<u>Press Release</u>

The Entrepreneurship Development Institute (EDI) is launching a major programme for entrepreneurship awareness in 112 colleges in the State in partnership with the Tamil Nadu Skill Development Corporation. The programme is to be implemented by the ICT Academy of Tamil Nadu and will be conducted in 62 Government Arts and Science Colleges and in 50 Engineering Colleges in the State.

The programme will commence from 27th January,2015 and will be conducted in 3 phases. In Phase I, half day Entrepreneurship Awareness programmes will be conducted in each of the 112 colleges, for a total of about 20,000 to 30,000 students. Phase II will be conducted for a group of 20 students per college, who will be identified on the basis of an online assessment test, which will assess their interest and aptitude in entrepreneurship. During this phase, a 5 days entrepreneurship development programme will be conducted, during which students will be encouraged to come up with saleable business ideas, and develop business plans. During this phase, the students will be provided guidance and mentorship by experts and also will have an opportunity to interact with Bankers, funding agencies etc. At the end of Phase II, two students per college will be selected on the basis of the best innovative project ideas. The final phase III will be conducted for about 224 students in Chennai, where students will be given opportunity to interact with potential investors and other entrepreneurs.

The 3 phase programme is the first such programme being undertaken by the EDI. Based on the outcome of this year's initiative, similar programmes will be undertaken to cover larger number of colleges in the State in future.

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