



**March 06, 2024**

**IUST organizes awareness programme on J&K Start-up policy 2024-27**  
*VC said that UT of J&K is poised to emerge as a Start-up hub in the country*

Awantipora, March 6, 2024 - One-day awareness programme on Start-up policy 2024-27 was organized jointly by CIED-IUST Foundation and Department of Management Studies on the directions of Vice Chancellor. The programme was aimed to spread awareness about the prospects of the new policy and the benefits that the aspiring entrepreneurs can avail.

On this occasion, Prof Shakil Ahmad Romshoo said that the J&K Start-Up Policy will herald a new beginning and will transform the Start Up ecosystem in the union territory. He urged the participants to leverage the support offered by the Government and work towards establishing successful business units. He also instructed the organizers to reach out to youth through different extension initiatives and highlight the opportunities that they can avail and assured full support of IUST in terms of incubation, innovation, technical support, mentorship etc.

The programme was attended by experts from the Industry, Incubates, Students from different departments and faculty. Prof Pervaiz Ahmad Mir, Director CIED highlighted the different provisions of the policy such as the Seed Support, opportunity for student entrepreneurs, setting up of a Venture Capital Fund and others. Coordinators of different verticals of the CIED also addressed the participants on issues of IPR, gender inclusivity, marketing support and other aspects.

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