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## A STUDY ON INNOVATION AND ENTREPRENEURSHIP IN TODAY'S SCENARIO

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### **Abstract**

*Entrepreneurship can be viewed as a creative and innovative response to the terrain and a capability to fete, initiate and exploit a profitable occasion. Entrepreneurship is doing goods that are generally not done in the ordinary course of business. Innovation may be in introducing a new manufacturing process that has not yet been tested and commercially exploited, prolusion of a new product with which the guests are not familiar or introducing a new quality in an being product, locating a new source of raw material or semi-finished product that was not exploited ahead, opening a new request, yet unexploited, where the company products were not sold ahead, developing a new combination of means of product. Innovation involves problem working and an entrepreneur is a problem solver. An entrepreneur does goods in a new and a better way. Innovation leads to the dynamics that govern the commerce between wisdom, sedulity, and society. Innovative associations must have to prepare for renewing the offerings and its delivery process to its stakeholders to survive in a globalized world. In the present paper, the authors have studied the generality of invention and entrepreneurship. The paper will also include samples of innovative entrepreneurs and how the invention in products/ services helps the business in survival and growth in the present globalized demand place.*

**Keywords** – Innovation- Hitherto Unexploited- Businessman