



Talk on “Creativity has no Finish Line”

On 17th January 2023, Prof. Brij Bakshi, Media & Communication Expert & Analyst, Former Director of Doordarshan (India’s Public Service Broadcaster), delivered an invited talk on “Creativity has no Finish Line” for the students of B. Tech (IT and MI) at Cluster Innovation Centre, University of Delhi. Prof. Bakshi is an eminent personality in not only India but globally.



The talk was inaugurated by a brief introduction of Prof. Bakshi, by the esteemed Director of Cluster Innovation Centre (CIC) Prof. Shobha Bagai. The session started with a creative introduction of the speaker which encapsulated the essence of what the talk was going to be. It also gave an insight to the awe-inspiring pioneer that Prof Bakshi is with an impressive and illustrious professional background spanning over 35 years in the world of electronic media in various field ranging from internationally acclaimed productions to many sports events like Sydney Olympics 2000, Athens Olympics 2004, Commonwealth Games at Delhi in 2010 and many more.

Prof. Bakshi then proceeded to lead the talk with a fascinating beginning that he was not there to teach anything in contradiction to the myriad of lessons on creativity that his seminar carried. He then showed various clips of a multitude ways the National Anthem has been presented in media

each more ingenious than the last. He discussed how visuals tell a story, and the importance of body language by interacting with the students and asking them about their observations and feedbacks for each clip.

Prof. Bakshi also elucidated with many other examples and immersive conversations, many pointers and lessons to students on the importance of being passionate about the idea, the resources that one has do not limit their creative potential, the significance of participation as well as many other tidbits and his own stories exploring and illuminating how to nurture creativity and to find and pursue the spark of creativity that is within one.

He also inspired the students to stand for what they want to do. Their idea, even when it is a bit unconventional and uncommon, can lead to beautiful and amazing results. Prof. Baksh also told many inspiring stories not only his own but also of many lesser-known heroes.

He winded up the talk by not looking for a conclusion but rather, asking the audience to embrace and start a search which is unique for each individual and to find what inspires them and fuels their fire because as rightly titled the talk said, “Creativity has no finish line.”

The talk ended by a vote of thanks by the Director, CIC. She inspired the students to not follow someone else’s path but to make their way because as she aptly put “Be you, that’s the best you can be.”



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