

PRODX

Event Report

Introduction

ProdX was hosted by GDSC MJCET on 06th July, 2024 at Seminar Hall, Block 4. The event aimed at introducing product management as a viable career option to the attendees. The agenda included the following:

- Providing insights into product management
- Learning the latest industry trends and best practices
- Interacting with an industry expert and gaining valuable advice from him
- Cracking interviews and providing career pathways

The chief guest of the event was Kondru Sharathchandra, who is a senior product manager at Google, with 9 years of experience. Another special guest of the event was Purnachandra, who is an IIT Kharagpur graduate and is currently working at Siemens.

The event commenced with the recitation of the verses of the Holy Quran by Ghouse Tazeem, Chief Coordinator of GDSC MJCET. A warm welcome to the audience and a brief introduction to the event was given by Abdul Aleem, Lead of GDSC MJCET. The guests were given a warm welcome and were presented with mementos.

Cracking Interviews

Kondru Sharathchandra captivated the audience with his energetic and interactive session. He began by sharing his diverse background, having come from a sports college, joining the army and obtaining a degree in psychology. He recounted his army interview experience, highlighting that he was one of only three candidates selected out of 1200 applicants. He stressed the importance of attitude in cracking

interviews, calling it the number one reason excellent candidates fail. He also shared an anecdote from his time at Google, where he accidentally deleted a component but learned valuable lessons from his manager's calm and supportive response.

Sharathchandra provided comprehensive insights into the product life cycle and the role of a product manager, emphasizing the need for strong communication skills, strategic thinking, and the ability to manage cross-functional teams. He used various case studies to illustrate these points, sparking the curiosity of the audience by posing questions such as why Foodpanda was not successful in India and how CRED earns money. By analyzing the business models of popular Indian apps like Zomato, Swiggy, CRED, and Koo, he engaged the attendees in a thoughtful discussion about market dynamics and strategic decision-making.

Product Life Cycle

Purnachandra's session complemented Sharathchandra's by delving into the technical aspects of product management. He explained the product life cycle in detail and introduced the audience to various tech tools used in the field.

Purnachandra emphasized the importance of staying updated with the latest tools and technologies to excel in one's career. He discussed tools used for project management, user research, data analysis, and prototyping, giving attendees a well-rounded understanding of the technological landscape in product management.

Both speakers highlighted the significance of continuous learning and recommended several books for aspiring product managers. They underscored the value of reading to gain diverse perspectives, enhance strategic thinking, and stay abreast of industry trends. The recommended reading list included classic texts on product management, leadership, and self improvement, which they believed would be invaluable resources for the attendees. They emphasized on the importance of networking and continuous self-improvement.

Conclusion

The event concluded with an engaging Q&A session, where attendees had the opportunity to interact directly with the speakers. The speakers answered questions meticulously, ensuring even the simplest of queries were answered comprehensively.

In a generous gesture, both speakers shared their contact information with the attendees, encouraging them to stay in touch for further guidance and mentorship. They also introduced their company, "TheLibrary", which provides resources, workshops, and personalized coaching to help individuals prepare for job interviews and advance their careers.

The event was wrapped up at the end with official photographs. It was a great success, leaving the audience inspired and better informed about the field of product management.
