

# SME WORLD

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*The Next Level*



## Demonetization Drives SMEs Back



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Need for Technology Business Incubators in the country

## EDII Eyes Schools, Colleges to Include Entrepreneurship in Curricula

Entrepreneurship Development Institute of India (EDII), is India's premier education & research institute which focuses on promoting entrepreneurship. Apart from becoming a catalyst in facilitating emergence of competent first generation entrepreneurs, the Institute also works in assisting SMEs in transition to growth-oriented enterprises through training and research.

10

## Reduce, Reuse and Recycle: Need of the hour

There should be an initiative to raise awareness against plastic usage, recycling and reducing plastic pollution, which can be supported by organizations which get these recyclables plastics converted back into a raw form to be used to create new different products. When a recycled material, rather than a raw material, is used to make a new product, natural resources and energy are conserved. This is because recycled materials have already been refined and processed once.

14

## Brands Promoting Digital Payments Post Demonetisation?

The Indian government's recent move to demonetize Rs. 500 and Rs. 1000 notes has led to a deficit of physical cash in the country. The situation has also put pressure on businesses to find quick solutions to substitute cash transactions. While brands across sectors have been promoting digital payment solutions to their consumers, they have also been tying up with merchants to create innovative solutions, and using digital marketing tools to better engage with consumers.

18

Role of AyurUniverse in disease control initiatives?

## India Set to Grow as Thought leader in Wellness Tourism



The Indian wellness market has seen transformed itself from an unstructured market to an evolving growth market. According to *Global Wellness Institute*, wellness tourism is a massive \$563 billion industry worldwide within the \$3.72 trillion global tourism industry, a 10.6% growth from 2013-2015.

26

## Phenomenal Growth of Beauty Business in India

Anisha, a friend of my daughter in her early teens, in a casual conversation at our place, enthusiastically revealed to us that she spends roughly 7 to 9 thousand every month on salon and spa services. Given her honest admission, I was curious to know more and persuaded her to tell me all about her salon visits and experiences.

32

## Significance of IOT in Empowering the SMEs

With a strength of producing 7,500 types of products and capability of employing more than 25 crores people, Small and Medium Enterprises (SMEs) sector of India is considered as the backbone of Modern Indian Economy in the Startup India age. The speedy growth of SMEs in the current decade is backed by parallel developments in the technology sector, especially in the IoT.

36

## Delhi College of Arts and Commerce Students' Initiative ENACTUS : Possibility of Change is Limitless

Firmly believing this adage, the young and exuberant college students from Delhi College of Arts and Commerce have taken the onus to resolve society's predicament using self sustaining business models as a part of a non-profit-organisation, Enactus. Realising this potential of entrepreneurial action, the Enactus DCAC team has been running three projects namely, Project Vikalp, Project Adhikaar and Project CanSurvive with the vision of self reliance, poverty eradication and women empowerment.

40

## Impact of Demonetization on the Indian SMEs

With the current wind of demonetization in the country, thought it'll be good for us to analyze its effect on the SME sector of India. The SME, as we understand is a big chunk of the economy contributing to 8% of the GDP whilst employing more than 80 million people year on year.

41