



**WORLD CREATIVITY
& INNOVATION DAY**

PLANET IPE | APRIL'25

MD SPEAKS

“The only way to discover the limits of the possible is to go beyond them into the impossible.”

~ Arthur C. Clarke

Creativity and innovation have always been powerful forces in advancing societies and solving complex challenges. The emergence of the Renaissance, the Industrial Revolution, and the use of zero in Indian mathematics have demonstrated how these two elements have enabled humanity to adapt, survive, and progress through disruptions.

The UN acknowledges the critical role of creativity and innovation in advancing the Sustainable Development Goals (SDGs).

From climate-smart agriculture and digital health platforms to renewable energy technologies, today, innovative approaches are transforming traditional methods to address modern challenges. For instance, the emergence of telemedicine during the COVID-19 pandemic helped mitigate global disruptions. As we look towards the future-facing climate change, global health crises, and widening inequalities-we must ensure that creativity is not just a response to adversity but a key to thriving beyond it. And by investing in creative capacities and fostering a culture of innovation, we can collectively empower communities to co-create a resilient and equitable world.



ASHWAJIT SINGH
Founder & Managing Director

Cultural and Creative Sectors: An outlook

PROGRESS

ECONOMIC IMPACT

Culture and creativity contribute significantly to the global economy



3.1%
of global GDP



6.2%
of all employment

INTEGRATED POLICIES



Culture is being more and more integrated across the policy spectrum



Permanent mechanisms are being set up for interministerial dialogue



PUBLIC INVESTMENT

Increase public investment and support mechanisms



WHOLE GOVERNMENT

Foster a whole-of-government approach to culture through multistakeholder and multilevel collaborations



WORK OPPORTUNITIES

Retain creative talent through integrated policies and regulatory frameworks, decent work and training



DATA

Make use of available data and invest in new data collection, monitoring and evaluation

RECOMMENDATIONS

EDITOR'S NOTE

Creativity and Innovation is in our DNA. As core values of every IPEan, it is only fair to say that we encourage initiatives and solutions that are out-of-the-box and impact lives on the ground. Whether it's transforming healthcare access through digital platforms or co-creating solutions with local voices, we make space for thinking at every level.

We welcome every idea. With a culture where creativity is not limited to visual designs but is reflected in everyday problem-solving, storytelling, and community building, we find newer ways to approach complex problems. Considering the global creative economy, valued at \$2 trillion, is a significant revenue driver for small businesses and employs nearly 50 million people worldwide, we understand that the creative economy's

growth and inclusive nature are vital for global progress, fostering innovation and bridging inequalities.

At IPE Global, we understand **the synergy between creativity and innovation. While creativity sparks new ideas, innovation turns them into meaningful impacts. As we celebrate this day, this edition celebrates their symbiotic relationship—encouraging bold thinking, amplifying diverse voices, and fostering a culture that drives real-world change.**

Hope you enjoy reading this edition.



Tanya Singh
Senior Director



02. The founder of the day was the **Canadian Marci Segal**, who studied creativity in 1977 at the International Center for Studies in Creativity.

03. The United Nations, on **27th April 2017**, resolved to include World Creativity and Innovation Day on 21st April as a day of observance to raise importance among people about the use of their creativity in problem-solving for all issues that maybe related to achieving the **2015 Sustainable Development Goals**.





CREATIVITY & INNOVATION

Driven by Our Shared Values



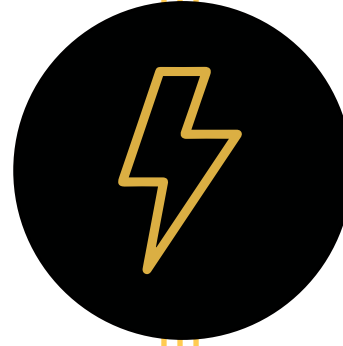
Collaboration

We get by with a little help from our friends (we know how important collaboration is to creativity). We love the process, and inviting others into it is part of what makes it fun.



Empathy

Our empathy opens our hearts to deeper, more meaningful connections - it is our humanity. Our curiosity about the world around us which opens our minds to greater insight.



Empowerment

We welcome and appreciate our differences because they add depth to collective creativity. Our goal is to cultivate creative confidence in others through empowerment.



Mentorship

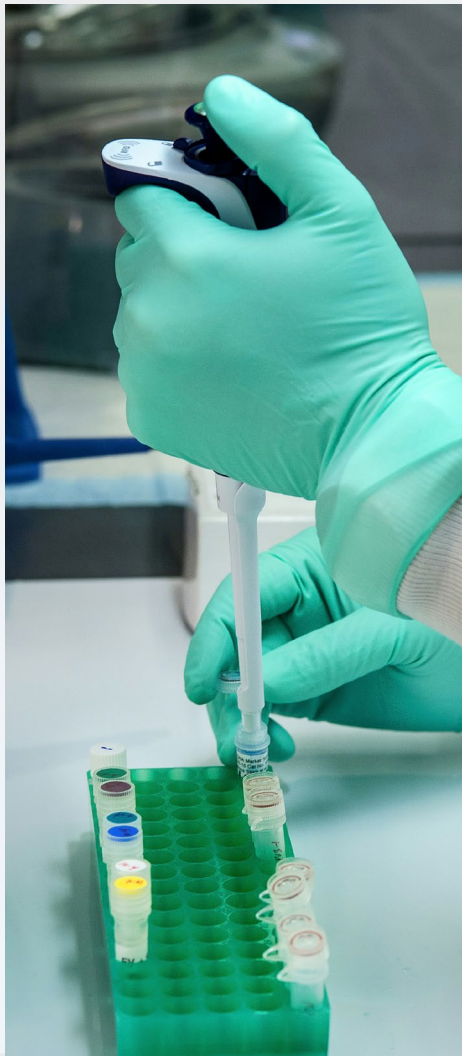
We want to foster the next generation of creative leaders and thinkers that are going to be the key drivers of positive change in the world. We value learning through failure.



Collaboration

We work across teams to make innovative solutions come to life. From ideas to impact, we deliver meaningful change and sustainable outcomes.

TECH P.A.D.



Empowering healthcare innovations with end-to-end implementation support, our initiative, TechP.A.D. fosters ideation, technical, clinical, and commercial validation, market penetration, business advisory, and access to capital for healthcare entities to overcome growth challenges through expert intelligence and guidance.

FOCUS AREAS



Medical Devices and Equipment



Diagnostics and Surveillance



Software as a Medical Device (SaMD)



Digital Health



Supply Chain Solutions

Few Initiatives:



Virtual Reality Package for Capacity Building

VR Enabled Navjaat Shishu Suraksha Karyakaram (NSSK) package empowering health care providers on neonatal resuscitation in a virtual environment.



Standardised
Theoretical
Content



Virtual
Learning
Environment



High
Visual
Content



VR Based
Scenarios



Realistic
3D Avatars



Hybrid Online/
Study Centre
Based Delivery



Language
version

RANI: Reducing Anaemia Through Normative Innovations

RANI was a clustered randomised controlled trial that tested a norms-based behaviour change intervention to reduce anaemia among Women of Reproductive Age (15–49 years) in Angul district, Odisha. Supporting national and state governments, RANI aimed to improve iron and folic acid (IFA) intake and adherence by shifting social norms, knowledge, attitudes, and behaviours.

In partnership with Odisha Livelihood Mission, the project leveraged Self-Help Groups (SHGs) in the Angul district to reach women and their communities. RANI was based on a unique design that was implemented for the first time, where social and behavioural norms affecting individuals, key influencers, and the larger community were targeted to move the needle.



17,000+ women across 130
treatment villages participated
in the RANI intervention



16,800+ WRAs were tested under
the programme and were made
aware of their haemoglobin levels.

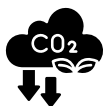


12.5% reduction in the
proportion of anaemic women in
the treatment arm at the endline.

[To know more](#)

Mapping Climate Readiness at a Sub-National Level

As one of the world's most climate-vulnerable countries, India needs a robust system for tracking progress at the state level. Our dynamic web-based Climate Readiness Index (CRI) enabled Decision Support System (DSS) is multi-dimensional. It can help track the progress of India's top 10 emitting states by mapping their low-carbon pathways.



Support to reduce 2.0-2.3
GtCO₂e by 2030



Support in mobilising USD 170
billion/ year to meet 2030 targets



[To know more](#)



Digital Weighing Machine

Project RajPusht, implemented with the support of the Department of Women and Child Development, the Government of Rajasthan, and the Children Investment Fund Foundation, aims to reduce the prevalence of low birth weight and wasting in Rajasthan. The project combines facilitating the reach of the direct benefit transfers alongside targeted behaviour change messaging among pregnant and lactating mothers, which motivates them to eat more and better. In order to strengthen accountability and impact, RajPusht trained frontline workers to take the lead in advancing maternal and child nutrition and become empowered agents of change in their communities, ensuring timely counselling, service delivery, and follow-ups for improved health outcomes.

Fragile beginnings to flourishing Future

Innovating for impact, RajPusht has pioneered a scalable, cost-effective digital machine using IoT technology. These smart devices accurately capture and relay newborn weight and photographs at birth, enabling timely diagnosis and intervention. Over 150 machines were deployed in the high-load facilities in RajPusht districts. So far, more than 4 lakh newborns have been weighed accurately, laying the foundations for stronger starts of life.



Manzil

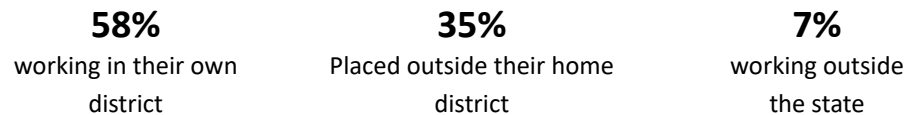
Project Manzil empowered young girls (aged 14-21 years) – in and out of school – with skills and economic opportunities to delay early marriage and first pregnancy. The project focused on mapping girls' aspirations, linking them to market-relevant skill training, and enabling access to safe, decent employment, thereby enhancing their participation in the workforce. In schools, Manzil improved girls' retention in vocational courses and facilitated on-the-job training. For out-of-school girls, it promoted enrollment in skill development programs and supported their transition into jobs.

Implemented in partnership with the Department of Education and Rajasthan Skills and Livelihoods Development Corporation, the project operated across 10 districts of Rajasthan:



16,000+

Out-of-school girls placed in jobs – with 70% completing 12 months on the job



28,000+

Out-of-school girls completed skill training



11%

more representation of socially disadvantaged groups in skill centres from 2019-20 to 2024-25



Empathy

Stitching Strength into Systems: A Tapestry of Change for Combatting Adolescent Anemia

Every Monday, in a small rural school in Chopan block of Sonabhadra District, UP students receive a tiny blue tablet—Iron and Folic Acid (IFA)—during the morning assembly.

“ I was just 14, but constant fatigue often kept me away from school. It was during a Kishore Swasthya Manch (KSM) event at my intercollege that I was screened and diagnosed with moderate anaemia. That moment changed everything.

With daily Iron and Folic Acid (IFA) tablets at school and home, support from my teachers and Project Utthan* team, my health began to improve. But it wasn't just me. In the last six months alone, nearly 450 boys and girls have seen similar changes. Together, we're breaking the intergenerational cycle of anaemia—one small step at a time.

This transformation is the result of a collective effort—strengthened systems, improved IFA supply, teacher training, anaemia education through School Health and Wellness Programmes (SHWP), higher uptake of Weekly Iron and Folic Acid Supplementation (WIFS), and better record-keeping and follow-ups. Today, parents are actively engaged through School Management Committees. Health and education departments are working more closely than ever. Platforms like KSM have evolved into vibrant awareness, testing, and peer support hubs. Adolescent Health Counsellors (AHCs) and Community Health Officers (CHOs) are extending their reach, ensuring no adolescent is left behind. With creativity and collaboration, schools are no longer just places of learning—they are spaces of healing. The fight against anaemia is gaining ground—one tablet, one student, one powerful story at a time.”

*Through RKSK and SHWP, Project Utthan is energising this simple intervention by reinforcing systems for WIFS availability, supply, distribution, compliance of WIFS and its monitoring—fuelling a wider movement for adolescent health.



Meena
Sonabhadra District, UP



Tradition meets inspiring action in rural Rajasthan

In the colourful tapestry of Rajasthan's villages, wall art is more than a decoration- it's a tradition. From Mandana designs on the walls depict the long-told stories, culture, and community. RajPusht built on this legacy, transforming Anganwadi walls into powerful canvases for change – where age-old artistry met urgent maternal and child nutrition messages, blending tradition with transformation.

Revolutionising Child Healthcare-From Crisis to Hope

“ I come from a region in Madhya Pradesh with high child mortality rates due to pneumonia and limited healthcare access. As a Community Health Officer, I work to spark change. The Decision Support System (DSS) developed by the National Health Mission, Government of Madhya Pradesh, with technical support from NIPI, is a game-changer. With timely data, I assess high-risk cases and refer them to higher facilities, saving many children. We manage over 1,839 children under five in six months, seeing many recover quickly. Our success in Sehore offers hope to children across the state. ”

*Norway India Partnership Initiative (NIPI) provides strategic support to India's National Health Mission (NHM) and tests scalable interventions in four high-focus states of India. Visit <https://www.nipi-cure.org/>



18 Mn+
children impacted annually



SAVITRI KUMARI
Sehore, Madhya Pradesh



SHEHZADI KHATOON

Unlocking Learning – From Blackboards to Smart Classrooms

“ Navigating the academic maze of Geography and Science was a challenge. Absorbing the material felt repetitive, made harder by the lack of resources in my small hometown. Then, Project DIGITS arrived and changed everything! Our classrooms became lively hubs of discussion. Through interactive learning, even social sciences became easy to understand. I am grateful to Project DIGITS for bringing smart classrooms and making learning enjoyable. ”

*‘Digitech for Teachers in Schools’ (DIGITS), supported by GAIL, and implemented by Centre for Knowledge and Development (CKD), built a favourable ecosystem in 25 states of India, transforming classrooms into smart classrooms.



15,500+

Empowerment

WE asked our people how they can contribute creativity/innovation in their daily work — **small actions that lead to big ideas**



Creativity isn't a big leap—it's a daily habit. Even small actions can spark big change. I follow the C³ approach: Clarity, Collaboration, and Curiosity. When we think clearly, work together, and stay curious, we create space for innovation. Real change doesn't wait for perfect plans—it begins with what we do differently today.

MANISH PANDEY
Social Economic Empowerment

Sometimes, I like to turn routine and repetitive tasks into games – race the clock/beat my last time and reward myself thereafter. It keeps things fun and often leads to smarter ways of doing things. I also like to take small “curiosity breaks” to learn something new every day. For instance, learning about data visualisation tools helped me improve my presentation skills. Even quick mindfulness breaks, reflecting on our daily work, can spark fresh ideas and cut through the stress.

SOHAM MULLICK
Urban Infrastructure & Tourism



Creativity and innovation lie at the heart of communications. In addition to finding the best ways to draw people's attention to your message, we can do daily scans for trends related to the social sector and social issues, develop audiovisual content, and try to align them with any upcoming UN days and in ways IPE Global can contribute.

SHREYA BASAK
Corporate Communications



I support creativity and innovation by being open about my work! I enjoy trying out new areas of work, things that I haven't done before and figuring them out step-by-step. This gives me an opportunity to explore and understand what I like the most. I don't limit myself to things I know I can do well. I try out diverse tasks, take feedback and strive for continuously improving the process.

SMRITI CHAWLA
Social Economic Empowerment



I contribute to creativity and innovation by fostering a culture of interest, actively sharing ideas within your team or with other teams and encourage diverse perspectives. Small actions like a 5 minute daily or weekly idea board during team meetings can initiate deliberations that lead to impactful solutions. Even small suggestions like streamlining a routine process can evolve into a major efficiency gain when nurtured collectively

RAJAT KHANNA
Norway India Partnership Initiative

Small innovations are transforming daily life for working mothers in urban households. UPI payments make transactions quick and cashless, while digital learning tools, like tablets with educational apps, empower children to learn independently, freeing up time for mothers. These advancements not only boost efficiency but also help working mothers strike a better balance between their careers and family life.

MADHUSHREE DUTTA
Urban Infrastructure & Tourism



Creativity and innovation flourish in environments where people feel valued for their expertise, empowered to experiment, and supported through challenges. By nurturing this culture that embraces diverse perspectives and welcomes open dialogue, we can unlock the confidence and drive in our teams to deliver truly impactful work.

VINAINA SURI
Social Economic Empowerment





Mentorship

From Brown Bag Sessions to comprehensive leadership training, equipping mentors with the skills to guide and inspire others leads to developing strong, empowered leaders who drive positive changes.



- ✓ **Brown Bag Session with Timothy Hobden**, Principal Associate at Triple Line, on the work done with the Mastercard Foundation for learning review and strategy development
- ✓ **Compliance Training Session by Aishwarya Parattu**, designed to ensure that all employees are current with our organisation's latest policies, regulations, and ethical standards.
- ✓ **Leadership Development Training**, designed to empower employees with essential leadership skills and competencies that will enable them to effectively lead teams, drive performance, and foster a positive organisational culture.

Events

Team SEE

Team RajPusht is participating in the World Health Summit – Regional Meeting 2025 on 26th April at Bharat Mandapam, New Delhi, for a session titled “Scaling Innovations to Improve Nutrition – Learnings from South Asia”, which will focus on evidence-based nutrition interventions in South Asia, exploring successes and lessons for scale



Team Health

- Dr. Vijender Jeph represents IPE Global’s Tech P.A.D. initiative at a panel on Emerging Technologies in Healthcare at the FTR4H Conference 2025, held at Bharat Mandapam
- Hosted an Expert Group Consultation on the Review of National Technical and Operational Guidelines under Family Planning supported by the World Health Organization (WHO). The consultation brings together experts from family planning organisations, WHO, and state departments



Team Urban

- Vidya Bhooshan Singh, team Urban, shared insights at the National Workshop on “Circular Economy Pathways to Protect Urban Rivers & Marine Environments” in New Delhi. Organised by GIZ and MoHUA under Indo-German cooperation, the workshop highlighted the role of decentralised recycling in reducing plastic waste and creating opportunities for informal sector workers
- Komal Agarwal, team Urban, outlined key interventions to position Lakshadweep as a global tourism destination and improve the investment climate at the Stakeholder Consultation Meet organised by UT Administration, NITI Aayog, Invest India, and the Ministry of Tourism



Team Climate

- IPE Global and Esri India, in collaboration with BMC and UNDP India, organised multistakeholder workshops to guide BMC departments through the Cloud-based platform. The sessions focused on coordination, actionable strategies, and preparedness to de-risk Mumbai from various hazards
- Abinash Mohanty joined a panel at the StartupMahakumbh. He spoke at length about how climate tech and innovations centred around climate adaptation, and resilience have the potential to make India the climate solution of the world. Got covered in BusinessNews: [Energy and Climate Tech: A Growing Industry](#)
- Abinash Mohanty joined as a speaker, discussing adaptation, resilience, and the role of enablers in scaling climate innovations at the Mosambi Climate Conference
- Abinash Mohanty led the session on climate risk assessments for locally-led adaptation at Climate Asia. In his session, he discussed the impact of climate risks on local communities and emphasised the importance of people-centric climate data and solutions like green belt development to enhance resilience



In The Media

- Abinash Mohanty, Team Climate, discusses about Heat Wave with The Chintan Chats Podcast
- Rajasthan Chief Minister Shri Bhajan Lal Sharma interacts with 10 exceptional women leaders driving Viksit Bharat. Divya Santhanam, Team RajPusht, recognised for her work in education and social development
- Namita Wadhwa, Team Rajpusht shares insights on women's empowerment, nutrition, and tech shaping India's future with NDTV India
- On International Women's Day, Times of India covers Rajasthan's Cash Plus program- supported by IPE Global- a transformative initiative in maternal & child health



Congratulations!

- IPE Global featured as one of the “Champions of Change: Organisations Pioneering the Fight Against Tuberculosis” on World TB Day by Voice of Healthcare.
- Priscilla Scariah Blesson, PhD, Nutrition Communication Specialist, SEE Team selected for the prestigious WomenLift Health 2025 India Leadership Journey. This year-long initiative brought together 60 exceptional women professionals across India, working in public and global health.





Expanding Horizons. Enriching Lives.

Celebrates

WORLD

HEALTH DAY

In-House Cricket Tournament Teams



ASHTAN STRIKERS

**BOUNDARY
SMASHERS**



**ROYAL
BRIGADE**

IPE STRIKERS







Our Consistent Health **Champions**



Vidya Bhooshan Singh



Pranat Jain



Expanding Horizons. Enriching Lives.

Credits: Team Corporate Communication

Tanya Singh, Shilpi Jain, Sapna Subba, Priyanka Nagpal, Priya Khurana, Punya Mishra, Shreya Basak

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