



Press Release

National, 25 March 2025

Vi Signs MoU with Government of West Bengal to offer digital advisory to MSMEs under ReadyForNext program

Vi Business will provide 'ReadyForNext' digital assessment tool, educational content and conduct trainings to enable digital transformation of MSMEs

India's leading telco **Vi**, today announced signing a **Memorandum of Understanding (MoU) with the West Bengal State Export Promotion Society (WBSEPS)**. Through this MoU, Vi will work with WBSEPS for digital transformation of MSMEs in the State. By assessing and evaluating the digital needs and identifying opportunities of digitalization in this sector, this initiative aims to bridge the digital divide and enhance the competitiveness of MSMEs of West Bengal through "Ready for next" program of VIL.

The "Ready for Next" program launched by Vi Business in 2022 is designed to enable Micro, Small, and Medium Enterprises (MSMEs) in their digital transformation journey. Since inception, the "Ready for Next" digital assessment tool has seen significant participation, with over 1.9 Lakh MSMEs assessing the digital maturity of their businesses, till Feb 2025.

Vi Business will provide digital assessment tools, educational material and trainings in local language to ensure maximum accessibility. **Additionally, to provide knowledge on new technologies, Vi Business will participate in webinars and events across the state.**

"MSMEs today contribute approximately 30% to India's GDP and give the Indian economy a big boost. At Vi Business, we endeavor to power the future of entrepreneurship with MSMEs, accelerate their business growth and build a better future for them. We are excited about this partnership with the West Bengal State Export Promotion Society to offer our Ready For Next digital assessment, one of India's largest digital advisory services for MSMEs. This will enable MSMEs to leverage the power of technology to grow and take their products to a global audience," **said Rajeev Mehta, Executive Vice President & Segment Head, Vi Business**

"WBSEPS is committed to enhancing the growth and competitiveness of MSMEs and artisans in West Bengal. Our partnership with Vi Business is a crucial step toward equipping businesses in the state with digital tools and knowledge, that will help them thrive in an increasingly technology-driven world. By bridging the digital divide and fostering innovation, we aim to create new opportunities, particularly for rural artisans and women entrepreneurs, ensuring they are ready for the future." **said Rajesh Pandey, IAS, Principal Secretary, MSME & Textiles department, West Bengal.**

The initiative will be implemented through a structured approach, starting with digital assessment and awareness-building, where WBSEPS will gauge the digital maturity of MSMEs in the State.

The ready for next assessment can be taken on <https://www.myvi.in/business/enterprise-segments/smb/msme-readyfornext-digital-assessment>

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company provides pan India Voice and Data services across 4G and 2G platforms. The company holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave 5G spectrum in 16 circles. To support the growing demand for data and voice, the company is committed to deliver



delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The company's equity shares are listed on National Stock Exchange (NSE) and the BSE in India. The company offers products and services to its customers in India under the TM Brand name "Vi". For more information, please visit: www.MyVi.in

About Vi Business:

Vi Business, the enterprise arm of Vodafone Idea Limited, is committed to providing innovative Telecom solutions that empower businesses across India. With a focus on connectivity and security, Vi Business aims to be at the forefront of technological advancements that drive growth and efficiency. For more information, please visit: www.myvi.in/business