

CIED–IUST Foundation organizes Social Media Marketing Session with Mr. Qazi Touqeer under Transformational Leadership Program for Micro and Small Enterprises

18-07-2025: CIED–IUST Foundation organized an engaging and insightful session as part of its Executive Development Program in Transformational Leadership for Micro and Small Enterprises, sponsored by the Small Industries Development Bank of India (SIDBI). The session was conducted under the visionary leadership of Prof. Parvez A. Mir, CEO, CIED–IUST Foundation.

The session was inaugurated by Prof. Parvez A. Mir in the presence of Mr. Qazi Touqeer, renowned singer and social media sensation, alongside other distinguished members of the Foundation and an enthusiastic cohort of budding and established entrepreneurs.

In his inaugural address, Prof. Mir emphasized the pivotal role of marketing, especially social media marketing, in fostering growth within the micro and small enterprise (MSE) sector.

Mr. Qazi Touqeer, led an inspiring and interactive session focused on the vital role of social media marketing in today’s rapidly evolving digital landscape. He encouraged young entrepreneurs to create dedicated social media pages under their business names and to consistently upload product-related content as a means to enhance visibility and customer engagement. He also highlighted the importance of utilizing social media links effectively, outlining the practical advantages and wide-reaching impact of digital platforms for business growth and market outreach.

The session concluded with an open discussion, offering participants an opportunity to share their entrepreneurial journeys, exchange ideas and challenges.