

**PRESS RELEASE**

**Half day Workshop on “Sales and Marketing”**

Entrepreneurship Development and Innovation Institute of Tamil Nadu ([www.editn.in](http://www.editn.in)), (An autonomous society of the Government of Tamil Nadu), functions in a campus in SIDCO Industrial Estate at Guindy. Hon’ble Chief Minister had launched New Entrepreneurs-Cum-Enterprise Development Scheme (NEEDS) in the year 2013-14 to assist first generation entrepreneurs. So far 4384 entrepreneurs have been assisted under NEEDS. In addition, Prime Minister Employment Generation Programme (PMEGP) and Unemployed Youth Employment Generation Programme (UYEGP) also have helped thousands of businesses to emerge.

In order to assist existing entrepreneurs to learn more on Sales & Marketing, Half day work shop on “**Sales & Marketing**” is being organized by EDII on **19.02.2019 from 10.00 AM to 1.00 pm** at Entrepreneurship Development and Innovation Institute, SIDCO Industrial Estate, Parthasarathi Koil Street, Guindy, Chennai-600032. Existing entrepreneurs may attend the programme and avail the benefit.

The following telephone/mobile numbers may be contacted on working days (Monday - Friday) between 10 A.M. to 06.00 P.M for further information.

**Pre- registration compulsory**

**Contact details:**

Entrepreneurship Development and Innovation Institute, SIDCO Industrial Estate Parthasarathi Koil Street, Guindy, Chennai-600032	8668102600 /8668101880 <a href="http://www.editn.in">www.editn.in</a>
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