

Faculty Development Programme on

**“Innovation & Creativity”**

14<sup>th</sup> & 15<sup>th</sup> November, 2018



Prof. Annamalai, Chennai at the Programme





Memento presentation to Prof. Annamalai



Group Photo

## Faculty Development Programme on

### **“Innovation & Creativity”**

14<sup>th</sup> & 15<sup>th</sup> November, 2018

### REPORT

The FDP Program was organised for two days on 14<sup>th</sup> & 15<sup>th</sup> November, 2018 by IQAC. The Resource person for this program is Dr. N. Annamalai from Chennai.

The program started on the first day with a brief introduction of Dr. Annamalai followed by his lecture. At the onset he told about the objectives of creativity to the faculty. They are

1. To expand on thinking options and to stress on lateral thinking.
2. To apply idea generation techniques for solving day to day problems
3. To break the habitat of mind sets and other blocks to creativity
4. To bring the knowledge of problem solving procedures.

Then he told about the difference between Creativity and Innovation. Creativity is the ability to conceive new ideas and innovation is converting an idea into a reality a product, process, service, strategy or technology. He added that new outlooks and strategies followed by organisations can also be called creativity. He described the functions of brain and how different parts of the brain perform different functions. He told that creativity can be measured by conducting certain tests like Creative Behaviour Test, Remote association Test and Torrence Divergence Test.

On the Second Day Dr. Annamalai explained about the Innovation process. Innovation is the embodiment, combination, synthesis of knowledge in original,

relevancy, valued new products, processes or services. He classified innovation into different types like Breakthrough innovation, Disruptive innovation, Sustaining innovation, Low-end innovation, and Reverse innovation. For fostering innovations some levers like leadership support, facilitating innovative culture, creating innovation and implementing innovation.

He conducted Group discussions and has drawn conclusions about creativity and innovation. Then feedback is taken and the program is closed.