

CIED-IUST Foundation Hosts Interactive Session on Market Linkages for Startups

28-05-2025: CIED-IUST Foundation organized an interactive session on Market Linkages for Startups at its Campus-III, under the leadership of Prof. Parvez A. Mir, CEO, CIED-IUST Foundation. The event marked the launch of a new market access initiative in collaboration with Roots Organics (Pune), aimed at supporting food processing startups through enhanced market linkage, distribution networks and promotional opportunities.

The session was inaugurated by Prof. Parvez A. Mir, in the presence of Ms. Karishma Anadkat, founder of Kurtosshh and a key figure behind Roots Organics, alongside Er. Parvez Qalander and Dr. Touseef Ahmed Bhat, both esteemed industrial experts, and other notable members of the CIED-IUST Foundation.

During the session, Ms. Karishma Anadkat engaged with participants, offering insights into building effective marketing linkages and navigating the challenges of scaling startups in the food processing sector.

This initiative underscores CIED-IUST's commitment to fostering entrepreneurship by creating effective linkages between startups and target markets.