



Kristu Jayanti College

A U T O N O M O U S

Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

CIRCULAR

15th February, 2022

Entrepreneurship and Innovation Centre (EIC)

EIC organizes workshop on “Session on Achieving Problem-solutions Fit & Product-Market Fit “that would be delivered by Mr.Karikolraj. K Managing Director, ABC Info Media Pvt Ltd 16th February, 2022. The event will be held through virtual mode. The meeting ID and Password will be sent by Email. The students are requested to participate and benefit from the same.

**Director
Entrepreneurship and Innovation Centre
Dr. Mathiyarasan. M**



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ENTREPRENEURSHIP & INNOVATION CENTER

E-WEEK-2022 (14th Feb to 19th Feb)

“Session on Achieving Problem-solutions Fit & Product-Market Fit”

Date: 16/02/2022

Time: 05.00PM – 06.00PM

PROGRAMME SCHEDULE

Invocation	: Silent Prayer
Welcome Address	: Mr.Madhusudhanan R, Member EIC
Profile Reading	: Ms. Aashni, Student Coordinator EIC
Chief Guest Address	: Mr.Karikolraj K, Managing Director, ABC Info Media Pvt Ltd.
Vote of Thanks	: Dr.Amu Elizabeth Alexander, Member EIC

Members:

Dr.Mathiyarasan

Prof. Madhusudhanan R

Dr.Amu Elizabeth Alexander



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Entrepreneurship and Innovation Centre

Academic Year 2021-22

“Session on Achieving Problem-solutions Fit & Product-Market Fit”

Date: 16/02/2022

Time: 5:30 PM

Number of beneficiaries: 108

Name and details of the Resource Person: Mr.Karikolraj K Director, ABC Info Media Pvt Ltd.

Objectives:

- **To motivate the students to become an entrepreneur with innovative thinking.**
- **To encourage the students to understand on how to think of a startup**

Resource person details: Mr. Karikolraj K is a versatile personality, having multi-talented skill in different fields. He is a design thinker, software developer, technical speaker and the list continues. Mr.Karilolraj K is also serving different capacity at various levels. He is the past president in JCI Erode Dynamic, serves a president of Rotary Club of Erode Thindal, member in EEDISSIA, International Design Foundation, USA. He is also a certified trainer of JCI, BNI, Neuro Linguistic Programming practitioner and he is also the partner Book Listeners, Five Links. Information Technology Professional with over 20 years of cross-cultural work experience in the areas of Project Management, System Design & Implementation, Database Management, Business Process Re-engineering and Resource Management.

Brief Report about the Programme: The resource person, Mr. Karikolraj K is a successful is a successful person having diverse talents. He is an eminent trainer in various fields, which enlighten the young entrepreneur’s minds. From starting the idea generation to till execution his guidance’s places a very important role. He is also providing the solutions to the practical problems which need an immediate solutions.



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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

Entrepreneurship and Innovation Centre (EIC)

Organizes

"E-WEEK 2022"

***"Session on Achieving Problem-Solutions Fit
& Product-Market Fit"***

Hearty Welcome



Mr. Karikolraj K

Managing Director-ABC Infomedia Pvt. Ltd.,
Tamil Nadu

Date: 16/02/2022 | Time: 5:00 - 6:00 PM



SOLUTION

WHAT

WHY

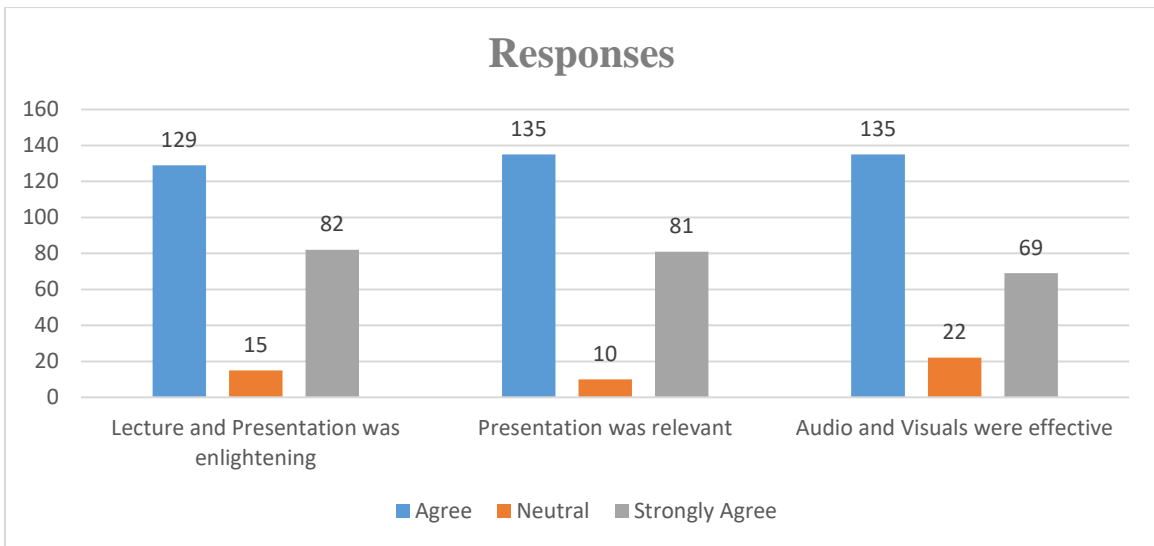
WHERE

WHEN

WHO

HOW

Feedback: The students were highly impressed and appreciative of the lecture they received.



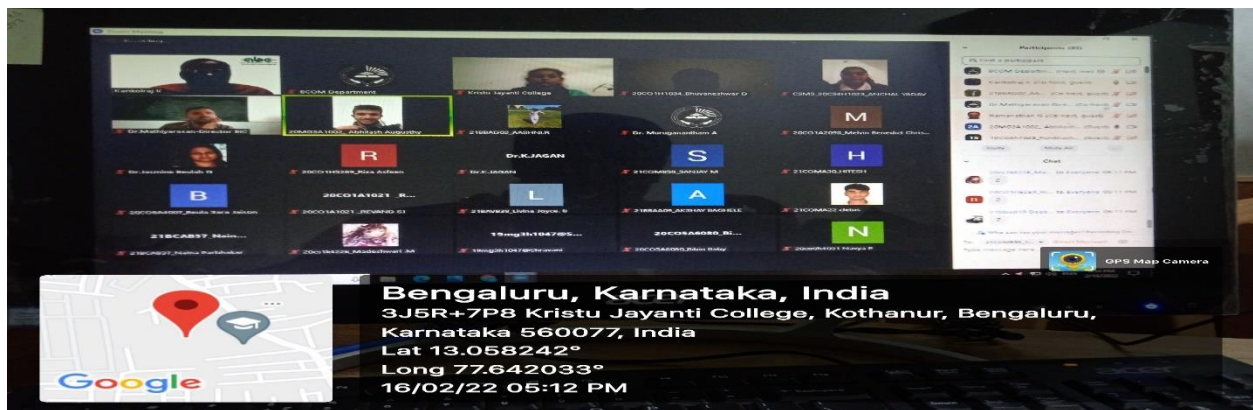
Photos:



Mr.Karikolraj K Director, ABC Info Media Pvt Ltd addressing the students



Student's interaction with Mr. Karikolraj K



Mr. Karikolraj K Director, ABC Info Media Pvt Ltd addressing the students

URL:

Report Prepared by: Madhusudhanan R

Verified by: Dr. Jashmine Beulah

Director
Entrepreneurship and Innovation Centre
Dr. Mathiyarasan. M

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