



REPORT ON **TRANS**CREATIVITY WORKSHOP

18-19-20th APRIL, 2019

Speaker :
Mr. Amar Gargesh



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ABOUT PDP

PDP was established in 2007 by the Gujarat State Legislature Act. PDP's lush green campus is spread over 100 acres of land with state of the art academic and residential infrastructure of global standards. PDP addresses the need for trained and specialized human resource for Industry worldwide. It intends to expand the opportunities for students and professionals to develop intellectual knowledge base with leadership skills to compete in the global arena. University aims to foster the spirit of global citizenship for all its stakeholders and create dynamic global culture on the campus.

Pandit Deendayal Petroleum University (PDP) which has a NAAC accreditation with "A" Grade, with CGPA of 3.39 out of 4.00 also has been awarded the Graded Autonomy by MHRD, Government of India.

PDP is one of the two private universities in India and the only University in Gujarat to receive this recognition in 2018.



PDPU IIC

ABOUT US

PDPU Innovation & Incubation Centre (PDPU IIC) is an incubator established by Pandit Deendayal Petroleum University (PDPU). PDPU IIC is registered u/s 8 of Companies Act, 2013. It is recognized as Nodal Institute by Govt. of Gujarat and registered as Startup India Incubator under DIPP (Department of Industrial Policy and Promotion, Govt. of India). Also, PDPU IIC is supported by Student Start-up and Innovation Policy (SSIP) by Education Dept. of Govt. of Gujarat, Startup Innovation Policy by Industries Commissionerate (IC) and Department of Science and Technology (DST) by Government of Gujarat.



PDPU IIC is born with the aim of converting the brimming potential of budding Engineers, Management Students and Technocrats into innovation-driven business ventures leading to technical renaissance. **We are incubating 50+ Start-ups from the different domains such as waste management, energy and environment, IT & IOT, Fintech, Cleantech, etc.**

WHAT IS TRANS CREATIVITY ?

The world is changing rapidly in intensity, diversity and range. The challenges of the future are Achieving Growth, Overcoming Competition and Delivering Fulfilment speedily, consistently and with high quality. Maximum Utilization of Resources has to be one of the key strategies for high efficiency and sustained success. Creativity has to play a huge role as a powerful management resource for this goal. Creativity is unlimited, inexhaustible and sustainable. It can be inclusive, involving and generate the feeling of ownership. 'Creative Knowledge' is one of the most powerful tools that can successfully enable us to cope up with these challenges.

Trans creativity is an experiential learning of the best creativity and customer satisfaction practices from successful activities that are 'Designed by Man for Man'.



WHY THIS WORKSHOP ?

- 01 Differentiation and Value Creation (Identity and Distinction)
- 02 Maximum Resource Utilization (More Options. More Designs.)
- 03 Fulfilment of Target Audience / Customers (Satisfactory UX)

SPEAKER



ABOUT THE SPEAKER

Mr. Amar Gargesh has been empowering the youth through Creativity over 40 years. Mr. Amar has been a Professional Creativity and Communications Practitioner. He is a visiting faculty at many renowned institutes in Gujarat like MICA, AMA, etc. He was GM (PR and Media), Narmada Project, Advisor, Corp. Comm., Nirma Ltd., Advisor, British Red Cross. Conducted creativity workshops at MICA, NID, NIFT, CEPT, Nirma Univ, for professionals and corporations including HUL, Mumbai. Author of "The Right to Pun."

STATISTICS



36 Participants
5 faculties



SCHEDULE

18th April, 2019 (Thursday)

- 10.00-11.30 Introduction to Transcreativity Relevance and value
- 11.30-12-00 Tea Break
- 12.00-1.30 The Magic Circle of Dance Ms. Nilima and Kadamb Troupe Kathak group with international performances
- 1.30-2.30 Lunch break
- 2.30-3.30 Exploring Creativity and Applications
- 3.30 -4.00 Tea Break
- 4.00-5.30 The World of Theatre Shri Parmeshwar Actor, writer, film maker, dramatist.

19th April, 2019 (Friday)

- 10.00-11.30 Presentations and Learnings
- 11.30-12-00 Tea Break
- 12.00-1.30 Breaking barriers MARTIAL ARTS SENSAI NIKHIL TRIVEDI (5TH DEGREE BLACKBELT)*
- 1.30-2.30 Lunch Break
- 2.30-4.00 Learnings and Exercises
- 4.00 -4.15 Tea Break
- 4.15-5.30 Transcreativity Applications

20th April, 2019 (Saturday)

- 9.00-10.45 Presentations and Learnings
- 10.45-11-00 Tea Break
- 11.00-1.00 Dreams -- The Original Virtual Reality
DreamAnalysis -- Dr. Maitreya Parekh, M.D., Practicing Psychiatrist
- 1.00-2.00 Lunch break
- 2.00-3.30 Assignments
- 3.30 -4.00 Tea Break
- 4.00-5.30 The Power of Creation Pottery – traditional Potters
Wrap up

DAY 01



1. Creative activity

The session started with an interesting activity, where all the teams were supposed to come up with 51 creative food combinations that weren't already existing. Takeaway of this activity that all the humans are creative, and they all can think differently and create something new. One need not necessarily be an artist to be called creative. **Takeaway:** importance of creativity, human is by nature creative and so in this everchanging world everyone needs to be continuously creating something new in order to cope with the changing times.

2. Katthak

Second part included A dance performance by very well renowned, Kadamb Dance academy. The expert explained in detail the history and some basic technicalities of Indian classical dance form, Katthak and also demonstrated various compositions including Amad, Toda, Tukda, and Jugalbandi.

Takeaway: Important aspects from the performance such as Jugalbandi i.e. interaction between the dancer and the musicians,. Riaz, i.e. continuous disciplined practice and Sum, the cyclic circle of starting and ending at the same place and showed their application in creating actual products and services for the market. Creativity is not a onetime phenomenon, an individual needs to continuously keep practicing it so as to develop something new and different and one needs to develop the idea step by step till it converts into something concrete.



3. Session by Dramatist.

The day ended with a very energetic session by Parmeshwar Sir who is a dramatist. He conducted some interesting activities like the Mirror activity and Pace walking. In Mirror Activity, one of the two partners was supposed to act and the other was supposed to replicate it giving it a mirror effect.

In the Pace - Walking activity, all the students were supposed to walk in a zig-zag manner in different speed on the stage and fill all the empty spaces.



DAY 02

1. Interactivity and dialogue activity:

The 2nd day of the trans creativity workshop began with an exercise based on interactivity and dialogue based on the elements of dance. Students were divided into teams and they were supposed to come up with five activities where dialogue can be used to make the activity more productive, adding a value to it and creating something new. Students came up with innovative suggestions for making every day activities interesting, for eg. a team suggested of having some puzzles or activity for those who are sitting at barber's shop for hair-cut so that both the customer and barber can converse over it. A team also suggested developing a Stamp ATM at post-offices so everyone can just put in the nominal amount and withdraw stamps instead of standing in long queues.



2. Sense creativity activity:

The next activity was related to sense creativity. Where in the teams had to use one of the sense organs i.e. sound. The students had to add the element of sound in existing product to make it more useful, creative and unique. Participants came up with interesting innovations such as putting alarm in the boiling vessel to signify when the water or milk has boiled, putting sound sensors in vehicles to detect the distance between two vehicles during the turnings and signify if the distance decreases so as to prevent accidents.



3. Martial arts:

Later there was a session on Martial arts, specifically Karate. The instructors taught the students the basic warm up and basic skills like punches, chops and blocking. Through this the students learnt the power of focus and Concentration. At the end of the sessions, two students broke the stone plates with their hands, by strongly directing their concentration and energy at one point.

DAY 02



4. Self-realization of personal qualities Activity:

The second last activity was an interesting activity session where in the students had to draw their values, beliefs and personality on the outline of their hand. This was to symbolize that every individual is creative and unique in their own way. So they need to showcase that uniqueness in their product and services as well so that it could appeal to audience.



5. Palmistry Session:

Last but not the least, the last session included a palmistry session. Sir himself taught the basics of palmistry and what each of the lines on the palm represented also the fingers denote the planets. It was a self-interest session which aimed at awakening the self interest in the person.



DAY 03

1. Dream analysis:

In dream analysis, the students were asked to pen down their dreams and then they were taught how to interpret it. According to the experts even though sometimes we don't seem to have any dreams, every individual dream at least once in a day. Some dreams are blocked by the pre conscious and never allowed to reach conscious.

Takeaway: The dream interpretation helped the students to get more insights about themselves.



2. Pottery session:

Next there was a pottery session where in the students were taught how to mould their creativity to suit the needs of the customer and create relevant products and services.

Takeaway: Mould yourself according to the needs of the other person.

3. Colour activity:

Lastly all the students were given colours and were asked to reduce it's quantity. One way to do that was by applying the colours to others. Thus, he concluded that how give and take equation is very necessary for nurturing creativity. Sharing ideas, discussing about it and collaborating efforts will result in to wonders.

The students were very participative throughout the workshop and enjoyed all the activities. They continuously asked questions so as to get insights about the concepts.

TESTIMONIALS

"The workshop was an amazing experience for me, never thought that dance and pottery could teach me about commercial business. Really a mind-blowing workshop."

-Himanshi Gupta

I enjoyed a lot in the workshop, more than that I also learnt so many new things which I could never have learnt in my regular classes. It gave me a new perspective about creativity and how to connect it with business reality through art forms like dance, theatre, pottery etc.

-Abhishek Pandey

GLIMPSES



Contact Us :

PDPU Innovation & Incubation Centre (IIC)

7, Amenity Centre,

Pandit Deendayal Petroleum University (PDPU),

Raisan, Gandhinagar – 382 007, Gujarat, India.

Phone : +91 79 23275164

Email : iic@pdpu.ac.in

 @IICPDPU

 @pdpu_iic

 @iicpdpu

 @knowiic