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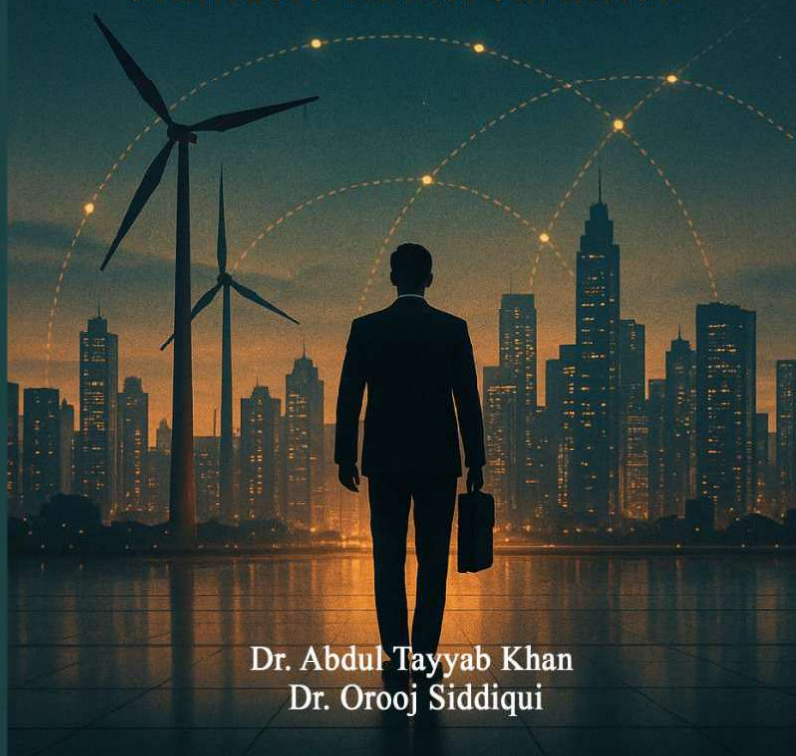
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SHAPING INDIA'S FUTURE: START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION

SHAPING INDIA'S FUTURE

START-UPS, SUSTAINABILITY & STRATEGIC TRANSFORMATION



Dr. Abdul Tayyab Khan
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Shaping India's Future: Start-ups, Sustainability & Strategic Transformation

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PREFACE

India is witnessing a transformative phase marked by rapid growth in start-ups, technological innovation, digital governance, and a strong emphasis on sustainability. *Shaping India's Future: Start-ups, Sustainability & Strategic Transformation* brings together scholarly perspectives that explore how entrepreneurship, responsible business practices, and strategic thinking are collectively redefining India's development landscape.

The chapters in this volume examine critical themes such as artificial intelligence in governance, healthcare innovation, corporate social responsibility, influencer marketing, augmented reality, and sustainable enterprise models. Together, they reflect the dynamic interplay between technology, strategy, and social impact in contemporary India.

We sincerely thank all contributors for their valuable research and insights, and acknowledge the academic support of Integral University in fostering a culture of research and innovation. We hope this book serves as a meaningful resource for scholars, students, policymakers, and practitioners seeking to understand and shape India's evolving future.

Dr. Abdul Tayyab Khan

Dr. Orooj Siddiqui

2026

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Chapter – 2

Start-ups Driving Health Infrastructure: A Study of Disruptive Innovation in Indian Healthcare

*Danish Rashid
Dr. Orooj Siddiqui*

1.Introduction

Healthcare industry is one of the fastest growing sectors in India both in terms of revenue and employment. The overall health sector in India is valued at over US\$ 200 billion, growing at a compound annual growth rate of 22.9%. Healthcare delivery consisting of hospitals, diagnostic laboratories and pharmaceutical companies and collectively they represent 65% of the market. Rising income level, increased job opportunities, access to international markets and rapid technological advancements have accelerated the growth of this industry.

Innovation is also driven by external factors and stakeholders involved in the delivery of care. These stakeholders with their varied interests and responsibilities add to the complexity. This enormity and diversity of challenges faced by an equally diverse and non-uniform market calls for large-scale, all-encompassing, out-of-box, innovative approach to yield the desired results.

Innovation models

An ideal innovation model should be holistic, cost-effective, affordable, accessible, qualitative and relevant. The sustainability and translation of an idea into a product or service depends on these qualities. Whatever be the innovation, it can be classified into one of the three categories: product, process and paradigm.