Innovation and Incubation Centre

Shri Guru Ram Rai University Dehradun, Uttarakhand

20th to 23rd Jan 2024

Conduct the Mentorship Sessions on Startup Product-Market Fitness.

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Dr Dwarika P Maithani

Director- IIC

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These sessions were in line with the Honorable Prime Minister's "Atmanirbhar Bharat Abhiyan." **Professor Satyendra K. Rajput, President of IIC at Gurukul Kangri Deemed University, Haridwar**; Mr. Anant Bhaskar Garg, Director of HaritaDhara Research Development and Education Foundation; and Dr. Anil Kumar Joshi, an expert in the field of Enterprise Development, were the mentors for these sessions. The objectives of the sessions were to make students familiarize with start-ups products and to promote Start-up culture. The Mentorship Session provide invaluable guidance and support to budding entrepreneurs navigating the critical phase of aligning their product offerings with market demands. During this session, experienced mentors offer insights, strategies, and personalized advice to help startups assess and enhance the compatibility of their products or services with the target market. Through interactive discussions, case studies, and practical exercises, attendees will gain a deeper understanding of how to identify and address market needs effectively, refine their value proposition, and optimize their product to meet customer expectations.

Moreover, the Mentorship Session fosters a collaborative environment where startups can engage with mentors and fellow entrepreneurs, exchange ideas, and receive constructive feedback to refine their strategies and approaches. By leveraging the expertise and insights shared during the session, participants can strengthen their market positioning, enhance their competitive advantage, and increase their chances of long-term success in the dynamic startup ecosystem. Overall, the Mentorship Session on Startup Product-Market Fitness serves as a valuable resource for startups looking to validate their business ideas, fine-tune their product-market fit, and chart a course towards sustainable growth and scalability.

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