

CIED–IUST Foundation Organizes Sessions on Lead Generation and Financial Knowledge under Transformational Leadership Program for Micro and Small Enterprises

25-07-2025: CIED–IUST Foundation conducted interactive sessions under 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 held under the leadership of Prof. Parvez A. Mir, CEO, CIED–IUST Foundation.

The session was formally inaugurated by Prof. Parvez A. Mir, in the esteemed presence of Dr. Mohd Iqbal, Assistant Professor, Department of Management Studies IUST and Mr. Mohd Yaseen, Senior Manager, J&K Bank, along with other distinguished guests and an enthusiastic group of budding and established entrepreneurs.

In his inaugural address, Prof. Mir highlighted the pivotal role of marketing particularly social media marketing in fostering the growth of micro and small enterprises (MSEs). He emphasized the need for adopting innovative and digital-first strategies to remain competitive in today's evolving business landscape.

Dr. Mohd Iqbal conducted a highly interactive session on the role of social media marketing in modern business development. He encouraged young entrepreneurs to create dedicated social media pages under their business identities and to regularly upload product-related content to boost visibility and customer engagement. He further explained the benefits of leveraging digital platforms, including the effective use of links and features for broader market outreach and business scalability.

Mr. Mohd Yaseen interacted with the participants, providing comprehensive insights into J&K Bank's schemes and financial offerings for both small and large business units. He educated attendees on the terms and conditions for securing loans, various loan products available, interest rates and the documentation process, aiming to empower entrepreneurs with access to tailored financial support.

The session concluded with an open forum discussion, giving participants an opportunity to share their entrepreneurial experiences, discuss challenges and engage in collaborative idea exchange.