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Infibeam Avenues partners with EDII to accelerate AI adoption for enterprises, MSMEs, and startups

[Sumit Vishwakarma](#)

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Indian fintech company [Infibeam Avenues](#) has announced its second major initiative in the [AI](#) space by collaborating with the Entrepreneurship Development Institute of India (EDII), Ahmedabad.

The company has signed an MoU with the institute with the aim to enhance AI adoption and growth among enterprises, startups, and MSMEs in India.

What does EDII do?

Established in 1983, the Entrepreneurship Development Institute of India (EDII) is an autonomous, not-for-profit institution recognized as a National Resource Institute for Entrepreneurship Education, Research, Training, and Startups.

The institute is sponsored by major financial institutions like IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd., the State Bank of India (SBI), and the Government of Gujarat. It focuses on MSME growth, incubation, innovations, and institution building.

Infibeam deploys its AI developer platform 'THEIA'

As part of the MoU, Infibeam Avenues Ltd has deployed its advanced video AI Developer Platform, THEIA, at the EDII campus in Gandhinagar. THEIA platform provides students and entrepreneurs with the tools needed to develop their AI products, enhancing business efficiency and capabilities.

Additionally, Infibeam has Deployed its recently launched AI facility management product, 'AI Facility Manager', at the EDII campus.

In the initial phase, the product will collate various datasets along with visual data from campus CCTVs, facilitating the monitoring of authorized and unauthorized entries or exits.

Over time, it will expand to include security management, resource management, occupancy or space monitoring, workforce compliance, energy management, concierge services, cost management, and risk management at the institute's campus.

Leveraging AI for sustainable growth

Dr Sunil Shukla, Director General of EDII, emphasized that integrating advanced AI technologies like the THEIA Platform and AI Facility Manager will equip students, startups, and MSMEs with the necessary tools to succeed in a digital-first

world. The partnership will enhance the learning experience at EDII and empower entrepreneurs to leverage AI for sustainable growth.

"This partnership not only enhances the learning experience at EDII but also empowers entrepreneurs to leverage AI for sustainable growth and business excellence. EDII & Infibeam Avenues Ltd will pave the way for a future where AI and digital solutions are integral to entrepreneurial success," Shukla said.

Focusing on key programs

The collaboration will initially focus on three key programs: the 'Start-up Accelerator Programme', the 'AI Implementation Programme', and the 'MSME Support Programme'.

These programs aim to nurture tech startups, create AI prototypes for startups and MSMEs, and promote AI adoption among MSMEs.

According to Vishal Mehta, Chairman and Managing Director of Infibeam Avenues Ltd, the future of entrepreneurship lies in embracing digitalization and AI. The collaboration will make entrepreneurs future-ready by integrating AI and tech solutions into their business operations.