

# AI, technology hold transformative potential for MSMEs, say experts

Our Bureau

Kochi

CII Kerala has highlighted the transformative potential of artificial intelligence (AI) for the State's small and medium enterprises at its annual members meeting.

As part of the flagship 'Application & Digi-Tech Series 2026', a seminar titled 'AI for MSMEs: Driving Productivity, Profitability, and Growth' showcased how local businesses can leverage advanced technologies to stay competitive.

Delivering the keynote, Saji Gopinath, Vice-Chancellor of the Kerala University of Digital Sciences, Innovation and Technology, described AI as a "general-purpose technology" and a "great equaliser". He urged entrepreneurs to move beyond merely



Saji Gopinath, Vice-Chancellor of the Kerala University of Digital Sciences, Innovation and Technology, delivering the keynote address at the CII Annual Members Meeting 2025-26

applying AI to existing processes and instead rethink and reinvent their business models. The seminar underlined that AI can significantly boost productivity by automating routine and repetitive tasks. Thomas John Muthoot, Chairman, CII Southern Region and Muthoot Fincorp Ltd, in his special address highlighted the strategic importance of technology in the region. MSMEs can use AI to

free up time for what matters most, purpose-driven work and real human interaction, he added.

Joseph M Kallivayalil, Chairman of CII Kerala and Managing Director of Glenrock Rubber Products Ltd, advocated the immediate adoption of the latest AI tools, calling them a critical lever for MSMEs to maintain their competitive edge in a rapidly evolving market.