

Maharashtra Educational Society's
H. K. COLLEGE OF PHARMACY
Oshiwara, Jogeshwari (W), Mumbai – 400 102

Report on Seminar organised on “Achieving Problem Solution Fit and Product Market Fit” by Dr. Divya Rathod

Brochure



INSTITUTION'S INNOVATION COUNCIL

OF



Maharashtra Educational Society's

H K COLLEGE OF PHARMACY

Organises a Seminar On

**ACHIEVING PROBLEM-SOLUTION FIT AND
PRODUCT-MARKET FIT**

11th February 2023

Time:2-3pm



SPEAKER:

Dr.DIVYA RATHOD

Founder and CEO of Silverynanos Innovations
and DivyaInnovation

IIC Co-ordinators

Dr.Archana Upadhyay

Ms.Rachel Britto

Ms.Sunanda Patil

Principal

Dr.M N Saraf

Students Co-ordinator

Harshal Patil(Scientific Head)

Zaim Surve (Asso Head)

Aakanksha Mokar

Anurag Rane

Summary:

A seminar on the topic “Achieving Problem Solution Fit and Product Market Fit” was organized in an offline mode, in the HK college auditorium by the IIC of Humera Khan College of Pharmacy. Dr. Divya Rathod, a young entrepreneur, Founder and CEO of Silverynanos Innovations LLP and Divya Innovations was invited to recount her experiences

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as entrepreneur and her success stories of improvising her products to meet the needs of a dynamic market.

The audience was filled with faculty, including the respected Principal of HK College of Pharmacy, Dr. M.N.Saraf as well as students in large numbers (>100).

Dr. Divya Rathod is the innovator of the product HAPITO® which is a nanotechnology product that was initially developed to give clean and infection less toilets for a month. Dr. Divya who is also a TEDx speaker, has presented her innovation at many National and International platforms such as Mumbai-IIT and United Nations. She has also received several accolades.

She gave a brief narrative about her experiences at the United Nations platforms when asked by the enthusiastic audience. She inspired one and all present by speaking of her success journey which has been riddled with failures. She emphasized that failures are the stepping stones to success since they enrich the individual with experiences making the person smarter and more intuitive.

When asked how and why she diversified her innovative product Hapito to many other products such as Hapito (helmet protector), Hapito (sofa and curtain protector), Hapito (glass protector), Hapito (carpet protector), Hapito (rug protector) and many more, she said she realized that the market had changed during the COVID-19 pandemic and people were looking for such disinfectants to protect them from the virus i.e from the infection. She innovatively modified her product to meet the demands of the market. This is how she could sustain her business despite the raging pandemic when the sales of her original product had dropped especially during the lockdown phase.

There was total silence among the audience during her talk and her experiences were well absorbed by students and faculty alike. The session was an eye opener and faculty and students who were inspired by her talk.

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Media:

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Facebook: <https://www.facebook.com/photo/?fbid=617188207087492&set=a.470185965121051>

Instagram: https://www.instagram.com/p/CpufuPUoQ5e/?utm_source=ig_web_copy_link

Archana

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