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**DON'T KILL INNOVATION**  
**CHANGING EDUCATION PARADIGM**  
**FACTS TOWARDS LIFE**

# 1 INTRODUCTION



Innovation is the course of translating an idea or invention into a goods or services that creates value for which customers will pay or for which societies can benefited. To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products. In business, innovation often results when ideas are applied by the company in course or further meeting the needs and expectations of the customers. Innovation is not a one-man thing it can happen at every stage of an organization. The new intern may have million dollar business idea instead of those employers working for past 10 years. In our society we have great people and associate who are desirous to help us innovate. We need to listen to them and look for what they put forward. Ideas are everywhere. Without

realizing their action some people do not Praise new ideas, do not let everybody contribute, not be open minded. This is how we kill innovation by our action. For Global Sustainability, Innovation is a Life blood we need to silhouette, nourish, retain and promote innovative culture in and around. We need to reframe our brain and actions or else it will kill or bring to an end us to upgrade further. This chapter is dedicated to all who like to grow one step further. Contents are divided with Historical Example of Kodak then the process to build innovative culture in the organization, Common Inhibitors, Inhibits Innovation, and activities to generate innovation.

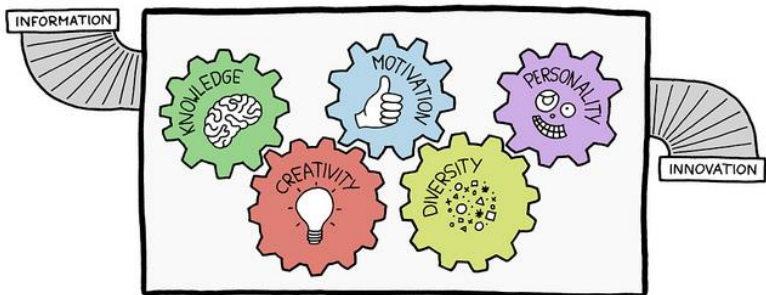
## **2 INNOVATION IS DIFFERENT FROM CREATION**

creativity  
and innovation

We take notice of the term “innovation” all over the place and are made to belief in its importance. For many of us, innovation means contributing ideas out of the blue, leading to noteworthy discoveries and achievements, on the other hand, there is something more added to it than that. Initially, we need to come to a decision on a meaning of innovation. Innovation is

not exclusively symbolized by new devices, ideas or methods, but also by the practice of recognition of new ways to do things. It can also be related to modifying business models and become accustomed to changes to achieve better products and services. Most people will misguidedly use the words creativity and innovation interchangeably. However there is difference between the two.

Creation means having the excellence or supremacy to create, it is the work of making, inventing or producing. Innovation is defined as the prologue of something new or different. The act of innovation leads to the introduction of new ideas, devices or methods. In other words, innovation is the outcome of creativity in addition with work. Therefore, being innovative means to tie together your creative capability.



### 3 INNOVATION LEADS US FACTS TOWARDS LIFE: THE HISTORIC EXAMPLE



**Kodak in 1998:** it was nearly impossible to avoid Kodak stores on every corner and the company's more than 170,000 employees. The company was leading the photography world and was a huge success. However, although it had the technology at the time to produce digital cameras and was one of the first companies to know how to do so, it didn't build on the idea because it didn't want to compete with its own traditional film business. In short, the company didn't want to innovate and take a risk. Instead, Kodak sat back as other companies eventually came out with the technology that essentially took down its core business. Instead of capitalizing on new technology and innovative change, Kodak was focused on only the next quarter and showed some fear for the future when it should have been thinking about the possible long-term gains. Similar examples, though perhaps not as dramatic, are seen



In fact, Innovation is fundamental in the place of work for the reason that it provides companies an edge in penetrating markets more rapidly and supplies a better association to developing markets, which can go ahead to bigger opportunities, especially in prosperous countries. Innovation can also assist in developing unique concepts while giving the innovator positive, confident approach to take risks and get things done.

Where a company has an innovative culture, it will nurture with no trouble, in spite of the fact that the creative process is not always straightforward. Tried-and-tested methods may be consistent, but attempting new things is a valuable experimentation. The following is a case study makes us more clear about the role of innovation for organization to survive in the fierce competitive market



## **4 BUILD INNOVATION CULTURE IN ORGANIZATION**

Organizations who perceive and take action upon the opportunities and possibilities for change through innovation in the current volatile and uncertain, business surroundings will not only endure but also they will productively contend and even thrive in the face of the range of emerging adverse and fluctuating business and economic conditions. They will use innovation as a tactical, systemic and technological lever for rising quick innovation cultures, accountable for business management processes and global industry eco-systems .Innovation is one of the most noteworthy concerns of each organization and its role in the development and coordination of the market is absolute. Innovation in all human areas is pertinent from product development, methods of management, ways of doing works and etc. In every definition used for innovation, changing or improvement of the process or product is general. Innovation is a progression that commences with introduction to plan of an idea and will become a new function and so it differs from creation. The main point is that innovation is different from creativity. In today's tech-powered world, innovation happens at an enormous speed and having a culture that doesn't



support that growth can significantly influences the prospective growth of an organization. One of the best ways to build a culture of innovation is to have the CEO and other leaders willing to take risks and put aside the drivel that holds the company in the same, repetitive patterns. A culture of transparency starting from the top management can endorse innovation and lead to long-term development and success that will be apparent to employees and customers for years to come.

In present competitive market every company is looking for some magic formula that will produce breakthrough products and services. But a healthier starting point is to think about what gets in the way of innovation especially in firms that already have lots of talented, creative, motivated and intellectual people. In other words, by identifying and removing hurdle, it might be possible to accelerate innovation simply by leveraging the capability that's already there. Approaching this will make sure that their people build up the creative confidence; the self-assurance and belief and the capability to come up with creative ideas and the courage to try them out, and team up to affect the desired changes in the world around them.

“BRAIN IS POWERFUL WEAPONS IT'S MATTER OF UTILIZATION AND ENCOURAGEMENT FOR THE BETTERMENT OF SOCIETY” **Prof R. R. Sinha**

In the world of business, for an innovative idea to be functional, it has to be replicable without being excessively costly and it has to determine a particular need. Innovation is attained by contributing something original and is frequently seen to create efficiency, most important to an idea that appreciably has an effect on the general society. Fear of disrupting present business prevents investment in new areas. Innovation management mandates far more than a set of static standards and practices. If it is not enthusiastically put in use and maintained, organization can easily fall into bad practice that results in inhibiting innovation. With stakeholders and stronger corporate composition, bigger organizations have higher risk of falling back into unfortunate practices, though smaller business are by no means resistant to these issues either. That is why it is essential to continually work towards reaching the uppermost innovation capacity possible while at the same time keeping an eye on the common ways through which innovation can be compromised.

However it is equally important to know how to utilize the level of innovation in any organization. Innovation seems to be attractive word for the creative endeavors in products and services, but in actuality it covers much wider meaning. There are several categories of innovation and picking the correct one or exact combination thereof can either create or smash an organization. With a view to determine whether

incremental, fundamental or radical innovation which one is best for your organization, there are a certain factors to think including the company's present capacity resources, and company culture. Before deciding the type or combination of innovation to utilize, it is important to consider the position of the company. For this we need to ascertain whether it is a start-up, well-established organization or somewhere at mid-level by looking at the current line of products and services available and the current market share which they control. For innovation management to do well, open communication and collaboration are obligatory. While these concepts can generally be implemented without much hurdle, issues can come up when organization have a global presence. Creating cohesion between offices across different time zones, languages and cultures present a unique set of challenges to overcome. Executing innovation management over such a large scale needs tactic and modus operandi which are customized to accommodate the needs of all international offices. Apple Inc. is an outstanding example of an established company which utilizes both incremental and radical innovation to its benefit. While dynamically maintaining its range of iPods by increasing storage capacity, reducing size and cost, it released the iPad – a radical innovation. By doing so, Apple maintained their supremacy in the mp3 player market, while creating a completely new market

for tablet computers and capturing a majority of the market share there as well.

## **5 HOW INNOVATION GETS KILLED: THE COMMON INHIBITORS**

The achievement of executing a new and innovatory idea is not only based on having the correct people, resources and environment in place, but also recognizing the hindrance that inhibit innovation and ensure availability of actions are put in order to shun them. Not anything but lack of executive support destroys an idea. By discovering the cause that throttles innovation, large organizations can generate an entrepreneurial culture where employees feel empowered to innovate. Flourishing startups are the best examples where innovation, set free, can collect huge business rewards. Big organizations come across startups on how to promote innovation, and rightly so. Unfortunately, many have attempted to repeat the environment of successful startups within their business and have met with disappointment. Many times, the complicated structure and inflexible controls that hold big companies together is the principal inhibitor to innovation. For an organization to get out of such issue, needs an alternate system of empowerment that enables the innovators to have

decision making powers and funding. Organizations need to put into practice an infrastructure where ideas can be captured, kept alive and propagated. The following are some of the chief inhibitors that kill innovation and creativity. Identifying these is the primary step for ensuring all ideas stand an opportunity of moving ahead from presentation, a remark in meeting or from inside some intellectual brain. It happens many times that our focus on short-term outcomes drive out ideas that take longer to mature.

- Most of our resources are devoted to testing and trial business methods and only few remain for innovative prospects.
- The general thinking is Innovation is someone else's Job and not ingredient of everybody's everyday jobs.
- Focus has been shifted mainly on short-term results and trying to make the most of today's profit.
- Absence of standard process to nurture the development of new ideas.
- Lack of support and resources to enable employees to expend enthusiastic time to think innovatively due to pressure on keeping the targets
- Lack of audacity to change the existing business model that may lead a market disruption

- Absence of training or introduction to executive on being innovation leaders
- Executive or human resource in an organization does not welcome and encourage innovation. Several times, executive spend too much time in finding the problems with ideas despite of the fact that no idea is perfect to start with
- The general thinking is that innovation is a distraction of an employee's day-to-day job
- Absence of appraisal and evaluation on ideas from a customer or industry perspectives, and spending far too much time through internal assessment
- A corporate culture that only celebrates success.

It is common for businesses to rely on policies, procedures and hierarchies to try to control business processes in an effort to keep the company on track. However, these practices have a propensity to have more negative consequences than predictable from the perspective of innovation management .As an innovative company, it is important to keep employees occupied with a variety of methods and programs. Those employ engaged in repetitive task usually do not contribute to their organization beyond their main specified roles and thus are not a great source for innovation. Employees can be engaged through

company function, open discussion forums and positive, individualized feedback. This will increase an employee's job contentment, which can have number of optimistic outcome.

## **6 WHAT GENERATES INNOVATION**

An innovation journey should never discontinue. Giving a platform and background where human resources feel contented and encouraged to discover their ideas, knowing they have the support from the wider business, is vital. Innovation will not only get better the probability of business in existence, but also help it to flourish and make increased profits. Innovation is not for intellect brain working alone. It is a group activity and is absolutely a teachable skill. Brilliant ideas just happen. One just needs to be conscious. The ideas are all around us. They just pop up out of nowhere. Everyone has the prospective to be innovative. It is not linked to the instinctive intelligence we all have. It is in the way we subsist, work and enjoy. We have to identify great ideas and great talent that is something people at the top management do. They are not the best in every space, but they encircle themselves with more proficient people. And to get success one needs the same. In case of an organization, to be more innovative and progressive it needs to surround itself

with exceptional employees, managers, and business partners Listen to them, praise them, and use them to generate innovation.

Being innovative should always be an element of our approach. With creative thoughts, problems can be worked out differently and more tactfully. The right innovative techniques can help us to save valuable time and money, and give us a competitive lead in expanding the business.

Wonderful efficiencies come out because of the expansion and use of new strategies. One way to understand this is when distinctly different ideas come from unlike minds. One has to be courageous enough to surround himself with people who have ideas that are different from his own. In this way he will defiantly come up with diverse ideas that can be used to achieve a different work from what has always been done and that is what we call motivation.

**Now let's innovative.**

