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capabilities. Digital transformation can drive long-term sustainable growth and competitiveness for MSMEs.

Jain, A., & Singh, J. (2019), this study examines the digital shadow economy and factors influencing Indian MSMEs' adoption of the Government of India's Digital Economic Framework. Data from 372 MSMEs reveals a significant link between intention to adopt and successful implementation. Organizational readiness indirectly affects adoption through intention to adopt. Key findings show awareness, technological resources, and firm governance play significant roles. Human resources, business resources, and top management commitment have a slight impact. The study provides insights for policymakers and international organizations. These insights can inform strategies to support MSMEs in embracing digital frameworks. The goal is to protect traditional economies and promote digital growth. The study's findings can help MSMEs navigate the digital shadow economy. By understanding adoption factors, MSMEs can better leverage digital opportunities.

Sinaga, H.R. (2018), the study offers an in-depth analysis of how Micro, Small, and Medium Enterprises (MSMEs) can leverage digital technologies, like data analytics, cloud computing, and e-commerce platforms to improve their competitive advantage and achieve long-term sustainable growth. It also highlights the importance of organizational factors like leadership support and digital competencies, and organizational culture in successfully adopting these technologies. This study utilizes quantitative research approach, using regression and correlation analyses to assess data collected from 300 MSMEs across various industries (manufacturing, services, agriculture, retail) in Java and Sumatera.

This research work reveals that digital transformation has a noteworthy positive impact on the competitiveness of MSMEs. Jain, A., & Singh, J. (2019). This study talks about the digital shadow economy and investigates the factors affecting Indian MSMEs in adopting the Government of India's Digital Economic Framework to tackle the digital shadow economy. Data from 372 MSMEs show a substantial link between the intention to adopt this framework and its successful implementation. Organizational readiness indirectly affects successful adoption through the intention to adopt. Key findings indicate that while human resources, business resources, and top management commitment have slight impact, awareness, technological resources, and firm governance play significant roles. These insights can help policymakers and international organizations develop strategies to support MSMEs in embracing digital frameworks and protecting traditional economies.

Bhatt, K., & Kumar, S.M. (2019), this study examines how Micro, Small, and Medium Enterprises (MSMEs) can shift from Industry 4.0 to Industry 5.0 to foster growth and innovation. The study accomplishes that Industry 4.0 laid the foundation for digital transformation, but Industry 5.0 presents new prospects for MSMEs to innovate and grow by combining the strengths of human creativity and advanced technologies. MSMEs that effectively adopt these new strategies will be able to provide personalized customer experiences, improve operational efficiency, and achieve long-
term sustainability.

M., M., Aithal, P., & S., S. (2020), The study reveals e-commerce entities significantly contribute to inclusive economic growth by enabling small retailers and merchants to compete alongside big players like Amazon and Flipkart. E-commerce start-ups have successfully attracted VC (venture capital) and PE (private equity) funding for technology adoption and ONDC framework Provide equal opportunities to all market players. particularly in B2B and open network technology,
driven by the Digital India revolution.

Gawali, R.B. (2019), This research paper emphasizes the importance of leveraging digital technologies, such as AI, big data analytics, cloud computing, and mobile technologies, to overcome these barriers such as difficulties in accessing modern technologies, limited technical knowledge, poor infrastructure and remain competitive in the global market.

According to Gawali, organizations that embrace digitalization can increase their profitability by up to 30%. The paper concludes that the future growth of MSMEs in India has largely depend on their ability to successfully integrate digital technologies into their operations.

Tornatzky, L.G., and Fleischer (1990), this study provides a theoretical model (Technology-Organization-Environment (TOE) Framework) to know the readiness of Digitalization of MSMEs, that was developed by Tornatzky and Fleischer in 1990, this framework identifies three elements (Technological, organizational, environmental) that influence a firm's
decision to adopt new technology

Sinaga, H.R. (2018), the study offers an in-depth analysis of how Micro, Small, and Medium Enterprises (MSMEs) can leverage digital technologies, like data analytics, cloud computing, and e-commerce platforms to improve their competitive advantage and achieve long-term sustainable growth. It also highlights the importance of organizational factors like leadership support and digital competencies, and organizational culture in successfully adopting these technologies. This study utilizes quantitative research approach, using regression and correlation analyses to assess data collected from 300 MSMEs across various industries (manufacturing, services, agriculture, retail) in Java and Sumatera. This research work reveals that digital transformation has a noteworthy positive impact on the competitiveness of MSMEs

Bhatt, K., & Kumar, S.M. (2019), this study explores how MSMEs can transition from Industry 4.0 to Industry 5.0 for growth and innovation.Industry 4.0 laid the foundation for digital transformation, while Industry 5.0 offers new opportunities.

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Industry 5.0 combines human creativity with advanced technologies for innovation and growth. MSMEs adopting these strategies can provide personalized customer experiences. They can also improve operational efficiency and achieve long-term sustainability. Effective adoption of Industry 5.0 strategies is key to MSMEs' success. This shift enables MSMEs to leverage human strengths and technological advancements. By doing so, MSMEs can drive growth, innovation, and sustainability.

M., M., Aithal, P., & S., S. (2020), highlights e-commerce' role in promoting inclusive economic growth. E-commerce platforms enable small retailers and merchants to compete with large players like Amazon and Flipkart. E-commerce start-ups have attracted significant VC and PE funding for technology adoption. The ONDC framework provides equal opportunities to all market players. This is particularly evident in B2B and open network technology. The Digital India revolution has driven this growth and development. E-commerce has created a level playing field for small and large businesses. This has contributed to inclusive economic growth and development.

OBJECTIVES OF THE STUDY

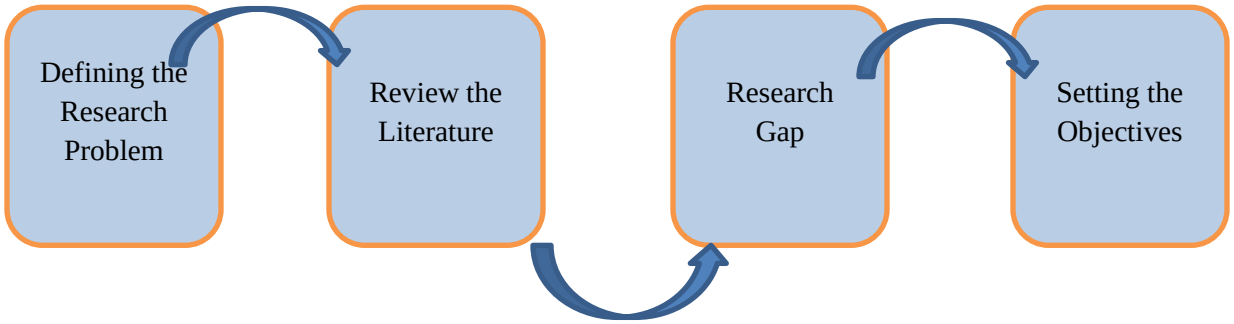


Figure: Setting of objectives

The various objectives of the study are as under

1. To study the role of MSMEs for leveraging the Digital Platforms with respect to **Develop a digital strategy**
2. To study the role of MSMEs for leveraging the Digital Platforms with respect to **Invest in digital infrastructure**
3. To study the role of MSMEs for leveraging the Digital Platforms with respect to **Build digital skills**
4. To study the role of MSMEs for leveraging the Digital Platforms with respect to **Monitor and evaluate performance**

Research Outline

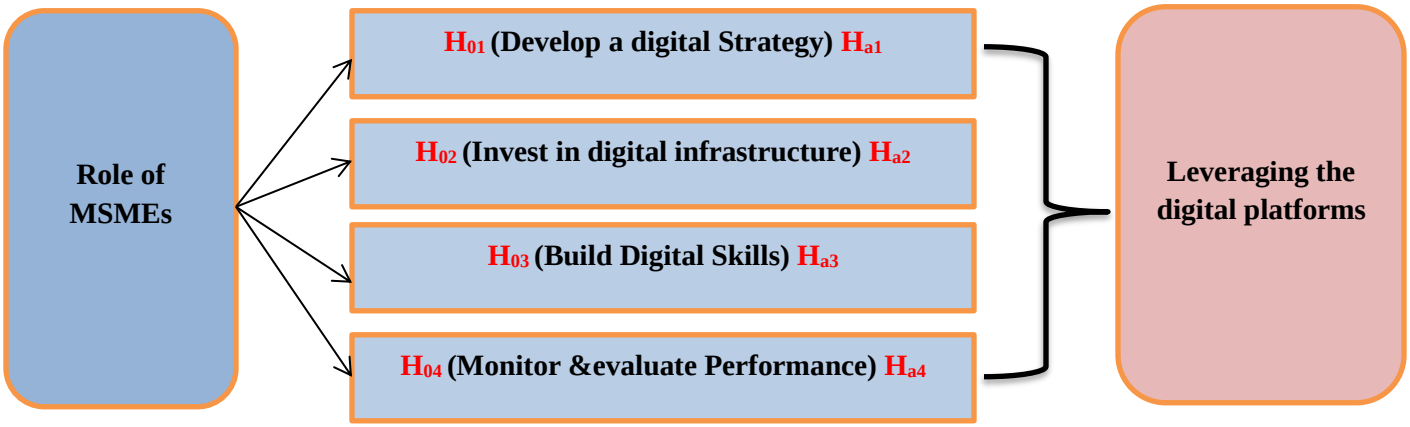


Figure: Research Outline

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DEVELOPMENT OF HYPOTHESIS

On the basis of various study variables the study deals with four alternatives and four null hypotheses are as under

H_{01}: The MSMEs are not playing a significant role towards leveraging the digital platforms for business growth with respect to **develop a digital strategy**

H_{a1}: The MSMEs are playing a significant role towards leveraging the digital platforms for business growth with respect to **develop a digital strategy**

H_{02}: The MSMEs are not playing a significant role towards leveraging the digital platforms for business growth with respect to **Invest in digital infrastructure**

H_{a2}: The MSMEs are playing a significant role towards leveraging the digital platforms for business growth with respect to **Invest in digital infrastructure**

H_{03}: The MSMEs are not playing a significant role towards leveraging the digital platforms for business growth with respect to **Build digital skills**

H_{a3}: The MSMEs are playing a significant role towards leveraging the digital platforms for business growth with respect to **Build digital skills**

H_{04}: The MSMEs are not playing a significant role towards leveraging the digital platforms for business growth with respect to **Monitor and evaluate performance**

H_{a4}: The MSMEs are playing a significant role towards leveraging the digital platforms for business growth with respect to **Monitor and evaluate performance**

RESEARCH METHODOLOGY

The present study deals with descriptive as well as analytical methods of research. The purpose of the study is to explore the role of MSMEs with respect to leveraging the digital platform for business growth. However, this study employs a mixed-methods approach, combining quantitative and qualitative methods to investigate MSMEs' leveraging of digital platforms. In order to explore the role of MSMEs, researcher obtained primary data from the populations working in operating the organizations.

Data Collection

The Present study deals with Primary as well as secondary data; the primary data has been collected with the help of survey instruments among the target population of MSMEs. On the other hand as per requirement secondary data has been collected from various sources such as published research papers, and published data available on various platforms.

Sample Size and Design

The samples for present study were collected in order to explore the role of MSMEs with respect to leveraging the digital platforms. The samples for the present study has collected among the peoples of selected and target population working in various MSMEs.

The Sampling Process for present study adopted following steps

- **Sampling Method:** The present research study was adopted convenient methods of sampling, however, research target the population as per their suitability.
- **Sampling Areas:** The researcher targeted populations of various MSMEs surrounding the Bhopal Divisions.
- **Sample Size:** The survey for present study was conducted among the 125 Peoples of selected MSMEs. However, 103 numbers of respondents were positively replied and participated in the survey.

Tools for Analysis

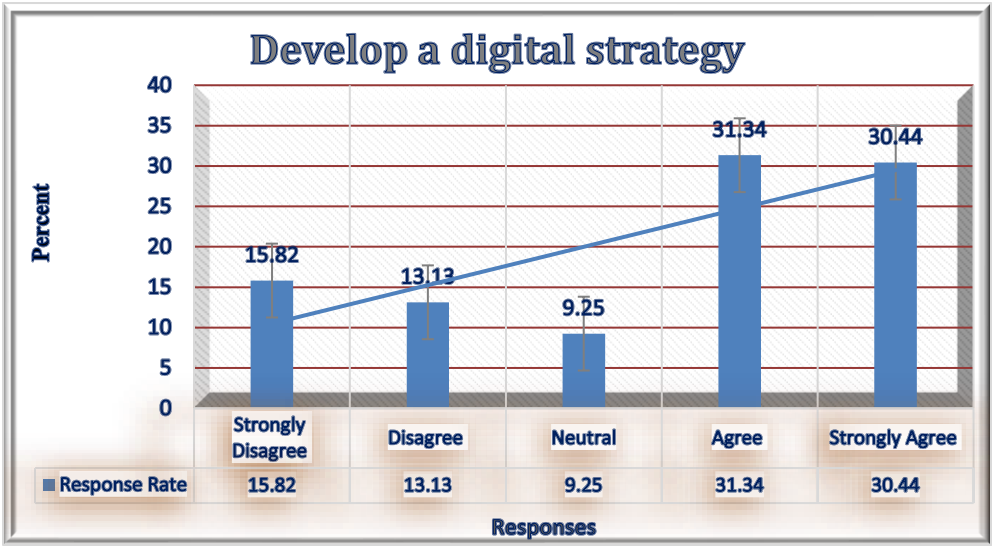
The Researcher adopted a Chai square analysis for data analysis and testing of hypothesis at $p \leq 0.05$ (5% level of significance)

Data Analysis

The data analysis for Present study as under

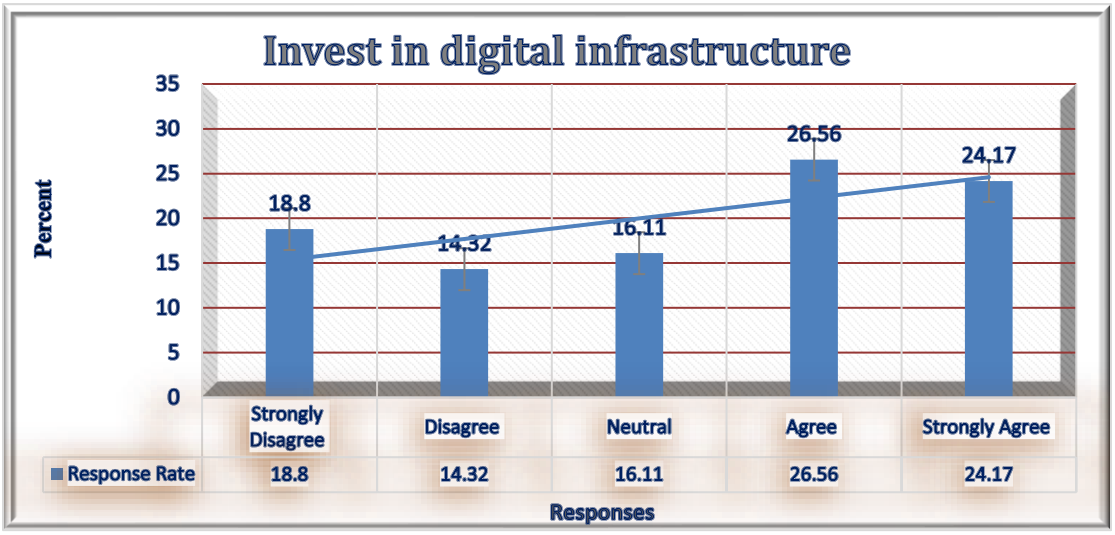
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Hypothesis First



The above graph explores that **15.82%** of respondents strongly disagreed that MSMEs playing a significant role towards **develop a digital strategy**, however, **13.13%** were disagreed, **9.25%** per neutral, **31.34%** were agreed and **30.44%** were strongly agreed with the same.

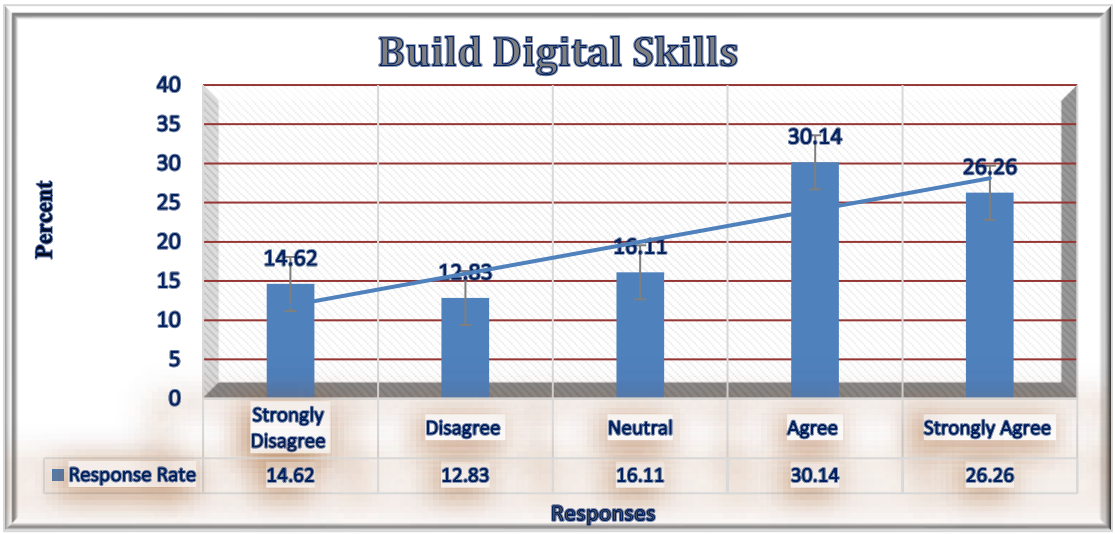
Hypothesis Second



The above graph explores that **18.80%** of respondents strongly disagreed that MSMEs playing a significant role towards **invest in digital infrastructure**, however, **14.32%** were disagreed, **16.11%** per neutral, **26.56%** were agreed and **24.17%** were strongly agreed with the same.

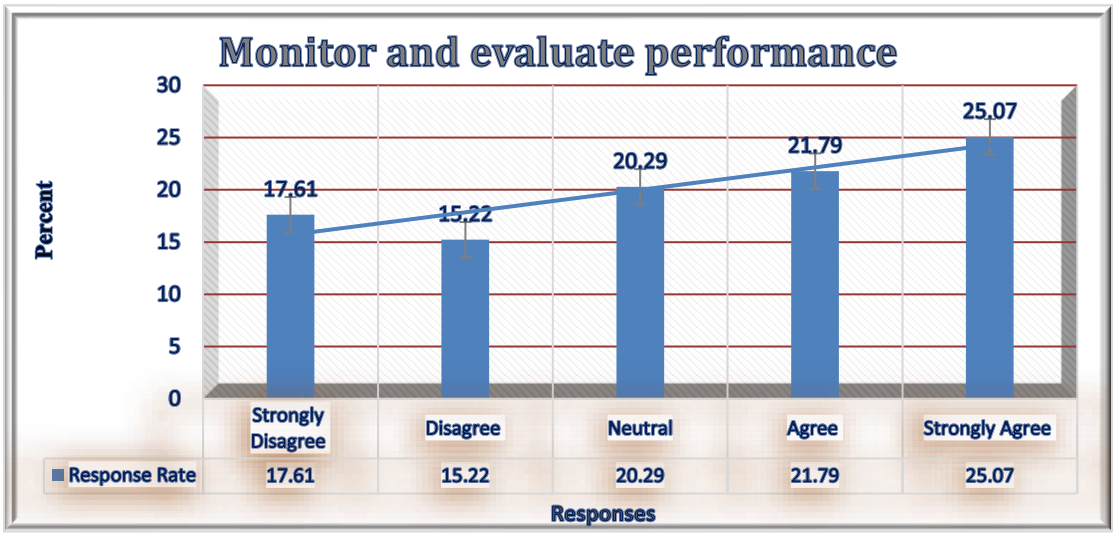
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Hypothesis Third



The above graph explores that **14.62%** of respondents strongly disagreed that MSMEs playing a significant role towards **build digital skills**, however, **12.83%** were disagreed, **16.11%** per neutral, **30.14%** were agreed and **26.26%** were strongly agreed with the same.

Hypothesis Forth



The above graph explores that **17.61%** of respondents strongly disagreed that MSMEs playing a significant role towards **Monitor and evaluate performance**, however, **15.22%** were disagreed, **20.29%** per neutral, **21.79%** were agreed and **25.07%** were strongly agreed with the same.

Testing of Hypothesis

Table 1: Role of MSMEs towards leveraging the digital platforms

Hypothesis	Variables	df	Chai Square	P Value	Result
H_{01}/H_{a1}	Develop a digital strategy	3	8.168	0.001	Significant
H_{02}/H_{a2}	Invest in digital infrastructure	3	10.221	0.011	Significant
H_{03}/H_{a3}	Build digital skills	3	7.214	0.000	Significant
H_{04}/H_{a4}	Monitor and evaluate performance	3	13.887	0.039	Significant

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FINDINGS OF THE STUDY

1. The results show a significant relationship between MSMEs and developing a digital strategy outcomes (p-value = 0.001).The t-value of 8.168 indicates a substantial Relationship between MSMEs and digital strategy. The findings support the alternative hypothesis (Ha1), highlighting the importance of digital strategy for MSMEs. Developing a digital strategy is crucial for MSMEs to drive business growth and competitiveness. **(H_{a1}= Accepted)**
2. The results indicate a significant relationship between MSMEs and investing in digital infrastructure (p-value = 0.011). The t-value of 10.221 suggests a substantial Relationship between digital infrastructures and MSMEs. The findings support the alternative hypothesis (Ha2), highlighting the importance of invests in digital infrastructure for MSMEs. Investing in digital infrastructure is crucial for MSMEs to operate efficiently and effectively. **(H_{a1}= Accepted)**
3. The results show a significant relationship between MSMEs and building digital skills (p-value = 0.000). The t-value of 7.214 indicates a substantial Relationship between MSMEs and digital skills. The findings support the alternative hypothesis (Ha3), highlighting the importance of digital skills for MSMEs. Building digital skills is crucial for MSMEs to adapt to changing market conditions and stay competitive. **(H_{a1}= Accepted)**
4. The results indicate a significant relationship between MSMEs and monitoring & evaluating performance (p-value = 0.039). The t-value of 13.887 suggests a substantial relationship between MSMEs and performance monitoring. The findings support the alternative hypothesis (Ha4), highlighting the importance of performance monitoring for MSMEs. **(H_{a1}= Accepted)**

CONCLUSIONS

The study's findings highlight the significance of digital transformation for MSMEs. Developing a digital strategy, investing in digital infrastructure, building digital skills, and monitoring performance are crucial for business growth and competitiveness. MSMEs should prioritize digital transformation to stay competitive and achieve sustainability. By investing in digital technologies and developing digital capabilities, MSMEs can improve their operations, adapt to changing market conditions, and make data-driven decisions. The study's results provide valuable insights for MSMEs to leverage digital transformation and drive business success, ultimately contributing to economic growth and development. Digital transformation is essential for MSMEs' long-term success.

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