

A Study on Practical Difficulties and Proposal of Possible Solution for Implementing Digitalisation in Small Business Sectors with Special Reference to Tirunelveli City

K. Laxmi Bharathy¹, S. Sivabharathi², P. PriyaDarshini³, M.Nevatha⁴, R. Lavanya⁵,
K. Sundari Sudha⁶

III B.Com (CS) , Commerce (Corporate Secretaryship)¹⁻⁶
Sri Sarada College for Women, Ariyakulam, Tirunelveli, India
Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

Abstract: *Digitalization is the process of using digital technologies to transform business operations and improve productivity, efficiency, and customer engagement. It is no longer an option, but a necessity for small businesses to survive and thrive in the competitive and dynamic market. However, digitalization also poses many challenges and difficulties for small businesses, especially in developing countries like India, where the majority of the micro, small and medium enterprises (MSMEs) are informal, unregistered, and lack access to markets, skills, and finance. This paper aims to study the practical difficulties and propose possible solutions for implementing digitalization in small business sectors with special reference to Tirunelveli city, a major industrial hub in Tamil Nadu. The paper will use both primary and secondary data sources to analyze the current state of digitalization among small businesses in Tirunelveli and identify the gaps, barriers, and suggest feasible and effective interventions to overcome them. The paper will also highlight the benefits and opportunities of digitalization for small businesses, such as increased revenue, reduced costs, improved quality, enhanced innovation, and better customer satisfaction. The paper will contribute to the existing literature on digitalization and MSME development in India and provide useful insights and recommendations for policymakers, practitioners, and researchers.*

Keywords: Challenges, Innovation, Digitalization, Customers, Small Sector.

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