

# TWO DAYS ONLINE SEMINAR ON ROLES OF CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP

**Date:** 11/09/2018 - 12/09/2018

**Organizing Department:** Department of Management Studies

**Mode:** Online

**No. of Participants:** 60

**Duration of Event:** 2 days from 11:00 am to 2:00 pm

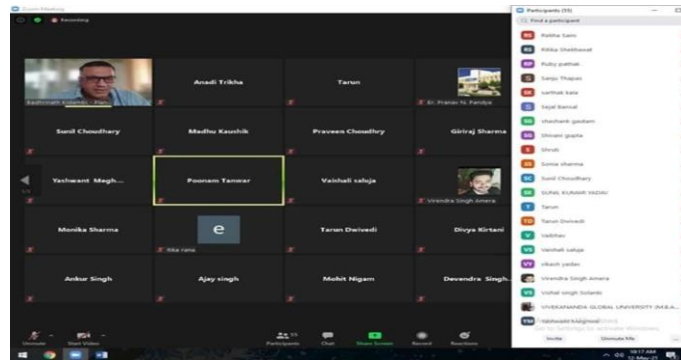
**Resource Person:** Dr. Atul Gaur, Assistant Professor, University of Delhi

**Coordinator Name:** Mr. Hitesh Tikyani, Ms. Poonam, Ms. Deepika, Ms. Madhubala Kaushik, Ms. Anadi Trikha and Mr. Adit Jha

**Event Platform:** Webex, CISCO



Student Coordinator: Raj Sharma



Expert Session

## Brief Report

The overall objective of this seminar was to give all participants a brief about creativity, innovation and entrepreneurship. Entrepreneurship is considered a key factor in economic development. The seminar mainly focused on creativity and innovation in entrepreneurship. Creativity and innovation have become the vital point to enhance the value of entrepreneurship. Creativity helps us improve existing business practices. Innovation is about making a process that can convert invention or idea into a more marketable product or service.

Dr. Atul Gaur, Assistant Professor, University of Delhi in his keynote address, spoke about how future success of companies depend on innovation and it has become critical for creative people to stay relevant in the competitive market to survive despite the limited supply.

## Conclusion

By the end of the seminar, participants understood how a creative process works. Participants understood how to solve real-life situations using practical creative techniques. Around 60 students attended the programme.