

Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow



Institute of Information Management & Technology, Aligarh



Report on Celebration of World Creativity and Innovation Day

Overview: Institute of Information Management & Technology (IIMT), Aligarh celebrated World Creativity and Innovation Day on 21st April, 2025. It is a United Nations-recognized day aimed at encouraging creative multidisciplinary thinking to help achieve a sustainable future and emphasizes the importance of creativity and innovation in solving global challenges. The Event was marked by organising an essay competition and a session on creativity & innovation.

Purpose and Goals:

- To promote creativity and innovation in all aspects of human development.
- To encourage students to think outside the box and apply new ideas and solutions.
- To educate the students about the new innovations and developments.
- To emphasise the importance of creativity and originality in today's fast-paced world.

Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

Key Highlights of the Event

1. Essay Writing Competition

Date: April 21, 2025

Venue: IIMT College, Aligarh

Event: Essay Writing Competition

Organized by: Department of Management & Commerce, IIMT Aligarh

Introduction:

To mark the occasion of **World Creativity and Innovation Day**, an **Essay Writing Competition** was organized on **April 21, 2025**, at IIMT College, Aligarh. In this competition more than 40 BBA, B.Com & MBA students had participated. The aim was to encourage students to express their ideas on creativity and its impact on society, innovation, and future challenges. The competition was open to all students and was conducted in both [languages, i.e. English and Hindi] to ensure inclusivity and broader participation. The students are free to choose their topic from the options given by college.

Topics:

- Cultivating a creative mindset in daily life.
- Social Innovation: Solving community problems with creative thinking
- The psychology of creativity: can it be taught?

Objective of Event:

- Promote critical and creative thinking.
- Develop writing skills and original expression.
- Spread awareness about the importance of innovation in everyday life.

Winners:

After careful review, the following students were declared winners:

- **1st Prize:** Prashant Verma, MBA 4th Sem

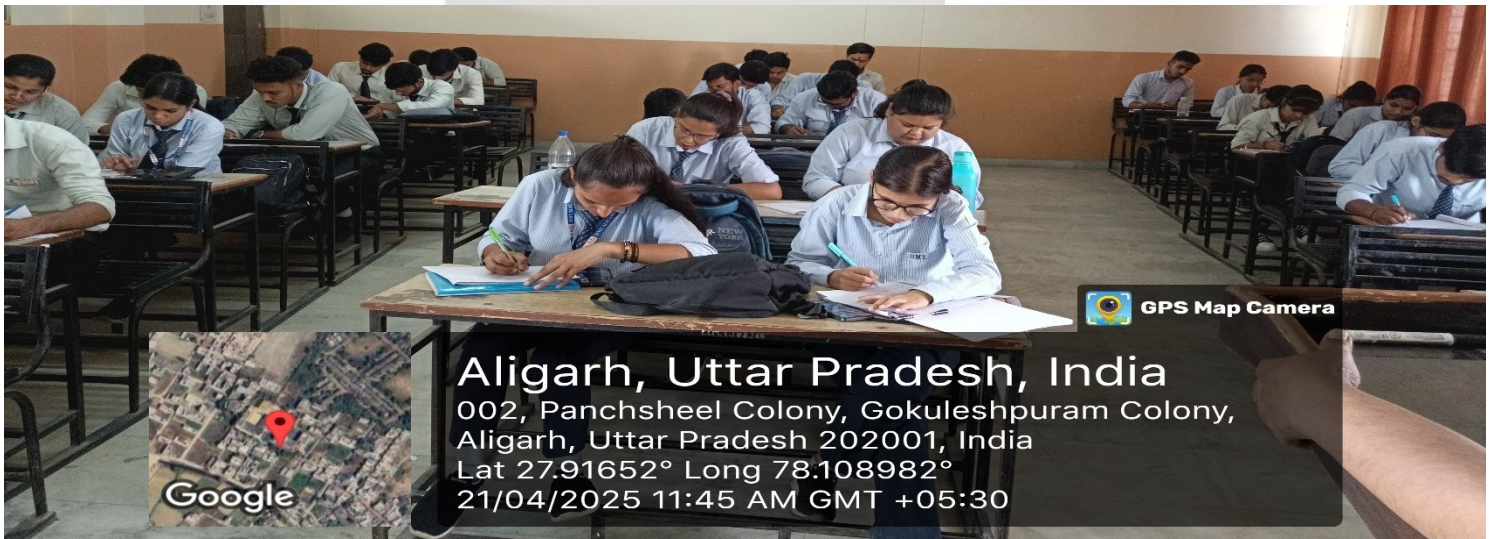
Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

- **2nd Prize:** Vanshika Mishra, B.com 2nd Sem
- **3rd Prize:** Utkarsh Sharma, BBA 6th Sem

Conclusion:

The essay writing competition was a great success, providing a platform for students to showcase their imaginative thinking and writing talent. It reinforced the message that **creativity is not just about art—it's a powerful tool to shape a better, more innovative world**. The event ended with a vote of thanks by **Dr. Indu Singh**, Head Department of management & Commerce, IIMT Aligarh appreciating the enthusiasm and effort of all participants, judges, and organizers.

Glimpses of Competition:



Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow



2. Session on World Creativity and Innovation Day

Date: April 21, 2025

Venue: IIMT College, Aligarh

Topic: "Unleashing Human Potential through Creativity and Innovation"

Speaker: Mr. Vinod Goswami, Faculty of management & commerce.

Organized by: Department of Management & Commerce, IIMT Aligarh

Introduction:

To commemorate **World Creativity and Innovation Day**, a special lecture was organized at IIMT College, Aligarh on **April 21, 2025** at 12:00p.m. by Mr. Vinod Goswami, Faculty of management & commerce.

The event aimed to promote creative thinking and innovative approaches to real-world problems. The event saw active participation from over **60 students and faculty members**. Many students also shared their ideas, making the session lively and inspiring.

Lecture Highlights:

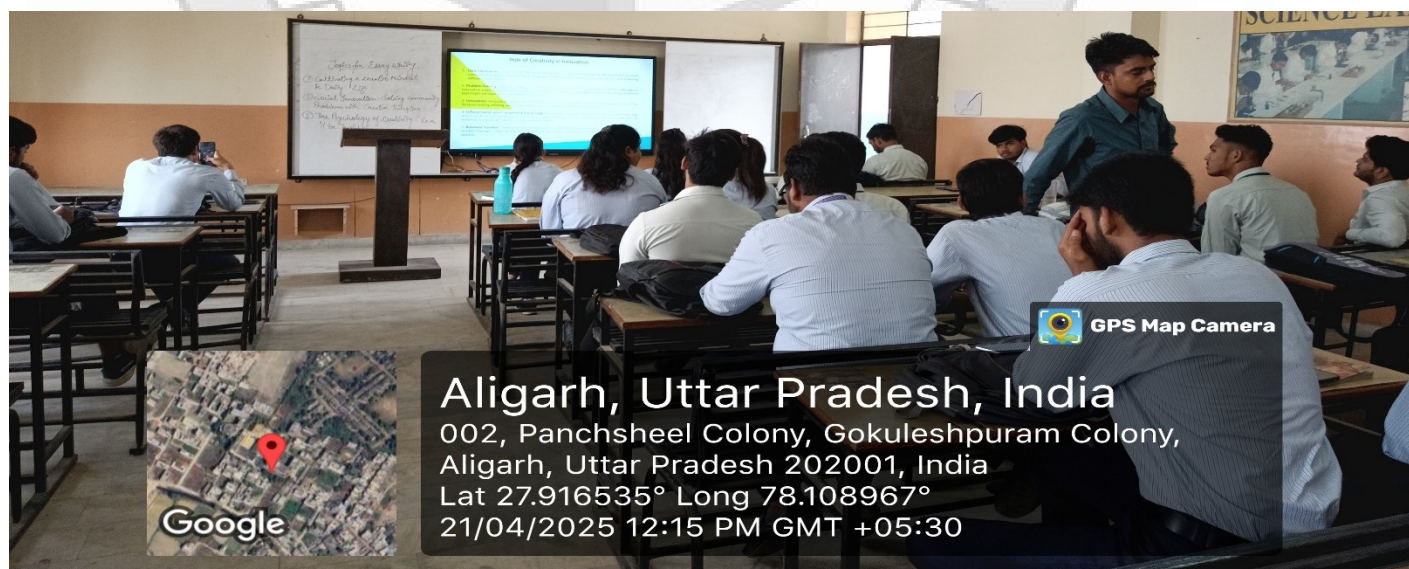
Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

- **Definition and Scope of Creativity:** The session began by distinguishing between creativity and innovation, emphasizing that creativity is the generation of ideas, while innovation is the implementation of those ideas.
- **Creativity across Disciplines:** The speaker illustrated how creativity is not limited to the arts but is equally important in science, business, technology, and education.
- **Barriers to Creativity:** Common mental blocks, fear of failure, and rigid educational systems were discussed as major hindrances to creative thinking.
- **Tools & Techniques:** Methods like *design thinking*, *brainstorming*, *mind mapping*, and *SCAMPER* were introduced as practical tools to stimulate innovation.
- **Real-life Examples:** Case studies of successful innovators, such as Elon Musk and grassroots inventors in rural areas, were shared to inspire students and participants.
- **Interactive Session:** The talk was followed by an engaging Q&A session where students asked questions related to personal creativity, career guidance, and startup innovation.

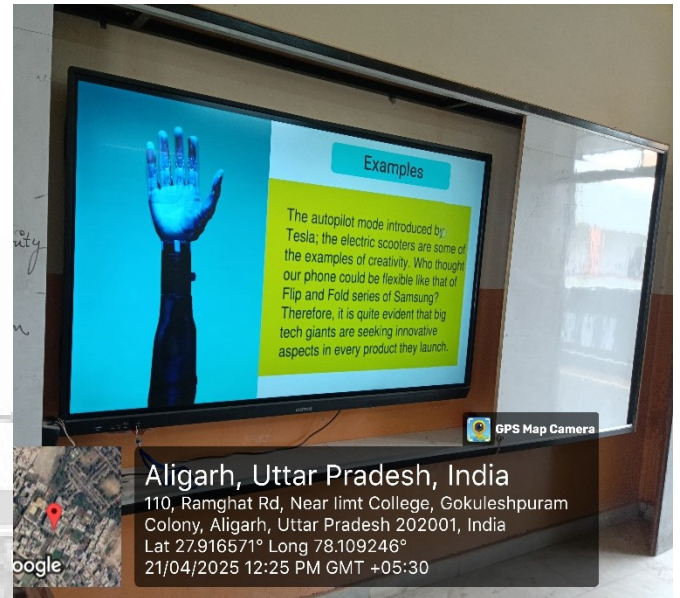
Conclusion:

The lecture successfully highlighted the importance of nurturing creativity as a critical life skill in the 21st century. It encouraged participants to think beyond conventional boundaries and to view problems as opportunities for innovation. The session concluded with a vote of thanks by **Dr.Indu Singh**, Head Department of management & Commerce, IIMT Aligarh expressing gratitude to the speaker and students for their cooperation. She also talked about the importance of such events and motivate the students to think out of the box.

Glimpses of the Session:



Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow



Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow

