



## ENGINEERING MANAGEMENT TECHNICAL CAMPUS – JEMTEC

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)  
Plot No. 48/4, Knowledge Park-III, Greater Noida, PIN-201308

**Name of the Event:** - Guest Lecture on “Understanding Creativity and Innovation- Applicability to Startups”

**Resource Person:** - Mr. R. J. Masilamani, Ex- CEO, Timex Watches

**Day & Date:** - Friday, 24th January, 2020

**Time:** - 11.30 AM to 1.30 PM

**Attended by:** - All the BBA Students along with B. Tech (CSE) and BCA students

**Venue:** Auditorium, JEMTEC, Greater Noida.



The BBA Department of JIMS Engineering Management Technical Campus, Greater Noida organised a Guest Lecture on “Understanding Creativity and Innovation- Applicability to Startups” on Friday, 24th January, 2020. The guest speaker was Mr. R. J. Masilamani, Ex-CEO, Timex Watches.



Dr. Arun Kumar Singh, HoD, BBA welcomed the guest and felicitated him with a green initiative of JIMS.





Mr. Masilamani began the lecture with the essence and meaning of the term 'Creativity'. He conducted an interactive session and students seem to be keen to clear their concept and understanding of the term innovation. He talked about the mistakes done by global business magnate, where could they have reached in the absence of such mistakes.

He discussed various startups in India in the last decade, he highlighted the business policies opted by them and their success rate. Launching a startup with an innovative idea needs to be supported by a strong business policy, lest it can be disastrous, as is the case of OYO. He discussed many such case studies.

He also initiated that creativity and innovation are crucial to business success, especially in the ever-changing and uncertain world we live in today. While creativity is the ability to produce new and unique ideas, innovation is the execution of that creative ideas. When properly fostered, creativity and innovation create inventive problem solving for one's business. He initiated students to think of technological innovations which can solve day-to-day problems and make life more convenient for all.



He tried to convince the students to be more active and observe carefully, which would help them to identify problems persisting in the society to conceive their own innovative ideas for their own startups. He defined sustainability in technical and general, both the terms and stated many live cases which left a strong inscription on the students brain for their career persual.



Dr. Anand Swaroop Pandey, Professor, BBA gave vote of thanks and expressed gratitude towards the guest for giving his valuable time to the students. Dr. Rashi Gupta, Assistant Professor, BBA coordinated for the event to be a success. Mr. Masilamani answered all the queries raised by students. The guest lecture was highly inventive, inspiring, informative and interactive for all the students.

