

CIED-IUST Foundation Organizes Interactive Session under Transformational Leadership Program for Micro and Small Enterprises

27-06-2025: CIED-IUST Foundation organized an interactive session under the Executive Development Program (EDP) in Transformational Leadership for Micro and Small Enterprises, sponsored by SIDBI. The session was conducted under the leadership of Prof. Parvez A. Mir, CEO, CIED-IUST Foundation.

Er. Parvez Qalandar, Industrial Consultant, was the session expert. The session was attended by distinguished members of CIED-IUST Foundation and an enthusiastic group of participating entrepreneurs.

Er. Parvez Qalandar engaged with the participants, discussing topics related to marketing sampling, startup policies and business development strategies. He delivered an insightful lecture on effective marketing for small businesses and guided the entrepreneurs on goal setting, strategic planning and the mindset required to become successful entrepreneurs.

The session concluded with an interactive discussion, where participants shared their entrepreneurial experiences, challenges and aspirations. This vibrant exchange of ideas fostered peer learning and collaboration, setting a positive and encouraging tone for the forthcoming modules of the program.