



Public Relations and Media Centre

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Awareness Program on Idea, Innovation & Entrepreneurship organized by CIED IUST at GDC Pulwama

A one-day awareness program on Idea, Innovation and Entrepreneurship was organized by Women Entrepreneurship Development Cell, CIED IUST in collaboration with Government Degree College, Pulwama today on August 30, 2022. The program chaired by Prof. Yasmeen Farooq, Principal, GDC Pulwama was attended by students and faculty members of the college.

The aim of the program was to sensitize the students toward entrepreneurship and make them aware of the schemes available for innovators and entrepreneurs. The main speakers of the program were Dr. Parvaiz A Mir (Director, CIED), Dr. Rumaan Bashir (Coordinator, WEDC), and Dr. Ruheela Hassan (Member WEDC). Sharing the information about the start-up projects supported by CIED, Dr. Parvaiz A Mir (Director, CIED) said, "The Centre is presently supporting 15 start-up projects and is planning to provide mentorship and financial support to more such projects in the future". Motivating the students, he further said, "An employee works for him/herself only but an entrepreneur works for multiple households by providing employment to many people".

Talking about the women entrepreneurship development initiatives of the university, Dr. Ruman Bashir said, "IUST is the first university of the union territory to develop a Cell for the women entrepreneurs. She ensured all support to the young women who want to invest their minds and energy in entrepreneurship. Dr. Ruheela Hassan spoke on Innovations in Education, with special emphasis on grassroot innovations. Speaking about the successful grassroot innovators she said, "The young generation needs to identify the problems of the community and offer innovative solutions for the same".

Expressing her hopes for the young women from the college, Prof. Yasmeen said, "The job market is shrinking, so the youth need to generate jobs rather than looking for jobs". She further said that the New Education Policy is also promoting innovative and entrepreneurial skills among the students.