

Shopaccino Founder Vishal Singhal Shares E-Commerce Growth Strategies at MSME-DFO Jaipur

Shopaccino Founder Vishal Singhal addressed an MSME development programme organised by the MSME-DFO Jaipur, sharing practical insights on using e-commerce tools to help MSMEs scale sustainably.



Jaipur under the Ministry of MSME, Government of India, recently organised a Management Development Programme focused on helping small and medium enterprises strengthen their business growth through e-commerce tools and digital techniques.

As part of the programme, **Vishal Singhal, Founder and Managing Director of Shopaccino**, was invited as a speaker to share real-world insights on how MSMEs can adopt [e-commerce platforms](#), digital workflows, and technology-led strategies to scale operations and reach wider markets.

The session brought together entrepreneurs, business owners, and MSME stakeholders from across Rajasthan, offering them a practical understanding of how digital commerce is no longer optional but essential for long-term competitiveness. During his address, Vishal Singhal spoke about common challenges MSMEs face while going digital and highlighted how structured e-commerce adoption can simplify operations, improve visibility, and enable sustainable growth.

The programme was organised under the guidance of **MSME-DFO Jaipur** and was coordinated by **Ms. Anila Choraria**, Assistant Director and Programme Coordinator, in association with **I Solution Microsystems Private Limited**. The initiative aimed to equip MSMEs with actionable knowledge rather than theoretical concepts, helping participants understand how to apply digital tools in real business scenarios.

In recognition of his contribution to MSME capacity building, Vishal Singhal was honoured with a **Letter of Appreciation**, presented by Ms. Anila Choraria. The programme also acknowledged the leadership and support of **Sh. Pradeep Ojha**, Joint Director, MSME-DFO Jaipur, for driving initiatives that promote entrepreneurship and digital adoption among MSMEs.

Speaking on the occasion, Vishal Singhal emphasised that MSMEs form the backbone of India's economy and that digital transformation plays a crucial role in unlocking their growth potential. He shared how platforms like Shopaccino are enabling businesses to build their own online presence, streamline processes, and engage customers more effectively in an increasingly digital marketplace.

The Management Development Programme reflects the Jaipur Government's continued efforts to strengthen the MSME ecosystem by connecting businesses with practical digital knowledge, industry experts, and scalable technology solutions. Such initiatives are helping bridge the gap between traditional business models and modern e-commerce-driven growth.

Shopaccino continues to work closely with MSMEs across industries, supporting their digital journeys through e-commerce enablement, innovation, and long-term technology-led transformation.



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