

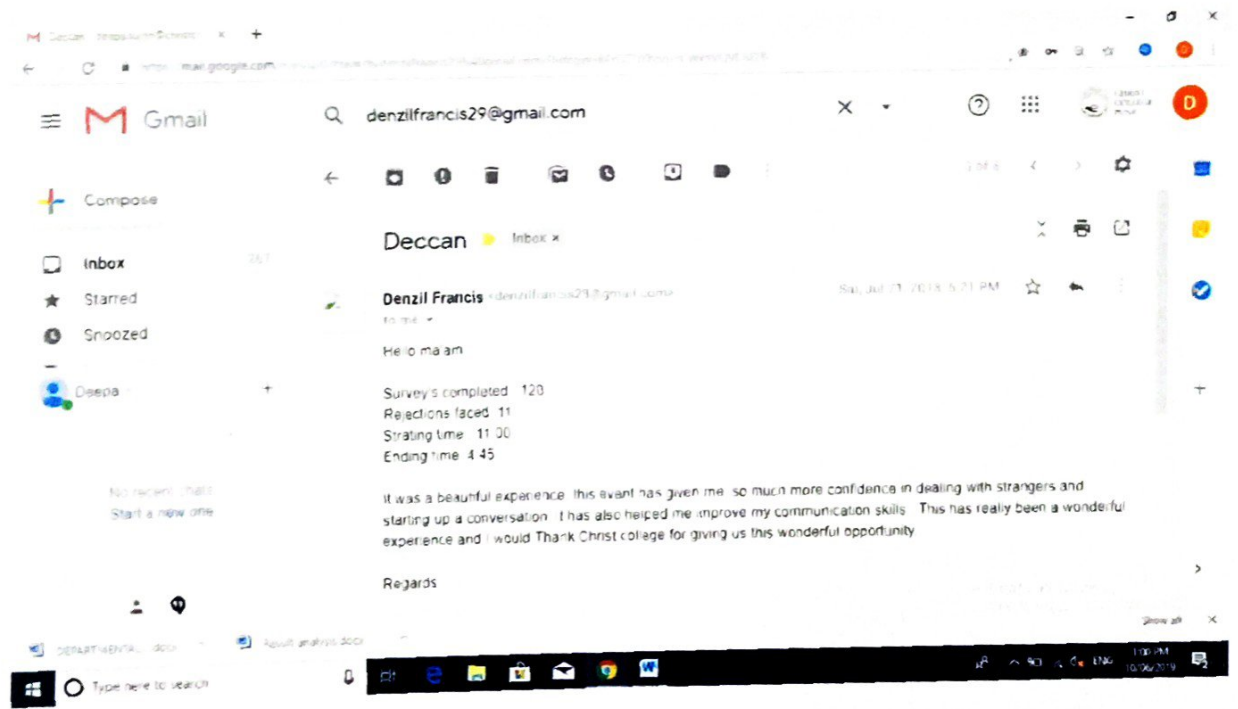
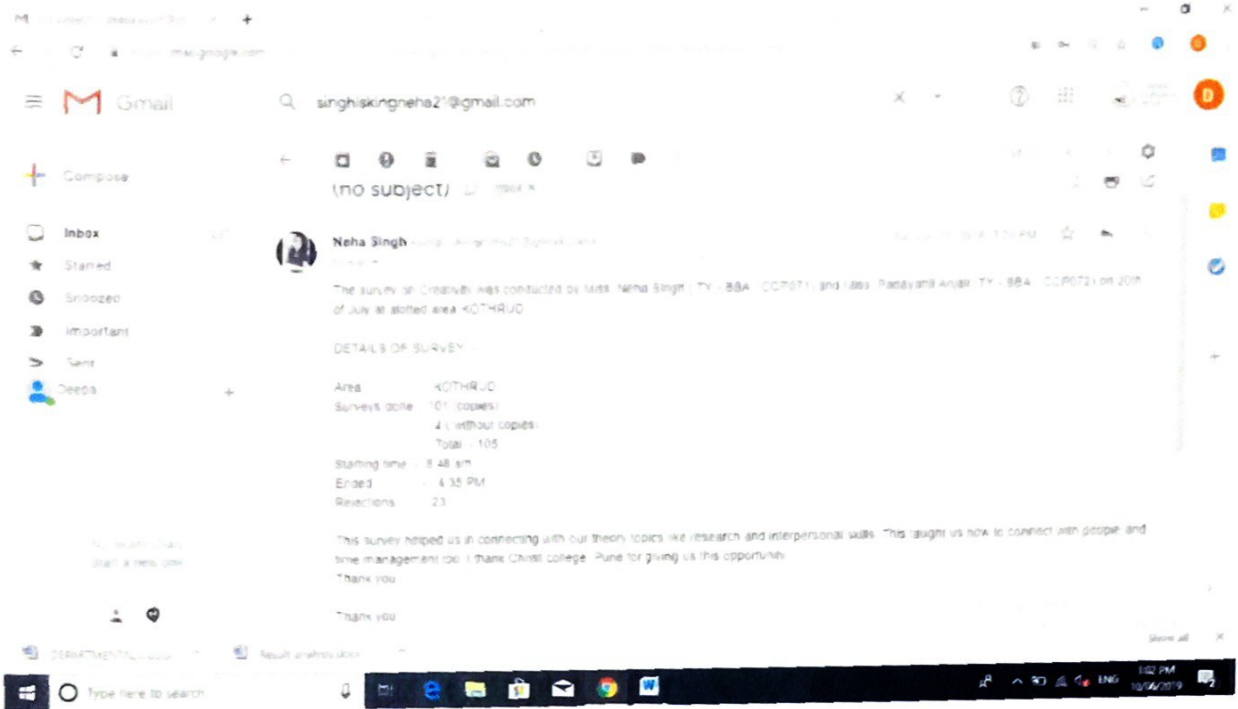
## **SEMINAR ON PERCEPTUAL MAPPING OF CREATICITY- AN EXPLORATORY APPROACH.**

A seminar was organized on 19<sup>th</sup> July, 2018, for the students of TY BBA and TY BBA (IB), by the renowned group Creaticity.

This resource person for the seminar was Mr. Benny Godwin CIM, Lavasa, who explained the features of creaticity and it's uniqueness. He gave valuable inputs on "Research Methodology" and explained in details how exactly a research is conducted. This seminar did not just contain lectures on Research, but students had the opportunity to execute what they learned in the classroom, outside in the city. Students were divided into pairs and each pair was given a particular location in and around Pune and they had to conduct a survey regarding public knowledge about Creaticity. Indeed, this was a task not only filled with practical exposure but also a lot of fun for the students who conducted this survey with great enthusiasm and willingness. This was a 2 day survey after which the students submitted their findings to the professor in charge.

Thus, this survey helped the final year management students in understanding more about the concept of "Research".







J. S. M.