



LAUNCHING CEREMONY
ENTERPRISE GO DIGITAL Platform
28 April 2023 AT 17.30 HOURS
1ST FLOOR, ATAL BIHARI VAJPAYEE TOWER, BPML EBÈNE CYBERCITY.
SPEECH: MR ASHIT KUMAR GUNGAH, EXECUTIVE DIRECTOR,
NATIONAL PRODUCTIVITY AND COMPETITIVENESS COUNCIL

Hon. Minister BHOLAH

His Excellency, Mr Shuichiro KAWAGUCHI

Mrs. Amanda Serumaga, Resident Representative, UNDP

Mr. Gunpath, Senior Chief Executive and Mr. Putchay, Permanent Secretary

Mr. Busgeeth, Chairman NPCC and Council Members

All protocols observed,

Ladies and Gentlemen,

A very good evening to all of you.

Let me start by wishing you a warm welcome to the launching of the “Enterprise Go Digital Platform.”

At the very outset, allow me to extend my gratitude to Honourable Minister BHOLAH, for his unwavering support to the productivity movement and being present in our midst today.

I want to take this opportunity to also thank the UNDP and the Japanese Government for providing the financial assistance to embark on this ambitious, yet timely project.

Ladies and gentlemen,

It is exactly one year since we launched the *'Enterprise Go Digital project'* which aims to make it simple for enterprises to digitalise.

Ever since, new challenges have surfaced. The International Monetary Fund (IMF) projects global growth to slow down to 2.8 percent in 2023 and remains weak, at around 3 percent, over the next five years. The bleak outlook reflects persistent global inflation, Russia's war in Ukraine and growing geo-economic fragmentation amongst others. On the other hand, climate chaos is wreaking havoc on economies, businesses, supply chains and public finances.

Domestically, we will need to pursue economic growth amidst an increasingly volatile and uncertain external environment. We have no choice but continue pressing forward if we want to better the lives of our people. As a small and open economy, Mauritius must be prompt and responsive to developments in the global economy, in order to maintain our competitive advantage.

The ability to use digital technology and embrace innovation will help us stay ahead of the curve and continue growing. Digitalisation also represents opportunities to catalyse development and to re-set progress toward achieving the *Sustainable Development Goals (SDGs)*.

This is where the Enterprise Go Digital Platform comes as a perfect tool to support enterprises in improving their productivity and competitiveness.

It is a matter of pride for us that we have achieved all the set targets for the project. We raised awareness about the need for enterprises to digitalise. We developed a model to assess the digital maturity of enterprises to better guide them in this journey. And last, but not least, we have designed a digital platform which acts a one stop shop for enterprises to manage their end-to-end processes. The platform which will be unveiled to you today has the following features:

- First, **sales automation**. This allows users to create, manage leads, maintain customer database, send quotations and invoices amongst others;
- Second, **inventory management**, to track and monitor stock;
- Third, **production management**. This is based on best practices of lean manufacturing giving a flexibility and agility to enterprises to manage their production efficiently and
- Finally, **enterprise marketing management**. This module provides features such as developing a marketing plan, creation of marketing content and customer support.

These features have been duly tested in ten pilot enterprises. These ten companies took a proactive approach in incorporating digitalisation in their processes to improve productivity. I seize the opportunity to express my heart-felt gratitude to these enterprises for their trust. I am confident that you are already harnessing the benefits of embarking in the digital transformation journey and wish you more success.

At the level of NPCC, we look forward to accompany as many enterprises on their digital journey. We recognise that there is no one-size-fits-all solution for enterprises. Hence, we shall continue to empower companies to digitalise

by raising awareness, mapping out how they can transform and shoring up their capabilities to onboard the platform. We also intend to add more modules to the platform to better equip our enterprises in their journey and improve their productivity.

This project would not have been possible without the support of our Consultant Dr. Ashveen Kissoonah and our solution provider Zapproach Ltd. I thank them for their relentless support and commitment.

Ladies and gentlemen,

The road ahead will not be easy, but there will always be opportunities. We have the tenacity to overcome adversity and we have proven it by successfully dealing with the Covid-19 pandemic.

Our mission is to work together, adapt, strive and succeed. From the early days of computerisation to the present, we have undergone a remarkable evolution, shifting from using computers to automate tasks. Today, we are on the verge of entering a fully digitalised age where technology permeates every aspect of our lives.

We therefore need to accelerate the uptake of digitalisation to power our next stage of growth.

Thank you for your attention.