

Editorial

Dear Readers,

AMBER, an ABBS platform to create and disseminate knowledge has taken 'Digital Supply Chain' as theme of this issue. Supply chain is crucial for every organization and to country as a whole. In addition to improved infrastructure, digitization is another means to make the supply chain and logistics segment more efficient and effective. I thank Prof. C. Sengottuvelu, who is Editor of this issue for his commitment and devotion in bringing out this issue during these hard times. I also thank all the contributors of this issue.

The theme of the next issue of AMBER (Volume 12, Issue 2) is '**India-Africa Business Opportunities**'. Historically, India and Africa have long standing relationship. Indian interest and investment in Africa have become very visible and are on the rise. In the same way, many African countries are aggressive on having trade relationship with India. There is 'level playing field' in our relationships in many ways. If India and Africa works together, there is win-win situation for both these great civilizations, and to the world. In the past five years, more than 85 Acquisitions and Equity Investments were made by Indian companies in Africa for an investment of over USD16 billion plus in highly varied sectors ranging from telecom, agriculture, energy, consumer goods, cement, textiles, etc. Africa is known as the land of untapped potential. It has incredible natural resources like oil, gas, gold, iron ore, manganese, uranium, diamonds, wildlife etc. apart from great human resource. It also has countless opportunities for infrastructural development. India, a democratic country has proven talent in IT, medicine and other service sectors. India's vast market of 1300 million population is another great attraction. Hence large, medium and small enterprises which need a presence are strategizing aggressive business plans, at both sides.

I invite the articles on this broad theme for the next issue of AMBER.

Wish you useful reading.

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