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PROCEEDINGS OF THE TWO-DAY NATIONAL SEMINAR ON INDIAN ECONOMIC PROGRESS TOWARDS ACHIEVING THE SDGs

**IN COLLABORATION
WITH
INDIAN ECONOMIC ASSOCIATION**

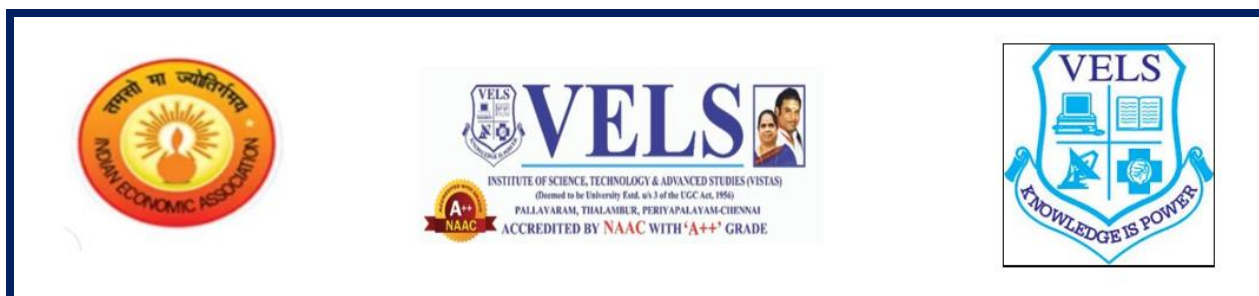
25th and 26th April 2025

**Organized by
Department of Economics**

**School of Commerce and
Economics**

VISTAS

Pallavaram, Chennai - 600117



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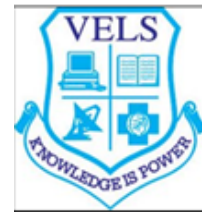
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Challenges Faced by The Exporters

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Abstract

This project investigates the challenges faced by exporters, focusing on practical implications and industry insights. Key issues include complex export procedures, lack of awareness of international regulations, fluctuating foreign exchange rates, delayed payments, and inadequate infrastructure. Using both primary and secondary data, the study explores how these barriers affect performance, particularly for small and medium-sized enterprises (SMEs). It also examines the role of government policies and trade agreements in either facilitating or hindering export activities. The research highlights limited access to financial support, technological gaps, and insufficient training. The study concludes with recommendations for digitalization, improved trade facilitation, and capacity-building programs to enhance export competitiveness.

Keywords: *Export challenges, international trade, logistics, customs procedures, trade barriers, export financing.*

A Study on Challenges and Opportunities In The Digital Transformation of SMES In India

S. Rajeswari¹, Dr. D. Anitha Kumari²¹research Scholar, School Of Management²associate Professor And Programme Coordinator, Mba Shipping And Logistics Management, VISTAS

Abstract

This study explores the challenges and opportunities of digital transformation among Indian SMEs. Despite initiatives like 'Digital India,' SMEs face barriers such as inadequate funding, poor digital infrastructure, lack of skilled workforce, and cybersecurity concerns—particularly in rural and semi-urban areas. However, digitalization offers benefits like enhanced efficiency, market expansion, better customer engagement, and data-driven decisions. Adoption of e-commerce, digital payments, and cloud solutions can significantly boost competitiveness. Using a descriptive research design and secondary data, this study highlights the need for targeted policies, capacity-building programs, and infrastructure development. It aims to guide policymakers and industry leaders in enabling SMEs to thrive in India's growing digital economy.

Keywords: *Digital Transformation, Small and Medium Enterprises (SMEs), Challenges, Opportunities.*