

CREATIVITY & INNOVATION:

CASE STUDIES & Other Imp Links

- a) FLIPKART CASE: http://www.ijtbm.com/images/short_pdf/1448120789_Bharathi_1.pdf
- b) BIG BASKET CASE: <https://dsim.in/blog/2016/03/23/case-study-how-big-basket-has-changed-the-online-grocery-marketplace/>
- c) REDBUS CASE: <https://cloud.google.com/customers/redbus>
- d) Innovation: <https://study.com/academy/lesson/process-innovation-types-examples.html>
- e) Indian Literature: https://en.wikipedia.org/wiki/Indian_English_literature
- f) Creativity in India: <https://www.thebetterindia.com/topics/innovation/>