



* Creativity & Innovation

6th Semester B.Com

Content Collation & Presentation

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Chain Link between Creativity, Invention & Innovation



CREATIVITY

The act of turning new and imaginative ideas into reality.



INVENTION

Creation of a new idea or concept



INNOVATION

Turning a new concept into commercial success or widespread use

Source: <https://innoway.me> | @innoway_me

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* UNDERSTANDING BASIC CONCEPTS:

* 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

Creativity Vs Innovation:



- **Creativity** is the generation of new Ideas.
- **Innovation** refers to the implementation of creative ideas.

For Example:

If a scientist has a number of ideas about how to build a household robot, he is creative

And if she applies those ideas to build a household robot, he is Innovative.

Edward De Bono's - 6 Thinking Hats of Creativity

PROCESS



Blue Hat - Process

Thinking about thinking.
What thinking is needed?
Organizing the thinking.
Planning for action.

CREATIVITY



Green Hat - Creativity

Ideas, alternatives, possibilities.
Solutions to black hat problems.

FACTS



White Hat - Facts

Information and data.
Neutral and objective.
What do I know?
What do I need to find out?
How will I get the information I need?

BENEFITS



Yellow Hat - Benefits

Positives, plus points.
Why an idea is useful.
Logical reasons are given.

FEELINGS



Red Hat - Feelings

Intuition, hunches, gut instinct.
My feelings right now.
Feelings can change.
No reasons are given.

CAUTIONS



Black Hat - Cautions

Difficulties, weaknesses, dangers.
Spotting the risks.
Logical reasons are given.

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Creativity Process & Stages/Steps :

The Creativity process was first introduced by *Mr. Graham Wallas.*

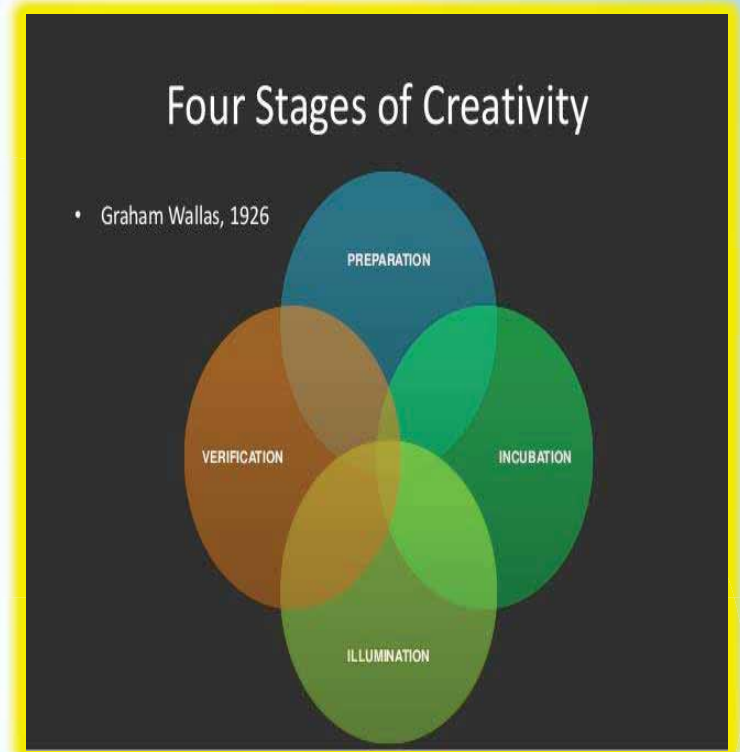
It consists of 4 Main stages namely:

1. Preparation

2. Incubation

3. Illumination

4. Verification/Implementation



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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".

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CREATIVE PERSONALITIES

- ❖ A.R. in the name stands for “Allah Rakka” Rahman
- ❖ Birth Day- “January 6th 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



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CREATIVE PERSONALITIES

M.S. Subbulakshmi



- ❖ M.S. stands for “Madurai Shanmukhavadi”
- ❖ 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”

Creative Entrepreneurs/Business Magnets

- 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

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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 **2nd 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**

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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)**

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Creative Forms of Arts - Classical Dances & Theatre arts/Dramas

Sl.no	Dance Form Name	State of Origin
1	BHARATANATYAM	Tamil Nadu
2	KATHAKALI & MOHINIYATTAM	Kerala
3	KATHAK	Uttar Pradesh
4	ODISSI	Odisha
5	MANIPURI	Manipur
6	KUCHIPUDI	Andhra Pradesh
7	GARBA	Gujarat
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.

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Points to Ponder

- ✓ 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= World Intellectual Property Organization (Est. in 1967)
- ✓ Note: Works that are in the "Public Domain" are not eligible/not protected by IP Rights.
- ✓ Kannada Film Industry is known as "Sandalwood"; Hindi film Industry is known as "Bollywood".
- ✓ 1st Dadasaheb Phalke award is won by "Devika Rani"

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