**PRESS RELEASE**

**IIT Madras-incubated Startup GUVI partners with AICTE to offer free Python and AI courses to One million disadvantaged students**

**Shri Dharmendra Pradhan, Hon’ble Education Minister, Govt of India, lauds the participation of Start-ups like GUVI in NEAT 3.0 initiative and upskilling youth in vernacular languages**

**CHENNAI, 4th January 2022:** IIT Madras and IIM Ahmedabad-incubated Startup [GUVI](https://www.guvi.in/) is partnering with All India Council for Technical Education (AICTE) to offer Python and AI Upskilling courses free of charge to more than one million socially and economically disadvantaged youngsters in India.

Shri Dharmendra Pradhan, Hon’ble Education Minister, Government of India, launched NEAT 3.0 ([National Educational Alliance for Technology - AICTE](https://neat.aicte-india.org/)) in New Delhi on 3rd January 2021 in an event in which GUVI Startup Founders also participated.

The free one million Python Programming and Advanced AI courses can be learned in various vernacular languages such as Tamil, Hindi and Telugu, among others, along with English. Free access to this will be available through the registration process enabled on GUVI official website. The learner also has an option to avail an IIT Madras certificate on the GUVI Python programming course by taking an assessment and paying a nominal fee to IIT Madras.

Shri Dharmendra Pradhan praised startups like GUVI for its contribution in the distribution of free edtech coupons as part of the NEAT 3.0. Further details about this initiative can be found in the following link - <https://www.guvi.in/python-one-million>

**Addressing the NEAT 3.0 launch event, Shri Dharmendra Pradhan, Hon’ble Education Minister, Government of India, said,** “*In the 21st Century, I am glad to see that Start-ups founded by Indian youth are leading globally. I appreciate GUVI for joining with AICTE to lead this initiative for empowering the socially and economically disadvantaged youth through its online and vernacular approach in tech-learning*. *India needs enormous employable youth propelled through such initiatives of AICTE*.”

AICTE plans to distribute free edtech coupons to students whose annual family income is less than Rs. 8 lakh. These free coupons will be distributed through the NEAT portal as well as through the GUVI website.

The thoughtful vision of Ms. Sridevi Arunprakash, Co-founder of GUVI, aligns with the aims of NEAT to bring the best technological Products in education pedagogy on a single platform for the convenience of learners.

**Speaking about this initiative to empower Indian youth, Mr. M. Arun Prakash, Founder and Chief Executive Officer, GUVI, said,** “*Our aim to bestow the best employable skills on our nation’s youth coincides with the aims of NEAT. Python Programming and AI skills offered through this collaboration will be of strong support for the deserving students, helping them to grow in their career*.”

Mr. Buddha Chandrasekhar, Chief Coordinating Officer, NEAT-AICTE, recognized GUVI for its quality parameters that go in line with the aims of the NEAT 3.0 enabling outcome-based education.

**Further, Mr. S.P. Balamurugan, Co-Founder, GUVI, said,** “*Our collaboration with AICTE widens the availability of edtech resources for students towards better upskilling online. The Python and AI skills included in this initiative focus on the Face Recognition technology that any beginner can master with a strong will.*”

**###**

**About** [**GUVI**](https://www.guvi.in/)**:**

Guvi, an IIT Madras and IIT Ahmedabad-incubated company, is an online technical learning platform that has been started as YouTube Channel by Ex-Paypalians to share their technical learnings. It is working to make engineers employable by making difference in the way they are learning. It is an integrated Edu-Tech Platform for learning, through technical video courses, technology Skills like Python, Machine Learning and Java in vernacular languages such as Tamil, Telugu, Kannada, Hindi and Bengali, among others. Other courses include Android, Python, Java, C, C++, Machine Learning, Big Data, MongoDB in vernacular languages through content created by working professionals.

GUVI videos have been watched by 1 Million people across the globe which motivated founders to start this as a company. Now, it is changing the way the world learns and bridging the gap between Industry and Academia. It provides personalized learning and Interactive experience for learning through gamification mechanics and bite-sized videos.

Companies partner with GUVI to fulfil their resource requirements. A company from Jammu and Kashmir can screen the learning profile of a student from Kanyakumari because of the strong networking of GUVI with colleges. A learning profile of the student will be generated by GUVI platform by tracking the user activities and interactions in platform.

Follow us on Twitter / Facebook / LinkedIn / YouTube / Instagram

**FOR MEDIA QUERIES, PLEASE CONTACT**

Bhavani Giddu - [Footprint Global Communications](https://footprintglobal.com/)

Cell: 9999500262 / Email: bhavani.giddu@footprintglobal.com

Sairam Radhakrishnan - [Footprint Global Communications](https://footprintglobal.com/)

Cell: 9840108083/ Email: sairam.radhakrishnan@footprintglobal.com

Archana PN - [Footprint Global Communications](https://footprintglobal.com/)

Cell: 87545 41894 / Email: archana.pn@footprintglobal.com

Ananya Bajaj - [Footprint Global Communications](https://footprintglobal.com/)

Cell: 98971 59613 / Email: ananya@footprintglobal.com