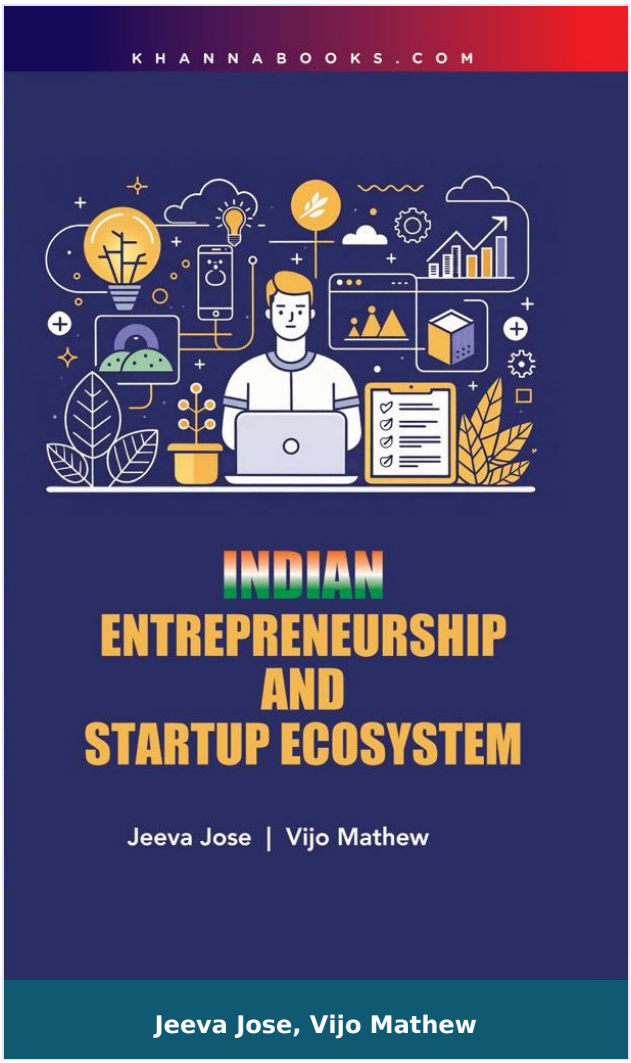

INDIAN ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

Author :	Jeeva Jose, Vijo Mathew
ISBN 13 :	978-93-74548-86-8
ISBN 10 :	9374548860
E-ISBN 13 :	978-93-74548-86-8
Edition :	First
Pages :	128
Type of book :	Physical
Year :	2026
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 298.00
Categories :	New Arrivals, Management Books, Book Store
Condition Type :	New
Country Origin :	India

Product Description

INDIAN ENTREPRENEURSHIP AND STARTUP AND ECOSYSTEM

This book explains the journey of business from ideas and growing to a venture. The book connects creative ideas with real market opportunities. It teaches readers how to estimate business potential, test feasibility and run lean operations; the book explains how to build a team from scratch. It shows how to use low-cost digital marketing to reach customers. It also helps readers understand funding options and the Indian start-up ecosystem, including benefits under startup India and other government schemes, the book compares modern start-ups with traditional family businesses. It highlights lessons from well-known Indian companies and helps students to learn how legacy businesses differ from new ventures. Overall, this book provides clear guidance on legal, financial and operational aspects to build a strong and scalable enterprise in today’s competitive world.

Khanna Publishing House

4C/4344, Ansari Road, Daryaganj, New Delhi-110002

Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320

Table Of Contents

- Introduction to Entrepreneurships
- Family Business
- Evaluating Business opportunity
- Feasibility, Competition and Environmental Analysis
- Venture Building
- Value Chain and Operations
- Legal Aspects
- Startup Ecosystem
- Startup India
- Digital India
- MSME

Author

Jeeva Jose

Dr. Jeeva Jose completed Ph. D. in Computer Science from Mahatma Gandhi University, Kerala, India and is a faculty member at BPC College, Kerala. Her passion is teaching and areas of interests include world wide web, Data Mining and Cyber laws. She has been in higher education for the last 15 years and has completed three research projects funded by UGC and KSCSTE. She has published more than twenty research papers in various refereed journals and conference proceedings. She has edited three books and has given many invited talks in various conferences. She is a recipient of ACM-W Scholarship provided by Association for Computing Machinery, New York.

Vijo Mathew

Khanna Publishing House

4C/4344, Ansari Road, Daryaganj, New Delhi-110002

Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320

Vijo Mathew is a highly accomplished engineer with three decades of experience in driving innovation and growth in various electrical, electronics, and information technology industries. His track record is complemented by a postgraduate degree in management, equipping him to excel in business management, strategic management, and technology management. His expertise is highly valued in the fields of software, electrical and electronics hardware, and design where he provides strategic guidance and mentorship to organizations seeking to stay ahead of the curve. He has demonstrated a unique ability to bridge the gap between technology and business driving success through his visionary approach and collaborative leadership style. His leadership skills and technical acumen have made him an advisor to some reputed national and international corporations. As an advisor and strategic leader, he is helping organizations achieve their full potential through innovative solutions, effective management, and visionary leadership. He is also author of many books related to technology and management.

Khanna Publishing House

4C/4344, Ansari Road, Daryaganj, New Delhi-110002

Email: contact@khannabooks.com | Tel: 011-2324 44 47 - 48 | Mobile: +91-99109 09320