

Pan-India seminar and expo to promote IT adoption among SMEs

by [Madhusmita](#) on August 25th 2010 and filled under [Small and Medium Enterprise \(SME\)](#)

In an endeavour to help SMEs reduce their IT costs by adopting the latest information and communication technologies, Dell India in collaboration with Manufacturers' Association for Information Technology (MAIT) is scheduled to organise a pan-India seminar and expo, starting from Chennai. Incidentally, the Tamil Nadu Small and Tiny Industries Association (TANSTIA) is also actively supporting the Dell India and MAIT initiative. Speaking to a Bizxchange correspondent, Amman K Karunanethi, an executive committee member at TANSTIA, said, "With the help of this seminar and expo, we want to educate and create awareness among SME owners about the need for adopting newer technologies to enhance productivity. Budding entrepreneurs and start-up firms will also benefit from this event." The pan-India event is also scheduled to be held at cities like Cochin, Bhopal, Lucknow, Tirupur, Hyderabad and Dehradun, besides others. According to Swagat Rakshit, associate software engineer at RS Software, a small-sized software services and application development company in Kolkata, "Some of the biggest IT companies have been offering low-cost technologies since the past few months matching requirements of small businesses. Adoption of such new technologies is likely to help SMEs reduce both time and cost of business operations." Significantly, the seminar-cum-expo has also garnered support from industry bodies such as the Madras Chamber of Commerce and Industry, the Hindustan Chamber of Commerce and the Madras Management Association.