

# A Study from India on the Rise of ICT in Small Businesses

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**Abstract:** *In the present case we discuss ICT in small businesses in the context of India's expanding economy. ICTs come to India through two courses; the worldwide business course of IT data organizations or the advancement course of giver driven administrations to connect inward computerized partitions. Small businesses' ICT-based local and context-specific services are organic, market-driven, and self-sustaining, bringing affordable services to contexts that were previously "underserved" and "information poor." The question of whether information and communications technology (ICT) as a service for small businesses can maintain and develop a participatory eco-system that expands the benefits for players, entrepreneurs, and technology users seems timely. The majority of ICT-based or ICT-empowered businesses, services, and products are shaped by two factors, according to a case study in urban India. The nature of the major players who drive business Neighborhood and advancing client significance of the item. The two can join to deliver a third-open doors that can turn organizations round to a more forceful shopper situated to help contributions to support business and increment ICT implantation into neighborhood markets.*

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