### 3 C's of Ignoring Skills, Abilities and Creative Ideas-Preparing for Future and Catching the Opportunities

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#### Abstract

Creativity and innovation are integral to the advancement of societies. They foster economic growth, enhance social well-being, and contribute to cultural richness. However, many nations and communities often overlook or suppress new ideas and creative skills. The ability of a nation or society to generate and implement creative ideas and skills is crucial for progress, adaptation, and problem-solving. Conversely, ignoring creative ideas and skills can lead to stagnation, missed opportunities, and societal decline.

This paper explores the multifaceted implications of neglecting creativity and innovation within a society. It examines the underlying causes of such neglect, the associated costs, and the broader consequences for economic growth, social cohesion, and cultural development. By analyzing historical precedents and contemporary examples, this research underscores the importance of fostering cultures and societies that value creative thinking and the development of new skills.

Keywords: Ideas, Ignoring, Costs, Returns, Lessons, Information, Skills

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#### 1.Introduction

A nation's capacity to cultivate and implement creative ideas and skills is critical for its development, adaptability, and progress. Ignoring these elements can lead to stagnation, missed opportunities, and ultimately, societal decline. This research underscores the importance of fostering an environment that encourages creative thinking and the development of new skills.

The present work will examine the factors that contribute to the rejection of creative ideas, explore the associated costs and consequences, and offer strategies for individuals and organizations to embrace innovation.

#### 2. Causes of Ignoring and Resistance

According to creativity advocator David Burkus<sup>i</sup>, this immediate rejection of innovative ideas happens more than we might realize—and probably more than it should. Innovative ideas naturally invite judgment and criticism. In his article, Why Great Ideas Get Rejected, Burkus argues that when it comes to innovation, "the world's most common reaction is to beat down the idea or, perhaps worse, ignore it." The history shows that from Edison to Eienstien, several intertwined factors contribute to the tendency to overlook or reject creative ideas.

#### 2.1 The Mindset Comfort of Known:

This barrier stems from a fundamental disconnect between our desire for creativity and our inherent resistance to the uncertainty and ambiguity it brings. It all depends on how we assimilate and try to adjust to a new idea. Despite feeling that they should encourage creativity, people may harbor an undefined prejudice against novel concepts. Creative change, defined as embracing a useful redefinition of something, is crucial for innovation but often faces resistance. People are naturally inclined to favor the status quo, leading them to instinctively avoid the inherent uncertainty of creative ideas.<sup>ii</sup>

#### 2.2 Yes No Paradox- The Fear of Road Less Traversed:

Research reveals a deep-seated bias against creativity, even while people propose that they value it. This bias arises from the discomfort associated with the unknown and the preference for the certainty of familiar, known paths. This phenomenon is particularly prevalent among experts who may view creative ideas as threats to their established knowledge base and expertise. Additionally, experts have more to lose by endorsing an untested, creative idea that might fail, making them more inclined to reject novel concepts. (Mueller, 2017)

#### 2.3 The Risk Aversion Mindset:

Individuals who act as decision-makers can have a bias against creativity as they frequently operate from a mindset, prioritizing practicality, feasibility, and proven metrics over the novelty and potential of creative ideas. They try to discount the future (not so certain) value of creative ideas against the known present costs. With this mindset of averting risk and uncertainty decision makers can be prone to sidelining truly innovative ideas and accepting ideas with certain may be short term gains. People worry about uncertainty and the idea of failing or being socially rejected.

#### 2.4 Fathers and Sons-The Generational Differences:

Due to this natural gap in upbringing the masters qt home or at office sometimes are reluctant to even listening. People may have ideas but due to hierarchical structures and closed door cultures those who are at the lower levels may not get a chance to explain their ideas and even if they happen to have a chance they may not be taken seriously. It's often a time when you have the least amount of influence and are still building your reputation. It is also a time when unparalleled energy to change the world is strong but inexperience in managing human dynamics remains a challenge.<sup>iii</sup>

# 2.5 Not in My yard - Limited Individual Assimilation:

People may be dismissing ideas they don't understand. they may immediately reject an innovative idea if they believe that it may challenges their knowledge or perception. Old leaves thy must fall

# 2.6 The Organizational Cultures:

The Harvard Business Review article, "How to Get Your Colleagues on Board with Your Idea," (Jeff Wetzler, 2024)

suggests that moving ideas from introduction to acceptance is especially difficult for those who are in their early careers. Many organizations and governmental bodies exhibit resistance to change due to established protocols and a culture that favors tradition over innovation. This inertia can stifle creative thinking, leading to a homogeneous environment where new ideas struggle to thrive. The organizations having an environment that provides a platform for easy sharing of thoughts and has a climate of trust that promotes healthy discussions on creative ideas, will help in the promotion of new ideas. Whereas rigid adherence to established procedures, and a short-term focus often can be killing for imagination and new ideas

# 2.7 Social Structure and Belief Systems:

Societal norms and cultural prejudices also play an important role in suppressing creative ideas, particularly from marginalized groups. Cultural norms that undervalue creativity can contribute to a society's reluctance to embrace new ideas The disregard of abilities, perspectives and ideas especially from deprived and marginalized sections of society limits the scope of innovation and results in a significant loss of potential contributions.

# 2.8 Stagnant Education System:

Education systems that are base on cramming and repetitions of existing theories and have no room experiments often prefer standardized testing over creative problem-solving and critical thinking. This focus can discourage students from exploring innovative ideas and diminish their ability to think creatively. Similarly, research documents that teachers dislike students who exhibit curiosity and creative thinking even though teachers acknowledge creativity as an important educational goal

### 2.9 When Investments become Expenditures

In times of economic uncertainty, there is often a tendency to prioritize short-term gains over long-term innovation. Businesses and governments may opt to cut costs by ignoring creative projects, viewing them as non-essential expenditures.

#### 2.10 The Pressure of Ticking Clock:

One of the most comprehensive studies on the subject was from 2005 by Jennifer Mueller, Teresa Amabile and colleagues.<sup>iv</sup> And the results were clear that time pressure results in people being less creatively productive.<sup>v</sup>

# 2.11 Fear of Rejection or Failure:

Fear of rejection or failure can significantly hinder the creative process, often leading to a variety of challenges for individuals trying to generate or act on new ideas. They worry about whether the idea might fail, and about the potential social rejection when expressing the idea to others. Creative work often thrives in collaborative environments, where different perspectives and ideas can come together. Creative ideas often emerge from experimentation, play, and exploration. However, fear of failure can lead to a more cautious approach where individuals are reluctant to explore unconventional or untested concepts. This stifles the natural flow of creativity, as the fear of failure or rejection creates an invisible barrier that stops people from trying new things or thinking outside the box.

# 3. The Cost of Ignoring Creativity - लम्हों की खताओं से, सदियों ने सज़ा पाई

Embracing creative ideas and skills is not merely a choice; it is a necessity for nations and societies to thrive in an increasingly complex and rapidly changing world. The cost of neglecting creativity is far too high, leading to missed opportunities, economic stagnation, and a diminished capacity to address pressing challenges. By understanding the root causes of resistance to creativity, both at the individual and organizational level, we can develop strategies to foster an environment that values innovation, welcomes uncertainty, and unlocks the full potential of human ingenuity.

The consequences of neglecting creative ideas and skills extend far beyond the immediate visible accountable loss of missed fortuity. All the more painful is that at times this loss is irreversible.

#### 3.1 It is Really Late:

Ignoring creative ideas leads to missed opportunities and deprives a nation of potential advancements in the fields of science, medicine, astronomy, technology, education, economy and business etc. A lack of investment in research and development (R&D) can result in missed opportunities for new products and

services, ultimately leading to reduced market competitiveness The most immediate consequence of neglecting creativity is an innovation deficit. Technologies and ideas that could improve quality of life and economic prospects may never come to fruition. This stagnation can leave societies unprepared for future challenges. Not taking advantage of new markets, technologies, or products means missing potential sales. Competitors who seize opportunities may capture market share, reducing your potential future revenue. In fast-moving industries, failing to innovate means falling behind in terms of products, services, or customer experiences.

#### 3.2 Economic and Social U Turn:

Neglecting creativity can lead to stagnation in economic growth. Innovative businesses drive competition and efficiency; without them, economies can become complacent. The inability to innovate and adapt to changing circumstances can lead to stagnation. This stagnation can reduce comparative advantage and rather place a nation in comparative disadvantageous position, hinder economic growth. Socities that ignore creative solutions to various contemporary issues breed more inequalities and unjust use of resources. Investing into and experimenting with the new ideas, technologies and inputs is indispensable for the growth of industries. In a globalized economy, the ability to innovate is crucial for maintaining competitiveness. Nations that ignore creative ideas may find themselves outpaced by those that prioritize innovation, leading to a decline in their economic status. If a nations fails to embrace and encourage new ideas it may fail to compete with the outer world.

#### 3.3 Untapped Human Potential and Social Divide:

Due to narrow minded social and cultural prejudices societies overlook creative ideas and skills from marginalized sections of society, which leads to wastage of immense human potential. A failure to embrace creativity can create divisions within a society. When individuals feel their creative contributions are undervalued, it can lead to decreased morale and increased frustration. This disconnection can foster social unrest and a lack of community engagement.. This erosion of social cohesion can have far reaching repercussions for stability and unity. This exclusion not only fosters existing inequalities and hinders overall societal progress but also is against the concept of inclusive growth. Embracing diversity in all its forms is not just a matter of social justice; it is essential for fostering a truly innovative and thriving society leading to realization of mantra of "vasudhev kutumbkam"

#### 3.4 Loss of dynamics of Culture:

Culturally, the suppression of creativity can lead to homogenization, where unique cultural expressions are lost. Creativity is a fundamental driver of cultural expression, evolution, and diversity. When creative ideas are stifled, it hampers the ability of a culture to evolve, adapt, and reflect the complexities of its people When creative expressions—whether in the form of art, literature, music, fashion, or architecture—are dismissed, cultures can become stagnant. This stagnation leads to a lack of dynamism, making it harder for cultures to stay relevant in a changing world. Creativity is what allows cultures to express their unique identities. Suppressing creative expressions often results in a homogenous, one-dimensional culture, which loses its distinctiveness. Cultural elegance is often found in the ability to combine tradition with modernity in a way that retains individuality while embracing change. This loss can diminish a society's richness and diversity, resulting in a static cultural landscape that fails to inspire future generations.

#### 3.5 Brain Drain- Watering the Neighbor's Fields

When creative skills are not nurtured, talented individuals may seek opportunities elsewhere, leading to a brain drain. ignoring or undervaluing creative ideas can indeed lead to **brain drain**, a phenomenon where talented individuals leave a country, community, or institution in search of better opportunities elsewhere. Brain drain often occurs when highly skilled and creative individuals feel that their abilities and ideas are not being nurtured or appreciated in their current environment. Creativity is a cornerstone of progress and innovation. When societies neglect or ignore creative ideas, they create environments where talent feels undervalued, and skilled individuals are pushed to leave in search of environments where their creativity is recognized and supported. Brain drain, in turn, becomes a vicious cycle, leading to a long-term erosion of a nation's cultural and intellectual vitality. By fostering creativity and supporting innovation, societies can retain their brightest minds and build a more dynamic and prosperous future. This migration of talent can cripple local economies and stifle growth potential, as innovative thinkers leave for more supportive environments.

# 4. Preparing for Creative Change: अब किसी एकलव्य से अंगूठा ना मांगा जाए

While the inherent bias against creativity presents a significant obstacle, there are concrete steps we can take to mitigate this bias and foster a more welcoming environment for creative ideas and skills. Organisations, which are dedicated to challenging the status quo, and continuously seeking creative solutions, are often the winners in today's fast-paced market.

#### 4.1 Switch from Rejecting to Receptive Mode:

Fear of rejection kills the ideas before they take a shape. It is important to deal with creative ideas in a more constructive and less judgmental way. Just imagine that people on the other side of the table who are listening to your ideas are not only

listeneing and to be more optimistic some even noting down without passing hasty judgements. This simple act of receptiveness can have far reaching positive repercussions as it will encourage participants to come up with all sorts of ideas, even the silly ones. Many of the great inventions have emerged from the ideas that looked silly at first.

#### 4.2 **Persistence** is the key:

Path to success is never easy. Those who have achieved success are the ones who have the skill of perseverance. Persistence is doing something despite challenges or delays in achieving success. According to Martin Luther King Jr "If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward."

Abraham Lincoln's unwavering determination despite numerous personal and professional setbacks led him to become President of the United States. Albert Einstein, who did not excel in his early years, eventually became one of the most celebrated scientists in history through his dedication and perseverance.(Mueller,2017)

#### 4.3 Futuristic mindset- long term gains vs short term costs:

Cultivating a mindset, focusing on the long-term possibilities of an idea rather than solely on its immediate feasibility, can also increase receptiveness to novel concepts fostering an environment of exploration and development.(Mueller, 2017)

#### 4.4 Accounting for Costs of Inaction:

While businesses frequently evaluate the financial impact of actions they take, but they may not fully account for the costs associated with failing to act on new opportunities, innovations, or emerging trends. These "costs of inaction" can have long-term negative effects that manifest in various ways. The costs of inaction can be detrimental in the long run. In today's fast-paced, competitive environment, businesses must balance immediate risks with the potential long-term rewards of innovation and adaptability. By accounting for these hidden costs, organizations can make more informed decisions about when to act—and when to act swiftly—on new ideas and opportunities

#### 4.5 "Leaving a Mark" Strategy

Individuals with creative ideas must learn to effectively communicate the value of their ideas to others, particularly to decision-makers who might be prone to the status quo mindset. They should reframe creative ideas in such a way that makes them more appealing and less challenging. The ability to effectively communicate the value of their creative ideas is crucial for those who want their ideas to be recognized, supported, and implemented. Whether in a business, nonprofit, or entrepreneurial setting, creativity alone isn't enough to persuade decision-makers of an idea's potential impact and worth is key to success. Creativity thrives in narrative, and presenting your idea as part of a compelling story can make it more relatable and engaging for decision-makers. A strong narrative will help people emotionally connect with your idea, not just intellectually

#### 4.6 Organizational Strategies:

Organizations must actively promote a culture that values long term gains over short term costs. A culture that values experimentation and provides space for open communication and constructive feedback can help bridge the gap between different perspectives on creativity and foster a more inclusive and innovation-driven environment. (Mueller,2017)

#### 4.7 Restructuring Decision-Making Processes:

Involving even the last person for instance most junior employee, the front-line staff, or the person at the bottom of the organizational hierarchy, in decision-making is crucial for building a truly inclusive, innovative, and agile organization. While traditionally decision-making might be centralized at the top levels of management, increasingly, businesses are realizing the immense value of soliciting input and feedback from all levels of the organization. One of the greatest strengths of involving all employees in decision-making is the diversity of thought it brings to the table. People at different levels of the organization often have valuable insights into challenges and opportunities that senior leaders may not be aware of. The "last person" in the hierarchy, for example, might have a close understanding of customer pain points, operational bottlenecks, or inefficiencies in day-to-day processes that others might overlook. When employees are actively involved in decision-making, they feel more engaged and valued. This sense of belongingness can translate into higher levels of motivation, loyalty, and productivity.

#### 4.8 Encouraging Creative Leadership:

Encouraging creative leadership within an organization involves creating an environment that supports innovation, risk-taking, and the development of leadership skills that empower individuals to think creatively and lead others through change. Creative leadership doesn't just happen, it needs to be nurtured, developed, and supported through intentional actions and strategies. Creative leadership thrives in environments that encourage ongoing learning and personal development. Invest in programs and resources that support both personal and professional growth for your emerging leaders. Leaders who are able to inspire creativity and lead through change help cultivate a culture where new ideas can flourish and employees feel empowered to contribute their best. These leaders are not just managers, they are visionaries, facilitators, and coaches who cultivate a culture of creativity and transformation.

#### 5. Case Studies: Rejected Innovations/Ideas that Later Achieved Success

It's often that the most valuable ideas are dismissed and ridiculed, not for a week, or a month, or a year, but for many years or decades. The neglect of creative and innovative ideas poses significant risks to a nation's economic, social, and cultural fabric. By understanding the causes, recognizing the costs, and acknowledging the consequences, societies can take proactive steps to cultivate an environment that values creativity. Investing in education, fostering a culture of innovation, and supporting new ideas are essential to ensuring a vibrant and resilient future.

Many ideas, inventions, and writings that are now considered groundbreaking and indispensable were initially met with resistance, skepticism, and even outright rejection. The present paper seeks to explore examples of such innovations across various domains, highlighting the reasons behind their initial dismissal and the factors that eventually led to their widespread adoption and success.

# 5.1 जब सोने की चिड़िया को अपने पंख गिरवी रखने पड़े

The golden era of India was perceived as a storehouse of knowledge. Scholars from neighbouring countries visited the subcontinent for consultation, translation of manuscripts, etc. The works of Fermat, Newton, Bernoulli, and many others brought advancement in the fields of mathematics and science in Europe. India, however failed to carry the legacy of Aryabhta and Bhaskara. Unlike Europe, the financial support from the emperors for work in science and mathematics was lacking in India. The Sultans and Maharajas did encourage and support culture in various forms, such as music, art, architecture etc. but there was no example of royal support for a mathematician. $^{vi}$ 

In the middle of 18<sup>th</sup> century GDP contribution of India to the world was around 24 per cent, which fell to 2 per cent, in 1900. At present an average American and European is 25 times richer than an average Indian. India and China both missed the bus of the first industrial revolution. We know that exports are considered as engine of growth. Before the first industrial revolution, India and China dominated the world market of exports as almost all industries were labour intensive and India and China had abundant labour. India and China never looked for alternative power sources like wind or water. But, Britain had a shortage of manpower; hence, they were actively looking for an alternate power source. And they harnessed water, wind, and steam for power generation. This gave a big boost to their industrial production. Power looms gave tough competition to handlooms, and gave a blow to India and China's textile industry. Europeans became exporters of the world. Thus, this marked the beginning of European supremacy. Focus on research and development was then the major differentiating factor between India and Western countries even during the second industrial revolution.<sup>vii</sup>

The next industrial revolution started with the advent of computers in 1959, changing techniques of production, distribution and communication forever.

China could perceive the idea of open economies at the right time and became the 'Workshop of the world' by opening its doors to the outside world.

India, took a late start in 1991, but China had already taken the lead. However India became the IT and ITES hub of the world due to its proficiency in English language. Developed countries are ready to embrace the fourth industrial

revolution with Artificial intelligence, machine learning, and mechanised workforce.(Tripathi,2020) This will end India's comparative advantage of population dividend.

#### 5.2 The theory of Evolution and Natural Selection:

In biology, the best known example of initial rejection is Darwin's theory of evolution in "On the Origin of Species by Means of Natural Selection" published in 1859. Because the theory was introduced at the time when the Biblical view of creation still reigned, he Bible's view of creation is that God created the universe, Earth, and all living things in a specific order and with intentionality. Very prominent scientists attacked Darwin's theory. They feared that teaching of evolution to coming generations in schools will cultivate disbelief in young minds against the teachings of Bible. This may undermine the country's Christian faith in favor of the doctrine of "survival of the fittest." Charles Hodge, in his book What Is Darwinism? (1874), argued that the theory of natural selection was unacceptable because it was against the belief in a benevolent and all-powerful God.

Bryan's concerns were not without reason. The application of Darwinian principles to social policy led to harmful practices and policies that deeply affected vulnerable populations. In the U.S., social Darwinism and eugenics were used to justify restricting immigration, particularly from Southern and Eastern Europe believing that those from these regions were less "fit" to be part of American society. These arguments led to immigration restrictions, such as the Immigration Act of 1924, which aimed to reduce the influx of immigrants from Eastern and Southern Eugenics advocates believed that society could "improve" by controlling human reproduction. They proposed that individuals with undesirable traits, like mental illness or disabilities, be prevented from reproducing.

.<sup>viii</sup> Even now when evolution is an established fact, there is still resistance among religious conservatives.

#### 5.3 The Importance of Handwashing

In 1795, an article noted that midwives and doctors treating women for puerperal fever were inadvertently spreading the disease to other women. In 1843, Wendell Holmes, a Harvard anatomist, published "The Contagiousness of Puerperal Fever," in which he observed that the disease was transmitted by physicians. He recommended that obstetricians avoid performing autopsies on women who had died from the illness. It was Dr. Semmelweis who later instituted the practice of having his medical students and junior physicians wash their hands with a chlorinated lime solution to prevent the spread of the disease.<sup>ix</sup>

Dr. Ignaz Semmelweis, a Hungarian physician, observed a high mortality rate among women giving birth in hospital wards compared to those giving birth at home. He observed that medical students performing autopsies were transmitting cadaverous particles to pregnant women. Semmelweis implemented handwashing with chlorinated lime solutions, which dramatically reduced mortality rates. . He made his landmark discovery way back in1846 and 1861. However, his ideas were met with resistance and ridicule from the medical community, as he lacked a theoretical explanation for his findings. People were not prepared to accept the germ theory of disease, and the importance of handwashing .

Dr Semmelweis, saved the lives of many mothers and newborns by his insistence on handwashing in his maternity ward. Despite strong empirical evidence, no body believed himwhich led to the poor doctor suffering a nervous breakdown and premature death. He was admitted to mental asylum on July 30, 1865, where died on Aug. 13, 1865, at the age of 47. <sup>x</sup>

# 5.4 The Telephone (1876)

Alexander Graham Bell's invention of the telephone was initially dismissed by some as a mere novelty with limited practical use. Western Union, a leading telegraph company at the time, even declined to purchase the patent for \$100,000, believing it had no future.

# 5.5 The horseless carriage

The skepticism surrounding early automobiles, including Karl Benz's Benz Patent-Motorwagen, underscores how groundbreaking and disruptive these machines were at the time. People were deeply entrenched in the era of horse-drawn carriages and could hardly imagine a future where self-propelled vehicles would replace horses. The sound, smell, and perceived danger of the new machines contributed to a public reluctance to embrace the technology. It wasn't just the public that was skeptical many of Benz's own contemporaries, including his business partner Max Rose, questioned the viability of the automobile.

Benz's early success, despite these doubts, is remarkable. The first test run of his three-wheeled vehicle in 1885 was a modest but significant achievement. The vehicle was far from perfect—stopping multiple times due to technical issues—but it marked the first successful demonstration of the potential for self-powered vehicles. The fact that Benz's wife, Bertha, was among those who supported him and even took the vehicle on a long-distance journey in 1888 speaks to the importance of personal belief and perseverance in the face of widespread skepticism. Bertha's long drive, proved that the automobile could be used for practical, everyday travel, dispelling some of the doubts and helping to gain public acceptance.<sup>xi</sup>

In retrospect, it's clear that these early trials were a crucial part of the journey that led to the development of the automobile into the ubiquitous and transformative force it is today. The challenges faced by Benz and his contemporaries—ranging from technical limitations to societal skepticism—highlight just how difficult it can be to bring truly revolutionary technologies into the mainstream

# 5.6 मुझे अँधेरों का डर नहीं, मैं उजालों की आस में लेने निकला हूँ।

Thomas Edison's early life is a striking reminder of how resilience and determination can turn perceived failure into unprecedented success. Rejected by school teachers and fired from multiple jobs, Edison could have easily been disheartened. In fact, the labels of being "stupid" or "unteachable" often led to discouragement for many, but Edison refused to let these setbacks define him. Instead, he channeled his frustration into his true passion: inventing.

Edison's career was full of failures. In fact, he famously claimed that he had experienced more failure than success—but that the key to his success was never giving up. His perseverance led him to secure 1,093 patents over his lifetime, a testament to his ability to turn trial and error into groundbreaking innovations.

Some of Edison's most famous inventions include the practical light bulb, the phonograph (which recorded and played sound), the alkaline battery, and an early version of the stock ticker. Each of these inventions was the result of countless experiments, many of which failed. Yet, Edison saw each failure not as an end, but as a step toward finding the right solution. His quote, "I have not failed. I've just found 10,000 ways that won't work," perfectly encapsulates his philosophy on failure and success.

Edison's story is an inspiring example of how persistence, a willingness to learn from mistakes, and an unwavering commitment to one's passion can lead to extraordinary achievements, even when almost everything is against you

#### 5.7 When they Failed to Click the Big Picture

The story of Kodak is a poignant example of how even industry giants can falter when they fail to adapt to technological change. Founded in 1888 by George Eastman and Henry A. Strong, Kodak became synonymous with photography for much of the 20th century. Its dominance in the photographic film market made it a household name, and the company enjoyed decades of success by making film cameras and photographic supplies accessible to the masses.

However, Kodak's downfall began when it failed to recognize the significance of digital technology. In 1975, a Kodak engineer named Steve Sasson invented the first digital camera—a groundbreaking invention that marked the beginning of the end for traditional film-based photography. Despite being the pioneers in digital imaging, Kodak's senior management was hesitant and even dismissive of the new technology. The reason? Kodak was making a fortune from its film business, and digital photography, being filmless, threatened the very foundation of its profits. The company's leadership, obsessed with maintaining its dominance in the film market, decided to shelve the digital camera and dismiss the new technology as a niche.

This short-sightedness would eventually cost Kodak dearly. While the company continued to profit from film for years, the rise of digital cameras—and later, smartphones with high-quality cameras—shifted the photography industry dramatically. Kodak's reluctance to innovate and embrace the digital revolution allowed competitors to take the lead. By the time Kodak tried to pivot to digital, it

was too late. The company, which had once led the way in photography, filed for bankruptcy in 2012.

Kodak's story highlights the risks of complacency and the importance of innovation. Despite being a pioneer in digital technology, Kodak's attachment to its past success with film ultimately led to its downfall. The lesson here is clear: businesses must continually evolve and embrace change or risk becoming obsolete, no matter how dominant they once were.

### 5.8 What is there in a Name

Nokia, a Finnish company founded in 1865, became a dominant force in the mobile phone industry during the late 1990s and early 2000s. At its peak, Nokia was the global leader in mobile phones, and many of us likely had one in our hands at some point. However, Nokia's focus on hardware over software proved to be a critical misstep. While the company was excellent at producing durable and reliable phones, it underestimated the growing importance of software and user experience, which became key factors for consumers as smartphones evolved.

Nokia's overconfidence in its brand led to a false sense of security. The company believed that it could enter the smartphone market later and still succeed. Unfortunately, by the time Nokia's leadership recognized the shift in the industry, with platforms like Android quickly gaining ground, it was too late to catch up. As Android-based smartphones dominated the market, Nokia struggled for a place. In 2013, the company sold its mobile phone division to Microsoft, marking the end of an era for the once-iconic brand in the mobile space.

# 5.9 पंखो की नहीं होंसलों की मुंतज़िर हैं उड़ानें

The concept of human flight was once regarded as an unattainable fantasy. Wilbur and Orville Wright endured years of mockery and doubt before making history with the first successful powered flight in 1903. Their groundbreaking achievement laid the foundation for modern aviation, revolutionizing global travel and connecting people across continents.

The Wright brothers' initial flight at Kitty Hawk in 1903 sparked a range of reactions. While it was undeniably a significant milestone, some questioned the authenticity of their success, and others struggled to recognize the long-term potential of their invention, seeing it only as a fleeting curiosity

# 5.10 The Jig Saw Puzzle – Theory of Continental Drift

The explanation for the distribution of the continents was formulated in 1912 by Richard Wegener, a German meteorologist The idea, backed up with substantial evidence, was met with opposition for almost 50 years.

Wegener's careful analysis included the observation that the continents resembled a jigsaw puzzle that suggested they had split over time from a single landmass. In addition, he listed unique geological similarities between areas of different continents that suggested those areas were once joined. Further, there were similar flora and fauna (including fossils) in South America and Africa, for example, indicative of a common origin in an ancient setting. These common feature were noticed by early scientists too in the 1700s and 1800s. There are many evidences that support the theory of continental drift. The rocks of the same age and type are found on both sides of the Atlantic Ocean. Similar fossils are found on different continents. Permo-Carboniferous glacial sediments are found in South America, Africa, Madagascar, Arabia, India, Antarctica, and Australia. <sup>xii</sup>

#### 5.11 Peptic Ulcer Disease Treatment

John Lykoudis (1910-1980) was a Greek physician and politician. He cured patients who had peptic ulcer disease with antibiotics long before it was commonly known that bacteria were the main cause for the disease. After treating himself for peptic ulcer disease with antibiotics in 1958 and finding the treatment effective, he began treating patients with antibiotics. After experimenting with several alternative combinations of antibiotics he eventually arrived at a combination which he termed Elgaco and which he patented in 1961. It has been estimated that he treated more than 30,000 patients.

In his time he had great difficulties in persuading the Greek medical establishment about the effectiveness of the treatment. He was given a fine of 4000 drachmas by a disciplinary committee, and indicted in the Greek courts. He was unable to get an article published in the Journal of the American Medical Association and was not able to get the established pharmaceutical companies sufficiently interested in the treatment. In 2005, Barry Marshall and Robin Warren were awarded the Nobel Prize in Physiology or Medicine for their discovery that peptic ulcer disease (PUD) was primarily caused by Helicobacter pylori, a bacteria.

#### 5.12 When You Need a lifetime to Get Vindicated

In 1964, John Bahcall published a paper that suggested a new idea for measuring how stars shine. John Bahcall made groundbreaking contributions to astrophysics, particularly in the study of neutrinos. His work revolutionized our understanding of solar physics and the fundamental processes occurring in the Sun. Bahcall is best known for his theoretical prediction and research on solar neutrinos, which led to the realization that neutrinos from the Sun were not being detected as expected due to experimental limitations, not because they were absent. This was part of his broader work on the Sun's energy production and the solar neutrino problem, which was eventually resolved with the discovery of neutrino oscillations. His contributions

were crucial in linking astronomy and particle physics, and his work ultimately helped establish the field of neutrino astronomy. Bahcall's legacy continues to influence both astrophysics and particle physics. Two Nobel prizes were awarded for that. Unfortunately, John was not alive to be recognized. It changed the physics textbooks. On eclipse day, even though sunlight is blocked by the Moon, solar neutrinos traverse the Moon unhindered. If we could only see neutrinos, we would realize that they cannot be eclipsed by the Moon

#### 5.13 The Mystery Unlocked

In the 1960s, Judah's idea seemed crazy as he proposed that tumors secrete signals into the surrounding tissue, prompting the growth of new blood vessels that supply the tumor with the nutrients and oxygen it needs to thrive. He suggested that if such signaling existed, perhaps blocking it could be a way to treat cancer. At the time, this was considered a radical notion. Cancer treatments were limited to two options: radiation, which destroys tissue, or chemotherapy, which involves flooding the body with toxic substances in hopes of killing the tumor without harming the patient. The idea that tumors might use an unknown signal to grow seemed implausible. For nearly four decades, Judah tirelessly advocated for his theory. Despite skepticism and repeated dismissal by the scientific community, he meticulously refined his experiments and continued to present his findings. His persistence paid off in 2003, when a drug inspired by his work was used in a major clinical trial for colon cancer and showed unprecedented improvements in patient survival rates. This breakthrough not only validated Judah's ideas but also proved that he had been right all along, despite the initial ridicule he faced.

Today, Judah's work is foundational to the development of cancer treatments that focus on blocking signaling pathways. His ideas have not only changed cancer therapies but also revolutionized the treatment of eye diseases caused by abnormal blood vessel growth, such as certain types of blindness. Millions of people have benefited from these therapies. While Judah's recognition came decades after he first proposed his theory, his contributions have now made him a highly respected figure in the scientific community, demonstrating the power of persistence and vision in the face of skepticism.

#### 5.14 The Flip- That Flipped

In the 1968 Mexico City Olympics, Dick Fosbury introduced a revolutionary high jump technique that would change the sport forever. A former high school basketball reject, Fosbury had struggled with traditional high jump methods like the scissors, western roll, and straddle jump, which focused on landing feet-first. Realizing these techniques limited his potential, he decided to jump backward, arching his back and clearing the bar headfirst—a method that became known as the "Fosbury Flop."

Despite heavy criticism from coaches and the press, Fosbury perfected his technique. At the Olympics, he stunned the world by winning the gold medal and setting a new record. Within years, the Fosbury Flop became the standard technique in high jump, with all Olympic champions and record holders adopting it. Fosbury's innovation transformed the event and remains the dominant style used today.

#### 5,15 "Too Big to Fail" Theory Stumbles on its Knees

In 2005, Raghuram Rajan delivered a paper at the **Annual Jackson Hole Symposium**, an influential gathering of central bankers, economists, and financial leaders organized by the Federal Reserve Bank of Kansas City. The paper was titled "**Has Financial Development Made the World Riskier?**" In it, Rajan highlighted the growing risks in the global financial system, particularly in the U.S. and Western financial markets, and warned about the dangers of unchecked risk-taking and excessive financial innovation. The 2008 financial crisis exposed the dangers of ignoring or **dismissing** ideas that emphasized the importance of **financial regulation**, **systemic risk**, **market irrationality**, and **the role of government in preventing excessive risk-taking**. Many economists had raised warnings about these issues before the crisis, but their ideas were often downplayed or ignored by both policymakers and financial market participants who believed in the infallibility of free markets.

In the aftermath of the crisis, some of these ignored ideas—such as the need for stronger financial regulation, a more cautious approach to risk, and a better understanding of systemic risk—have been taken more seriously in both academic and policy circles. However, the fundamental lessons about financial stability and the limits of market efficiency are still being debated, and the risk of future crises remains ever-present.

#### 5.16 The Story- that was "The Philosopher's Stone"

The *Harry Potter* series, created by J.K. Rowling, is one of the most successful and beloved franchises in history. However, its journey to success was not easy. The first book, *Harry Potter and the Philosopher's Stone*, faced rejection from 12 major publishers before it was finally accepted by a small publishing house after the editor's child showed interest. Initially, only 1,000 copies were printed, and the book was released in the UK on June 26, 1997. The U.S. edition, titled *Harry Potter and the Sorcerer's Stone*, was published the following year.

The book quickly gained popularity, selling 300,000 copies by 1999 and winning the Nestlé Smarties Book Prize. Rowling also secured a \$100,000 deal with U.S.

distributor Scholastic. The success of the second book, *Harry Potter and the Chamber of Secrets*, led to Warner Bros acquiring the film rights for the first two books. The resulting movie, directed by Christopher Columbus, was a global hit, earning nearly \$1 billion worldwide. By 2011, the *Harry Potter* film series became the highest-grossing movie franchise of all time.<sup>xiii</sup>

As of February 2023, the *Harry Potter* books have sold over 600 million copies globally, making them the best-selling book series ever. They have been translated into around 88 languages, captivating readers around the world. Writings: Books like "Twilight," "The Jungle Book," and "The Diary of a Young Girl," all faced multiple rejections before becoming highly successful literary works.

# अस्सी लाख का पंखा

A toothpaste factory once faced a problem: occasionally, empty toothpaste boxes were dispatched without the tubes inside, which upset shopkeepers. To solve this, the CEO of the company called a meeting with his top management. They decided to hire an external engineering company, set a budget, and followed the usual process to find a solution. After two months and spending 80 lakh rupees, they implemented a high-tech precision scale system that would trigger a bell and flashlights whenever a box weighed less than it should. The line would stop, an operator would remove the defective box, and the line would resume. For months, the CEO was pleased, as no further complaints about empty boxes were received.

However, one day, while touring the factory, the CEO noticed something unusual on the packing line. Just ahead of the expensive precision system was a simple 500rupee table fan, blowing the empty boxes off the conveyor belt and into a bin. Curious, the CEO asked the manager about it. The manager explained that the maintenance worker had placed the fan there to avoid walking over to restart the line every time the bell rang.

The CEO quickly realized that if the issue had been discussed with the line operators earlier, the company could have avoided spending 80 lakh rupees on a complex solution. It was a valuable lesson: sometimes, the simplest solutions are the best. (Tripathi, 2020)

#### 6. When you Heard, Believed and Acted at the Right Time

In the 18th century, smallpox was a deadly disease that killed about one-third of those infected and often left survivors with scars or blindness. Finding a solution to this widespread disease was a major challenge for physicians and scientists of the time. Edward Jenner, a British physician born in 1749, made a groundbreaking discovery. He observed that milkmaids who had contracted cowpox, a much milder disease from cattle, seemed to be immune to smallpox. Curious about this, Jenner decided to investigate further. He learned that many dairy workers believed that having cowpox protected them from smallpox, a belief that intrigued him.

To test this theory, Jenner conducted an experiment with the son of his gardener, an eight-year-old boy named Phipps. He scratched material from a cowpox sore on a milkmaid's hand into the boy's arm. The boy fell ill with cowpox but recovered after a few days. Several weeks later, Jenner took matter from a smallpox sore and applied it to Phipps's arm, intending to infect him with smallpox. To Jenner's astonishment, the boy did not develop smallpox.

Encouraged by these results, Jenner conducted similar experiments with other people and published his findings. His work laid the foundation for the development of vaccination, eventually leading to the widespread use of cowpox to prevent smallpox, a practice that saved countless lives and helped eliminate smallpox globally. (Tripathi, 2020)

The wheeled suitcase, a seemingly simple and obvious innovation, also faced a surprisingly long period of resistance. While the wheel itself has existed for millennia, it wasn't until 1972 that Bernard Sadow successfully introduced suitcases with wheels. Robert Shiller, a Nobel laureate in Economics, suggests that good ideas alone are often insufficient for an invention to take hold. Societal acceptance and recognition of an idea's usefulness are crucial. When Sadow presented his wheeled suitcase to department store buyers, they initially rejected it, not seeing the value or practicality of wheels on luggage.<sup>xiv</sup>

The Graphical User Interface (GUI)

The development of the graphical user interface (GUI), a key feature of modern personal computers, illustrates the importance of recognizing an invention's potential applications. In the 1970s, Xerox PARC developed a GUI with a mouse-driven pointer, but failed to fully capitalize on its potential. Steve Jobs, however, immediately recognized the significance of the GUI during a visit to Xerox PARC. He saw the mouse not merely as a button and wire, but as a device that could make computers accessible to everyday users. Jobs's insight led to the development of the Apple Macintosh in 1984, a groundbreaking computer that helped popularize the GUI and revolutionized the personal computer industry.

#### Factors Contributing to the Eventual Success of Initially Rejected Innovations

Several factors can contribute to the eventual success of innovations that were initially rejected:

Technological Advancements: Over time, advancements in technology can overcome initial limitations that led to an innovation's rejection. For example, early light bulbs were inefficient and costly, but improvements in materials and manufacturing processes -eventually made them practical and affordable.

Shifting Societal Needs and Values: Societal needs and values evolve over time, leading to greater acceptance of innovations that were previously deemed unnecessary or undesirable. The rise of environmental concerns has contributed to the renewed interest in electric cars.

Championing by Influential Individuals: The support and advocacy of influential figures can play a crucial role in overcoming resistance to new ideas. Steve Jobs's vision and leadership were instrumental in popularizing the GUI and the personal computer.

Empirical Evidence and Demonstrated Success: As an innovation proves its effectiveness and value through real-world applications and tangible results, skepticism and resistance tend to diminish. The success of antibiotics in treating bacterial infections eventually led to widespread acceptance of the germ theory of disease.

#### Conclusion

The history of innovation is replete with examples of ideas, inventions, and writings that were initially ignored or rejected, only to later achieve widespread acclaim and transform various aspects of human life. The reasons for this initial resistance are multifaceted, often emerged from a bias against creativity, uncertainty aversion, and the challenges inherent in recognizing an innovation's true potential. However, as technology advances, societal values shift, and evidence mounts in support of a novel idea, its chances of eventual success increase. Understanding the dynamics of

innovation adoption and the factors that contribute to overcoming initial resistance is crucial for fostering a culture that embraces creativity, encourages risk-taking, and enables groundbreaking ideas to flourish. The sources provide compelling evidence that initial rejection is not necessarily a predictor of an idea's ultimate success. Many factors contribute to the eventual acceptance and adoption of innovations, including overcoming technological barriers, shifting societal needs, the advocacy of influential individuals, and the accumulation of empirical evidence. The key takeaway is that embracing creativity and challenging the status quo, even in the face of resistance, can lead to groundbreaking advancements that benefit society as a whole

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