

CIED-IUST Foundation and JKEDI Organise Startup Idea Challenge 2.0

15-09-2026: CIED-IUST Foundation, in association with the Jammu & Kashmir Entrepreneurship Development Institute (JKEDI), Pulwama, organised the Startup Idea Challenge 2.0 at the IUST Innovation Campus, providing an encouraging platform for aspiring entrepreneurs, innovators and students to showcase their ideas and explore opportunities for developing them into viable startups.

The programme was inaugurated by Sh. Chand Kishor (JKAS), Joint Director JKEDI, in the presence of Prof. Parvez A. Mir, CEO CIED-IUST Foundation, Mr. Rayees, District Nodal Officer JKEDI, Dr. Tariq Ahmad Ganaie, Associate Professor, Department of Food Technology IUST, Dr. Sajaad Ahmed Lone, Coordinator of the Programme, representatives of J&K Bank, officials from JKEDI, members of CIED-IUST Foundation and a large gathering of students, innovators and entrepreneurs.

Speaking on the occasion, Prof. Parvez A. Mir emphasised the importance of nurturing an innovation-driven and entrepreneurial ecosystem among the youth. He highlighted the role of initiatives such as the Startup Idea Challenge in encouraging young minds to identify real-world challenges, develop innovative solutions and transform their ideas into sustainable and impactful ventures.

As part of the programme, participants presented their innovative startup ideas before the evaluators. The ideas were evaluated during the programme on various parameters, including innovation, feasibility, scalability, potential impact and entrepreneurial potential. The evaluation also provided participants with valuable feedback and insights to help them further refine and strengthen their proposed ventures.

The organisers from JKEDI stated that Startup Idea Challenge 2.0 is part of the continued efforts of CIED-IUST Foundation and JKEDI to promote innovation, entrepreneurship and startup culture in Jammu & Kashmir. Such initiatives seek to empower aspiring entrepreneurs by providing them with platforms for ideation, mentorship, evaluation and institutional support, while encouraging them to develop solutions with social and economic impact.

The programme concluded with an acknowledgment of the participants, evaluators, partner organisations and all stakeholders for their valuable contribution towards the successful organisation of Startup Idea Challenge 2.0.