

Topic 14 - Use of Technology in Business

Activity 14.1

Your Hidden Technology Skills

Objective:

To show participants that they already use advanced technology daily — and therefore have the capacity to use business technology confidently.

Steps:

1. Participants list **10 technologies** they used today (UPI, alarms, WhatsApp, Instagram, Maps, online booking).
2. They circle which ones could help their business.
3. In pairs, they discuss how these tools already save time.
4. Trainer concludes:
“If you can use these tools every day, you already have the skill to run a tech-enabled business.”

This establishes confidence and removes fear.

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع فرماوے چھے۔

"اج دنيا ما جر نوي نوي technology اوے چھے اهنے user-friendly بناوا ما اوے چھے ، تاكر اهنوا استعمال کرو وسهل تھائي انے لوگو اهنے پسند کرے.."

This bayan mubarak highlights a profound truth of our time: technology is becoming simpler, not harder, with tools now designed so that every individual—regardless of background—can use them with ease.

Use of Technology in Business

Business owners should adopt technology boldly yet calmly, for it brings benefit, structure, and barakat. Today, technology is no longer a luxury but a necessity for survival and success. Whether a business is small, home-based, a shop, a professional service, or a startup — technology empowers it to operate faster, smarter, and more professionally.

topic ۶ عناوين تحت digital tools انے وپار ماير tools سي کئي طرح فائده ليو واهنا پر
ذکر تھاسے۔ يہ عناوين ا مثل چھے :

Business Strategy اے Digital Transformation .۱

Cloud Computing .۲

Business Process Automation اے Automation .۳

Business Intelligence اے Data Analytics .۴

Online Sales Technology اے E-commerce Platforms .۵

Customer Relationship Management (CRM) Systems .۶

Digital Transformation & Business Strategy

Digital transformation helps businesses shift from slow, manual work to smart digital systems that increase efficiency, speed, accuracy, and customer trust. It empowers small businesses and startups to look professional, reduce errors, handle more customers, and compete confidently in the modern market.

Kalemaat Nooraniyah 14.2

الداعي الاجل سيدنا محمد برهان الدين رض فرماوے چھے۔

"باواجي صاحب ايڪ بيت ما فرماوے چھے : "استخدم الدنيا ولا تك خادم الدنيا توقرفي الوري وتعزّر" تمين دنيا ني خدمه نر کرو، دنيا تماري خدمه كر سے، دنيا سي خدمه لو تمين۔ تمين دنيا ني خدمه نر کرو، ابواجي صاحب ني بيت ما چھے، تو دنيا ما اپن ايا چھے تو دنيا سي خدمه توليو ي ڇ پڙسے.."

ايبان مبارك سي ايم واضح ٿهائي چھے ڪر ٽڪنولوجي اها خاصه digitalization انسان ني خدمه واسطه چھے انے اهنے على احسن الشاكلة وپارما ترقي حاصل ڪرو واسطه استعمال ڪرو جوئي.

Digital transformation is the process of moving a business from manual, paper-based methods to integrated digital systems that improve efficiency, accuracy, and competitiveness. As Satya Nadella states, ***“Every business must now operate like a***

digital business,³ highlighting the need for speed, transparency, and real-time responsiveness in today's marketplace.

This transformation involves using tools such as digital billing, cloud storage, WhatsApp Business, online catalogues, CRM systems, POS billing, and automated reminders. These tools eliminate dependency on memory and handwritten notes, reduce miscommunication, and provide clear, structured workflows. They help businesses respond faster, track performance, maintain organised records, and deliver a more professional customer experience



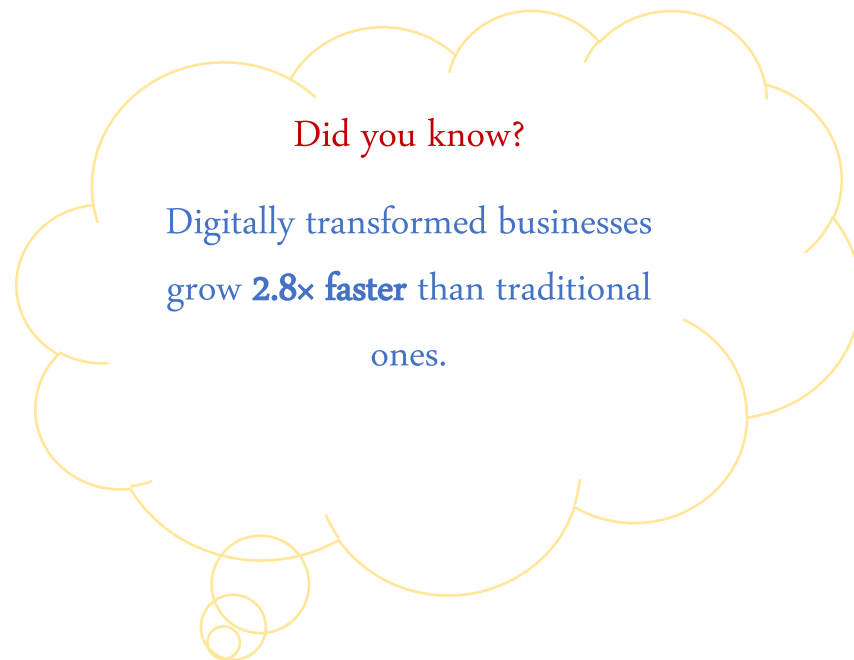
Figure 1: Digital Transformation⁴

Example 14.1

A boutique replaces handwritten measurements with a digital measuring app and stores all orders in cloud folders. The result: fewer mistakes, faster communication, and higher customer satisfaction.

³ Satya Nadella, Microsoft Business Forward remarks. https://www.satellitetoday.com/technology/2019/02/26/microsoft-ceo-every-company-is-now-a-software-company/?utm_source=chatgpt.com (Accessed: 27 Nov 2025).

⁴ *Digital transformation flat concept with business digitization process vector illustration* [Vector image]. Available at: https://www.freepik.com/free-vector/digital-transformation-flat-concept-with-business-digitization-process-vector-illustration_37916553.htm (Accessed: 28 November 2025)



Case Study 14.1

Lenskart adopted full digital transformation—3D try-on tools, app-based prescriptions, and cloud-managed inventory. This allowed them to serve customers quickly, reduce errors, and scale from a small startup to an international brand.

Business Strategies Enabled by Digital Transformation

- **Customer-Centric Strategy:** Personalise service using digital records and customer insights (e.g., greeting customers by name or recommending items based on past purchases).
- **Omni-Channel Strategy:** Sell on multiple platforms (shop, WhatsApp, website) seamlessly (e.g., customer orders on WhatsApp and picks up from shop).
- **Cost-Leadership Strategy:** Reduce operational costs with automation and cloud tools (e.g., using digital billing instead of printing receipts).

- **Differentiation Strategy:** Offer faster, clearer, more reliable service than competitors (e.g., same-day delivery while others take two days).
- **Agility Strategy:** Quickly update prices, catalogs, offers, and stock levels (e.g., editing product prices instantly during market changes).
- **Data-Driven Strategy:** Use dashboards and analytics for smarter decisions (e.g., checking which product sells most before reordering).
- **Scalability Strategy:** Easily expand branches or handle more customers with structured systems (e.g., adding a second shop while using the same CRM).
- **Customer Relationship Strategy:** Maintain long-term loyalty through CRM-based follow-ups (e.g., automatic reminders for service dates or birthdays).



Figure 2: Digital Strategies⁵

Quick tip:

Start with **one simple digital change** this week (billing, catalog, orders, reminders). Small steps create big transformation.

⁵ <https://wp.tingisweb.com/en/examples-of-successful-digital-transformation-strategies/> (Accessed: 28 November 2025)

Cloud Computing

Cloud computing means saving your business information — like files, photos, orders, bills, or records — safely on the internet so you can access them anytime from any device. The book *AI in Business* explains that modern businesses need data that is “easy to access whenever required,” because quick access helps them work better and make faster decisions⁶. This idea matches cloud computing, where your data stays online, backed up, and available even if your phone or laptop is lost.



Figure 3: Cloud Computing

Cloud computing uses platforms like **AWS (Amazon Web Services)** and **Google Cloud Platform (GCP)** to store, manage, and protect data. AWS is the world’s most widely used cloud service and offers powerful tools that businesses can rent instead

⁶Book- Artificial Intelligence for Business, page no 11

⁷ Available at: https://img.freepik.com/premium-photo/cloud-service-technologies-concept-with-digital-cloud-symbol-with-arrow-circuit-inside-human-fingers-typing-modern-laptop-keyboard-background-double-exposure_670147-10750.jpg?w=360 (Accessed: 28 November 2025)

of buying expensive computers. AWS explains that cloud computing reduces cost because businesses only pay for what they use.⁸

Jeff Bezos shared that AWS became successful because it gives even small startups access to the same strong technology that big companies use — something that was impossible earlier.⁹

Quick tip:

Make one “Emergency Folder” in your cloud today — keep only your MOST important documents there.

If anything goes wrong, you can access these files in 5 seconds.!

Together, these cloud platforms show that cloud computing makes modern business easier, safer, cheaper, and more efficient.

Free Cloud Storage Options for Small Businesses

- 1. Google Drive – 15 GB Free**
- 2. Microsoft OneDrive – 5 GB Free**
- 3. Dropbox – 2 GB Free**
- 4. Apple iCloud – 5 GB Free**
- 5. Mega – 20 GB Free**

⁸ <https://docs.aws.amazon.com/whitepapers/latest/aws-overview/six-advantages-of-cloud-computing.html> (AWS Whitepaper, Accessed: 29 Nov 2025).

⁹ <https://techcrunch.com/2013/11/13/jeff-bezos-believes-aws-could-be-amazons-biggest-business/> (TechCrunch, (Accessed: 29 Nov 2025).

Example 14.2

A small manufacturing business uploads machine maintenance logs, supplier invoices, and daily production reports to a shared cloud folder. This helps the owner track everything in real time, even when they are not at the factory.



Cloud computing lets you work from anywhere, keeps data safe, supports teamwork, saves money on storage, and grows easily as your business expands. These benefits make cloud the simplest and most flexible way to manage business information.

“Every business is going to be in the cloud. If you’re not, you won’t be able to keep up.”— *Eric Schmidt, Former CEO of Google*¹⁰ Eric Schmidt’s point shows that

¹⁰ https://www.forbes.com/sites/quora/2016/09/12/what-is-the-future-of-cloud-computing/?utm_source=chatgpt.com (Forbes Interview, Accessed: 29 Nov 2025)

cloud is now essential for business survival and growth. Those who avoid cloud fall behind, because lacking modern tools immediately limits future growth.

Case Study 14.2

BigBasket, India's largest online grocery platform, uses cloud computing to manage its huge inventory, delivery schedules, and real-time customer orders. All product data, stock levels, and location-based availability are updated on the cloud so customers can only see items that are truly in stock in their area. When traffic increases during weekends or festivals, the cloud automatically scales up to prevent the app from slowing down.

Why this matters:

- BigBasket handles **millions of items** without app delays
- Cloud helps track stock in multiple warehouses instantly
- Customer orders sync in real time with delivery partners
- They avoid expensive server hardware using pay-as-you-use cloud services

Cloud computing has helped BigBasket grow rapidly and run operations smoothly even on extremely busy days.

الداعي الاجل سيدنا مفضل سيف الدين طع فرماوے چھے۔

" مؤمنين ني جماعة! اجه دنيا ما technology گھني advanced چھے ، خاصة اعلaque ماتو گھني زياده advanced چھے America - ما ، ير technology ناسب گھنا حالات بدلایا ، جيم electricity ناسب گھنا حالات بدلایا ، light ناسب رات نا اندھارا ما روشني روشني تھئي جائی چھے ، انے گھنا کامورات ما کروو امکان تھئي جائی چھے ، سخت گرمي ني موسم ما air conditioner چالے تو تھنڈک تھئي جائی ، ير مثل telephone انے computer ناسب communication کروو کتنو سہل تھئي گيو ، هجي تو يہاں کئي امر بنے چھے نے تمام عالم ما خبر تھئي جائی چھے ، فائده بهي چھے ، نقصان بهي ۔ يوے چيز چھے.."

ايان مبارك سي ايم واضح تھائي چھے کہ technology ناسب گھنا حالات اجه بدلایا چھے انے انسان جہ کامو ما وقت گھنو صرف کرے ير کامو technology ناسب سہل طريقه سي گھنا جلدي انجام نے پھنچے چھے ۔ حال ما automation process گھنور ائج چھے ۔ انسان اھنا وپار ما انے رونر مره ما استعمال کرے چھے مثال نا طور ير smart home system جہ ما هوے سگلو اواز نامد

سي سڳو ڪام ٿئي ڄاڻي۔ تو ضروري ڇهه ڪر مؤمن اتڪنولوجي سي اھنا وپار ما فائده لے تاڪر
اڄ نا زمان ني ڪج رفتار ي ساڻھه اھنا وپار ما نمونظراوے.



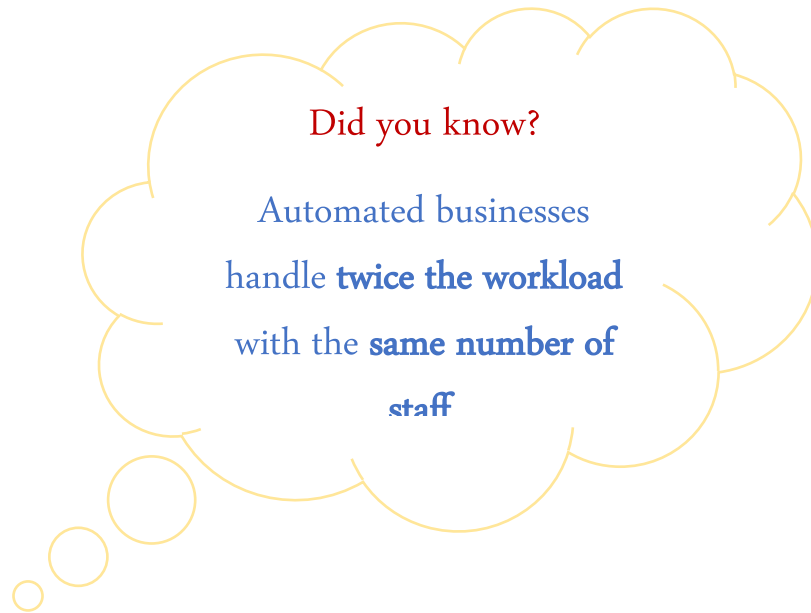
Figure 4: Smart Home -Automatic Systems¹²

What is Automation?

Automation means using technology to complete **single repetitive tasks** without human effort. Experts explain that digital tools can take over routine activities, making day-to-day work smoother and more consistent.¹³ In simple words: automation is like a small digital helper that does the boring work for you — like sending reminders or sorting messages — so you can focus on important tasks like customers, planning, or sales.

¹² Freepik. (n.d.). *Home automation animation* [Illustration]. Freepik. Available at: <https://www.freepik.com/free-photos-vectors/home-automation-animation> (Accessed: 30 November 2025)

¹³Book- Artificial Intelligence for Business, page no 15



What is BPA?

Business Process Automation (BPA) is the next step after automation. Instead of automating *one task*, BPA automates an **entire business process** — a chain of tasks that happen one after another.

Experts define BPA as the use of “**integrated digital systems to manage multi-step business activities for better efficiency and reliability.**”¹⁴ This means BPA connects different tasks together so the entire workflow runs continuously — like a machine that moves from one step to the next without stopping. **This helps the business work even when the owner is busy or not present.**

Example 14.3

A hardware store uses an app that sends automatic reminders to customers with pending payments. The owner no longer has to call or message manually. This

¹⁴Book- Artificial Intelligence for Business, page no 22

saves time and ensures payments are collected on schedule.



Figure 5: Steps of BPA to integrate in Business¹⁵

Common BPA Tools

1. Zoho Flow

How it helps: Connects apps like Zoho Books, Gmail, WhatsApp API, Shopify.

Use (short):

- Pick the apps you want to connect

¹⁵ <https://chat.openai.com/chat> (Accessed: November 30 2025)

- Set a trigger (e.g., new order)
- Set an action (e.g., send invoice)
- Turn on automation

2. Microsoft Power Automate

How it helps: Automates office workflows across Microsoft apps.

Use (short):

- Choose a pre-made template
- Select trigger (e.g., new email)
- Add action (e.g., update Excel sheet)
- Save and run automation

Case Study 14.3

Flipkart uses BPA to manage return requests.

The system automatically: checks return eligibility, schedules pickup, processes the refund, updates warehouse inventory, this makes customer service fast and error-free.

Quick tip:

If a task annoys you every day... automate it.
Your laptop won't complain, but you will!"

Data Analytics & Business Intelligence

Data analytics means studying your daily business numbers like sales, customer behaviour, and stock movement. Business Intelligence turns this data into simple charts and dashboards so owners can understand their business instantly. Experts say it “converts raw information into meaningful insights that support decision-making.”¹⁶

Quick tip:

Before guessing what, your customer wants, ask your dashboard — it gossips more honestly than people do.

Data removes this confusion. It becomes easier to understand what is working, what is failing, and what needs improvement. Jeff Bezos also supports this idea when he says, **“We measure everything, and that is what allows us to improve everything”**¹⁷. When businesses measure consistently, their decisions become consistent too.

Case Study 14.4

Zomato uses data to track trending cuisines in different areas. They adjust offers and delivery patterns based on these insights. This increases customer satisfaction and repeat orders.

¹⁶ Book- Artificial Intelligence for Business page 22

¹⁷ https://www.scribd.com/doc/97574537/Amazon-2010-Shareholder-Letter?utm_source=chatgpt.com Amazon Shareholder Letter, 2010, (Accessed 29: November 2025)



Figure 6: Data Analysis¹⁸

Business Intelligence (BI) takes this data and turns it into easy visuals — charts, dashboards, and simple reports that show the health of a business in seconds. BI highlights important patterns, such as products that are rising, areas where money is being wasted, and customer behaviour trends. Bernard Marr, a global data expert, notes that BI reveals customer behaviour **before customers openly talk about it**¹⁹. This lets businesses act early and adjust their strategy before problems grow.

BI help businesses make faster decisions, improve products, reduce waste, react to trends, and plan marketing accurately. Without them, businesses rely on guesswork and fall behind competitors who use real data.

Example 14.4

¹⁸ Available at: <https://yourstory.com/2018/06/data-intelligence-analytics-indian-business> (Accessed: 30 November 2025)

¹⁹ https://bernardmarr.com/why-businesses-need-data-to-make-better-decisions/?utm_source=chatgpt.com Forbes Tech Column, (Accessed: 29 November 2025)

A hardware store uses an app that sends automatic reminders to customers with pending payments. The owner no longer has to call or message manually. This saves time and ensures payments are collected on schedule.

Business Intelligence (BI) Tools

1. Google Data Studio

- Free and easy for beginners
- Connects with Google Sheets, Google Ads, YouTube, and Excel
- Creates simple dashboards for sales, expenses, and customer trends

2. Microsoft Power BI

- Drag-and-drop dashboard builder
- Connects to Excel, databases, and cloud apps
- Helps identify patterns like top-selling products or peak sales hours

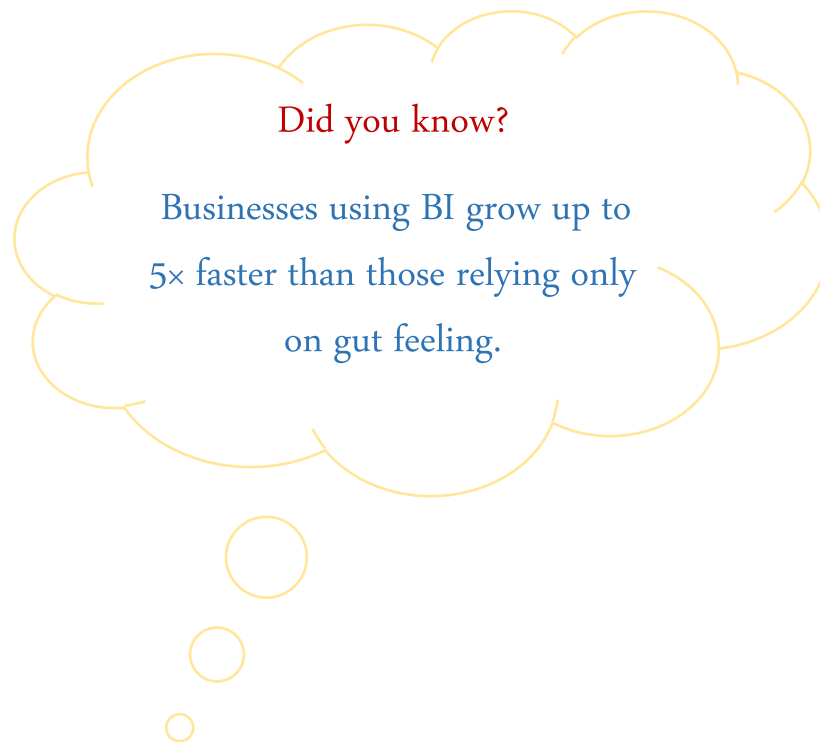
3. Zoho Analytics

- Popular in India and easy for small businesses
- Imports data from Zoho Books, Tally, CRM, Shopify, etc.
- Creates automated reports, trend charts, and forecasts

Case Study 14.5

BigBasket uses BI dashboards to track real-time stock levels across all their warehouses and identify fast-moving items. The system predicts when specific products — like fruits, dals, or daily essentials — will run out and sends automatic alerts to the procurement team. Teams reorder and restock **before** shortages occur,

reducing delivery delays and improving customer reliability. This proactive BI system keeps shelves full, prevents “Out of Stock” complaints, and strengthens customer loyalty.



E-Commerce Platforms & Online Sales Technology

E-commerce platforms let businesses sell online through digital storefronts customers can access anytime. Experts say they “**enable continuous customer access and participation from any location**”²⁰.

Business leaders strongly support online presence. Jack Ma stated, “**If your business is not on the internet, your business will be out of business**”²¹. Tobi Lütke added, “**The future of retail is everywhere — not in one place**”²². Without e-commerce, businesses miss customers who buy at night, while travelling, or from distant places.

Quick tip:

Let your website work the night shift — it doesn't need sleep, only Wi-Fi!

Example 14.5

A small stationery shop created a simple Shopify store. Parents began ordering school supplies online before the school year started. The shop earned more because customers preferred the convenience of home delivery.

²⁰Book- Artificial Intelligence for Business, page 35

²¹ https://www.marketing-interactive.com/jack-ma-internet-will-disrupt-manufacturing-and-supply-chain?utm_source=chatgpt.com (Accessed: 02 November 2025)

²² https://www.cnbc.com/video/2024/05/23/shopify-president-says-the-future-of-retail-is-retail-everywhere.html?utm_source=chatgpt.com (Accessed: 02 November 2025)



Figure 7: E-Commerce Platforms²³

Kalemaat Nooraniyah 14.4

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع فرماوے چھے۔

"مؤمنين ني جماعة! باوا جي صاحب مولی برهان الدين مولی فرماوے چھے کر مؤمنين نے لازم چھے کہ خدا پر توکل راکھی نے وپار کرو، وپار ما ايک طرح ني کنه چھے، ايک هنر هوئي چھے، انے ايک system هوئي چھے، برابر بردباري سي وپار کرے، امير المؤمنين يہ فرمايو چھے "التاجر الجسور مرزوق"، کر وپاري جر دلير هوئي اهنے خدا رزق ايسے، business ما تھوڑو adventure تو جوئيے جر ناسبب life دلچسپ بنے چھے،lover trading نے زيادہ speculation نہ کرے، زمان نا حالات نے برابر study کري نے ہمة سي انے بردباري سي عمل کرے، حيثہ سمجھي نے عمل کرے،"^{۲۴}

²³ <https://lottiefiles.com/free-animations/ecommerce> (Accessed: 30 November 2025)

^{۲۴} المجلس الثاني ۱۴۴۵ھ

ایمان مبارک سی ایم واضح تھائی چھے کہ مؤمن وپار شروع کرے تو اھنو system برابر سمجھے ، جر
 ناسب وپار دلچسپ تھئی جائی انے زمان نا حالات نے مد نظر رکھتا ہوا – e-commerce
 platforms انے online sales نوعلم برابر حاصل کرو ضروری چھے تاکہ overtrading سی بچی
 سکائی.

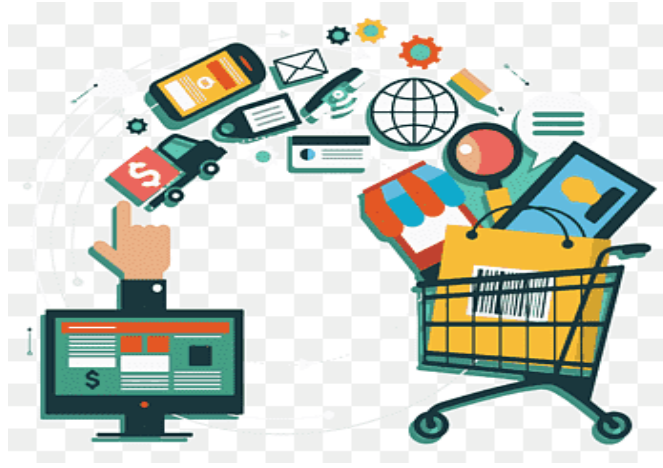


Figure 8: Sales Channels²⁵

The success of e-commerce platforms increases further when combined with **online sales technologies**, which make buying faster and more convenient. These tools include digital payments, product recommendations, cart recovery reminders, QR checkout, and automatic invoices. Tobi Lütke noted that customers today “**want convenience first, product second,**” and these technologies fulfill that expectation through instant confirmations and easy navigation.

Case Study 14.6

²⁵ <https://www.pngegg.com/en/search?q=Online%20Sales> (Accessed: 02 December 2025)

Lenskart uses its e-commerce platform to let customers browse frames online, book home trials, and place orders anytime.

It integrates online sales technology such as instant digital payments, one-click checkout, AI-based product suggestions, and automated order tracking. The system also sends cart-recovery messages and personalised offers based on browsing history. By combining both technologies, Lenskart increased conversions, reduced abandoned carts, and expanded nationwide without relying only on physical stores.

Online sales tools reduce manual work by updating stock automatically, sending instant receipts, and reminding customers about pending orders. **Platforms like Razorpay, PhonePe Business, Cashfree, PayPal, Shopify Automations, and WhatsApp Catalog** make selling easier for new businesses.



Customer Relationship Management Systems

CRM systems organize all customer details—like purchases, complaints, and follow-ups—in one place. Experts describe CRM as tools that **“collect, store, and analyse customer interactions to strengthen long-term relationships”**²⁶. CRM systems help businesses do through quick replies and personalized messages.

Modern business leaders see CRM as necessary. Marc Benioff said **“Customer experience is the next competitive battlefield,”**²⁷ meaning service decides who wins customers. Tools like HubSpot, Zoho CRM, Fresh sales, and WhatsApp Business. CRM help small shops stay organised, while businesses without CRM miss follow-ups, lose records, and make customers feel ignored.

Types of CRM Systems



Operational CRM

Automates day-to-day tasks like follow-ups, calls, emails, and customer service.



Analytical CRM

Analyses customer data to understand behaviour, preferences, and future trends.



Collaborative CRM

Connects different departments so customers receive consistent communication.

²⁶Book- Artificial Intelligence for Business, Page 41

²⁷ C.E.K. & Partners. (2017, February 8). *Customer Experience: The Competitive Battlefield for Brands*. CEK & Partners. Available at: <https://www.cekpartners.com/post/2017/02/01/customer-experience-brands-competitive-battlefield-in-2017> (Accessed: 02 December 2025)



Figure 9: CRM Systems²⁸

Quick tip:

CRM is the only employee who remembers every detail — and never asks for a tea break.

Kalemaat Nooraniyah 14.5

الداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع فرماوے چھے۔


" دیکھو المولی الاجل سیدی لقمانجی اہنی قبر ادیور ما چھے ، اہنی سیرۃ ما سونہ بیان ایو چھے ، کہ اپ نا والدیر اپ نے کوئی وپاری نا نزدیک اہنی دکان پر موکلا ، یر وپاری جوتانو وپار کرتا تھا ، وپاری گھر گیا ، تو لقمانجی صاحب نے وہاں بیتھایا ، انے کہیو کہ ماری غیر حاضری ماتمیں یہاں دھیان را کھجو ، انے وپار کر جو ، میں پاچھو اوڑن وہاں لگ ، یر عرصہ ما ایک شخص جوتا خریدوایا ، انے جوتا خریدی نے اہنی قیمتہ ادا کیڈی ، یر جوتا ماسی


²⁸ <https://www.convergehub.com/blog/stop-the-loss-know-the-top-benefits-of-crm-system-for-your-business> (Accessed: 02 December 2025)


ايڪ جو تون ڇڏي سڀي ڀڄائين ٿو هٿو ، تارو لڦڻاڻي صاحب نادل ما ايم ايوڪر اڀر ڍنارن ايم خبر نٿي
ڪر ايڪ جو تو ڀڄائين ٿو ڇڏي ترو سڀي اهنو قيمو اء ڪري ڏي ڇڏي ، تارو لڦڻاڻي صاحب ڀر اهنو ڪهيو
ڪر اتمو لو ڇڀو ڀر برابر ، ڀن ا جو تو ڀها سڀي ڀڄائين ٿو ڇڏي ، تو ڀر شخص ڪهڙو ڇڏي ڪر هوو مي
نهي لون ، ڀڄائين ٿو ڪيم لون ؟ ،^{۲۱}


ايمان مبارڪ سڀي مؤمنن ايم نصيحه ملو ڇڏي ڪر customer نه هميشه product ني معلوما
برابر اڀو جوئي ، ڄر ناسب وڀار ما ترقي ٿائي ڇڏي انو customer relationship system ني
مدد لئي نه customer نا follow ups انو feedbacks ني نونده لئتا رهو تاڪر product ما انو
service ما فرق هوئي تو درست ڪري سڪائي.

Customer Relationship Conduct System

 Speak the truth — honesty builds trust.


 Stay polite — even with difficult customers.


 Listen fully before answering.

 Follow up on time.

^{۲۱} عرس المولى الاجل سيدى عبدالقادر حڪيم الدين نس ۱۴۳۳ هـ

 Keep every promise you make.

 Reply quickly.

 Be clear — no hidden charges.

Case Study 14.6

Apollo Pharmacy uses CRM software to track customer prescriptions, refill dates, and medical preferences. The system sends automatic reminders before a customer's medicine stock finishes. Customer service teams also get alerts to check in on elderly customers who need regular medication. This CRM approach increased repeat visits and built trust in their customer care system.

Did you know?

70% of customers stay loyal to
a business that communicates
honestly and follows up on

الداعي الاجل سيدنا محمد برهان الدين رض فرماوے چھے -

" باواجي صاحب ايک بيت ما فرماوے چھے : استخدم الدنيا ولاتك خادم الدنيا توقّرني الوری

وتعزّرتمیں دنیا نی خدمت نہ کرو، دنیا تماری خدمت کرے، دنیا سی خدمت لو تمیں "

ایان مبارک نی روشنی اسبق ما ایم ذکر تھی کہ technology سی وپار ما کئی طرح فائدہ لئی

سکائی چھے انے اهنے کئی طرح استعمال کروواھنی ذکر کیدی چھے، اج نازمان ما digitalisation

سی سکلا وپار ما مدد لئی رہیا چھے اھا سی cloud computing جہ ناسبب ایک جگہ ماسگلو

data save کری سکائی چھے، تر بعد automation جہ ناسی رونمرۃ ناکامو digital tools استعمال

کری نے سہل طریقہ سی انجام دی سکائی چھے، تر ساتھ قسم قسم ناسales نا platforms ناسبب

wider customer reach حاصل تھائی چھے انے customer relationship management systems

جہ نامدد سی customer نا feedbacks انے اھنی پسند انے ناپسند چیزونو track راکھی سکائی

چھے تو اتمام چیزوسی کئی طرح مدد لیو ایم واضح تھیو.

اسبق سی ایم واضح تھائی چھے کہ اسگلا digital tools نی مدد سی مؤمن نے وپار کرو سہل تھائی

چھے انے اھناسبب وپار نے اگل ودھاوا واسطے مؤمن نے motivation ملتورھے چھے.

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Sr No.	Glossary
1	Digital Transformation: Changing manual work into smart digital systems to work faster and better.
2	BPA (Business Process Automation): Automating an entire workflow or multi-step business process.
3	Data Analytics: Studying business numbers to understand patterns and improve decisions.
4	Business Intelligence (BI): Turning data into dashboards, charts, and insights for quick understanding.
5	Automation: Using technology to do repetitive tasks automatically.
6	E-Commerce: Selling products or services online through digital platforms.
7	Omni-Channel Strategy: Selling across multiple platforms like shop, website, and WhatsApp simultaneously.
8	Optimisation: Improving a process or system to make it faster, more efficient, and more accurate.
9	Infrastructure: The underlying technical foundation (servers, networks, cloud systems) that supports digital operations.
10	Interoperability: When different software systems can communicate and share information smoothly.

About HQHB & TR

We are a department formed by the 52nd Dai-al-Mutlaq Syedna Mohammed Burhanuddin RA as a part of the chain of events that took place on the auspicious occasion of His Golden Jubilee to commemorate 50 years tenure as the leader of the Dawoodi Bohra Community. We educate mumineen about Qardan Hasana and doing Business compliant with Fiqh-e-Fatemi and its benefits in the world and, thereafter, fostering economic and social growth. To summarise, AL-TIJAARAT-AL-RAABEHAH & IDAARAH HASANAAT AL-QARD AL-HASAN AL-BURHANIYAH are non-commercial, religious departments.



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