

INNOVATION & CREATIVITY FOR MICRO, SMALL AND MEDIUM ENTERPRISES : *Growth Imperatives*

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Date: November 6, 2009, Friday, From 4.30 pm to 7.30 pm

Venue: IIA Bhawan, Indian Industries Association, Vibhuti Khand, Gomti Nagar, Lucknow

RESOURCE PERSONS on panel:

1. Dr PK Seth, CEO, Biotech Park and President , AKWL
2. Mr ajit Mital, Md, Acme Digitek solutions P Ltd
3. Shri Parveen Chandra, MD, Gyan Cirkitronics Pvt Ltd
4. Shri S.Gunasegaran,CGM,SIDBI
5. Sri C.V. Singh, Former Vice President, Tata Motors, moderator/ summing up

Introduction of the theme:

To make exponential business growth a reality, accept following hypothesis

- 1) Innovation and growth is not (just) a fuzzy process of screwing around vigorously (SAV) but can be a systematic process,
- 2) Innovation and growth is not (just) something that happens in a department like R & D or product development,
- 3) Innovation and growth is not just about products or solutions - it is about creating a transformational change in the way people live, work and play." Said Erich Joachimsthaler, Renowned Author of Hidden in Plain Sight

Creativity And Innovation In Business

Are you interested to have knowledge on following for your business growth?

- ? *Ten Principles for creating highest performing teams that produce continuous Team Innovation*
- ? *Seven Characteristics of a high performance team that lead to steady and substantial Team Innovation*
- ? *Examples of effective teams in an organization, what made them effective, what could have been done better*
- ? *Five Principles for creating successful business innovations that drive growth*
- ? *How do you find innovation? Can you find innovation blind-folded or using the same lens? Six Ways to find innovation*
- ? *Nine Processes to create at your organization to unblock creativity and drive innovation*
- ? *Top Ten characteristics and traits of Creative Leaders. Are you a creative leader?*
- ? *How much creativity is enough? Is there an optimal level of creativity for a person to have?*
- ? *How are innovation and leadership linked? How do leaders lead in a way that generate Innovation? Top Ten leadership ideas to drive innovation*
- ? *Avoiding the innovation cycle, and Four Common innovation blunders*
- ? *How can failure drive innovation? Five Takeaways stimulation innovation*
- ? *Online engagement with customers creating new innovative solutions*
- ? *Marketing Innovation in Growth market, Emerging market, Existing market, Replacement market and Untapped market*
- ? *Innovation driven by creativity and excellence in products, operations, and distribution*
- ? *Upend established business models and deliver new products and services*
- ? *Bring to market winning innovations consistently, achieve profitable new growth, and reinvent your business for the future*
- ? *Detailed process for continuous consumer-driven innovation and Six steps to lead, innovate and grow*
- ? *Timeless wisdom and insights from top innovators in the world. What do you see?*
- ? *How do you benchmark your new innovation, and call it a success? Explore this white paper.*
- ? *What is your organization's capacity for creating new innovations, and how do you expand this?*
- ? *What are your biggest complaints? Are your employees happy? How do you create an innovative culture?*

? *Latest best practices, insights and case studies at Apple Inc. including iPhone, iPod, Mac, applications and more*

- ✍ You need not to be a scientist in order to bring inventive ideas into reality. Only creative thinking with strategic approach towards Intellectual Property can be helpful in converting traditional business organisations into idea incubation centres.
- ✍ **As per Mr NR Narayan Murthy:** There is continued opportunity for innovation here, and so it will be in 2050. As long as you have minds who can convert ideas into marketable products , you will be able to create institutions. The person should have an idea whose value to the market can be conveyed in a single sentence, eg. Idea that will reduce cost and market should be ready for the idea. Entrepreneur should be able to assemble a good team with complimentary skills and sound value system
- ✍ It is imperative to understand how and why certain firms create and deliver more wealth than others. What is the principle during their transition process? Strong research is desired in understanding the nexus between Innovation-entrepreneurship Management and how it influences a firms' performance.
- ✍ **Let us come together, let's think again, let us innovate.**

This interactive session is a kick start for series of seminars/ workshops, aimed to discuss the aforesaid issues and other innovative ideas of participants, in order to reach workable solutions. Need of the hour is to recognize the creative part of business and create platform for innovation. Innovation is a continuous process which results into generating wealth.

TARGET PARTICIPANTS: Members of AKWL and IIA

Entrepreneurs, representatives of SMEs or invitees

Agenda:

The meeting will start with self introduction of resource persons and the participants.

15-20 minutes presentation by resource persons and summing up by moderator. Short presentation , say 5 minutes , by participants, who want to tell their story of innovations. It will be an interactive session including Q&A.

Delegates by invitation only

Delegates Number: maximum 50 numbers, excluding invitees

Delegate Fee: NIL

Prior registration is necessary due to limited seats

Contact persons for Prior registration:

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