



## **Press Release**

### **Entrepreneurship Development Institute of India (EDII), Infibeam Avenues Limited and Phronetic AI Collaborate to Launch AI Accelerator Programme**

Ahmedabad, February 03, 2025: Entrepreneurship Development Institute of India (EDII), Infibeam Avenues Limited and Phronetic AI collaborate to launch the one-of-its-kind EDII-Infibeam AI Accelerator Programme. This exclusive programme has been carefully designed to empower startups and MSMEs by extending the benefits of AI and ML.

**This innovative three-month programme begins on March 10, 2025**, and will train participants to use AI/ML technology to optimise their operations by understanding the market, addressing business concerns, improving processes/products/services, and thus taking data/market-driven decisions. Startups, MSMEs, Chief Technology Officers, and aspiring entrepreneurs will now have an opportunity to learn how to leverage the power of AI and ML for business excellence and growth.

The Programme Pedagogy integrates experiential learning, case-based analysis, and hands-on training with AI/ML tools to ensure participants gain practical and strategic insights.

Speaking about the programme, Dr. Sunil Shukla, Director General - EDII mentioned, “AI and ML can offer myriad opportunities to startups and other businesses. Through this programme, we are integrating cutting-edge technologies into the broader business landscape to drive innovations, growth and competitive advantages.

“The three intensive, five-day modules, strategically spaced over three weeks, provide entrepreneurs, technology implementors, and aspiring professionals with a comprehensive understanding of artificial intelligence, machine learning fundamentals, and advanced applications,” said Rajesh Kumar S A, CEO of Phronetic AI.

Dr. Piyush Sinha, Senior Professor at EDII, who is also overseeing the implementation of this programme, said, “The programme aims at fostering AI adoption among startups and small and medium businesses. Participants get an opportunity to design, develop, refine or implement Phronetic AI/ML/Computer-Vision based products and solutions to ensure optimal growth.”

While the programme pedagogy is application-oriented, the faculty for the programme comprises experts and professionals like Mr. Prashant Ullegaddi, ML Scientist, Phronetic AI, entrepreneurship experts and senior faculty at EDII.

This programme underscores a commitment to advancing AI technology and fostering an entrepreneurial ecosystem that leverages cutting-edge solutions for enhancing their efficiency, productivity, and decision-making processes.