



SRI KRISHNADEVARAYA EDUCATIONAL TRUST
SIR M. VISVESVARAYA INSTITUTE OF TECHNOLOGY
(Affiliated to VTU-Belagavi, Recognized by AICTE and Accredited by NAAC)
Krishnadevarayanagar, Off International Airport Road, Hunasamaranahalli, Bengaluru – 562 157



Report on

“Achieving Problem- Solution Fit and Product- Market Fit”

Objectives (Maximum 100 words):

- This conclave was beneficial for the students to get familiar with the recent trends going in the market with respect to AI.
- This has given students an opportunity to present their ideas based on AI on different sectors.
- This makes the students update themselves with new knowledge and make them prepare themselves for new job opportunity available in the market.

Benefits in terms of learning/skill/learning obtained:

This program is designed to enhance practical skills, making participants more marketable in the professional world. The Conclave provided valuable insights into recent trends in Artificial Intelligence, offering students the opportunity to present their ideas on AI's impact on various sectors. It served as a platform for students to update themselves with new knowledge and prepare for emerging job opportunities in the market. Keynote speaker has addressed various aspects of AI including its roles, impacts, advantages, and disadvantages. The insightful session was followed by a panel discussion featuring four eminent panellists. The panel discussion covered topics

related to the changing reality of today's business landscape, 21st-century paradoxes, and conflicting values.

Resource person details:

1. Mr. Braj Kishor Gupta Founder & Chief Mentor-Gaintstep
- 2 Mr. Harsha Gatt Sridhar Associate Vice President-Camsdata
- 3 Mr. Pradiptha Roy Choudhary B. Arch.- Digital Architecture
- 4 Ms. Sandra Joyce HR Business Partner- Needle Innovision

1. Academic Year: 2023-24

2. Program Driven by: IIC Activity Calendar

3. Quarter: II

4. Program /Activity Name: Competition

5. Program theme: Innovation and Design Thinking

6. Duration of the event (in minutes): 1260 minutes/3 Days Program/ 7 Hours each day

7. Start date:6-02-2024

8. End date: 8-02-2024

9. Number of Student participants:117

10.Number of faculty participants:10

11.Number of External participants: Nil

12.Expenditure of amount (if any): Rs.22,900

13. Mode of Delivery (Online/Offline): Offline

Summary of the event: This event helped the students to understand the importance of having a clear vision and purpose of AI and also changing reality of today's business landscape.

Link for any one of the following.

Link to Poster in Facebook:

<https://www.facebook.com/photo/?fbid=825532749409471&set=a.111532260809527>

Link to Poster in LinkedIn:

https://www.linkedin.com/posts/iic-sir-mvit-institution%E2%80%99s-innovation-council-sir-mvit-7438031bb_activity-7171418401477787648-PGcu?utm_source=share&utm_medium=member_desktop





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 KEEBUNADVARAYANAGAR, OFF INTERNATIONAL AIRPORT ROAD, HIRANMANGHALLI, BIRGANGWADI, MANGALURU

Department of MBA
 organizes

**Innovation in Action:
 3 Day Marketing Conclave 2024**

in association with
Institution's Innovation Council
 on

"Achieving Problem- Solution Fit and Product- Market Fit"

Date: 6th - 8th February 2024 **Time:** 10:00 AM **Venue:** C5 Seminar Hall

			
Mr. Braj Kishor Gupta Founder & Chief Mentor Giantstep	Mr. Ramesh Ganu Sridhar Associate Vice President Camelica	Mr. Pradip Roy Chowdhury E-Asst. CEO, PGNPTN, AI/Arch - Digital Ambassador	Ms. Sandra Joyee HR Business Partner Nucleo Innovation

Hosts:
Dr. Priyanka Sikaroodi
 Assoc. Professor & Head
 Department of MBA
President: IIC
Dr. Vasanthkumar Ch.
 Professor & Head
 Department of MCA

Vice President: IIC
Dr. Sasmita Mohapatra
 Professor
 Department of ECE

ICE Chair
Prof. Rakesh S. G.
 Principal
 Sir MVTI
Convener: IIC
Dr. Soumya Patel
 Assoc. Professor & Head
 Department of AI & ML