

ACHIEVING PROBLEM-SOLUTION FIT USING ADVANCED TECHNOLOGY & AI

19TH FEBRUARY 2026 (THURSDAY)



The Institution's Innovation Council (IIC) organized a skill-oriented session on "Achieving

Problem–Solution Fit using Advanced Technology & AI” on 19th February 2026 in the Seminar Hall (Third Floor) for BBA Sixth Semester (Morning Shift) students. The session aimed at bridging the critical gap between ideation and implementation by helping students validate whether their proposed solutions effectively address real user problems.

The session began with an expert discussion led by Ms. Deepshika, Director, VariableworkConsulting Pvt. Ltd. on the importance of identifying genuine user needs before developing products or services. The speaker emphasized that many innovative ideas fail not because of lack of creativity, but due to poor alignment between problem identification and solution development. Students were introduced to structured frameworks such as Design Thinking, Value Proposition Canvas, User Persona Mapping, and Rapid Prototyping to systematically test assumptions and refine ideas.

In the second half of the session, students were divided into 10 multidisciplinary teams to collaboratively work on business ideas. Each team identified a real-world problem, formulated solution hypotheses, and tested their ideas on the parameters of desirability, feasibility, and viability. The activity-based approach encouraged peer learning, structured iteration, and evidence-based validation.

The session was highly interactive and experiential. Students actively participated in discussions, team exercises, and feedback rounds. The activity strengthened their analytical thinking, problem-solving skills, and entrepreneurial mindset. Selected ideas showed potential for further mentoring and incubation.

Overall, the session successfully empowered students to convert raw ideas into validated concepts and enhanced their confidence in developing user-centered, market-relevant innovations.

FLYER OF THE EVENT



TYPE OF EVENT	IIC
VENUE	Seminar Hall – Third Floor
TIME & DURATION	11:00 am -1.30 pm
CONDUCTED BY	Institution’s Innovation Council (IIC), CMS-GIBS
ORGANISED FOR	BBA – Sixth Semester (Morning Shift)
NAME OF THE COORDINATOR	Dr. Dipti Jain, CMS Dr. Neha Agarwal, CMS
ATTENDANCE	57
RESOURCE PERSON	Ms. Deep Shikha
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To identify real user needs and clearly define problem statements. 2. To validate whether the proposed solution meaningfully addresses the identified problem. 3. To enable participants to apply Design Thinking and Value Proposition

	<p>Canvas tools effectively.</p> <p>4. To test the desirability, feasibility, and viability of innovative ideas.</p> <p>5. To improve ideas through structured iteration, user feedback, and refinement.</p> <p>6. To convert ideas into validated concepts or early-stage prototypes.</p>
LEARNING OUTCOME	<p>1. Participants developed validated problem–solution pairs based on real user needs.</p> <p>2. Students applied Design Thinking and Value Proposition Canvas tools effectively.</p> <p>3. Teams refined ideas into feasible and desirable solution concepts or prototypes.</p> <p>4. Selected innovations became ready for mentoring, incubation, or further development.</p>
SHORTFALL DURING EVENT	NA
LINK OF ONLINE VIDEO	https://youtu.be/H54DdgJ9T44

PREPARED & SUBMITTED BY: DR. DIPTI JAIN, ASSOCIATE PROFESSOR, CMS