



*Creativity Does Not
Happen Within
Captivity*

Sunila Banerjee Mitra

Himalaya Publishing House

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FOREWORD

Creativity and creative problem-solving have become the thrust areas of business in this ever-changing and dynamic environment. Organizations are building up the culture of creativity in order to bring in innovation, stay at the cutting-edge and gain competitive advantage. Creative problem-solving has become the buzzword as organizations try to garner greater market share and search relentlessly for new competencies and acquire new skills. Human ability to innovate has, thus, become the touchstone for organizations to achieve sustainable growth.

Creativity and creative problem-solving are different from invention. Any product, process or solution which emerges out of the creative process should be capable of commercial success. This is the reason why organizations are setting in motion a monitoring mechanism to critically analyze the outcome of the innovations that have resulted from the institution of a creative process.

Generating new ideas does not automatically result in innovations. It is just the first mile in the journey. The crux of the challenge lies in the conversion of the innovative ideas into products or services which find acceptance from customers. In order to ensure this, organizations are designing structures for managing creativity and innovation.

Creativity is becoming an essential ingredient in business because competence, data information and technology are becoming commodities available to everyone. Jack Welch says: "We know where most of the creativity, the innovation, the stuff that drives productivity lies – in the minds of those closest to the work."

Creativity is achieved by removing mind blocks and by thinking of the unthinkable. Exercising our brain will lead to increased creativity. This will, in turn, enable us to deal with organizational problems that are unique in nature. Managements these days face a whole lot of challenges in the

dynamic business environment. To overcome these challenges and take on board these hurdles and exploit them to our advantage, we need to exercise our creativity.

Having said that, it is important to note that communities at work are getting consolidated. Companies that can bridge the tension between people's latent creativity and spirit of innovation and the forces pushing towards the flexible, networked world of the future will create values that both communities and individuals can share and enjoy. Collaboration, reciprocity and mutual advantage are the essence of the organization of the future, as are authenticity, meaning and trust. In this context, the culture of creativity and innovation assumes paramount importance.

In the background, this book *CREATIVITY DOES NOT HAPPEN WITHIN CAPTIVITY* by Prof. Sunila Banerjee Mitra is, indeed, a seminal work. In this digital age where Artificial Intelligence, machine learning and Internet of Things (IOT) is taking over the managerial landscape, it is time for us to sit back, think and become creative. I am sure that this book would become popular with corporate leaders, academics, non-profits Organisation and government officials.

– Prof. Santanu Ray

Director, Sister Nivedita University.

PREFACE

As a child, I have been a keen observer, with years and maturity grew rationality and a habit to think deeply about permutation and combination of events.

Being a Professor of Management, helped me in time management and natural learning habit kept me going. But, with time, I felt that I was reaching a stage in life where it is the beginning of self-actualization and awakening to see the Pyramid "Maslow's Need Hierarchy" broader at the top. But as all things have time. Also realizing that true wealth is not money, but creativity and happiness in it.

Over time as new start-ups and ideas emerged, I am convinced that, creativity could unlock solution to many difficult problems of mankind. This book is an effort to help people realize and unlock their potential.

We would be there to conduct seminars and workshops for better understanding and application of it.

The journey of the book began in 2010, but culminated in 2018-19. But as all things have time, so did the book and the emergence of technology has made it, all the more relevant.

I am proud of the association with Himalaya Publishing House who published this book. Above all almighty for his guidance.

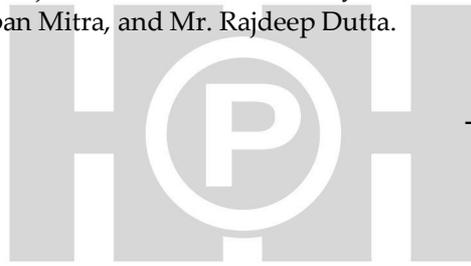
– Author

ACKNOWLEDGEMENT

I thank God for giving me the courage to embark and complete the book.

I dedicate this book to all my well-wishers, my teachers, and all known to me with due regards to my parents and members of my family, particularly my husband Dr. Partha Pratim Mitra, my sons Dr. Sambodhi Mitra, and my younger son Ritaban Mitra.

I express my deep gratitude to all the reviewers of this book Mr. Debraj Mukherjee, Mr. Gautam Mukherjee, Professor Santunu Ray, Sonali Dutta, Mr. Ritaban Mitra, and Mr. Rajdeep Dutta.



– Author

CONTENTS

1	The Call for Creating Value	1 – 2
2	Childhood	3 – 4
3	Fun at School	5 – 6
4	Talent	7 – 8
5	Four Pillars of a Meaningful Life	9 – 12
6	The Creative Moment	13 – 17
7	The Creative Process	18 – 21
8	Value Investing	22 – 23
9	Power of Creativity	24 – 25
10	Creative Approach	26 – 27
11	Creative Secret	28 – 29
12	Creative Potential	30 – 31
13	The Rockstar	32 – 33
14	Atomic Theory	34 – 36
15	Eureka	37 – 40
16	Madhurilata	41 – 42
17	Jump into the Fish Bowl	43 – 44
18	Logan	45 – 46
19	Silicon Valley Innovation Strategy	47 – 48
20	Spiral Economy	49 – 50
21	Pelican	51 – 52

22	MOOCs (Massive Open Online Courses)	53 – 54
23	Do It	55 – 56
24	DIY (Do It Yourself)	57 – 58
25	Theory of Black Holes	59 – 60
26	Creative Thinkers	61 – 62
27	Sabbatical	63 – 64
28	The Global Village	65 – 66
29	Financial Innovation	67 – 69
30	Design Thinking	70 – 71
31	Titanic: A Case Study	72 – 74
32	The Final Moments	75 – 80
33	Management Lessons	81 – 82
34	Raja Vidya	83 – 84
35	Creative Lessons	85 – 86
36	The Golden Age of Athens	87 – 88
	Case Study	89 – 106
	Colour Images	107 – 108
	Bibliography	109

The Call for Creating Value

As you read on, you would know that it is 1 pm at night. I don't know what but, I feel the presence of a guiding force which has been around me specially for the last month. And it is asking me to give up sleep, and share the treasures.

The title of the book emerged at a book launch, where the authors were answering the questions from the audience.... The authors were narrating a part from their next book which was on travel through some of the cities in India with a low budget and their experience on it. There I had a question to them asking them, do they feel that "Creativity does not happen in Captivity"..... one of the author was prompt to ask me "Is it the title of your next book?" It was as if my own experience in life which had been articulated by me, and the idea immediately struck me thinking"?

As we explore what stimulates creativity, the role of environment, the interpersonal relations, etc. And how early in life do we come to know of it.

I recollect that I was born in a middle class family to talented parents. I grew up in humble surroundings with interesting observations. I feel today most people are running a rat race and tend to give up so many things for some material possessions.

As I write about my early life. I never fail to remember my mother a humble lady, as my father put it, I second it too, who having three daughter, always stood by whatever was right silently.....with diplomacy ...such people are rare to be found.

The fact of the matter was, she was educated in a hostel at Annie Besant College, Benaras ...modern-day Varanasi, followed by Women Christian College there. She was a Bharatnatyam dancer highly appreciated in her college days. As I grew having two siblings, I never saw her dancing. Only to realize that children pick up qualities in mother's womb. So did my younger sister who is a beautiful dancer, although she had not been trained in any form.

My parents both had beautiful and effective communication. In fact, my maternal uncles and aunts could speak in Bhojpuri as their childhood was in a place near Patna called Sewan. They also spoke Hindi, English and Bengali. And my mother could speak Tamil, Malayalam also as post her marriageshe stayed in Coimbatore where my father worked for Brook Bond India (today Hindustan Unilever).

So, when I was thinking of a name for my organization, in a flash, the name of my mother came to my mind. And our organization was named after her as Bani Communications. The idea was to share with people, the simple thing that simple, clear and honest communication is the key to creativity.

As the clock keeps ticking, I embark on my journey to writing the book

“Creativity does not happen within Captivity”.

Important Lessons

1. Learning by observation.
2. Questioning for clarity.
3. Remaining simple and honest in communication.
4. Having positive perception.
5. Recognize one's talent.

