

'Have Creative Ideas'

Mysore: Youths should think of being innovative besides earning money, said S Sivakumar, group head of Agri and IT Business, ITC Limited, on Friday.

Delivering a lecture to mark the foundation day of the Shree Dharmasthala Manjunatheshwara Institute for Management Development here, he said creativity is the foremost thing which needs to be inculcated to overcome the obstacles that one faces in executing a business idea.

Citing an obstacle faced by the ITC in convincing the government to amend the APMC Act to improve the farmer-consumer relations, he said it was only because the company saw an opportunity in every obstacle that

they were able to succeed in convincing the government.

He said any creative idea is bound to upset the status quo out of which somebody will be benefiting. It is natural that a creative idea will trigger lot of resistance from those who will be affected by it. There was agitation when computers were introduced in India as people feared that it will eat up jobs. In case of creative idea in agriculture business, traders and middlemen who are likely to be affected will resist.

He also advised students to have a 'Kiss and Kill' idea. If an idea doesn't work, have humility to accept what is coming as message. Do not be stubborn if your idea doesn't work, he said. **ENS**