



## **MOU between Islamic University of Science and Technology (IUST) and Industrial Association Lassipora (IAL)**

Centre for Innovation and Entrepreneurship Development (CIED), Islamic University of Science and Technology (IUST) and Industrial Association Lassipora (IAL) has signed MOU. The focus of the MOU is on skill development, entrepreneurship, and innovation for upliftment of small and medium scale enterprises in the industrial estate of Lassipora, Pulwama, wherein more than 500 business units are registered.

The Honorable Vice Chancellor, Prof. Shakeel Ahmad Romshoo, (IUST) was the chief guest and mentioned that this MOU will be a landmark achievement for academia industry association. He mentioned that new challenges are on horizon for micro, small and medium scale enterprises (MSME) therefore, our MSME's need to adaptive to face these challenges. Higher education institutions are supposed to bridge that gap by helping these MSME's through innovation, technological upgradation research and development. In this regard, IUST wants to be the torch bearer in helping these enterprises.

Honorable Vice Chancellor also announced that IUST-Industrial Council will be established, where in industry leadership will be represented and will collaborate in bringing market driven educational curricula to the university, which will be in sync with NEP 2020. Moreover, he also announced industry driven open elective course to be introduced by CIED-IUST.

Dean Academic Affairs, Prof. A.H. Moon, stressed for stronger collaboration and technological partnership in the areas of Artificial Intelligence, machine learning, Internet of Things (IOT), etc. which could benefit the enterprises in their relevance in the ever changing global open market economy. He also put emphasis on collaboration in the areas of internship and trainings for the students of IUST.

Haji Muhammad Muzafar Ahangar , president of Industrial Association Lassipora, promised utmost support for the collaboration, be it for open elective programs, internship, training program, etc. He also mentioned that there are 30 lines of industrial activities in the industrial estate where IUST students can benefit from.

Mr. Sarwar Malik, financial secretary industrial association Lassipora, presented a brief profile of IAL and the industrial estate, He raised the issue of unemployment in UT J&K which is 22%, and is comparatively way more than national average. He stressed this academic and industry partnership can be a ray of hope for the unemployed educated youth.

Dr. Parvez A. Mir, Director CIED, focused the objective for the creation of Centre for innovation and Entrepreneurship Development (CIED) is to revive the entrepreneurial culture in the state, and to make students industry ready by providing market driven education. He also stressed on CIED envisions the academic industry partnership and collaboration to be the bedrock for startups.

Later, the IUST team visited the "Super fresh" controlled atmosphere store, and a guided tour was provided by C.E.O Mr. Ubair Shah.