

## **SAP, TV9 Network join hands to empower & celebrate India's SMEs**

### ***Dare2Dream Awards and Mentors of Global Bharat launched***

After the stupendous success of **Leaders of Global Bharat** series that aimed at empowering Indian SMEs hit hard by pandemic induced lockdowns last year, TV9 Network and SAP India have again joined hands to forge two pioneering initiatives to help homegrown businesses rise and shine in enabling an Atmanirbhar Bharat.

With the objective to engage our business heroes from SMEs in more meaningful pursuits to inspire a whole new generation to take on the mantle of entrepreneurship and also acknowledge their contribution to India's growth, SAP India and TV9 Network announced the launch of Mentors of Global Bharat series and Dare2Dream Awards 2021.

While *Mentors of Global Bharat* looks at connecting aspiring entrepreneurs with industry leaders, *Dare2Dream Awards* looks at recognising businesspersons who had the vision, determination and grit to not only tide over the crisis but also reset their business models.

These two ambitious programmes were announced at the *Enabling Atmanirbhar Bharat* forum, which saw participation from technology thought leaders, eminent policymakers and business stalwarts.

Commenting on the programme, Mr. Paul Marriott, President, SAP, Asia Pacific Japan, said: "We have seen unprecedented adverse impact of the pandemic on business and economy - with supply chains being disrupted and demand drying up. There is no playbook or prescription that can guide businesses to emerge from such impact and resurrect themselves rapidly.

"In the many interactions that we have had with our SME customers we realised that many entrepreneurs felt the need to interact with mentors who have successfully traversed the same path before. Peer to peer learning and recognition of digital led innovation are both very important in these times and any platform that facilitates these, is a step in the right direction."

On SAP's constant endeavour to empower homegrown businesses, Mr. Kulmeet Bawa, President and MD, SAP Indian subcontinent, said: "Our Global Bharat program was introduced to support MSMEs last year. Taking this program forward, we are today launching these two pioneering initiatives."

"While the Mentors of Global Bharat programme is designed to help SME entrepreneurs to learn and get inspired by industry leaders and peers who have successfully navigated the new normal, the Dare2Dream Awards series was established to recognize visionaries in the SME sector who have demonstrated innovation and digital mindset and create business impact in adverse times," Bawa added.

Terming it one of the most required programmes aimed at helping entrepreneurs, Subramanian Ananthapadmanabhan, Vice President, Midmarket, SAP India, said: "Whether one is just starting out or looking to improve their SME's quality and turnover, it can be hard to know what direction to go next and it's completely normal. No business owner knows everything at the start. That's part of the reason why being mentored as a business owner is such a brilliant idea."

The series was launched in *Enabling Atmanirbhar Bharat* forum which saw participation from eminent policymakers Mr. NK Singh, Chairman of the 15<sup>th</sup> Finance Commission; Dr Arvind Virmani, noted economist and former chief economic advisor; and SIDBI Chairman Mr. Sivasubramanian Ramann.

Speaking on the role of MSMEs in enabling an Atmanirbhar Bharat, Singh said: “It’s a force multiplier. India’s quest for becoming a \$5tn economy and more rests majorly on the SME sector. The quest for generating gainful employment is also primarily dependent on how we provide fillip to the small and medium businesses. I regard our homegrown businesses central to India’s quest for increasing productivity and efficiency and also emerge as a leading global player.”

Former chief economic advisor Dr Arvind Virmani said: “We must ensure that there is a level playing for our SMEs. The taxation reforms for new manufacturing enterprises is a welcome step. SMEs are critical to India’s inclusive growth and to ensure that as a country we sustain a growth momentum for the next 30 years. Corporations like SAP will drive productivity to make SMEs successful.”

“We are happy to extend our partnership with SAP India in enabling and empowering India’s homegrown businesses. Last year Leaders of Global Bharat series received an overwhelming response which gives us immense confidence that these two unique initiatives this year will set new benchmarks,” said Raktim Das, Chief Growth Officer (Television & Digital), TV9 Network on their association with SAP in this journey.

Mentors of Global Bharat got a shot in the arm with Sanjay Aggarwal, Chairman and CEO, Paramount Cables and Rajesh Aggarwal, Managing Director Insecticides (India) Ltd who joined as mentors for the initiative. They also lauded the objective behind the mentorship programme. More industry leaders will be joining as Mentors of Global Bharat in the coming weeks.

Watch the [full episode here](#) or logon to Growth Matters Forum - [The Community for Indian MSME's](#) to know more participating in the programs