



**Udaybhansinhji Regional Institute of Cooperative
Management, Gandhinagar, Gujarat**

(Accredited by C-PEC Lucknow,
PGDM-ABM Approved by AICTE, New Delhi)

Report on
VAHAK-2K25

Guest Speaker:

Mr. Sudip Ghosh
(Commercial Unit Head)

&

Ms. Jaya Singh
(Marketing Head)

TOPIC OF DISCUSSION:
(Creativity for Problem Solving)



Date: 28/07/2025 || **Venue:-**URICM

Company: SYNGENTA INDIA PVT. LTD. || **syngenta**

Guest Speaker: Mr. Sudip Ghosh (Commercial Unit Head)

Ms. Jaya Singh (Marketing Head)



Topic: “Creativity for Problem Solving”

Highlights: -

The session highlights that creativity in problem solving is like unlocking doors in your mind – that lead to unexpected, effective, and sometimes brilliant solution. It's not merely about thinking outside the box; it's about realizing that the box itself can be reshaped, flipped, or even discarded entirely. To cultivate and apply creative thinking effectively, one must focus on generating ideas that are unique and unconventional, adopting flexibly to changing circumstances, and shifting perspective to explore diverse possibility. The ability to produce a wide range of ideas quickly is essential for innovation and growth, offering simplified solution to even the most critical problems. For individuals, creative problem- solving fosters confidence, resilience, and critical thinking, while also promoting lifelong learning and continuous self-improvement.



THANK YOU