

**CIED–IUST Foundation Organizes Interactive Session with Assistant Director, MSME Srinagar Under Transformational Leadership Program for Micro and Small Enterprises**

01-08-2025: CIED–IUST Foundation conducted an insightful session 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 guidance of Prof. Parvez A. Mir, CEO, CIED–IUST Foundation and featured Mr. Saheel Alaqband, Assistant Director, Branch MSME DFO Srinagar, as the keynote speaker. The event was attended by members of the CIED-IUST Foundation along with a vibrant group of aspiring and established entrepreneurs.

In his inaugural address, Prof. Mir stressed the importance of financial discipline and strategic leadership in ensuring the sustainable growth of micro and small enterprises. He highlighted the need for a deeper understanding of industrial operations and emphasized that transformational leadership plays a crucial role in navigating today's volatile business environments, fostering innovation and enhancing organizational resilience.

Mr. Saheel Alaqband, in his interactive session, encouraged participants to pay equal attention to the regulatory and legal dimensions of entrepreneurship alongside the technical aspects of digital marketing. He underscored the benefits of formal MSME registration, noting that it provides businesses with a legal identity, protection and access to various government schemes and incentives. He cautioned that without proper registration, enterprises risk missing out on vital support mechanisms and face challenges in scaling nationally.

The session concluded with an open discussion, during which participants shared their business challenges and engaged in a collaborative dialogue to identify practical solutions and growth strategies.