

**CAN CREATIVITY BE LEARNED?  
LET'S FIND OUT!**



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**Can CREATIVITY be learned?**

**Absolutely!  
KICS is here for you.**

**What is KICS all about?**

**Making you CREATIVE and a  
lot more that follows with it!**

**Does CREATIVITY matter?**

**YES! In fact, pretty soon...  
it's all that will matter!!!**

**What can KICS do for me?**

**KICS helps you  
Enhance CREATIVITY.  
Boost IMAGINATION.  
Increase PRODUCTIVITY.  
and lots more...**





# WHAT IS ALL ABOUT?

KICS (Kalabhi Institute of Creative Solutions) is an innovative educational initiative aimed at creating a tidal wave of creative awareness that allows participants to experience:

- ✓ the process of thinking, planning, formulating and expressing original ideas in student, personal and professional lives
- ✓ direct practical indulgence in creativity-boosting exercises and projects
- ✓ enhanced abilities of solving problems and resolving conflicts
- ✓ fundamental understanding about all the whats and whys of creativity
- ✓ what makes some people and things creative and others not so much
- ✓ exposure to rationally challenge various intellectual perspectives
- ✓ the importance of creative approach in student, personal and professional lives
- ✓ the ability to observe and interpret various creative works

KICS' comprehensive 100% experiential learning modules allow participants to enroll and witness the fundamental shift in their creative potentials without any theoretical burden.

Our 'Your Place, Your Time' approach allows participants to experience hassle-free engagement.

## THE KICS MISSION!

To ignite, cultivate and nurture creative spirit in one and all, and transform them into some of the finest and the most creative minds, ready to face almost any creative challenge out there.

To allow any and all passionate individuals to participate in the experience of liberated thinking and unhindered imaginations with rational orientation and sincere perseverance.

To shatter age-old myths and misconceptions about creativity, creative people and creative works. To establish the following foundational ideas:

**Creativity is FUNDAMENTAL & TOTIPOTENT (can manifest in any way and form)**

**Creativity is NOT A "NATURAL GIFT", it CAN BE LEARNED & DEVELOPED like any other skill**

**Creativity is NOT JUST ITS PHYSICAL MANIFESTATION, it is MUCH MORE THAN THAT**



# WHY LEARN CREATIVITY?

## **it can be learned!**

contrary to the popular myths about it being an exclusive and gifted ability

## **it is not an option!**

with the rising competition, being common is not going to work for too long

## **machines are coming!**

as automation is rapidly killing human jobs, creativity is the best and the only hope left

## **old gold is running out!**

with enough recycling and remixing of old ideas already, ORIGINAL is the new gold

## **no one wants to be expendable!**

if you don't have creative ideas and effective solutions to get things done, there are pretty good chances, you'll become a part of the problem and sooner or later, replaced

## **first in, is first win!**

today or tomorrow, everyone is going to realize that creativity is a mainstream necessity and will rush towards it. why not be there already and win the early-bird brownie points?

# SPECIAL FEATURES OF KICS MODULES

## **affordable**

KICS learning modules are very nominally priced (per participant basis) along with attractive referral incentives

## **easy**

no notes to memorize. minimal theory. your time. your venue. 100% interactive learning. 100% practical evaluation.

## **official**

upon successful completion of the KICS modules, every participant shall get a certificate of completion with ratings

## **customized**

different KICS modules are custom-designed and classified for students, working professionals and home-makers









## **ABOUT CREATIVE MENTOR**

KICS was founded by Pratik Kalawala in November 2019. Pratik is a creative communications professional with experience of thinking, implementing and executing his creative ideas and concepts across varied media and in diverse strategic capacities such as creative writing, concept development, graphic designing and branding. Apart from being the founder, he is also the Creative Mentor of the KICS initiative. With KICS, Pratik aims at sharing his hard-earned experience and addictively curious spirit with others and enabling them to evolve their minds, lives and careers with the power of creative thinking.

In his professional capacity, he has served brands such as Edukite E-Learning, Ban Labs, Alpha Dezine, American InfoSource & Radio Mirchi apart from several other part-time creative projects and initiatives. He has, to his credit, a total marketing and creative communications experience of over 8 years.

Besides his successful career as creative professional, driven by pure passion for sharing his creative abilities and knowledge, and changing the way learning happens, Pratik also has a consistent track record of conducting lectures for Bachelors and Masters program at the Faculty of Journalism and Mass Communication, M S University for over 5 years.

His innovative and creative teaching techniques have been appreciated by his students all throughout his teaching experience.

to know more, visit:  
**[WWW.PRATIKKALAWALA.COM](http://WWW.PRATIKKALAWALA.COM)**





# **KICS LEARNING MODULES**

## **module#1 - KICS for STUDENTS**

KICS for Students is a module specially designed to focus on tapping the young and relatively unadulterated state of creative thinking in students of age 12 years and above. It is strategically designed to excite curiosity and allow unhindered expression of ideas. It boosts creative imagination, enhances out-of-the-box thinking, increases confidence and uses special creative techniques to help them perform better in the core study subjects at schools and colleges.

## **module#2 - KICS for PROFESSIONALS**

KICS for Professionals is dedicated to help enhance career goals and objectives. This module focuses on helping professionals from varied levels of organizational hierarchies to understand problems, interpret situations and design creative, fresh and novel solutions for resolving complications and boost their career trajectory. The module also touches upon creative ways and means to communicate effectively and make an outstanding impression at work.

## **module#3 - KICS for LIFE**

KICS for Life is a module that deals at a more personal level and indulges in exploring varied situations and aspects of life. It focuses on developing a creative approach towards problems and handling complicated relationships and critical conversations with creative outlook to design effective solutions and build a sustainably happy living experience. The module allows the participants to open up and discover new dimensions for meaningful living and stronger relationships.

**CREATIVITY**  
**IS AN INTRINSIC**  
**INTELLECTUAL**  
**ABILITY WAITING**  
**TO BE UNLOCKED**

**ARE YOU READY**  
**TO TURN THE KEY**  
**AND EXPERIENCE**  
**SOME OF THE**  
**MOST POWERFUL**

