



The Great Indian Technology Festival for Small Business

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Technologically transforming

SME JOINUP a business services helpline would be hosting **The Great Indian Technology Festival for Small Business** at Pune on July 15, 2016

With initiatives like 'Make in India' and 'Startup India' gaining momentum, many are coming forward with their own ventures. SMEs have always been one of the strong pillars of Indian economy. With a view to bringing all SME businessmen under one roof, **SME JOINUP**, a business services helpline will be organising **The Great Indian Technology Festival for Small Business** on July 15 at ICC towers, 58 road, Pune. The event will cover aspects like how to deliver results for your small business, learning the latest technology trends and strategies, and optimising costs. Pratej Kumar, CEO and co-founder of **SMEJOINUP** says, "The Great Indian Technology Festival for Small Business will be showcasing and discussing how technology is a must for the growth of a small business. It will get all business-

performance. The event is sponsored by Zoho Corporation, PeopleWorks, Atom Payments, SpideeG et al. Raghav Dandapani, director of engineering, Zoho Corporation and one of the speakers at the event, says, "No amount of reading books and surfing the web for tips and tricks could actually

The event will cover topics like:

- How important is a mobile app for business?
- HR Technology - Start right to succeed
- Will Fintech kill banks?
- Simplifying payments for SMEs

prepare a startup for the challenges of the real world. Meeting others who have already been there done that will help aspiring businessmen. It is a good opportunity to learn from their experiences and listen to their own inspiring stories. Perhaps, it is a better way to get started." It is an opportunity to meet industry leaders, intrepid adventurers, and fellow travellers galore, at the Great Indian Technology Festival. One can learn about the real relevance of technology in empowering your business! The event is also partnered by TIE Pune, NASSCOM, All Ventures, Lethi Ventures, SEAP et al who are prominent supporters of entrepreneurship in the city system. Attendees can experience how 'The Great Indian Technology Festival for Small Business' can help increase new opportunities, cut down unnecessary costs, and increase productivity and boost sales. These Startup entrepreneurs/CMOs/SME owners/Technology professionals, who are keen to know about the latest technology trends and wish to advance their small businesses can attend this event.

vides attendees with the chance to get inspired and energised. Over 150 small business owners and IT professionals are expected to attend the event.

CONSUMER CONNECT INITIATIVE



To register for the event do visit http://smejoinup.com/TechnologyFestival_Pune_SME/ or mail on requests@smejoinup.com call on +91 - 8378977112