

Cultural Innovations & Diffusion

Innovation: Cultural invention is any innovation developed by people. Cultural inventions include sets of behaviours adopted by groups of people. They are perpetuated by being passed on to others within the group or outside it. They are also passed on to future groups and generations.

① A culture of innovation is an environment that supports creative thinking and advances efforts to ~~extract~~ extract economic & social value from knowledge, and, in doing so, generates new or improved products, services or processes.

② A healthy culture of innovation has a shared set of values and mutually reinforcing beliefs about the importance of innovation as well as an integrated pattern of behaviour that supports research and innovation.

③ A thriving culture of innovation can leverage the existing strengths of a given research and innovation ecosystem.

④ During the growth of the ancient civilizations, ancient technology was the result from advances in engineering in ancient times. These advances in the history of technology stimulated societies to adopt new ways of living and governance.

⑤ A significant number of inventions were developed in the Islamic world. Innovations since ancient civilization:

III Africa: Technology in Africa was a history stretching to the

beginning of the human species, stretching back to the first evidence of tool use by hominid ancestors in the areas of Africa.

III Mesopotamia: They were one of the first Bronze age people in the world.

Early on they used copper, bronze and gold, and later they used iron. The invention of wheel was first credited in this period.

III Egypt: The Egyptians invented building of pyramid to preserve their ~~ancestors~~ ancestors. Papers from papyrus and pottery were invented.

III Indian Subcontinent: The Indus valley civilization yields evidences of mathematics, hydrography, metology, ~~metallurgy~~ metallurgy, astronomy, medicine, surgery

Importance of innovative culture:

A culture of innovation is one which actively encourages and supports creative, even unorthodox, thinking from their people, and allows innovation to flow through it.

Social innovations are new social practices that aim to meet social needs in a better way than the existing solutions, resulting from for example - working conditions, education, community development or health. These ideals are created with the goal of extending and strengthening civil society.

Initially, man was subordinate to nature. As his brain developed, they started to look around for tools and weapons or aids to increase the power, efficiency etc.

With the superior intellect, man ultimately won ~~the~~ the struggle with the aid of culture which helped him to flourish.

Some objectives, for the cultural innovations are as follows:

- (a) The survival of the race in the wake of limited availability of surplus and various resistances.
- (b) Provision for increasing number of people.
- (c) Provision of greater comforts and better living.
- (d) Will to acquire knowledge & high place in society.
- (e) Culture is a subtle instrument & it acts ~~slowly~~ silently, and gives a sense of pride of good behaviour.
- (f) With the aid of cultural innovation, man slowly, but steadily, wins the race from Nature.
- (g) Cultural aspects have helped to achieve sufficient production to meet the demand of the ever-increasing population.
- (h) Cultural innovation acts as an agent to remove the natural hindrances, e.g. efficient transportable network helps trade & commerce and is considered as cultural resource.
- (i) The impact of various cultural developments, as well as inventions, in agricultural crops is very striking.
- (j) Culture does not remain static. It changes in accordance with changes in human wants & abilities.
- (k) Man acquires knowledge, which leads to changes in the cultural environment.
- (l) A new culture may be imposed upon an existing society by imitation or transfer.