

Role of Creativity and Innovation in Leadership in Ngo Reference to Nagapattinam (Dist), Tamil Nadu, India



Human Resource Management

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ABSTRACT

The role of creative and innovation in leadership in NGO reference to nagapattinam. It draws on research from a variety of sources, and sees the leadership in the particular creative and innovation in which NGOs operate. What is clear from this research is that not only do individual leaders play a central role in shaping the destiny of many NGOs, but that their role and effectiveness is in part determined by the environment in which they work.

INTRODUCTION

Increasing dissatisfaction and dissent with the nature and type of development undertaken by the governments, not only forced the governments to retreat; but also created space for civil society, manifested through its millions of mutinying Non Government Organizations (NGOs) to take centre stage in most countries -developed, developing and underdeveloped.

Nagapattinam district is one of 12th cyclone hitting area in our countries in India. The District always is affected by any one of the disasters like heavy rain, flood, sea water intrusion, storm and drought. This area is the tail end and also rice bowl area and hence agricultural operation is the main stay of area which depends upon Cauvery water. But the agricultural operation in this area is only for 100 days in a year. Most of the agricultural people are land less labourers and small & marginal farmers. Due to unemployment, the people are migrating to the nearby cities / states by receiving the needed loan amount from any money lenders. The poor people of fisher folk, Dalit and farmers have to pay the amount with much interest to the above loans and so they are exploited by those money lenders.

Most of the NGO's involved among the fisher folk people of coastal belt in distributed relief and rehabilitation projects. Few of the outside NGO's involved in Agriculture sector not fulfill Agriculture operational support among the farmers to reach sustainability and their sustainable in agricultural operational activities to fulfill their livelihood options become questionable.

ACTIVITIES

Youth development

- Health Centre and Health Camps.
- Organizing Beneficiaries Camp.
- Awareness Programme on Prevention of Alcoholism and recovery from Drug Addiction.
- R.C.H., Polio & Blood Donation camps and related Cultural Performances.
- HIV/AIDS Prevention & Control, World AIDS Day performances.

Health Education and Rural Sports

- Non Formal School education for Drop out Children, where there was no school facility.
- Eradication of Child Labours & School Dropout Children.
- Tsunami Relief and Rehabilitation activities.

Women's Empowerment

- Field Work & Placement Training to the MSW students.
- Movement based Activities.
- Flood & Drought Relief Activities.
- Sustainable development in Agriculture through Revolving Fund with Federation.

Economic Development

- Awareness / Life Education for Women & Dalits Liberation and Federation Activities.

- Awareness Camp for Women & Youth for Community Development.
- World Women Day Seminar & Rally.
- Legal Training and Legal Action.
- Schemes for Unorganized Labours.

Leadership

Leadership is the process of influence in which one person can enlist the aid and support of others in the accomplishment of a common task. Definitions inclusive of nature of leadership have also emerged. Alan Keith of Genentech states that, "Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen." According to Ken "SKC" Ogbornia, "effective leadership is the ability to successfully integrate and maximize available resources within the internal and external environment for the attainment of organizational or societal goals." The topic of creative and innovative leadership is not new to savvy business leaders. The level of importance this type of leadership plays in organizations looking to thrive in this "New Normal" environment has skyrocketed. Senior leaders realize the true significance of developing a culture that not only embraces creativity but encourages it.

Innovation

Innovation is an important topic in the study of economics, business, entrepreneurship, design, technology, sociology, and engineering. Colloquially, the word "innovation" is often synonymous with the output of the process. However, economists tend to focus on the process itself, from the origination of an idea to its transformation into something useful, to its implementation; and on the system within which the process of innovation unfolds. Since innovation is also considered a major driver of the economy, especially when it leads to new product categories or increasing productivity, the factors that lead to innovation are also considered to be critical to policy makers. In particular, followers of innovation economics stress using public policy to spur innovation and growth. The term innovation derives from the Latin innovatio, the noun of action from innovare. The word first came into modern use in 1540 and stems from the Latin innovatus, of innovare "to renew or change," from in "into" novus "new". Although the term is broadly used, innovation generally refers to the creation or improvement of products, technologies, or ideas. Innovation is distinguished from renovation in that innovation generally signifies a substantial change or difference versus more incremental changes.

Creativity

Creativity refers to the phenomenon whereby a person creates something new (a product, a solution, a work of art, etc.) that has some kind of value. What counts as "new" may be in reference to the individual creator, or to the society or domain within which the novelty occurs. What counts as "valuable" is similarly defined in a variety of ways.

Scholarly interest in creativity ranges widely: Topics to which it is relevant include the relationship between creativity and gen-

eral intelligence; the mental and neurological processes associated with creative activity; the relationship between personality type and creative ability; the relationship between creativity and mental health; the potential for fostering creativity through education and training, especially as augmented by technology; and the application of an individual's existing creative resources to improve the effectiveness of learning processes and of the teaching processes tailored to them.

Innovation and creativities as an activity for leadership

'Leaders are not born it made' this words makes so many interpretation and that influence leaders personality, knowledge, ethics, values, back ground of individual, family and experiences this are plays a vital role in a leader. The Individual how manage them self and group in a particular situation that shows only through maturity and experience. Organizations have some traditional values to select a leader because they need some particular styles of leaders in that particular organization like military (Autocratic) The situation makes a common man to a leader like Gandhi. Every man has the quality of leadership but the style and situation may differ person to person. Leaders make themselves to grow their knowledge and ability to act according to the situation as well as Leaders lifting of follower's visions to higher sights, the raising of follower's performance to a higher standard, the building of follower's personality with their limitations.

Creativity and innovation is the major key to success to a leader, we have to understand which are good for our life and which are not. We are adapting, also more and more use creative thinking to apply into our everyday life. Therefore, human life just exactly like animal world, just repeat the circle or routine over and over again. As we all know it already happen, so I strongly suggest, please fight the system, and break the norm.

The two key factors are building career also. They are not only the extreme invention but they are also the simple tiny thing for your daily job. Every day, you face with a lot of issues occurring differently and you have to think "out of the box" to solve it. They help you to be outstanding from the crowd and you will be the top of mind of your boss.

Everett Rogers, in a classic work, *The Diffusion of Innovations*, described innovation in the following terms:

An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption. It matters little, so far as human behaviour is concerned, whether or not an idea is objectively new as measured by the lapse of time since its first use of discovery. The perceived newness of the idea for the individual determine his or her reaction to it. If the idea seems new to the individual, it is an innovation (Rogers, 1995).

Thus, innovation is, quite simply, the successful exploitation of new ideas (Great Britain. Department of Trade and Industry, 2003). Innovation occurs in business, government, social and

environmental contexts. Innovation is one of the distinguishing features of a business. The other is marketing—seeking to create and service a customer. If businesses do not innovate or market they very soon cease to exist—unless, of course, they operate as monopolies. Competition and competitive pressures are therefore seen as essential to innovation. Policy makers have encouraged businesses to invest in research and development (R&D) as a way of increasing the flow of new products to the market, introducing more efficient processes and developing more effective ways of doing business. In this way it is expected that firms will become more productive, profitable and competitive and, in turn, generate higher levels of employment and economic growth. The commercialisation of research, whether undertaken in business, universities, or public research organisations, has been a major driver of innovation policies since the beginnings of the technology boom in the mid 1990s.

In the emerging global economy, however, it has become more difficult for businesses to compete on technology and cost alone: they must compete on 'non-price' factors such as brand, reputation, product 'look and feel', and the ability to interact with customers. Design is now being seen as a key element in the creation of desirable products and services and critical in driving consumer preference and purchase decisions—and ultimately, business success. Most people blame "the system" or their bosses for inhibiting their creativity. But when we talk about great leaders who inspire their teams it is plain that we all fall short of the ideal. Senior managers need to make greater efforts to encourage people to be creative, challenging and adventurous. Ultimately, it all comes down to the actions of the leaders. Innovative leaders communicate with inspiring words and then quietly reinforce those words with actions. They challenge, they ask, they listen and they empower. In innovative organizations, leaders build the self-belief of their people. It is this self-belief that unlocks the door to successful innovation.

CONCLUSION

A strong culture of creativity and innovation can be developed through effective leadership. There needs to be a vision of creativity and innovation, reflected in the organization's mission statement or purpose and in strategies that operationalise it. Those in leadership positions in organizations must role-model creativity and innovation. And they must learn and use the skills of network broking, coaching and facilitation for creativity and innovation that are both empowering and inspirational. They must create opportunities for experimentation and failure and – despite my barbed criticism of short-term gratification – for early successes as a result of applying their learning from those failures. This will create and reinforce the desire for innovation and change. This is how leadership can create a sustainable culture of creativity and innovation.

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