Build a plan:

~~Through~~ (With) ~~our~~ ‘build a plan’ service, we ~~help to prepare~~ (can assist in preparing) academic and educational plans for setting up ~~institutes~~ (establishments) like schools, nurseries, training institutes (etc). ~~With the market knowledge and experience, largely our focus area is Middle East and India.~~ Our focus will be largely in the emerging markets of Middle east and India, due to the market knowledge and experience gained while operating in these regions. Our expertise also branches into preparing market study & marketing plans, product development, feasibility studies related to educational sectors etc.

Operate an Institute

We help educational institutions ~~in the~~ (right from) Start Up mode. (Can) make a detailed study and suggest improvement plans to increase profitability. Our expert team can ~~also help in~~ (effectively) market~~ing~~ such institutes with our in-house capabilities. Such marketing initiatives and takeovers ~~are~~ will be done with the support of existing management / organizational setups in those institutes. Our team can also independently ~~run~~ operate institutes and hand over to ~~the~~ management once ~~into the~~ it (turn to)profit making mode.

Knowledge Bridge:

We act as a bridge between various professional bodies across the globe and educational institutions in ~~the~~ Middle East and India. Our organization will be ~~the~~ a single window (facilitator) to enroll for programs conducted by these professional bodies. Being regional representatives for various professional institutions, we ensure the best service is given ~~including~~ in conducting exams, classes, and other activities as specified by such professional bodies.

Seminar & conferences

We thoroughly understand that (today’s educational needs have changed dramatically) ~~in modern days.~~ (Orthodox way of) reading text books ~~or~~ (and) writing notes ~~to~~ (are replaced with) interactive (methods), ~~of~~ (emphasizing) practical illustrations and case studies. In light of such changes we felt the need to having (have) experts in chosen fields who can interact with students with real world issues on subjects they pursue. We are capable of conducting various seminars and conferences – both in house and external (,) covering Accounting, Finance, Management, Hospitality and Logistics. To meet the ever changing demand of business world we also conduct

programs in developing soft skills focusing on Leadership and Personality Development, which cannot to gained by mere subject knowledge.

~~Though only subject knowledge won’t suffice the (need of ever changing business world ) to the changing business world today, we also conduct programs in developing soft skills like Leadership and Personality Development as well.~~

About:

Education field has seen an enormous change in past few decades. There ~~was~~ (is) a massive shift from traditional courses to modern day ‘requirement oriented’ education. Dynamics of new age education requires a global outlook and sharing of knowledge between continents and countries. This has led to vast change(s) in the way education is delivered or to say how it reached ~~to~~ the aspirants. Emergence of soft skill~~s~~ requirements in building next generation leaders is one of the emphasis in ~~modern~~ (present) day education. Mushrooming of various players in education field had its advantage(s) and problems. ~~It is in this wake~~ ~~we felt the need of having~~ This is why a guide (is required) who can reach out to various stakeholders in this segment, (and its the reason we are here).

        Promoters of SEG, put together has 20 years of experience in various field of education, largely based in Dubai. Both are Certified Management Accountants from The Institute of Certified Management Accountants, Australia and also holds Post graduate degrees in commerce and management studies. With hands on experience and understanding of the emerging educational field they are very well equipped in addressing various issues pertaining to this sector.

Director profiles

Mr. Shakeeb Ahamad

Post graduate in Business administration, Certified Global Business Analyst and also a Certified Management Accountant from ICMA, Australia has vast experience in educational and IT sectors. Started career as process executive in CISCO systems, ~~but~~ later rose to Senior Manager – Academic operations with Wisdom Education Group based in Dubai, ~~overlooking~~ managing its operations in U.A.E, Oman, UK and India. Currently Mr. Ahamad holds the position of Regional Director of ICMA Australia – UAE & GCC Countries. Being a program manager he has successfully conducted various academic programs of globally renowned professional bodies like Institute of Certified Management Accountants-Australia, Chartered Institute of Logistics and Transport-UK, Confederation of Tourism & Hospitality-UK, University of Petroleum and Energy Studies-India etc. He was also the Academic Director of Al Hikma Educational Institute, Sharjah. As a senior manager he actively involves in organization’s global operations, budgeting and profit growth planning. His other interest includes, information technology, counselling for students, planning & budgeting, strategic decision making, conducting international educational fairs and seminars etc.

Mr. Jayafar MV

 A Post graduate in Finance, Certified Global Business Analyst and also a Certified Management Accountant from ICMA, Australia has vast experience in education and training sector. Started career as a junior teacher in a private college at Kerala but realizing the need for further growth and exposure in his field of interest, moved to Dubai as Assistant manager in purchases for Dubai library distributors. Later joined as Academic coordinator and rose ~~as (~~to) Lecturer at Wisdom Business School FZE, RAK, UAE, in the dept. of Commerce and Business Administration. He is also a visiting faculty in Institute of Management Technology (IMT), DIAC, Dubai, and has also been a guide for various projects for MBA and B.com students. Though academically oriented he is also interested in mentoring, strategic cost management, intellectual capital management and financial performance, investment and entrepreneurship. He believes in constant improvement and continual education is his area of interest. Presently pursuing for Ph.D in specialized Accounting. He also functions as Deputy Regional Director of ICMA Australia – UAE & GCC countries.