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Enterprise Go Digital: Strengthening the resilience of SMEs and supporting them in their recovery phase



By ION News — 09/03/2022

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The Enterprise Go Digital project was officially introduced on Friday by the National Productivity and Competitiveness Council (NPCC) as part of the Council's mandate to

increase productivity and build resilience for Small and Medium Enterprises (SMEs), particularly in the new environment marked by the challenges of Covid-19. The NPCC, through this project, also intends to support participating companies in their recovery phase.

Enterprise Go Digital (EGD) is a project led by NPCC with financial assistance from the United Nations Development Program (UNDP) and the Government of Japan. The project focuses on creating a level playing field for the SME ecosystem and providing the right information to facilitate decision-making. It will also enable human resources to increase the speed of the business.

“The global economy is experiencing a non-stop digital revolution. The pandemic has accelerated the transition to a digital future. Around the world, people and organizations have had to adapt to new ways of working and living. In the current environment, digitalization can provide unprecedented opportunities for economic growth,” NPCC Executive Director Ashit Gungah said in his keynote address. He explained that while our SMEs can benefit from digitization, many of them face difficulties in making this transition.

“Companies find it difficult to even take the first step. The lack of expertise and resources is also a general obstacle. This is precisely why the Enterprise Go Digital program was designed. That is, to facilitate the digitization of SMEs to keep pace with technological change in the global economy. The scale and speed of their digitization will enable them to become more resilient and have a profound impact on the transformation of our economy,” he stressed.

“As with any business, SMEs differ in size, industry and level of experience. Whatever the differences, going digital has proven to be a key advantage before and after the Covid-19 crisis. Digitization and digital tools can help SMEs reduce costs, standardize and automate business processes and reduce their dependence on labour,” said Sunil Bholah, Minister Industrial Development, SMEs and Cooperatives. And to recall that the transition to digital allows SMEs to transform and be competitive on a larger scale and to reach global markets by doing business online.



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