

**CIED–IUST Foundation Inaugurates One-Week Management Development Program
(MDP) on Digital Product Strategy**

29-12-2025: CIED–IUST Foundation inaugurated a one-week Management Development Program (MDP) on Digital Product Strategy for Entrepreneurs, sponsored by the Ministry of MSME, at the IUST Innovation Campus. The program was inaugurated by Dr. Junaid Mir, Coordinator of the program, along with Mr. Syed Abdul Basit Andrabi, CEO, DST i-TBI CIED–IUST Foundation, in the presence of faculty members of the Foundation, faculty members of Govt. Polytechnic College IUST and budding young entrepreneurs.

While addressing the participants, Dr. Junaid emphasized the importance of acquiring practical and hands-on knowledge in digital product strategy. He highlighted emerging technologies such as 3D printing and modelling, laser cutting, and CNC machines, and explained their critical role in modern entrepreneurship, innovation, and product development. He stressed that familiarity with these advanced technologies can significantly enhance entrepreneurial capabilities and competitiveness in today's digital business environment.

The one-week MDP aims to enhance managerial efficiency and strengthen digital skill sets for effective business operations. The workshop will comprehensively cover 3D modelling and 3D printing, laser cutting technology, and CNC machining, focusing on their applications, operational mechanisms and importance in contemporary business and manufacturing practices.