

## Dr. A P J Kalam launches ICICI SME CEO Knowledge Handbook

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In a move to help CEOs of small and medium enterprises sharpen their skills and knowledge, ICICI Bank on Tuesday launched a programme SME CEO Knowledge Series in collaboration with CyberMedia.

The programme envisages to provide a platform to the CEOs of various SMEs for interacting with experts of various fields including human resources, finance and entrepreneurship.

For this purpose it has identified clusters in 26 cities across the country.

The bank has already conducted the programme at a leather cluster in Agra, ICICI Senior General Manager and Global head SME Vijay Chandok told reporters here.

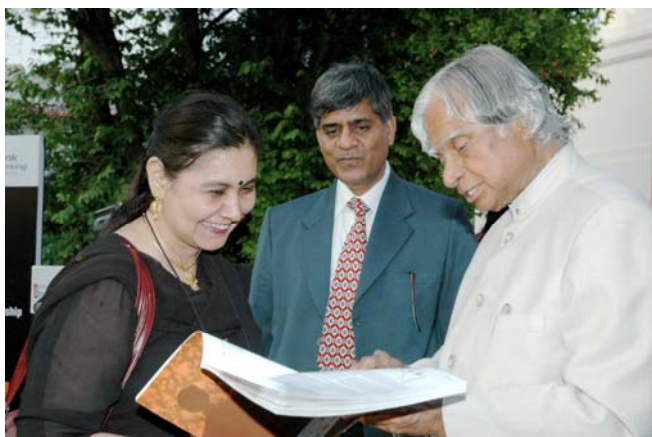
"The SME CEO Knowledge series will enable us to cater to the entrepreneurs at the root level," he said.

On this occasion, unveiling the SME Knowledge handbook for entrepreneurs, former President APJ Abdul Kalam said: " The information ... will be handy in creation of new enterprises, enhancing the productivity of present SMEs, reducing the sickness among SMEs and above all, increasing the throughput of the SMEs significantly."

Senior faculty from IIM-C and bankers along with other experts have been roped in for advising the entrepreneurs on how to raise capital for each stage of business, information about M&A, forex advice etc.

According to an estimate there are about 13 million SMEs in the country which employ about 31 million people.

For more information see original text.



Ms. Dolly Bhasin explaining the VC funding section to Dr. A P J Abdul Kalam