TechXSocial:

Tech-social platform dynamics pivotal in shaping future: VC

Startup potential to propel innovation, drive growth

Srinagar, Nov 20: To explore the synergy between technology and social media and to focus on how start-ups are leveraging this intersection to drive innovation, growth and social impact, the Directorate of Information Technology and Support System (IT&SS), Kashmir University (KU) Monday organised a day-long event titled 'TechXSocial: where technology and social media converge' here.

The tech event provided a platform to innovators and budding entrepreneurs to delve into the symbiotic relationship between technology and social media, highlighting how harnessing startup potential can propel innovation, drive growth and make a positive societal impact.

During the inaugural session, the Vice-Chancellor, Kashmir University, Professor Nilofer Khan emphasised the pivotal role that technology-social platform dynamics play in shaping our future.

Prof Nilofer Khan reiterated the varsity's commitment to innovation and knowledge exchange, setting the stage for engaging discussions throughout the event.

Highlighting the transformative power of technology, the KU VC underlined the Directorate of IT&SS's initiatives while citing the establishment of the ongoing BPO (Business Process Outsourcing) training centre at the varsity's IT Innovation Park.

Dean, Academic Affairs, KU, Professor Farooq Ahmad Masoodi expressed optimism that the event would "serve as a vital forum for academia, industry and students to explore the forefront of technological advancements".

Dean, Research, KU, Professor Irshad Ahmad Nawchoo emphasised the profound influence of information technology not only on communication and information sharing "but also on our perception and interaction with the world".

Dean, Applied Sciences, KU, Professor Zulfiqar Ali Bhat highlighted the role of technology in digital transformation, global connectivity and its pivotal contribution "to encourage startups and promote self-employment".

Director, IT&SS, KU and convener of the event, Dr Maroof Naeem Qadri in his welcome address stated that the aim of the event is "to create a platform where ideas collide, knowledge is shared and collaborations bloom".

Students representing various universities and colleges participated in the event contributing to the discussions and exchange of ideas.

Featuring engaging sessions by renowned speakers, project stalls were set up to display and demonstrate innovation and creativity.

Dignitaries from the university including deans of various schools, directors, heads and coordinators of different departments besides officials from KU administration, faculty members, scholars and students attended the inaugural session.