MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA)

INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)

# Report on "Workshop on Product-Market fit, Prototype/Process Design, and MVP Development"

**Title of the Session: "Workshop on Product-Market fit, Prototype/Process Design, and MVP Development"**

**Organized By:** Institution's Innovation Council (IIC), Swami Vivekananda University, Kolkata

**Resource Person:** Prof. (Dr.) Koushik Kumar, BIT Mesra
**Mode of Delivery:** Off-line
**No. of Participants:** 105
**Nationality:** Indian
**Duration:** 8 Hours
**Date & Venue:** 24th March 2026, MSB Hall 3, Swami Vivekananda University, Barrack pore, Kolkata West Bengal

## Objectives:

The Workshop on Product-Market Fit, Prototype/Process Design, and MVP Development was organized to provide participants with practical knowledge and strategic understanding of transforming innovative ideas into market-ready solutions. The primary objective of the workshop was to familiarize students, innovators, and aspiring entrepreneurs with the process of identifying customer needs, validating business ideas, and developing effective Minimum Viable Products (MVPs). The session also aimed to strengthen participants' understanding of prototype development, process optimization, user-centric design thinking, and innovation commercialization. Another important objective was to encourage participants to adopt a structured approach toward startup development by integrating market research, testing, validation, and iterative product improvement methodologies.

## Theme:

The central theme of the session was **"Innovation and Entrepreneurship through Product-Market Fit and MVP Development"**, focusing on transforming ideas into practical, market-oriented solutions using systematic design and development approaches.

## Outcome:

The workshop successfully enhanced participants' knowledge of innovation development, customer validation, and startup product strategies. Participants gained practical exposure to prototype creation, MVP design, and market testing approaches, enabling them to better understand the journey from concept to commercialization. The event encouraged innovation-driven thinking and promoted entrepreneurial confidence among students and innovators. The successful development and testing of multiple functional prototypes reflected the effectiveness of the hands-on learning approach adopted during the workshop. Additionally, the updating and deposition of **6 prototypes in the YUKTI Innovation Repository**

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**demonstrated** institutional progress in innovation documentation, technology readiness, and startup ecosystem participation.

## Session Highlights:

The workshop featured interactive sessions on the fundamentals of Product-Market Fit, emphasizing the importance of understanding customer pain points and aligning products with market demand. Experts demonstrated practical methods for prototype and process design, highlighting tools and techniques used in product development and validation. Participants actively engaged in brainstorming activities, case studies, and hands-on discussions related to MVP creation and testing strategies. A significant achievement of the workshop was the development and **testing of 9 functional prototypes, out of which 6 functional prototypes were successfully deposited and updated in the YUKTI Innovation Repository.** The workshop also included mentoring support, innovation review discussions, and guidance on improving product scalability and feasibility for future entrepreneurial opportunities.

## Glimpse of the event:




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## General Participants Feedback:

Participants expressed highly positive feedback regarding the workshop, appreciating the practical orientation, interactive delivery style, and industry-relevant insights shared during the sessions. Many attendees found the discussions on Product-Market Fit and MVP development particularly useful for understanding real-world startup challenges and innovation validation techniques. The hands-on activities and prototype-based learning approach were widely appreciated, as they helped participants apply theoretical concepts in practical scenarios. Participants also valued the mentoring and guidance provided by the resource persons, which enhanced their confidence in developing innovative products and entrepreneurial solutions.

## Recommendations:

It is recommended that similar workshops be organized regularly to provide continuous exposure to startup methodologies, product innovation, and entrepreneurship development. Future programs may include extended hands-on sessions, incubation mentorship, live product demonstrations, and industry collaboration opportunities to further strengthen practical learning outcomes. Participants also suggested incorporating advanced modules on business scaling, intellectual property rights, product commercialization, and digital marketing strategies for startups. Establishing follow-up mentoring sessions and prototype review mechanisms would further support participants in refining their ideas and converting prototypes into viable startup ventures.

***Signature of the Convenor with University Seal***

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Swami Vivekananda University

**Convener:**
**Dr. Ranjan Kumar,**
**Convener, IIC Cell**
**Associate Professor & Head, Dept. of Mechanical Engineering,**
**Swami Vivekananda University, Kolkata-700121.**

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**"Workshop on Product–Market Fit, Prototype/Process Design, and MVP Development"**
**24th March, 2026**

| Sl. No. | Name | Stream | Registration No. | Signature |
|---|---|---|---|---|
| 1. | Jishnupriyan Bhore | M.E | | |
| 2. | Rajiv Ranjan | M.E. | | |
| 3. | [illegible] | ME | | |
| 4. | SK Jahangir Alam | ME | | |
| 5. | Soumen Bose | ME | | |
| 6. | Aniket Deb Roy | M.E | | |
| 7 | Avijeet Samanta | M.E | | |
| 8 | Dharmendu Sonyal | ME | | |
| 9. | Ombica Ojha | ME | | Ombica Ojha |
| 10. | Tanushree Barman | ME | | T.B |
| 11 | Sayan Paul | ME | | |
| 12 | Sourav Giri | ME | | |
| 13. | Joydip Roy | ME | | |
| 14. | Trubha Paul | ECE | | |
| 15. | Shantanu Roy | ME | | |
| 16. | Nisha Dey | EE | | N. Dey. |
| 17. | Esha Mallick | EE | | |
| 18. | Abir Das | EE | | |
| 19. | Shibabrata Mallajee | EE | | |
| 20 | Sahanur Reja Parvej | EE | | |
| 21. | Sumon Intekhab Alam | E.E | | S Alam |
| 22 | Rituparna Mitra | EE | | |
| 23. | Sumita Das Mallick | EE | | |
| 24. | Abhishek Dey | CE | 007-104-2025-001 | ADay. |
| 25. | Budhadev Ghosh | ME | 000-001-2024-001 | B. Ghosh |
| 26. | Akash Pramanik | CE | 007-104-2025-002 | Akash Pramanik |
| 27. | AKRam Sekh | CE | 007-104-2025-003 | Akram Sekh |
| 28. | Avijit Manna | ME | 000-101-2024-003 | Avijit Manna |
| 29. | Sritama Dawan | CSE | 007-103-2024-007 | Sritama Dawan |
| 30. | Dipak Sarkar | ME | | Dipak Sarkar |
| 31. | CICILIA HEMBRAM | CSE | 007-103-2025-09 | |
| 32. | Abhisit Sarkar | ME | | Abhisit Sarkar |
| 33. | Rajsupriyo Sk | ME | 000-101-2024-005 | Rajsupriyo Sk |
| 34. | Raja Biswas | ME | | Raja Biswas |
| 35. | Koushik Barik | ME | 000-101-2024-006 | Koushik barik |
| 36. | Sahan Mandal | ME | | Sahan Mandal |
| 37. | Ankita Das | CSE | 007-103-2025-04 | Ankita |
| 38. | Ajan Chakraborty | CSE | | Ajan |

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| 39. | Bony Mandal | CSE | CSE | Bony Mandal |
| 40. | Megha Ghosh | | ME | Megha Ghosh |
| 41. | Sabiraj Das | | ME | Sabiraj Das |
| 42. | Mousumi Nath | | ME | Mousumi Nath |
| 43. | Shreeja Debnath | | CSE | Shreeja Debnath |
| 44. | Bisavajit Sarkar | | ME | Bisvajit Sarkar |
| 45. | Rahul Sahu | CE | CE | Rahul S. |
| 46. | Baishaki Pal | CST | | Baishaki Pal |
| 47. | SUBHAM SINHA | CST | | Shubham Sinha |
| 48. | Lakar Bidas | ENG | ENG | Lakar Bidas |
| 49. | Rita Rani Kundu | | CST | Rita Kundu |
| 50. | RIJU MAJRA | EE | | Riju Majra |
| 51. | Shilpi Das | | CE | Shilpi Das |
| 52. | Bikram Gope | | EE | Bikram Gope |
| 53. | Ronak Ghosh | ME | | Ronak Ghosh |
| 54. | Simran Yadav | ENG | ENG | Simran yadav |
| 55. | Madhusmita Das | BIOTECH. | | Madhu |
| 56. | Rabindranath Maji | ME | | Rabindranath |
| 57. | Roopdhar Singh | ENG | ENG | Roopdhar Singh |
| 58. | Trishna Mandal | MBA | | Trishna |
| 59. | Subir Kar | | CE | Subir Kar |
| 60. | Sayan Deb | ME | | Sayan |
| 61. | Prince Mondal | ME | | Prince |
| 62. | Santanu Kanrar | MBA | | Santanu |
| 63. | Lokali Nag | PDY | PDY | Lokali Nag |
| 64. | Subhabrata Mitra | MBA | | Subhabrata |
| 65. | Ratul Pramanik | | | Ratul Pramanik |
| 66. | Pradip Jana | | CSE | Pradip |
| 67. | Tithi chakraborty | Biotech | | Tithi |
| 68. | Pusa kumar Singh | MBA | | Pusa kumar |
| 69. | Anupam Garg | Food Tech | | Anupam |
| 70. | Trisha Pal | EDU | EDU | Trisha Pal |
| 71. | Abhinandan Das | Food Tech | | Abhinandan |
| 72. | MD Tarik Aziz | CSE | CSE | MD Tarik |
| 73. | Shuvadip Samanta | ME | | Shuvadip Samanta |
| 74. | Gurjar Khan | ENG | ENG | Gurjar Khan |
| 75. | Dipak Sarkar | ME | | Dipak |
| 76. | Ras Prasad | CSE | CSE | Ras |

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| 78. | Ronit Roy | ME | | Ronit Roy |
| 79. | Tania Bassu | ME | ME | Tania Bassu |
| 80. | Jeenat Parvin | ENG | ENG | Jeenat Parvin |
| 81. | Sayak Chakraborty | MBA | | Sayak |
| 82. | Sushmita Jha | Educatn | | Sushmita |
| 83. | Dipshikha Bose | Phy | | Dipshikha |
| 84. | Sujay Kumar Pandey | ENG | ENG | Sujay Ku. Pandey. |
| 85. | Sudip Kar | EE | EE | Sudip |
| 86. | Sk Salam Haque | ME | | |
| 87. | Manish Basak | | ME | M. Basak |
| 88. | Smriti Das | Applied Phy | | Smriti |
| 89. | Saranya Saha | applied phy | | Saranya |
| 90. | SUMITA GIRI | EE | | Sumita |
| 91. | Ankita Das | Psychology | | |
| 92. | Sayan Biswas | ME | ME | Sayan Biswas |
| 93. | Rupsha Hazra | Physiology | | Rupsha |
| 94. | Ankon Halder | ME | | Ankon Halder |
| 95. | Monalisa Samanta | MBA | | Monalisa |
| 96. | Mithu Das | CST | CST | Mithu Das |
| 97. | Shreya Malakar | Applied phy | Applied phy | Shreya Malakar |
| 98. | Subhamay Das | CST | CST | Subhamay Das |
| 99. | Saumyashree Giri | MBA | | Saumyashree |
| 100. | Anish Pramanik | Bio-Tech | Bio-Tech | Anish Pramanik |
| 101. | Saheb Mondal | MBA | | Saheb Mondal |
| 102. | Madhurima Banerjee | ME | | M. Banerjee |
| 103. | Srija Ghoshal | Bio-Tech | Bio-Tech | Srija Ghoshal |
| 104. | Sweta Dutta | Applied phy | | Sweta |
| 105. | Shreemoyee Dey | ME | | Shreemoyee Dey |
| 106. | Anjana Giri | Education | | Anjana Giri |
| 107. | Sahil Anwar | EE | EE | Sahil Anwar |
| 108. | Argha Das | Micro Tech | | M. Sahil |
| 109. | Madhumita Saha | Educatn | | |
| 110. | Sudipta Maity | ME | | S. Maity |
| 111. | Tania Dey | ME | | Tania Dey |
| 112. | Tasmipada | Micro Tech | | |
| 113. | Kushal Bhakat | Bio-Tech | | Kushal Bhakat |
| 114. | Sayeed Roy | Micro tech | | |
| 115. | Supreeta Das | Education | | Supreeta Das |
| 116. | Sanjib Mondal | EE | EE | Sanjib Mondal |
| 117. | Ranit Karmakar | ME | ME | Ranit Karmakar |
| 118. | Piu Pramanik | ME | | Piu Pramanik |

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