



Present

In Association with



Conference on

**“ Low cost and Free
Internet and Mobile Solutions for SMEs”**

6 July 2010, New Delhi

AGENDA

0900-1000 hrs	Registration and Coffee
<hr/>	
1000-1105 hrs	Session I: Inaugural Session: MSMEs and ICT
	<ul style="list-style-type: none">• Why should SMEs Adopt ICT• Why have so few SMEs Adopted ICT• Present role of ICT in SMEs Sector• Impediment faced by SMEs in deploying ICT• Role of Government in enabling SMEs with ICT
1000-1010 hrs	Welcome Address Dinesh Agarwal, Founder & Chief Executive Officer, IndiaMART.com
1010-1020 hrs	Theme address by Shailesh Rao, Managing Director, Google India*
1020-1030 hrs	Special Address by Anil Bhardwaj, Secretary General, Federation of Indian Micro & Medium Enterprises (FISME)
1030-1045 hrs	Address by Guest of Honour Shri Dinesh Rai, Secretary, Ministry of Micro, Small and Medium Enterprises, Government of India
1045-1100 hrs	Keynote address by the Chief Guest Shri Sachin Pilot* Minister of State for Communications & Information Technology “ Release of Book Free for SMEs”
1100-1105 hrs	Votes Of Thanks

1105-1225 hrs Session II: B2B market places: Catalysts for SMEs growth

There are several online B2B portals that offer a wide range of services specifically targeted at the SME sector. These services can be utilised for various aspects of marketing either for free or by spending some nominal amount. This session would address the following points :

- Listing services: what are these and how they help?
- What are the different services catered to SMES?
- How to tap new markets and reach out to your target audience
- How to market your business 24X7 through Internet
- How SMEs could generate leads ?
- How to find right business partners on Internet?

1105-1115 hrs Address by Session Chair and Moderator
Rajeev Karwal, CEO and Founder Director, Milagrow

Address by

1115-1125 hrs Brijesh Agrawal, COO, IndiaMART.com
1125-1135 hrs Bikky Khosla, Chief Executive Officer, Tradeindia.com
1135-1145 hrs Sidharth Gupta, CEO, GETIT Infoservices
1145-1155 hrs Venkata Subramanian, Executive Director, Fibre2Fashion
1155-1205 hrs Namit Pandey, Head, Yahoo Small Business, Yahoo India
1205-1220 hrs Q&A Session

1220-1225 hrs Summing up by Session Moderator

1225-1325 hrs Networking lunch

1325-1445 hrs Session III: Social Media Marketing & Local Classified strategy for Small Businesses

This session would help in understanding on how to best leverage online tools to build a community and leverage local classified portals for brand Building , promotion, interaction and reaching the target audience?

- Are there really opportunities for small business to succeed using social media?
- Role of Social Media in Brand Building
- How to reach target audience through social Media?
- Listing on general classified sites such as OLX, Khojle etc. How would this help?

1325-1335 hrs Address by Session Chair and Moderator
Hitesh Oberoi, Co-Founder and COO, InfoEdge

Address by

1335-1345 hrs Rajeev Dhal, Country Head, J9 Ventures
1345-1355 hrs Vijay Iyer, Director - Sales Strategy, Komli
1355-1405 hrs Bal Krishn Birla, CTO, Asklaila
1405-1415 hrs Amarjit Batra, Country Manager, OLX
1415-1425 hrs Pranay Chulet, CEO, Quikr India Pvt Ltd

1425-1440 hrs Q&A Session

1440-1445 hrs Summing up by Session Moderator

1445-1500 hrs Networking Tea/Coffee break

1500-1620 hrs Session IV: Low cost or free applications and tools for SMEs

This session would give an idea about various technologies and tools available for free or in a much affordable price which would help in accelerating the business

- Digital presence- How would it help?
- ICT for increasing efficiency
- What are the various communication tools available? how they help and how they can be created at low cost? For eg: Email, website, Chat, VOIP etc.
- ERP, Process Automation and Documentation: How is would be useful and cost effective?
- How to make accounting more easy and efficient?
- What is cloud computing? How this would help?

1500-1510 hrs Address by Session Chair and Moderator
Ganesh Natarajan, Global CEO, Zensar Technologies

Address by

1510-1520 hrs Girish C Joshi, Technology Advisor, Microsoft
1520-1530 hrs Avinash Gupta, President, Tally Solutions
1530-1540 hrs Sridhar Seshadri, Head Online Sales, Google India
1540-1550 hrs Sridhar Vembu, CEO, ZOHO
1550-1600 hrs Salesforce.com
1600-1615 hrs Q&A Session

1615-1620 hrs Summing up by Session Moderator

1620-1740 hrs Session IV: Mobile Marketing: Impact of Mobile Marketing in SME sector

In this session we would address on how mobile phones on this world of small and medium enterprises would help SMEs in marketing or promoting their products in a cost effective manner and also enhance their productivity and the efficiency of their value chain?

- How Can You Use Mobile Devices & Applications To Meet Business Flexibility?
- Mobile Marketing scope and the various method used other than SMS.
- How mobile marketing would help in scaling up the businesses?
- What are the technologies available for marketing on Mobile?

1620-1630 hrs Address by Session Chair and Moderator
Vijay Shekhar Sharma, Founder and MD, One97 Communications

Address by

1630-1640 hrs Vish Bajaj, Chief Executive Officer, Valufirst
1640-1650 hrs Satya Yerramsetti, Chief Executive Officer, 160by2
1650-1700 hrs Chirag Jain, VP, Webaroo
1700-1710 hrs Debasis Chatterji, Chief Executive Officer, Netxcell
1710-1720 hrs Sanjay Goyal, Founder and CEO, Acl Wireless

1720-1735 hrs Q&A Session

1735-1740 hrs Summing up by Session Moderator

*Invited