

A Study of Strategies for Sustainable Development of Startups and Small Enterprises in India

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Abstract: *Today in the era of globalization startups and small businesses play a vital role in the economic growth of any country and in eradicating the unemployment problem in highly populated countries like India. Since last decade we have seen a significant rise in startups and small businesses. However, many startups and small businesses did not sustain. This paper attempts to determine the reasons for the failure of startups and small businesses in India. In this review article, we will try to highlight the strategies that will help small businesses to sustain and overcome different challenges small businesses face.*

Keywords: Startups, small businesses, Strategies, Challenges etc