

The Impact of AI Implantation on Small and Medium Enterprises in India

Mr. Trushant Wadkar¹ and Dr Snehal Patil²

Research Scholar, SIES (Nerul) College of Arts, Science & Commerce, Navi Mumbai, Maharashtra¹

Research Guide, SIES (Nerul) College of Arts, Science & Commerce, Navi Mumbai, Maharashtra²

wadkartrushant@gmail.com and snehapatil.221988@gmail.com

Abstract: *The rapid advancement of Artificial Intelligence (AI) has transformed business operations across the globe, with increasing relevance for Small and Medium Enterprises (SMEs) in emerging economies like India. This study investigates the impact of AI implementation on the performance, productivity, and competitiveness of Indian SMEs. By analyzing primary data collected through surveys and interviews with SME owners and managers across various sectors, and secondary data from industry reports, the research identifies key areas where AI technologies—such as machine learning, predictive analytics, and intelligent automation—are being adopted.*

The study reveals that AI adoption enhances operational efficiency, customer engagement, and decision-making processes in SMEs. However, it also highlights several challenges including high implementation costs, lack of technical expertise, and resistance to change. The findings underscore the critical role of government support, digital infrastructure, and upskilling initiatives in facilitating effective AI integration within SMEs.

This research contributes to the understanding of AI's transformative potential for small businesses in developing nations and offers strategic recommendations for stakeholders to foster an inclusive and innovation-driven SME ecosystem in India..

Keywords: Artificial Intelligence ,Small and Medium Enterprises, India

