Abstract

In the Indian economy, the major workforce is contributed from rural areas where most of the population is involved in very small businesses and contributing a significant share to our society. Over a period of time these small businesses have become the driving force for the overall industrial development. The Micro, Small and Medium Scale Enterprises have not only contributed to improve the gross domestic product (GDP) of India but also lifted people from below poverty line. Of late big data has become a revolution, it has completely changed the way of decision making and implementing policies at both micro & macro level of Indian economy. The emphasis of this paper is on why and how to exploit big data in micro, small and medium scale enterprises (MSMEs) by describing storage aspects of SME and MSME data on cloud for better access to filtered data efficiency of data access. The power of big data and business analytics which can be leveraged by small and medium size enterprises as well as MSME. [1]
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Index Terms

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Keywords

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