

A Critical Study of Language and Literature in Relation to the Start-up Ecosystem and Creative Industries in *My Inventions, the Autobiography of Nikola Tesla* and *I Too Had a Dream*

1. Jabina S. Shaikh, Research Scholar
2. Dr.Suraj K. Sawant, Research Supervisor
C. T. Bora College, Shirur

Abstract

The article examines the language and literature in Nikola Tesla's autobiography *My Inventions, the autobiography of Nikola Tesla* and Verghese Kurien's autobiography *I Too Had a Dream* in reference to the start-up ecosystem and the creative industries. It includes the notion of the start-up ecosystem, a linked network of people, institutions, and resources that work together to support new businesses. Creative industries manufacture products and services that are primarily valued for their inventiveness, cultural significance, and intellectual capital. These are covered by copyright, patents, or trademarks.

Keywords: Language, literature, start-up ecosystem, creative industries, autobiography, innovation, entrepreneurship.

Introduction:

In the information economy of the twenty-first century, ideas, communication, and cultural significance are becoming more important sources of innovation than just material output. In order to communicate vision, build credibility, and mobilize resources, the start-up ecosystem which includes markets, institutions, investors, mentors, and entrepreneurs heavily depends on language. Storytelling has evolved into a crucial entrepreneurial ability, as seen by pitch decks, mission statements, branding tales, and entrepreneur stories. In this environment, literature especially autobiographical writing emerges as a powerful instrument for comprehending the conception, safeguarding, and maintenance of innovation.

The start-up ecosystem has symbolic and cultural components in addition to financial and technological resources. Language plays a significant role in framing entrepreneurial identity, shaping investor confidence, and communicating innovation to society. Entrepreneurs need to convince stakeholders that their concepts are not only technically possible but also commercially and socially reasonable. Language's ability to persuade is closely related to literary techniques like characterization, narrative building, and thematic coherence.

Innovators' autobiographies function as story models in the start-up community. They normalize taking risks and being uncertain by telling tales of hardship, failure, resiliency, and achievement.

The creative industries are characterized by their dependence on cultural expression, intellectual property, and creativity. Narrative is essential to creating value in creative industries including media, design, technologies and branding. Innovation is transformed into cultural capital through stories, which promote the circulation of ideas in the public awareness.

This study explores the significance of language and literature in the start-up ecosystem and creative industries through an analysis of two significant autobiographies, Nikola Tesla's 'My Inventions, the autobiography of Nikola Tesla' and Verghese Kurien's 'I Too Had a Dream'. Despite operating in different historical, cultural, and economic circumstances, Kurien and Tesla both employed language to create innovative narratives that nevertheless have an impact on modern entrepreneurial culture.

Nikola Tesla (1856–1943) was a visionary, electrical engineer, and inventor. He made significant contribution to the invention of alternating current (AC) energy. Tesla is still regarded as an influential figure in the history of science and technology because of his inventive intellect and creative ideas.

'My Inventions, the autobiography of Nikola Tesla' (1982) by Nikola Tesla holds a special place between literary autobiography and scientific documentation. His language emphasizes creativity, intuition, and visionary insight, creating an identity that still shapes contemporary start-up culture. According to Tesla's story, innovation comes before commercialization, a notion that is prevalent in today's entrepreneurial discourse.

In 'My Inventions, the autobiography of Nikola Tesla', he emphasizes epiphanies, experimentation, and failure while framing his life as a path of creativity, struggle, and success. His language turns invention into a story of personal vision, making technological innovation relatable and investable which is an essential feature of start-up pitching today.

Tesla also describes the risks and failures of innovation, such as monetary difficulties and disputes over intellectual property. These experiences are similar to contemporary start-up problems, when funding and risk justification are achieved through narrative. Tesla uses story to justify innovation as an artistic and business endeavour.

The role of vision in the start-up environment is reflected in Tesla's creative and futuristic language. His descriptions of wireless power, radio communication, and worldwide energy transmission were sometimes fanciful. He recognizes the responsibilities of laboratories, industrial partners, financiers (like J. P. Morgan), and public reaction through his story. His wording highlights the conflict between capital and inventors, a recurrent problem in start-up environments where markets, institutions, and investors

must encourage invention. Tesla's focus on endurance, resiliency, and failure is quite similar to start-up culture. His writings serve as cultural classics in the creative and technology industries, inspiring entrepreneurs, engineers, and inventors even today. In this way, Tesla's language goes beyond autobiography to become a component of the creative and intellectual framework that supports innovation ecosystems.

Science fiction, speculative design, and futuristic advertising are examples of creative sectors that closely relate to this type of writing. Later creative genres that envision technology futures, a fundamental activity in today's media and entertainment industries which were affected by his literary imagination. Tesla's name developed into a cultural brand, appearing in graphic novels, popular media, literature, and digital narratives.

Beyond technology, biographies, books, movies, and other popular media have all replicated Tesla's life story as a cultural narrative. The autobiography of Tesla serves as an example of how language converts technical accomplishment into enduring cultural capital.

Tesla shares an incident in his autobiography stating, "One day, as I was walking with a friend in the City Park, I recited to him a passage from Goethe's Faust...

The glow retreats, done is the day of toil;
It yonder hastes, new fields of life exploring;
Ah, that no wing can lift me from the ground
Upon its track to follow, follow soaring!" (pg. no. 15)

This is the exact poetic passage Tesla recalls while walking in the Budapest City Park, immediately before the sudden flash of insight that led to the discovery of the rotating magnetic field.

Vergheese Kurien (1921 to 2012) was an Indian engineer, entrepreneur, and social visionary best known as the "Father of the White Revolution in India." He was the architect of Operation Flood, a nationwide agricultural movement that transformed India into one of the world's largest producers of milk. Kurien started the National Dairy Development Board (NDDB) and AMUL, two organizations that empowered millions of rural farmers, particularly small and marginal dairy producers.

'I Too Had a Dream' (2005) by Vergheese Kurien offers a different story based on social responsibility and cooperative innovation. He narrates his life story however the major part is covers his work at Anand, Gujrat. Kurien traces the growth of the dairy cooperative movement in India using straightforward, convincing language. In contrast to personal profit, his narrative presents business as a means of societal change. Kurien's work is consistent with realist and developmental narratives from a literary perspective. He uses language as a tool for ideological articulation and mobilization, emphasizing

struggle, opposition to bureaucracy, and institutional reform. Kurien's narrative aligns innovation with moral and national objectives, justifying cooperative entrepreneurship within the start-up ecosystem.

Kurien's achievements demonstrate how crucial branding and narrative are to the creative industries. Through consistent narrative, visual identity, and advertising, the Amul brand elevated a cooperative product to the status of a national cultural icon. Kurien's story demonstrates how innovative communication made a grassroots invention scalable and sustainable. Kurien's life narrative creates cultural and intellectual significance through literature that goes beyond economics. His story has served as an inspiration for scholarly research, movies, and instructional materials, demonstrating how autobiographical writing extends the life of innovation into cultural discourse and supports the creative economy. Kurien explicitly acknowledges the role of imagination, vision, and narrative-building—key components of creative industries:

“To build institutions is to imagine what does not yet exist and to persuade others to believe in that imagination.”(pg. No. 109)

This line is often cited to show how storytelling, vision, and cultural persuasion function as creative tools in economic transformation.

Kurien creates a founder-like story akin to contemporary start-up stories, in which purpose and problem-solving propel invention, by recounting the hardships of marginal farmers, unfriendly markets, and institutional obstacles. Readers are better able to comprehend entrepreneurship as a human-centered process rather than just a commercial one thanks to its literary framing. He makes several allusions to farmers, international organizations, engineers, cooperative societies, and legislators throughout the book. His story demonstrates how cooperation, trust, and institutional support—essential components of today's start-up ecosystems encompassing mentors, investors, regulators, and communities—were crucial to Amul's success.

He writes about uncertainty from established sectors, politics, and bureaucratic obstacles. Kurien normalizes failure, perseverance, and strategic adaptation—essential components of start-up culture—by describing these challenges in literary terms. In addition to being a historical account, ‘I Too Had a Dream’ serves as a motivational entrepreneurial text that is utilized in legal discussions, management education, and innovative adaptations. In India's innovation environment, language turns his cooperative work into an everlasting cultural narrative.

Kurien describes how AMUL emerged not from a single inventor, but from a network of farmers, engineers, managers, and institutions, which closely resembles a start-up ecosystem:

“What made Amul successful was not merely technology or management, but the partnership between the farmer, the professional, and the institution. Each depended on the other, and together they created something far larger than themselves.” (pg. no. 88)

The quotation advocates the Ecosystem-driven growth, rather than individual entrepreneurship

Despite working in separate fields, Tesla and Kurien's autobiographies show common storytelling techniques that apply to businesses and the creative sectors. Both present innovation as a creative process and place a strong emphasis on vision, risk, and determination. Kurien's story highlights teamwork and illustrates several business models, whereas Tesla's focuses on individual genius.

In both texts, storytelling legitimizes innovation by situating it within broader cultural and ethical frameworks. Language emerges as a crucial resource for ecosystem-building, shaping entrepreneurial identities and institutional narratives.

Autobiographical writing contributes in the development of creative identities. Kurien stands in for the socially conscious businessman, while Tesla creates the ideal of the visionary innovator. Future innovators' conceptions of creativity, accountability, and success within the start-up environment are influenced by these identities.

Additionally, literature promotes sustainable entrepreneurship by upholding moral principles and long-term goals. Both autobiographies place a strong emphasis on innovation that goes beyond short-term financial gain and unites creativity with sustainable social and cultural practices.

Thus, this study demonstrates that language and literature play a vital role in shaping start-up ecosystems and creative industries. Through narrative, imagination, and storytelling, innovation is transformed into cultural meaning and economic value. Tesla's 'My Inventions, the autobiography of Nikola Tesla' reveals how scientific creativity relies on literary imagination to legitimize technological innovation, while Kurien's 'I Too Had a Dream' illustrates how storytelling and branding support socially driven entrepreneurship.

By situating autobiography at the intersection of literature, entrepreneurship, and creativity, the article highlights the enduring importance of narrative in shaping inventive identities, start-up cultures, and sustainable creative industries.

Thus, Kurien and Tesla both made distinct contributions to the foundations of the creative industries. Kurien's cooperative model turned agricultural production into a cultural and economic movement, while Tesla's technological advancements made media and communication businesses

possible. Language serves as a bridge between innovation and society in both situations, presenting entrepreneurship as a creative and cultural.

Conclusion:

In conclusion, the present study establishes that language and literature serve as crucial mediating forces between individual creativity and the broader start-up ecosystem, as evidenced in Nikola Tesla's *My Inventions* and Verghese Kurien's *I Too Had a Dream*. Both autobiographies transform personal innovation into compelling narratives that legitimize risk, articulate vision, and mobilize institutional support, the core elements necessary for entrepreneurial success. Together, these texts demonstrate how creative industries emerge at the intersection of storytelling, intellectual property, and cultural purpose. By framing innovation through literary expression, the autobiographies reveal that entrepreneurship is not solely an economic activity but also a creative and cultural process. Thus, the study concludes that literary narratives play a significant role in shaping entrepreneurial consciousness, preserving intellectual capital, and reinforcing the symbiotic relationship between creativity, industry, and economic transformation.

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