The Business Times, Singapore: Ensuring No One is Left Behind by Digital Transformation

"The rules of engagement have changed," says **Jayajyoti Sengupta**, Head of APAC. "Organisations know that they can thrive only if the communities within which they operate also thrive."

Excerpts from The Business Times' article:

"**The Business Times:** As Singapore races to become a Smart Nation, how does your company ensure that no one is left behind?

Jayajyoti Sengupta: Under our CSR (corporate social responsibility) programme 'Smart Nation. Caring Nation', we collaborate with clients, VWOs (voluntary welfare organisation) and community partners in Singapore to help scale digital in such a way that no one is left untouched by the transformative potential of digital technologies.

The Business Times: What are the new gaps that have been emerging in the digital age, and how is your firm tackling the issue?

Jayajyoti Sengupta: The digital age, while being transformational for businesses and communities, can appear daunting to many. For students, the gap is in the application of technology to solve real-world challenges. It is critical to introduce students to digital concepts in a real-life and engaging manner. For seniors and persons with disabilities (PWDs), the gap is in accessing technology and understanding it well enough to make it work for them. The ability of digital to transform the lives of seniors and PWDs is phenomenal, but it requires effort to make them conversant with today's technology.

The Business Times: How can corporates (big or small) ensure that no one is left behind in the digital age (and to help the vulnerable)?

Jayajyoti Sengupta: It is evident that the world around us is moving faster than our ability to respond to it. The confluence of disruptive technologies has made skilling at scale to unleash the full potential of technology a key, but formidable challenge.

Organisations must support this requirement both internally as well externally - internally by reskilling and upskilling their own employees to power greater innovation, and externally by driving initiatives to empower more people with the skills and knowledge required to benefit from the opportunities presented by new technologies. Making digital technologies more accessible and inclusive is the way to go."

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