

CIED–IUST Foundation Holds Panel Discussion on “Challenges in Kashmiri Horticulture: Coping with Environmental and Logistical Disruptions”

11-11-2025: As part of IUST Foundation Week, CIED–IUST Foundation organized a panel discussion on “Challenges in Kashmiri Horticulture: Coping with Environmental and Logistical Disruptions.” The session was chaired by Dr. G. N. Itoo (JKAS), Professor of Practice, School of Business Studies, IUST, and moderated by Prof. Parvez A. Mir, CEO, CIED–IUST Foundation.

The distinguished panellists included Mr. Waseem Raja (JKAS), Joint Director, Tourism Kashmir; Mr. Malik Waseem, General Manager, DIC Pulwama, Mr. Farooq Kuthoo, President, Travel Agents Association of Kashmir, Mr. Irtif Mehraj Lone, Manager Incubation, JKEDI Pampore, Mr. Faisal Kawoosa, Founder and Chief Analyst, Techarc, Ms. Asma Iqbal, Managing Director, The Vale Lodge, Pahalgam, and Ms. Arooj Nissar, Human Resource Manager, Taj Dal View, Srinagar. The event was attended by industry experts, consultants, entrepreneurs, farmers and students.

The discussion delved into the evolving landscape of horticulture in Kashmir, addressing the environmental and logistical challenges impacting the sector and the urgent need for sustainable and innovative approaches. Dr. G. N. Itoo underscored the significance of horticulture as the backbone of Kashmir’s economy and emphasized the empowerment of farmers through modern practices. Mr. Irtif Mehraj Lone highlighted various government schemes and subsidies available for farmers, while also pointing out the persistent challenges in the sector. Mr. Faisal discussed how environmental and logistical disruptions pose critical threats to horticultural productivity but also present opportunities for entrepreneurship and innovation. Ms. Arooj Nissar encouraged students to explore the entrepreneurial potential within horticulture, emphasizing the growing integration of technology in the field.

In his concluding remarks, Prof. Parvez A. Mir reiterated the pivotal role of horticulture in shaping the region’s economic resilience. He urged students and aspiring entrepreneurs to perceive horticulture not merely as a traditional occupation but as a vibrant sector offering avenues for innovation, sustainability and growth.