



DEPARTMENT OF MANAGEMENT STUDIES

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Presents

A TRIP ON INNOVATION LANE

My Story

MR. PRAVEEN PREMKUMAR
DIRECTOR - CREA WORLDWIDE

on

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10 AM | THURSDAY

{ Mr. Praveen Premkumar, a Management graduate in Marketing & Advertising from SCMS, is currently the Director of CREA Worldwide, Gurgaon. In this session, he chronicles his remarkable journey from the Telecom industry to his present engagement with CREA, a specialist Bags and Travel Accessories Manufacturing firm with illustrious clients like Jack and Jones, Vero Moda, FastTrack, Pepe and many more. His company CREA was in the news recently for winning the MIF "Innovate2BeatCovidProgramme" for designing breathable PPE's for healthcare heroes. He has also been associated with parentune.com - a platform that partners with parents on the art of parenting, in an Advocacy role. }