



# Creativity & Innovation

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6<sup>TH</sup> SEMESTER B.COM(A-SECTION) - HANDOUT FOR  
CLASS DISCUSSION (SBMJEC)

*KRISHNA- SBMJEC*

## UNDERSTANDING BASIC CONCEPTS:

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What is **Creativity**?

What is **Innovation**?

*Creativity* is thinking new things, the ability to develop new ideas and to discover new ways of looking at problems and opportunities.

*Innovation* is doing new things, the ability to apply creative solutions to those problems and opportunities in order to enhance people's lives or to enrich society

## Edward De Bono's - 6 Thinking Hats of Creativity

Dr Edward de Bono's  
**Six Thinking Hats®**

 <b>Red Hat</b> intuition, hunches, & feelings	 <b>White Hat</b> information available & needed, facts and data
 <b>Yellow Hat</b> benefits, value & positive aspects	 <b>Black Hat</b> caution, difficulties, risks & weaknesses
 <b>Green Hat</b> alternatives & creative ideas	 <b>Blue Hat</b> managing the thinking, focus, summary

For information on De Bono's Creative Thinking™ contact  
mindworks International Pty Ltd on 1800 060 982  
www.mindworks.com.au

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## Points to Ponder

- ✓ Father of Modern Creativity = **Ellis Paul Torrence (E. Paul Torrence)**
- ✓ Stages of creativity Process= **Preparation, Incubation, Illumination, Verification/Implementaion**
- ✓ Four types of Innovation= **Product Innovation, Process Innovation, Marketing Innovation & Organisational Innovation**
- ✓ Creativity is derived from a latin word "CREO" which means "**To Create**"
- ✓ Innovation is derived from a latin word "INNOVATUS" which means "**To Renew or Change**"
- ✓ Discovery is derived from a latin word "DISCOOPERIRE" which means "**To get knowledge**"
- ✓ Innovation is "**IDEA**".

## CREATIVE PERSONALITIES

- ❖ A.R. in the name stands for **“Allah Rakka”** Rahman
- ❖ Birth Day- **“January 6<sup>th</sup> 1967”**
- ❖ Original/Birth Name- **“A.S. Dileep Kumar”**
- ❖ Wife- **“Saira Banu”**
- ❖ Nicknamed as **“the Mozart of Madras”**
- ❖ Tamil commentators & fans address him as **“Isai Puyal”**
- ❖ Awards & Recognitions- 6 National film awards, 2 Academy awards, 2 Grammy Awards, 1 Bafta, 1 Golden Globe
- ❖ Honored with the **“Padma Bhushan”** in 2010
- ❖ His **“Airtel”** Signature Tune was the most downloaded tunes with over 150million downloads

**A.R.Rahman**



## CREATIVE PERSONALITIES

### *M.S.Subbulakshmi*



- ❖ M.S. stands for “**Madurai Shanmukhavadi**vi”
- ❖ A famous **Carnatic** singer born in **Madurai**
- ❖ She was the first Indian musician to receive-  
**(a) Bharat Ratna**  
**(b) Ramon Magsaysay Award**
- ❖ She was the first women who performed in “**UN General Assembly**”
- ❖ A commemorative **postage stamp** was issued in her name in year “**2005**”

## **Famous Entrepreneurs**

- **Founder of Microsoft = BILL GATES & Paul Allen**
- **Prominent Founder of Infosys = Narayana Murthy**
- **Founder of Reliance Industries= Dhirubhai Ambani & currently headed by his son Mukesh Ambani**
- **Founder/s of Redbus = Phanindra Sama+Charan Padmaraju+Sudhakar Pasupunuri (2006)**
- **Founder/s of Flipkart = Sachin Bansal & Binny Bansal in 2007 , Headquarters in Bengaluru**
- **Headquarters & Introduction of Big Basket= Bengaluru (in 2011)**
- **Founder/s of Whatsapp = Jan Koum & Brian Acton (2014)**
- **Founder of Biocon Limited = Kiran Mazumdar Shaw**
- **Founder/s of Apple = Steve Jobs + Steve Woznaik+ Ronald Wayne**

## Creative Forms of Arts - PAINTINGS

- **Cave Paintings:** An engraved drawing made by cutting line on a rock surface through flint or stone tools.
- **Frescoes of Ajanta:** Paintings in Ajanta Caves located near **Aurangabad** (Maharashtra). These paintings reflect different phases of **Buddhist culture**.
- **Mural Painting:** A piece of artwork directly painted on a wall, ceiling or large other permanent surfaces. The caves of **Ajanta & Ellora** are famous for their Mural paintings. These can be traced back to **2<sup>nd</sup> Century BC**
- **Miniature Paintings:** Beautiful handmade paintings which are quite colorful but small in size. They use **intricate & delicate brushing** to paint.
- Indian Folk paintings include various paintings such as:
  - (a) Phad Paintings – Practiced in **Rajasthan**
  - (b) Warli Paintings – Practiced in **Maharashtra**
  - (c) Madhubani Paintings – Practiced in **Bihar & UP**
  - (d) Patachitra – Practiced in **Odisha**
  - (e) Kalmakari Paintings – Practiced in **Andhra Pradesh**



## Creative Forms of Arts – Famous Indian Sculptures & Temples

- Indus Valley Civilization’s “**Mohenjo-Daro**” and “**Harappa**” were the first known sculpture in the Indian Subcontinent.
  
- List of Marvelous Sculptures & Temple Architecture in India:
  - a. The Konark Sun temple- Konark, Odisha
  - b. Gommateshwara Statue- 57ft high , Vindhyagiri, Shravanabelagola (Karnataka)
  - c. Khajuraho- Chhatarpur Dist ( Madhya Pradesh)
  - d. Mahabalipuram- Mamallapuram, Chengalpattu Dist (Tamil Nadu)
  - e. The Lotus Temple- famous for Lotus flowerlike shape, (New Delhi , India)
  - f. Virupaksha Temple- Hampi ( Karnataka)
  - g. Statue of Unity- Sardar V Patel statue, inaugurated on 31/10/2018, 182mts (597ft) (Narmada Valley, Gujarat)

## Creative Forms of Arts – Classical Dance forms & Theatre arts

Sl.no	Dance Form Name	State of Origin
1	<b>BHARATANATYAM</b>	<b>Tamil Nadu</b>
2	KATHAKALI & MOHINIYATTAM	Kerala
3	<b>KATHAK</b>	<b>Uttar Pradesh</b>
4	ODISSI	Odisha
5	<b>MANIPURI</b>	<b>Manipur</b>
6	KUCHIPUDI	Andhra Pradesh
7	<b>GARBA</b>	<b>Gujarat</b>
8	GHOOMAR/KATPUTLI/KALBELIA	Rajasthan

The famous theatre art & Dramas include: Kudiyaattam (Kerala), Yakshagana (Karnataka), Rajasthani Bhavai, Nukkad Natak (Dharavi Slums, Mumbai, Maharashtra) & Mobile theatres of Assam.

## Points to Remember

- ✓ Four VEDAS - Rig-Veda, Sama-Veda, Yajur-Veda and Atharva- Veda
- ✓ Heroic Texts of India = Ramayana (Written by VALMIKI in Sanskrit) & Mahabharata (Written by VYASA in Sanskrit)
- ✓ IPRs (Intellectual Property Rights) are the protections granted to Original owners/ creators which mainly include TRADEMARKS, COPYRIGHT, PATENTS & Industrial Design Rights.
- ✓ WIPO stands for World Intellectual Property Organization (Est. in 1967)
- ✓ Note: Works that are in the “Public Domain” are not eligible/not protected by IP Rights.
- ✓ 1<sup>st</sup> Dadasaheb Phalke award is won by “Devika Rani”