

Press release

Awareness programme on “Digital Marketing ”

Entrepreneurship Development Institute of Tamil Nadu (www.editn.in), (An autonomous society of the Government of Tamil Nadu), functions in a campus in SIDCO Industrial Estate at Guindy. Government of Tamilnadu had launched New Entrepreneurs-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 Generation Programme (PMEGP) and Unemployed Youth Employment Generation Programme (UYEGP) also have helped thousands of businesses to emerge. Enabling small businesses to scale up their business requires them to adopt modern methods of doing business, including digital payments, marketing, etc.,

In order to assist existing entrepreneurs to have awareness, a training programme on “**Digital Marketing**” is being organized by EDI on 28.06.2017, free of cost from 9.30 pm to 4.30 pm at EDII, Parthasarathy Koil Street, SIDCO Industrial Estate, Guindy, Chennai -600032. Existing entrepreneurs may attend the programme and avail the benefit. This programme will help small business to learn and implement various methods of digital marketing. 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.

Contact details:

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