



**Faculty of Commerce  
Department of Commerce  
Integral University, Lucknow**

**Ref No: IU//FC/COMM/Guest lecture /2025-26/08**

**Date- 09/04/2026**

**Notice**

The Department of Commerce is organising a Guest Lecture on the topic: '**From Idea to Enterprise Building: A Successful Women-Led Startup**'. The lecture aims to provide valuable insights into the journey of transforming an idea into a successful enterprise, with a special focus on women-led startups. The session will focus on the importance of resilience, leadership, and strategic planning in achieving entrepreneurial success.


We encourage all faculty members, research scholars, and students to actively participate in the guest lecture and make the most of this valuable academic opportunity

**Event Details:**

Venue: Seminar Hall, 3rd floor, BNLT (E-BLOCK)

Date/ Time: Saturday, 11 April 2026, 11:00 AM to 12:30 PM

Event Coordinators: Dr. Neda Tasneem  
Dr. Swapnil Sharma  
Ms. Saba Fatima

  
Prof (Dr.) Adeel Maqbool  
Vice Dean,  
Faculty of Commerce



**INTEGRAL  
UNIVERSITY**



Department of Commerce

# **GUEST LECTURE**

On

## **FROM IDEA TO ENTERPRISE BUILDING : A SUCCESSFUL WOMEN-LED STARTUP**



### **MS. SALMA OBAID**

Entrepreneur , Proprietor  
Bio-Medical Infosys System Lucknow,  
Uttar Pradesh, India

**Saturday , 11 April 2026**

**11am to 12:30pm**

**Seminar Hall, 3rd floor, BNLT, E-BLOCK**

### **Convener**

**(Prof.) Adeel Maqbool**

**Vice Dean**

**( Faculty of Commerce )**

### **Co-Convener**

**(Prof.) Ehtesham Ahmed**

**Senior Professor**

**(Department of Commerce**

### **Faculty Coordinators**

**Dr. Neda Tasneem**

**Dr. Swapnil Sharma**

**Ms. Saba Fatima**

## **Guest Lecture Report**

### **“From Idea to Enterprise Building: A Successful Women-Led Startup”**

The Department of Commerce, Integral University, Lucknow, organized a Guest Lecture on “From Idea to Enterprise Building: A Successful Women-Led Startup” on 11 April 2026 at the Seminar Hall, 3rd Floor, BNL, E-Block. The programme was conducted to encourage entrepreneurial thinking and create awareness about women-led startups among students.

The keynote speaker for the session was Ms. Salma Obaid, Entrepreneur and Proprietor of Bio-Medical Infosys System, Lucknow. During her address, she shared her inspiring entrepreneurial journey and explained how innovative ideas, dedication, and proper planning can lead to the establishment of a successful enterprise. She also highlighted the importance of leadership, confidence, decision-making, and perseverance in overcoming business challenges.

The lecture provided students with practical exposure to startup culture, enterprise management, and women entrepreneurship. The interactive session allowed students to discuss various aspects of entrepreneurship, including startup opportunities, business planning, and career development in the corporate and entrepreneurial sectors.

The programme was organized under the guidance of (Prof.) Adeel Maqbool, Vice Dean, Faculty of Commerce, and (Prof.) Ehtesham Ahmed, Senior Professor, Department of Commerce. The event was successfully coordinated by Dr. Neda Tasneem, Dr. Swapnil Sharma, and Ms. Saba Fatima.

The programme concluded with words of gratitude extended to the guest speaker and organizing team. The lecture served as an excellent platform for students to gain knowledge about enterprise building, startup challenges, and the role of determination and innovation in achieving entrepreneurial success.







