

Two-Day Business Fest Commences at IUST to Promote Innovation and Entrepreneurship

04-06-2025: The Department of Management Studies, in collaboration with CIED-IUST Foundation, organized the inauguration of a two-day Business Fest at the Islamic University of Science and Technology (IUST) today. The fest aims to foster entrepreneurial spirit among youth and provide a dynamic platform for budding innovators to showcase their ideas and ventures.

The event was formally inaugurated by Prof. A.H. Moon, Dean Academic Affairs, in the esteemed presence of Prof. Abdul Wahid, Registrar IUST, Prof. Parvez A. Mir, Dean School of Business Studies and CEO CIED-IUST Foundation, Mr. Sameer Wazir, Finance Officer, IUST, Dr. Sheikh Mohd Imran, Librarian, IUST and Er. Syed Parvez Qalander, renowned industry consultant.

In his inaugural address, Prof. Moon highlighted the importance of experiential learning in cultivating entrepreneurial competencies, applauding the Department of Management Studies for integrating such pedagogical approaches into its curriculum. Prof. Abdul Wahid emphasized the need for national-level linkages to scale local innovations and help indigenous products reach wider markets.

Er. Syed Parvez Qalander praised the ingenuity and quality of Kashmir-based entrepreneurs and urged efforts to align these with national standards to ensure broader acceptance. In his welcome address, Prof. Parvez A. Mir called attention to the need for identifying niche markets and leveraging regional resources to develop unique and competitive products.

The Business Fest features over 60 stalls showcasing the entrepreneurial ventures of students and alumni of IUST, spanning diverse sectors and innovations. The inaugural day drew an enthusiastic response with many participants including students from degree colleges and schools across the region, who actively engaged with the exhibits and ideas on display.

The second day of the fest, scheduled for June 5, will feature more interactive sessions, product showcases and networking opportunities, furthering the mission of nurturing a vibrant and sustainable entrepreneurial culture in the region.