

Google launches 'Digital Unlocked' and 'My Business Website'

What's the news?

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- Aiming to give a **technological edge to the small and medium businesses (SMBs)** in India, Google announced two initiatives 'Digital Unlocked' and 'My Business Website'.

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What is 'Digital Unlocked'?

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- Google, along with the Federation of Indian Chambers of Commerce and Industry (FICCI), has developed a training programme called 'Digital Unlocked', **to empower thousands of Indian SMBs with essential digital skills that would enable them to get online** and start using the power of the internet to grow their businesses.

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- The programme would be certified by Google, FICCI and Indian School of Business. It would offer online and mobile courses to SMBs across the country.

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- "We plan to impart 5,000 training workshops in 40 cities in three years," Google CEO Sundar Pichai said.

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What is 'My Business Website'?

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- Google also started another initiative 'My Business Website'. It is a free tool, **which would help make a website in 10 minutes.**

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- It will first start in India, later this year, and then will be launched in other countries.
- 'My Business Website' would be available in English, Hindi, Bengali, Telugu, Marathi, Tamil, Urdu, Gujarati, Kannada, and Malayalam languages.

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What are the statistics?

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- There are around 51 million small and medium scale businesses in India.
- Google unveiled a joint research study with KPMG titled "**Impact of Internet and Digitization on SMBs in India**", which said that 68 per cent of the SMBs were offline.
- Profits grow twice as fast for those SMBs who have digital business. The micro small and medium enterprises contribute 37 per cent to the Indian GDP.

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Additional Info: Further, **Google also launched Primer**, a free mobile app uniquely designed to teach digital marketing skills in a quick, easy and interactive way. Primer also works offline and is currently available in English and Hindi. Tamil, Telugu and Marathi versions are coming up shortly.

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Source: The New Indian Express

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