

# Evolving Landscape of Renewable Energy Strategies among MSMEs and Startups for Sustainability

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**Abstract:** *This research examines the innovative practices of startups and MSMEs in the renewable energy sector to promote sustainable development. It aims to understand the factors contributing to their success and provide recommendations for policymakers to support their growth. The study uses primary and secondary sources, including interviews with industry experts, case studies, and policy framework analysis. Key trends include the increasing adoption of renewable energy technologies, new business models, and sustainability. The research also examines the challenges faced by startups and MSMEs, such as access to finance, regulatory barriers, and technical issues. The study also analyzes policy frameworks that support the growth of innovative businesses, including financial incentives, regulatory frameworks, and innovation support programs.*

**Keywords:** renewable energy, UN SDGs, MSME, startups