

CIED-IUST Foundation Organizes Entrepreneurship Awareness Program for Department of Economics at Campus-III

27-05-2025: CIED-IUST Foundation conducted an Entrepreneurship Awareness Program (EAP) for the Department of Economics at Campus-III. The program was led by Prof. Parvez A. Mir, CEO, CIED-IUST Foundation, and attended by faculty members and students from the department.

Prof. Mir emphasized the significance of entrepreneurship in today's rapidly evolving business landscape. He shed light on emerging trends and the dynamic challenges that startups encounter, particularly focusing on the role of experiential marketing in business success. He also introduced students to the comprehensive support ecosystem at CIED-IUST, which includes business incubation, funding opportunities, and innovation-driven platforms designed to nurture entrepreneurial talent.

As part of the program, students visited innovation and technology facilities at Campus-III. The visit featured the C4i4 Lab, AICTE IDEA Lab, Computer Lab and Ultratech Cement Lab. During the visit, students engaged with state-of-the-art technologies such as 3D printers, PCB prototyping machines, and laser cutting equipment, offering them a hands-on experience with tools critical to modern entrepreneurship and product development.

The EAP initiative is being implemented in a phased manner, aiming to include every department across IUST. The program underscores the university's commitment to cultivating a campus-wide culture of innovation, creativity and entrepreneurship.