

ISBN: 9798691959554You are viewing a sample of the **Paperback** version

Close

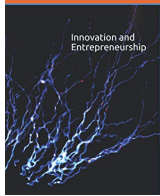
Dr.Susanta K Mishra

Dr.Susanta K Mishra and 7 more

Paperback: \$15⁰⁰

Add to Cart

Ships from and sold by Amazon.com.

[See more buying options](#)**Innovation and Entrepreneurship**

Aa

CHAPTER ONE**Innovation & Entrepreneurship at the Time of Pandemic****Prof. (Dr) Susanta K. Mishra,****Centurion University of Technology & Management, Odisha****1.1. Introduction**

Innovation is something new which could relate to a process, product or an idea. It could also relate to the new type of uses of a product or service. Innovation could involve any new technology, process or the use of existing technology in different way which was not used earlier. When any new innovative idea or technology is applied and adopted successfully in the business and results in a successful product or service accepted by the market it could be said that the innovation is successful. Lot of new ideas come to the mind of the innovators but not all of them result in successful products. Lot of ideas come into the mind of the innovators but all new products and services do not become successful. Despite all the efforts some of the products are not accepted in the market.

Story of Sipani Automobiles

Sipani Automobiles Ltd. Was the manufacturer of Dolphin cars in India. The first Dolphin car that arrived in the market was in the year 1982. The Car was light in weight because of a fibre body and compact in dimension. Being light and compact it was fast too. The other Car manufacturers during that period were Premier Automobiles and Hindustan Motors. Maruti cars were also entering to market during that time. However all other Competitors of Sipani were manufacturing cars with metal body. Despite the initial euphoria and bookings it could not sustain for a longer period in the market. The buyers were not confident of a car which had plastic body and two door.

Story of Hero Honda Street