

The Growth of Start-ups in India

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Abstract: *India has emerged as a global hub for startups, driven by innovation, government initiatives, and increasing investor interest. This research examines the factors contributing to the rapid growth of startups in India, including economic policies, technological advancements, and evolving consumer behaviour. The study highlights key challenges such as funding constraints, regulatory hurdles, and market competition. It also explores the role of initiatives like Startup India and digital transformation in fostering entrepreneurship. By analysing market trends and case studies, this paper provides insights into the sustainability and future prospects of Indian startups. The findings suggest that while the startup ecosystem in India is thriving, addressing existing challenges is crucial for long-term growth and global competitiveness.*

Keywords: Indian startups, Entrepreneurship, Startup ecosystem, Innovation, Government initiatives, Economic policies, Digital transformation, Investor interest, Market competition

