

REPORT ON ICT4D FORUM JUNE 27TH 2013

The June session of the Northern ICT4D Forum discussed “The Role of ICTs in Promoting SMEs”. Leading the discussion, Mr. John Stephen Agbenyo, Director of Savana Signatures opined that the information revolution has transformed the way modern businesses are conducted and ICTs have enabled people to exchange large amounts of information quickly and cheaply. Unfortunately however, many SMEs in the Northern Region have failed to take advantage of the immense benefits that ICTs could bring to the rapid growth of their businesses.

Mr. Agbenyo indicated that ICTs can benefit SMEs in the following ways;

1. Increasing productivity in the production process,
2. Increasing efficiency of internal business operations
3. Connecting SMEs easily and cheaply to external contacts
4. Improving inventory and management systems
5. Improving communication
6. Decrease wastage in production process,
7. Improve accounting and budgeting practices
8. E-marketing

Mr. Agbenyo indicated that appropriate ICT can play a very important role to help SMEs both to create business opportunities and reduce pressures from competition. He said ICT can help SMEs cut costs by monitoring of daily transactions (sales), checking of sales against items/products, monitoring of inventory to avoid shortages.

PRACTICAL DEMONSTRATION

Mr. Agbenyo further took participants through practical hands on session on how the following selected social media could be used to benefit;

1. Facebook
2. Twitter
3. LinkedIn
4. Youtube
5. Blogs