



Automotive Component Manufacturers Association Of India

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**(By E-mail only)**

14<sup>th</sup> January 2020

To: **All Members in Northern Region**

**ONE DAY TRAINING PROGRAMME ON**  
**Creativity & Innovation**  
**AT**  
**ACMA OFFICE, MUNIRKA, NEW DELHI**  
**9.30 A.M.: FRIDAY, 13<sup>th</sup> MARCH 2020**

Continuing with our endeavor in training the work-force of member companies of ACMA (NR), we are pleased to announce yet another **One Day training program**, this time, **on “Creativity & Innovation”** from 9.30 a.m. to 5.00 p.m. on **Friday, 13<sup>th</sup> March 2020** at **ACMA Office, 6<sup>th</sup> Floor, The Capital Court, Olof Palme Marg, Munirka, New Delhi 110067.**

### **Why This Workshop?**

Peter Drucker, the famous management thinker, says, *“Business has only two basic functions – marketing and innovation.”* Creativity and innovation are the reasons that businesses flourish in today’s world – setting the bar higher for the next ‘big’ idea. An innovative culture and the right set of creativity techniques are crucial in every business. Creative thinking leads to the implementation of innovative ideas in the workplace. Staying competitive in an evolving world requires an understanding of the art and science of innovation at multiple levels. The critical element for sustaining innovation in organizations is the “people” and hence need to create culture of creativity and innovation towards which this training is aimed at.

### **Objective of the program?**

The objective of the program is to help people develop their creative skills and provide them knowledge and opportunity of how to use a range of creative thinking methods, tools and techniques to generate ideas and solve problems.

## **This Program will cover the following points:**

- Understand what is creativity and its importance
- Differentiate between creative thinking and critical thinking
- Learn the needs and components of the creativity
- Learn how to be more creative
- Understand creative thinking techniques – brain storming and six thinking hats
- Learn disruptive innovation

## **Methodology:**

**The training would be highly interactive and facilitator would make use of the following:**

- Group Discussion
- Quizzes / Questionnaires
- Group / Individual Activities
- Videos
- Role Plays
- Questions and Answers

## **Who should attend?**

Senior and middle management level persons of Production, Production Engineering; Quality Control, Supply Chain; HR; Finance; R&D; IT and Marketing.

## **Participation fee details:**

Category	Amount	GST	Total Amount
Members	Rs. 3,000/- per participant	18%	Rs. 3,540/-
Non-Members	Rs. 3,600 /- per participant		Rs. 4,248/-

*(\*10% Discount in case of companies nominating 3-5 participants and 20% Discount in case of companies nominating 6 or more delegates + Tax 18% would be applicable)*

**Faculty: Mr. Balraj {Faculty Profile – Annexure I}**

You are requested to take advantage of this unique program designed specially for ACMA Northern Region membership and confirm your participation/nominations through the enclosed Reply Form, at the earliest.

We look forward to receiving your support/nominations.

**Sd./-  
Regional Secretary**

**Encl.:** Reply Forms  
Annexure I – Faculty Profile

Circular No: ACMA/NR/2019-20/31

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