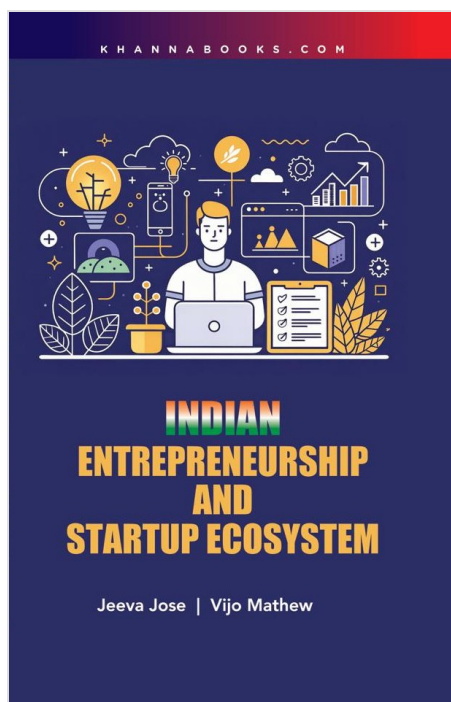




INDIAN ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

by Jeeva Jose, Vijo Mathew

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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.

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