

## **One Week Management Development Program on Digital Marketing and Intellectual Property Rights concludes at IUST Awantipora.**

**06.12.2024:** The one-week Management Development Program on Digital Marketing and Intellectual Property Rights organized by the Branch MSME – Development and Facilitation Office (DFO) Srinagar, Ministry of Micro, Small and Medium Enterprises (MSME), GoI, in collaboration with the CIED - IUST Foundation concluded today.

25 entrepreneurs and students participated in the MDP. The main aim of the program was to equip both entrepreneurs and students with valuable knowledge and skills for setting up their enterprises. It sought to bridge the gap between technology, business and legal expertise, with a particular focus on the rapidly evolving fields of digital marketing and intellectual property rights.

The program was facilitated by experienced trainers specializing in digital marketing and intellectual property rights, bringing a wealth of practical knowledge to share with participants. Through interactive learning activities and personalized guidance, attendees gained hands-on skills that are directly applicable to their entrepreneurial endeavours. Mr. Saheel Alaqband, Assistant Director, MSME Srinagar, underscored the critical importance of registering as an MSME, stressing that it offers businesses a legal framework that ensures protection and facilitates access to various opportunities. These opportunities include participation in government schemes and the ability to harness the power of digital marketing channels for business growth.

The valedictory session of the program was attended by Prof. Parvez A. Mir, CEO CIED-IUST Foundation, Mr. Saheel Alaqband, Assistant Director MSME Srinagar and other esteemed members of the CIED-IUST Foundation. During the session, participants expressed their sincere gratitude to the organizers for their insightful and enriching sessions, acknowledging the valuable knowledge and practical skills they had gained. Participation certificates were distributed to the attendees.