

SME Learning Series: Phase 1



Small Enterprise India.com’s “SME Learning Series” roadshow is specially created to boost entrepreneurship and help SMEs streamline their existing business across the nation. The event will attract a SME gathering of 200+ in each locations. The invitees will be small and medium business owners (such as Managing Directors, Proprietors, Directors, Managing Partners, Partners, IT Managers, and so on) who own small and medium companies from industrial areas. There will be a great element of learning for SMEs from these events as they could take home many advanced and new information and could possibly adapt to their existing business.

Small Enterprise India.com is an online business news portal that facilitates direct exchange between the large networking of the Indian SMB community and other entrepreneurs in the small and medium-sized business segment, connecting them to opportunities available domestically and globally. Here is one more such opportunity to interact one to one with SMB community – the SME Learning Series roadshow which will be held across 10 cities in India (Metros, Tier 2 and Tier 3 cities), starting 17 February 2011. The theme would be “Educate-Innovate-Grow”.



Objectives of the Campaign

1. Drive Entrepreneurship through cities, small towns and villages
2. Assess the present business model of SMEs in India
3. Procure essential contacts of SMEs in India
4. Provide education about new business opportunities to participating SMEs
5. Get inputs on key business, finance and technology requirements
6. Get an insider's view of the business, finance and technology framework of the SME setups
7. Increase awareness of use of technologies in the SME sector through specially designed and planned 1 day seminar in 10 cities
8. Help SMEs run their businesses more efficiently and exploit opportunities, domestic and global, for future growth



Why Attend?

SME Learning Series 2011 will be the Phase 1 of knowledge sharing road show across 10 cities in India (Metros, Tier 2 and Tier 3 cities), starting 17 February 2011. The theme would be "Educate-Innovate-Grow".

The SME Learning Series is specially created to boost entrepreneurship and help SMEs streamline their existing business across the nation. The event will attract a SME gathering of 200+ in each locations. The invitees will be Small and Medium business owners (Managing Director, Proprietors, Directors, Managing Partners, Partners, IT Managers, and so on) who own small and medium companies from all industry verticals.

There will be a great element of learning for SMEs from these events as they could take home many advanced and new information and could possibly adapt to their existing business. The roadshow will run from 17 February 2011 to 31 March 2011. Cities include Delhi, Ghaziabad, Gurgaon, Vadodara, Mumbai (Powai), Pune, Hyderabad, Bangalore, and Kolkata.

