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Tally educating partners on tapping market opportunity

Chennai, Feb 17 (PTI):Business solutions company Tally has undertaken an awareness campaign in educating its partners to realise their potential, according to a top company official. Of the eight million small and medium businesses in the country, only 50 per cent of them have adopted the information technology (using a personal computer for their day-to-day operations), Tally Solutions President Shoaib Ahmed told reporters here. "We realised there was enough market opportunity for us to tap and there was a need to educate the partners," he said. Taking a cue from it, Tally Solutions has ventured into a month long campaign -- "The Mathematics of Happiness" for which the company would conduct 121 workshops across 54 cities for its partners. "We currently have about 418 partners including seven Master Tally Partners who will participate in the event", he said adding that the objective of the workshop was to enable them to generate more businesses. He said over 9,600 partners would participate in the month long campaign which began on February 9.