

# Systematic Analysis on the Rise of Technology in Small Scale Businesses in India

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**Abstract:** *In this particular instance, we will examine the utilization of Information and Communication Technology in small firms inside the framework of India's growing economy. ICTs are introduced to India through two channels: the global trade of IT information companies or the development of donor-driven services to bridge internal digital divides. The ICT-based services provided by small enterprises are tailored to local needs and are driven by market demand. These services are self-sustaining and aim to deliver inexpensive solutions to areas that have historically lacked access to information and services. The timeliness of the question lies in whether ICT, when provided as a service for small enterprises, can sustain and enhance a participatory eco-system that amplifies the advantages for stakeholders, entrepreneurs, and technology consumers. According to a case study in urban India, the majority of enterprises, services, and products that are built on or empowered by ICT are influenced by two variables. The essence of the key stakeholders who propel business growth and enhance the product's value to customers. The combination of these two entities can result in the creation of a third entity that has the potential to significantly transform businesses into more competitive, consumer-focused entities. This transformation can lead to more support for company operations and greater implementation of ICT (Information and Communication Technology) in local markets.*

**Keywords:** ICT, Small Business, Ethnography, ICT for Development, PC-Based Services, Urban India