Kasha rule

Polyatomic molecular entities luminesce with appreciable yield only from the lowest excited state of a given multiplicity. There are exceptions to this rule. Note:

The concept has been extended to the reaction of excited species, i.e., polyatomic molecular entities react with appreciable yield only from the lowest excited state of a given multiplicity.

Source:

PAC, 2007, 79, 293 (Glossary of terms used in photochemistry, 3rd edition (IUPAC Recommendations 2006)) on page 360