



Raising the bar for a holistic growth of entrepreneurs from MSME segment, entrepreneurs from the MSME segment came together on the platform of SME Learning Series – 10 city road-show event organised by Small Enterprise India.com. Along with knowledge sharing, the event showcased the potential of technology, infrastructure and professional skill development for the community.

In order to help the businesses understand the potential of technology that can help them in collaborating with their peers in order to enhance the business decision making, Mr. Alok Sharma of Cisco Systems highlighted the unique offering of unified communications.



He said, "SMEs in today's context have to do business smartly. Since the resources are limited, and business has huge scalability potential, the entrepreneur has to focus on saving time and cost in order to collaborate, expertise sharing and faster decision making. Unified communication technology solutions offers a great solution to this." He however, also added

that for Cisco, SMEs is a vibrant area and the company continues to focus on this vertical.

While emphasising the importance of professional skill development for entrepreneurs and professionals who are working in a typical SME set up, Mr. Santosh Ranjan, Managing Director of Knowledge Horizon stated, "Today, skill development is kept at very higher place. From entrepreneurs, business owners to managers or executive level professionals, we intend to provide a focused skill enhancement courses."



Knowledge Horizon has introduced some innovative tools for learning and growing. Mr. Ranjan also stated, "Hence, we continuously endeavor to offer our clients innovative learning methods in the most professional manner. To achieve that we continuously aim to innovate so that learning is simplified and concepts are demystified. Our philosophy is that knowledge and learning should be simple and easy to access."



Emphasising on the scope globalisation for Indian SMEs, Mr. Saud Al Mazrouee, deputy director, Hamriyah Free Zone Authority, UAE said, "Indian companies are an important and integrated part of our business. We have 25% of businesses in our Free Zone from India. We expect this number to grow further because of the high potential that an Indian startup and SME carries with itself."

The SME Learning Series has also given a platform for start ups in order to recognise their success story. In the New Delhi event, one such success story was Green and Good Store.com

Aparna Bhatnagar, founder of Green and Good Store.com, highlighted her unique way of marketing her company's core market communication of 'responsible consumerism'. The online store Green and Good store showcases a range of daily use products that are environmentally friendly and socially responsible.



Faiz Askari, Editor-Technology, Small Enterprise India.com was the moderator for the panel discussions.



(In the pix :Dojo Jose CEO, Small Enterprise India.com in a casual chat with Alok Sharma,

Cisco Systems)

The Learning Series also has seen Vandana Goel, Financial Expert, making a presentation on 'Guidelines to obtain Venture Capital'.



Another topic of interest was a presentation on Women Entrepreneurship in India by Nidhi Arora.



The ten-city SME Learning Series 2011 were great success in New Delhi and Ghaziabad and the series is all set to attract SMEs in the remaining eight cities with its core focus of Educate-Innovate and Grow.