

**CIED-IUST Foundation Organizes Workshop on Design Thinking and Innovation for  
DJMC Students**

11-06-2026: The Centre for Innovation and Entrepreneurship Development, Islamic University of Science and Technology (CIED-IUST) Foundation organized an engaging workshop on “Design Thinking, Critical Thinking and Innovation” for the students of the Department of Journalism and Mass Communication (DJMC), IUST, on Thursday. The program was designed to nurture creativity, problem-solving abilities and innovative thinking among aspiring media professionals.

The workshop commenced with a welcome address by Dr. Rabia Noor, Head, Department of Journalism and Mass Communication, who highlighted the growing significance of innovation and entrepreneurship in the media sector. She encouraged students to explore entrepreneurial opportunities alongside their academic pursuits and emphasized the importance of developing creative solutions to contemporary challenges.

Addressing the gathering, Mr. Shameem Iqbal, Manager, CIED-IUST Foundation, provided an overview of the Foundation’s initiatives aimed at promoting innovation and entrepreneurship among youth. He elaborated on the concept of design thinking, the process of transforming ideas into viable projects and the role of innovation in addressing real-world challenges.

Mr. Tahir Showkat Bazaz, Assistant Manager, CIED-IUST Foundation, conducted the technical session and familiarized students with the core principles and various stages of design thinking. He explained how the design thinking framework can be effectively utilized to identify challenges, generate innovative ideas and develop practical solutions. Through interactive discussions and collaborative activities, he encouraged students to actively participate in the learning process and apply creative problem-solving approaches to real-world situations.

Later, Prof. Parvez A. Mir, CEO, CIED-IUST Foundation and Dean, School of Business Studies, IUST, interacted with the students and shared insights on entrepreneurship, innovation and the evolving startup landscape. He discussed the challenges faced by young entrepreneurs and underscored the importance of business planning, investment readiness and effective marketing



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strategies. Prof. Mir also highlighted various government initiatives and opportunities available to support emerging entrepreneurs across India.

The program was concluded with a formal vote of thanks delivered by Mr. Zahoor Ahmad, Junior Technical Assistant, DJMC, who reflected on the key learnings from the session and stressed the importance of creativity, skill development and innovation in professional growth. He encouraged students to leverage the opportunities offered by CIED-IUST Foundation and continue pursuing their ideas with confidence and determination.