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EDII organised Panel Discussion on Digital Transformation and Innovation in Celebration of International MSME Day

Ahmedabad, Entrepreneurship Development Institute of India (EDII) Ahmedabad organised a panel discussion on 'Digital Transformation and Innovation' as part of the International Micro, Small, and Medium Enterprises (MSME) Day celebration. The event was held on June 27, 2024, at EDII Campus in Ahmedabad and was attended by MSMEs, startups, entrepreneurs and participants who attended the event at the campus and across the country through online mode.

The event began with the welcoming address by Dr. Rajeev Sharma, Faculty & Coordinator- Dept. of Business Development Services & National Outreach who gave a brief introduction on the relevance of the MSME Day by portraying the significance of MSMEs, which contributes 50% of the GDP globally, in the devel-

opment of a country and the world.

The panel discussion on 'Digital Transformation and Innovation: Unlocking the Opportunities for MSMEs,' was in sync with the theme of MSME Day 'Building a Stronger Future Together' and to leverage from the technologies so that sustainable MSME businesses can be set up and the ecosystem that promotes innovation. The panelists included policy makers, industry experts and thought leaders from various fields who shared their insights and experiences on how digital transformation can help MSMEs drive their growth and how innovation can harness the potential of digital technologies.

Dr. Sunil Shukla, Director General, EDII, in his opening remarks said, "EDII has been closely working with MSMEs since its inception towards uplifting the sector and bolster-

ing its growth. The Institute has undertaken several initiatives of MSMEs in the field of technology, digital transformation and innovation with the support of Government and private stakeholders. Despite several government initiatives to facilitate the access to credit, the MSMEs struggle to get timely and low cost credit. It is required to simplify the procedure which should be adaptable to the MSMEs."

Shri Shailesh Patwari, Advisor SME Board, New Delhi talking on the growth and evolution of MSMEs and said, "Digital transformation has become imperative for MSMEs to stay competitive and thrive in today's rapidly evolving business landscape. Most of the MSMEs still have to come at par in taking the advantage of the digital opportunities.

Shri Pradeep Ojha, Joint Director, MSME Development Facilitation Of-

fice (DFO) remarked on the driving factor of Digital transformation and opined, "There is a huge opportunity in digital platform and one such platform is (GeM) Government e Marketplace.

Dr Jaimin Vasa, Chairman & MD Vasa Pharmachem Pvt Ltd & President Gujarat Chemical Association & Gujarat Pharmaceutical Association talking about the adoption of new technology remarked, "Digital transformation is not only about adopting new technology but it is more about leveraging the technology.

Shri Yaman Saluja, co-founder of Naapbooks Ltd., highlighted the importance of upskilling in enabling MSMEs to capitalise on emerging Digital Business Solutions. He expressed, "Training the workforce on new technologies is an essential part of the empowerment of MSMEs.