

## **CIED-IUST Foundation**

### **Awantipora**

#### **CIED-IUST Foundation Inaugurates One Week Management Development Program on Digital Marketing and Intellectual Property Rights in association with MSME Srinagar**

02.12.2024: A one-week Management Development Program on Digital Marketing and Intellectual Property Rights was inaugurated by Prof. Ayaz Hassan Moon, Dean Academic Affairs IUST, and Mr. Saheel Alaqband, Assistant Director, MSME Srinagar at CIED – IUST Foundation, IUST Awantipora. During the inauguration, the distinguished speakers highlighted the critical aspects of digital marketing and Intellectual Property Rights in the contemporary business.

Prof. Ayaz Hassan Moon, Dean Academic Affairs IUST, provided an insightful overview of the One-Week Program on Digital Marketing and Intellectual Property Rights (IPR), emphasizing the critical role digital marketing plays in the growth and success of modern entrepreneurs. He highlighted the immense potential of digital marketing as a powerful tool for entrepreneurs, especially in the current fast-paced, technology-driven business environment. He underscored how digital platforms offer cost-effective methods for businesses to reach a global audience, increase brand visibility, and drive sales.

Mr. Saheel Alaqband, Assistant Director MSME Srinagar, urged students and entrepreneurs to focus not only on the technical aspects of digital marketing but also on the legal and regulatory side of running a business. They emphasized that registering as an MSME provides businesses with a legal framework that ensures they are protected and can capitalize on opportunities that arise through government schemes and digital marketing channels. They noted that without proper registration, businesses may miss out on critical support and face difficulties scaling in the digital marketplace.

Prof. Parvez A. Mir, CEO CIED-IUST Foundation, delivered an important session aimed at raising awareness among students about the growing importance of digital marketing in today's business world. His address highlighted how this field has become indispensable for entrepreneurs, businesses, and individuals seeking to make their mark in a highly competitive and rapidly evolving digital landscape. He concluded his session by urging students to view digital marketing as a valuable skill that can enhance their career prospects, help them build successful businesses, and keep them competitive in a technology-driven world. He reiterated that the knowledge gained from this program would not only aid them in becoming proficient in digital marketing but would also help them navigate the challenges of the modern business world effectively.

The one-week program is scheduled to cover important aspects of digital marketing and IPR including social media marketing, importance of visual communication, logos and slogans etc.