

The Study on the Adoption of Digitalization in Small Businesses and its Impact in India

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Abstract: *The present instance pertains to the utilization of Information and Communication Technology in small businesses, in the context of India's growing economy. ICTs are introduced in India through two channels: the general business route of IT information associations or the specific route of provider-driven enterprises that connect internal digital components. The ICT-based local and context-specific services provided by independent businesses are organic, market-oriented, and self-sustaining, delivering affordable services to settings that were previously lacking in access to information and services. It is worth considering if the use of data and information and communication technology (ICT) can build an inclusive ecosystem that benefits small businesses, entrepreneurs, and technology users. According to a case study conducted in urban India, the majority of organizations, administrations, and products that are based on or include information and communication technology (ICT) are comprised of two components. The concept of the core components that drive business operations and enhance the customer's understanding of the product. The two entities can collaborate to create a new opportunity that can transform organizations into more customer-centric entities, enabling them to enhance business assistance and increase the use of ICT in local markets.*

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