

DATE: 30 MAY 2020

Goan MSMEs Must Take Advantage of Social Media Platforms During COVID-19

Businesses can reap benefits of digitalisation in terms of how they strategise, operate and market their products and services both domestically and globally. Thereby enabling technology to empower businesses to succeed in a sustainable manner. In view of the importance of getting businesses to digitalise, World Trade Center Goa embarked on organising a three-part series of webinars on the subject. The first part was on 'Empowering Digital Business Success – Part 1. Ms. Gautami Raikar, Founder, Lawmate.in provided an overview of Information Technology Act 2000, while using online features like digital and electronic signatures as they cannot be manipulated. Recently, she said that government had mandated Aadhar-based e signatures wherein an Aadhar cardholder should have his mobile number linked to the card. The Aadhar cardholder can then sign a document after one-time password authentication, thus requiring no paper-based application form or document. Ms. Zenely Afonso, Founder, Cutting Chai Creatives presented on 'How to adapt your digital marketing strategy during COVID-19 Pandemic'. Ms. Afonso briefed on social media platforms and connecting to existing customers. She further advised MSMEs to regularly use social media handles namely Facebook, LinkedIn and Twitter as they would help reach out to potential customers. Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa said post-COVID-19 a lot of emphasis is being given to online activities, however, a sizeable number of MSMEs carry out their business in the traditional way and thus more efforts in terms of educating MSMEs on use of digital platforms are still needed. which provides legal recognition to transactions done via electronic exchange of data and other electronic means of communication or electronic commerce transactions. Ms. Raikar encouraged MSMEs to look for new ways of functioning digitally which would enhance their business. She further added that companies should be confident participants on digital marketing and important tools used for running a digital platform. She said that website is the face of company and plays a major role in customer purchases and would add great value to digital platform. The current crisis period is best time for companies to take advantage of digital space by promoting their businesses Part 2 and Part 3 of this webinar will be held on June 19 and June 27, respectively.

The webinar was held on May 30, 2020.