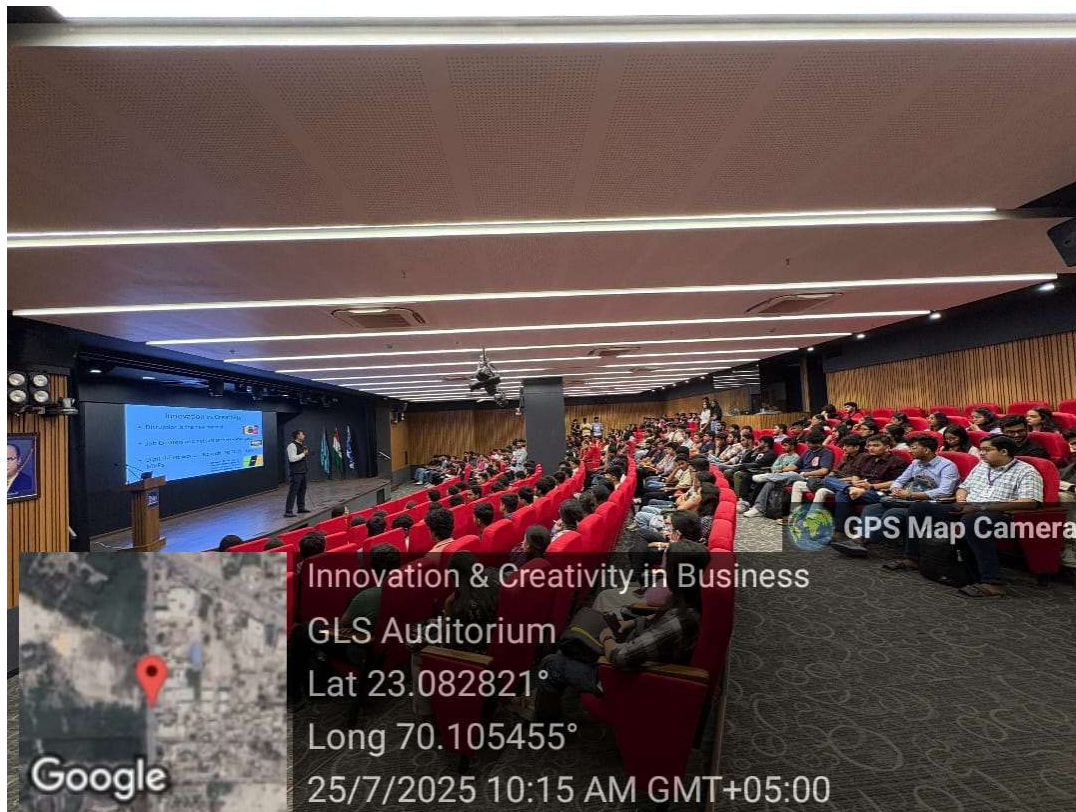
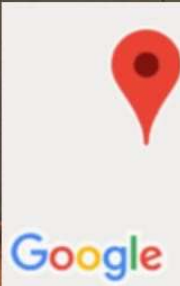


AN INFORMATIVE SESSION ON 'INNOVATION AND CREATIVITY IN BUSINESS'

Date: 29-7-2025

GLS-FOC organized an insightful session titled "Innovation and Creativity in Business" under the auspice of 'Academics & Beyond' on 25th July 2025, emphasizing the importance of thinking beyond the ordinary. The session aimed to encourage students to reflect not only on their academic pursuits but also on practical business perspectives. It particularly highlighted the significance of marketing knowledge and business innovation in the modern world. The session was conducted by Mr. Ujjwal Nagar, a TEDx speaker. The session covered various forms of innovation relevant in today's business landscape. Through an engaging PowerPoint presentation, Mr. Nagar introduced the powerful tagline: "Community building is the best way to succeed a brand," explaining its deep meaning and relevance to modern businesses. He began by clarifying the difference between creativity and innovation, stating that while creativity is the foundation, innovation is the application of that creativity to generate tangible results. Through audiovisual aids and examples of successful companies such as Coca-Cola, OnePlus, Naturals Ice Cream, Mamaearth, Apple, Samsung, and SpaceX, he illustrated how innovative thinking drives brand growth and market leadership. He generously offered continued guidance and shared ways to connect with him for future mentorship. The session was coordinated by students of Faculty of Commerce under the guidance of Dr. Bhumika Ansodaria and Dr. Aashal Bhatt.





Innovation & Creativity in Business

GLS Auditorium

Lat 23.082821°

Long 70.105455°

25/7/2025 09:30 AM GMT+05:00

 GPS Map Camera