

Press release

Sales and Marketing Training

Entrepreneurship Development Institute of Tamil Nadu ([www.editn.in](http://www.editn.in)), (An autonomous society of the Government of Tamil Nadu), functions in SIDCO Industrial Estate at Guindy. Hon'ble Chief Minister had launched New Entrepreneur-Cum- Enterprise Development Scheme (NEEDS) in the year 2013-14 to assist first generation entrepreneurs. So far 2606 entrepreneurs have been assisted under NEEDS. In addition, Prime Minister Employment Programme (PMEGP) and Unemployed Youth Employment Generation Programme (UYEGP) also has helping thousands of businesses to emerge.

In order to assist existing entrepreneurs to learn more on Sales and Marketing, Marketing Management, and Tele Marketing Mantra, a one day work shop on “**Sales and Marketing Training**” is being organized by EDI on 22.11.2016, from 10.00 am to 5.00 pm at Entrepreneurship Development Institute, SIDCO Industrial Estate, Parthasarathy Koil Street, Ekkaduthangal, Chennai-600 032. Existing entrepreneurs may attend the Programme and avail the benefit. Queries may be addressed to Deputy Director(P), EDI at [ddp@editn.in](mailto:ddp@editn.in) or by phone at 22252081 / 22252082.

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