



**MAHATMA GANDHI**

**INSTITUTE OF TECHNOLOGY (Autonomous)**

Kokapet(Village), Gandipet, Hyderabad, Telangana – 500075. www.mgit.ac.in



**MOTIVATE  
INNOVATE  
EMPOWER** **28**  
YEARS



# INSTITUTION'S INNOVATION COUNCIL ACTIVITY REPORT

## MGIT IIC - Achieving Value Proposition Fit & Business Fit

**Event name : Achieving Value Proposition Fit & Business Fit**

**Dates: 30<sup>th</sup> July 2025**

**Venue: MGIT Auditorium, Hyderabad**

**Quarter: IV**

**Speaker : Dr.K.C.Sabitha ,Convener IIC MGIT**

### Objective:

To help students and faculty understand how to align innovative ideas with customer needs and market realities by achieving value proposition fit and business model coherence.

### Poster:

**MAHATMA GANDHI INSTITUTE OF TECHNOLOGY**  
AUTONOMOUS | Affiliated to JNTU

**MOTIVATE INNOVATE EMPOWER 28 YEARS**

**INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of Education Initiative)

**INSTITUTION'S INNOVATION COUNCIL**  
In Association with  
ENTREPRENEURSHIP DEVELOPMENT CELL(EDC) - MGIT  
is organising

**SESSION ON ACHIEVING VALUE PROPOSITION FIT & BUSINESS FIT**  
BY: **DR. K. C. SABITHA**  
VENUE: A BLOCK AUDITORIUM

**IIC COORDINATORS**  
Dr. T. Siva Sankar Reddy  
Ms. Shantha K Nuthalapati  
Dr. P. V. S. LAKSHMI NARAYANA  
Dr. P. CHANDRA SHEKAR  
Mr. B. RAMA KRISHNA  
Ms. D. SUBHASHINI  
Ms. C. H. LAKSHMI KUMARI

**DATE: 30 JULY 2025**

**TIME: 10:00 AM onwards**

**IIC COORDINATORS**  
Dr. C. S. SRINIVAS  
Dr. ASHEESH KUMAR  
Mr. R. SRINIVAS  
Ms. GOUSIYA BEGUM  
Mr. LOKESH  
Dr. A. Ratna raju

**Dr. K. SUDHAKAR REDDY**  
PRESIDENT, IIC

**Dr. K. C. SABITHA**  
CONVENER, IIC  
CHIEF COORDINATOR,  
EDC

**Dr. G. MADHAVI**  
VICE PRESIDENT, IIC



**MAHATMA GANDHI**

**INSTITUTE OF TECHNOLOGY (Autonomous)**

Kokapet(Village), Gandipet, Hyderabad, Telangana – 500075. www.mgit.ac.in



**MOTIVATE  
INNOVATE  
EMPOWER** **28**  
YEARS



## Report:

- Introduction to Value Proposition Fit: Understanding how products or services solve real customer problems and deliver tangible benefits.
- Exploration of Business Fit: Ensuring the business model is viable, scalable, and aligned with market dynamics.
- Use of tools like the Value Proposition Canvas and Business Model Canvas to map customer segments, pain points, and value delivery.
- Real-world examples of startups that successfully achieved product-market alignment.
- Interactive exercises and group discussions to apply concepts to student-led ideas.
- Q&A session addressing challenges in validating ideas, refining business models, and preparing for incubation.

## Speaker Insights

Led by Dr.K.C.Sabitha, the session provided practical frameworks and strategic thinking tools to evaluate whether an idea is solving a meaningful problem and whether the business model supports sustainable growth. The speaker emphasized iterative development, customer feedback loops, and lean startup principles.

## Outcomes & Impact

- Student Engagement: 150 students actively participated in the session.
- Enhanced Innovation Readiness: Students gained clarity on how to validate and refine their ideas for real-world relevance.
- Skill Development: Improved understanding of customer-centric design, business modeling, and strategic alignment.
- Ecosystem Engagement: Encouraged participants to pursue incubation, funding, and mentorship opportunities.
- IIC Alignment: Reinforced IIC's mission to promote experiential learning and innovation-driven entrepreneurship.



# MAHATMA GANDHI

## INSTITUTE OF TECHNOLOGY (Autonomous)

Kokapet(Village), Gandipet, Hyderabad, Telangana – 500075. [www.mgit.ac.in](http://www.mgit.ac.in)



MOTIVATE  
INNOVATE  
EMPOWER

28  
YEARS



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)

Photos:





**MAHATMA GANDHI**

**INSTITUTE OF TECHNOLOGY (Autonomous)**

Kokapet(Village), Gandipet, Hyderabad, Telangana – 500075. [www.mgit.ac.in](http://www.mgit.ac.in)



MOTIVATE  
INNOVATE  
EMPOWER

28  
YEARS



## Conclusion

The session on “Achieving Value Proposition Fit & Business Fit” effectively bridged the gap between ideation and execution. It empowered students to think critically about their ventures and provided actionable tools to build customer-centric, scalable solutions. MGIT’s IIC continues to foster such impactful learning experiences to nurture future innovators and entrepreneurs.