

COMPANIES, P4

PANDEMIC NEED

**HUL's Mehta says key
sectors should leverage
increased digitisation**



Key sectors should leverage increased digitisation: HUL MD

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THE PANDEMIC HAS accelerated India's digital journey and the momentum should also be leveraged to make a fundamental shift in not only business processes but also in other sectors such as education, health-care and governance, Hindustan Unilever chairman & managing director Sanjiv Mehta said on Friday. This should also be used in creating jobs and easing the pressure on big cities while bringing development across the country, said Mehta while virtually delivering a keynote address at the Amazon Smbhav event.

"The pandemic accelerated our nation's digital journey, many of our fellow citizens moved to online for the first time, whether to get news or to source essentials. City children have the first days of online schooling and office goers adapted to working from home, leveraging remote collaboration tools, it moved us from a state of theoretical debate on whether it will work or not to real hands-on experience," said Mehta. The enterprises



which had adopted digital technologies in the core of the business were less impacted than others. "Many SMEs in India are at low level of digitization, and there is growing awareness of the handicap it creates," he said.

The RBI's financial stability report of July 2020 stated that it will be critical for small and medium businesses to navigate to a digital-first business model for the whole business value chain to survive and recover. "In fact, leveraging technology in businesses will have a bigger impact on collective productivity gain that comes from widespread digitisation, both from the transactional efficiencies and from the innovation multiplier that comes on top of digitised processes," he said.