MER013	ARUN JAYANEESWAREN S	

Handwritten signatures and initials:
 P.D.J.
 P.D.J.
 M. Hanasree
 R. Shanmugam
 Ching
 Gokul
 T. J. J.
 Karthi
 P. J.
 Srip.
 G. A.
 S. J.
 H. Aswin
 S. Anuragaram

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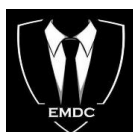
Sheet (3)

66.	19MER036	DHANISHKUMAR T	A. Dhani
67.	19MER030	DEEPAK G	G. DDP
68.	19MER180	SRIKANTH L	S. Srikanth
69.	19BCR006	ATCHAYA PRAKASSH KS	Prakash
70.	19BCR008	BHARANI KUMAR S	B. Bharani
71.	19BCR006	ATCHAYA PRAKASSH KS	Prakash
72.	19BIR008	CHARAN	Ch. Charan
73.	19BIR023	KAVIARASU	K. Kaviarasu
74.	19BIR008	CHARAN	Ch. Charan
75.	20BCR021	KAVINDHARSHINI I	K. Kavindharshini
76.	20BIR013	NITHISHREE P DHANYA B	P. Nithishree
77.	20BSR053	SNEHA A L	S. Sneha
78.	19EER064	PRABAKARAN S	P. Prabakaran
79.	19EER104	SURENDHARAN R	R. Surendharan
80.	19EER0904	SRIKANTH SUNDHARYA MALA V	S. Srikanth
81.	19EER102	SUMITHRA J	Sumit. J
82.	19EER075	RAVI SHANKAR D	R. Shankar
83.	19EER106	THARUN KUMAR V	T. Tharun
84.	20CHR023	MJAVAGAR	M. Javagar
85.	20CHR039	S.MEGAVARSHINI	S. Megavarshini
86.	20CHR049	V.NEHA	V. Neha
87.	20CHR075	S.SREE ARVIND	S. Sree Arvind
88.	20CHR076	N. S.SREE SUDHRASAN	N. Sree Sudharshan
89.	19CHR007	ASSWIN	A. Asswin
90.	19CHR009	CHANDRU	Ch. Chandru
91.	19CHR061	PRAVEEN	P. Praveen
92.	19CHR063	PREM KUMAR	P. Prem Kumar
93.	19CHR074	SANAKYAN	S. Sanakyan
94.	20CHR023	MJAVAGAR	M. Javagar
95.	20CHR039	S.MEGAVARSHINI	S. Megavarshini
96.	20CHR049	R. V.NEHA	R. V. Neha
97.	20CHR075	S.SREE ARVIND	S. Sree Arvind
98.	20CHR076	S.SREE SUDHRASAN	S. Sree Sudharshan
99.	19CHR007	ASSWIN	A. Asswin
100.	19CHR009	CHANDRU	Ch. Chandru
101.	19CHR061	PRAVEEN	P. Praveen



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Sheet (4)

SL.NO.	ROLL NO.	NAME OF THE STUDENT	SIGN
102.	19CHR063	PREM KUMAR	Prem
103.	19CHR074	SANAKYAN	Sanakyam
104.	19FTR020	JAGADEESH C	Jagadeesh C
105.	19FTR017	HARISH S	Harish S
106.	19FTR028	MUGHILAN M	M. Mughilan
107.	20FTR045	VENKETESH AKUMAR. A	Venketesh A
108.	20FTR023	NAKUL K	Nakul K
109.	20FTR046	VETRIVEL I	Vetrivel I
110.	20FTR025	NITHIN VA	Nithin VA
111.	20FTR011	GOKULNATH R	R. Gokulnath
112.	20FTR012	JAYA KISHORE	Jaya Kishore
113.	20FTR019	MADHAN KUMAR	Madhan Kumar
114.	20EIL099	NITHESRAJ G	Nithesraj G
115.	20EIR088	THIYANESH S	Thiyanesh S
116.	20EIR028	JANARTHANAN S	Janarthanan S
117.	20EIR084	SURENDAR S	Surendar S
118.	20EIR072	SATHYANANDHAN K	Sathyandhan K
119.	20EIR003	AHMED NISATH ARSHAD	Arshad
120.	20EIR081	SU DHARSHAN G	Su Dharshan G
121.	20EIL097	KISHORE M	Kishore M
122.	20EIR057	PRAKASH R	Prakash R
123.	20EIR058	PRAVEEN KUMAR V	Praveen Kumar V
124.	20CSR221	SWETHA. P	Swetha P
125.	20CSR238	VISHNUDA PK	Vishnuda PK
126.	19MTR021	GURU MOORTHY. P	Guru Moorthy P
127.	19MTR022	GURUPRASANTH. M	Guruprasanth M
128.	19MTR003	AKASH. S	Akash S
129.	19MTR017	GOKUL S.	Gokul S
130.	19MTR025	Jagadeesh R	Jagadeesh R
131.	20M9L100	BBHARATH KUMAR R	B. Bharath Kumar R
132.	20M9L098	S. ASWIN	S. Aswin
133.	20MTR027	P. INDIRAN	P. Indiran
134.	18MTR017	S.R. Dharmani Dharan	S.R. Dharmani Dharan
135.	18AUR012	GIRIPRASAD J	Giriprasad J
136.	18ECR0134	PONRAGURAN. R	Ponraguran R
137.	21MBR039	JAYANTH. J	Jayanth J



