## Press Release

### Workshop on 'Design Aspects of Products and Value Additions'

Entrepreneurship Development and Innovation Institute (EDII), Tamil Nadu, is an apex organization established by the Government of Tamil Nadu in the year 2001 as a not-for-profit society administered by the Department of Micro, Small and Medium Enterprises (MSME), Government of Tamil Nadu. EDII is conducting various need based training programs and scheme awareness programs for the benefit of MSME units / Cluster in the state.

Innovation and Design are not simply about new products or technology. They are also about how to improve / diversify products for everyday use, leading to reduced costs, increased utility and acceptability, resulting in new business opportunities. Design is recognized as an innovative discipline that can help MSMEs to sustain and grow in the competitive market.

Design is intended, purposeful and contextual to create and advantageous, distinct and futuristic outcome to the existing scenario. Design is systematic and holistic in nature; it helps in generating creative, impactful and sustainable solutions. With the application of Industrial Design, Aesthetic Design etc., the quality of products produced can be enhanced and enable competiveness in marketing the products.

In order to enable MSME Unit holders to understand the concepts of Design aspects, EDII is organizing a One Day Workshop at Chennai, Coimbatore and Madurai during September 2018. Design Experts and Consultants will be handling the sessions in this workshop. Industrial Unit holders producing Products / Machinery etc can attend and get benefitted. Faculty and Students from Colleges dealing with Design subjects can also attend and get benefitted.

To know more about this program and register for participation those interested can contact Thiru Thomas Rex Vaz at 8668101652 or through email tc3@editn.in The last date for Registration is 31$^{st}$ August 2018.

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