

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 34
DEPARTMENT OF COMMERCE

GUEST LECTURE ON
UNLOCK THE INNOVATION AND CREATIVITY WITHIN YOU

A guest lecture on the topic *Unlock the innovation and creative within you* was organized for the students of 2nd year B. Com. on the 22nd of March 2022 from 12.20 pm to 1.15 pm. The event was coordinated by Dr. Jerusha Irene Chitra and Ms. Minothi, course teachers of the paper: Managing Innovation. The resource person was Ms. Christina, Founder of Christina's Art Studio, Chennai. Around 50 students actively participated in the guest lecture.

Ms. Christina, a woman entrepreneur with a career spanning over a decade and years of experience in the industry, shared her expertise on the unique perspective of creativity and innovation in the entrepreneurial sector. The program had a fine blend of learning with fun on the ongoing issue of approval of creative ideas in the venture capital industry during the pandemic situation and the application of recent trends during such situation.

Citing the example of Zaha Hadid, a British architect who has shown creative and innovative ideas in an extraordinary way in the field of architecture, the resource person said that creative and innovative ideas supported by persistence and hard work will catapult people to the pinnacle of success. She also explained that today technology is vital for the creative ideas to be born, by citing some practical examples and that really inspired the participants. The highly interesting and informative lecture came to a close with a Q & A session followed by a vote of thanks.

