

CII Puducherry MSME Business Summit

October 14, 2022

Confederation of Indian Industry (CII), Puducherry, organised “MSME Business Summit” on October 14, 2022 in Puducherry. One of the sessions was on “Technology Transformation for MSMEs Growth”. The session was chaired and moderated by Dr. Jitendra K. Das, Director General, FORE School of Management, New Delhi. Dr. Das briefed on leverage of technologies for the MSMEs to move into the next level.



The panellists Mr. Pankaj Gupta, Product Manager-Notebooks, Lenovo India Pvt Ltd, Bangalore spoke on the technologies which are available for the benefit of MSMEs who could implement technology for better results and grow in the business. Mr. Karthikeyan M., Director, KR Industries made a presentation on Digital Marketing, covering awareness on digital marketing, brand value, selection of digital marketing agency, problems with clients and importance of social media optimization in digital marketing. Overall, the summit was well attended and the knowledge which were shared by the experts were good and useful to all the participants.

