

Why Does Being Locally Started and Run Business Matter?

Local businesses circulate 3x more money back into the local economy



Source: Civic Economics India Impact Study, 2012

project
(EQUITY)

Small businesses are the lifeblood of our economy, making up 99.7% of all firms and providing 48% of jobs nationally. Locally owned businesses circulate three times more money back into the local economy than absentee-owned firms or chain businesses. And local businesses are based on local relationships, fostering trust and civic engagement.