emphasize on cost effectiveness since funds flow mostly from external agencies. This implies that time-tested standardized conventional methods and techniques may be defined and standardized by the funding agencies emphasizing little on ‘novelty’ to address contextual challenges. Notwithstanding this, innovations are possible within these change processes.

Novelty is a common feature in creativity, invention and innovation. While innovation focuses on solving a problem cost effectively, creativity and invention do not aim at addressing a problem or cost. Novelty in creativity need not necessarily be specific to a context that contrasts innovations. For example: a well-composed tune for a song need not solve a problem but by itself is able to impact thousands of people. Similarly, poets may impact the social systems with poems that have a message. Inventions too can be applications of theories and concepts impacting a quality in the lives of people through technological, science, or economic changes irrespective of the problems. For example, though integrated chips were not initially created for lighting bulbs, using integrated chips for lighting has come a long way from bulbs with tungsten filament in the entire world. Therefore, use of inventions especially in technology can be universal unlike innovations which are contextual addressing specific needs. Nevertheless, innovations can be introduced in inventions and creativity for enhancing utilitarian value.

Distinctions are also found between innovations, good practices and best practices. Good practice is time-tested that consistently yields expected results. Best practice is characterized by benchmarks against which performance is measured for accreditation. Both good practice and best practice need not aim at adopting non-traditional approaches. They are mostly driven by external agencies incurring higher costs and emphasizing less on risk-taking, experimentation and self-evaluation. In contrast, innovation can even change these good and best practices to address serious issues of adaptation to changing situations, thus forcing them to revisit their own standards and benchmarks.

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