

MBA 3rd Semester Students Visit CIED-IUST Foundation for Entrepreneurship Awareness Program (EAP)

23-05-2025: CIED-IUST Foundation organized a special session of its flagship Entrepreneurship Awareness Program (EAP) along with an industrial visit for MBA 3rd semester students from the Department of Management Studies, IUST. The event took place at Campus-III and was conducted under the leadership of Prof. Parvez A. Mir, CEO, CIED-IUST Foundation. Dr. Mubashir Baba, faculty member from the Department of Management Studies, IUST accompanied the students.

Prof. Mir, in his keynote address, highlighted emerging trends in entrepreneurship and discussed the dynamic challenges faced by startups in today's rapidly changing business landscape. He emphasized the importance of experiential marketing and introduced students to the robust support ecosystem provided by CIED-IUST Foundation, which includes business incubation services, funding opportunities, and innovation platforms.

As part of the program, students participated in a guided visit of key innovation facilities at Campus-III. The tour included visits to the C4i4 Lab, AICTE IDEA Lab, Computer Lab and the Ultratech Cement Lab. Students also had the opportunity to interact with cutting-edge technologies such as 3D printers, PCB prototyping machines and laser cutting equipment.

The Entrepreneurship Awareness Program is being rolled out in a phased manner, with the goal of reaching all departments at IUST, thereby fostering a culture of innovation and entrepreneurship across disciplines.