

CIED–IUST Foundation Conducts Session with Mr. Nazir Ganaie under Skill to Enterprise Model (STEM) and Executive Development Program in Transformational Leadership for Micro and Small Enterprises

11-08-2025: CIED–IUST Foundation organized a dynamic and insightful session as part of its Executive Development Program in Transformational Leadership for Micro and Small Enterprises and the Skill to Enterprise Model (STEM), sponsored by the Small Industries Development Bank of India (SIDBI).

The session, held under the guidance of Prof. Parvez A. Mir, CEO, CIED–IUST Foundation, featured Mr. Nazir Ganaie, a renowned journalist, as the keynote speaker. The event brought together members of the CIED–IUST Foundation along with a vibrant group of aspiring and established entrepreneurs.

In his inaugural address, Prof. Mir emphasized the critical role of transformational leadership in driving the growth and sustainability of micro and small enterprises. He highlighted the importance of understanding industrial operations, embracing adaptability and fostering innovation to navigate today's business landscape.

Mr. Ganaie delivered an engaging session focusing on product marketing strategies. He discussed the significance of attractive packaging, the effective use of social media for business promotion and ways to overcome marketing challenges. He encouraged participants to adopt creative approaches and remain consistent in their branding efforts.

The session concluded with an open discussion, during which participants shared their business challenges, exchanged ideas and worked together to identify practical solutions and strategies for sustainable growth.