



**ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ**  
**I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA**  
**Business Incubation Centre**

Ref. No. IKGPTU/...BIC/177.....

Date...03.12.2025

**Directors/Principals**  
**All the University Campuses/ Colleges & Institutions**  
**Affiliated with IKGPTU**

**Subject: Request to Nominate Students for IMPunjab Campus Ambassador Program**

Dear Sir/Madam

I.K. Gujral Punjab Technical University is pleased to inform you that the University has partnered with Innovation Mission Punjab (IM Punjab) to strengthen the culture of innovation and entrepreneurship across all affiliated colleges and campuses. Further, IM Punjab has launched the IMPunjab Campus Ambassador Program – Cohort 3, aimed at identifying and nurturing student leaders who can drive innovation-led activities within their institutions.

The program offers students a platform to represent IMPunjab and contribute actively by promoting entrepreneurship initiatives, organising student-driven events, connecting aspiring entrepreneurs and startups with the right enablers, and building a vibrant community of innovation-focused youth. In its previous editions, the program has successfully engaged over 9,000 students, conducted more than 140 campus events, and on boarded ambassadors from over 30 institutions

Considering the above, you are kindly requested to nominate and encourage three to five motivated students

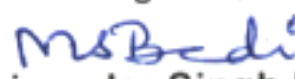
From your institution to register for the program **by 15 December, up to 5:00 PM**, through the following link:

**[IMPunjabCampusAmbassadorProgram]**.

Participation in this program will help strengthen the innovation and startup ecosystem on your campus, contribute positively to NAAC and AICTE innovation-related metrics, and enhance institutional engagement with Startup Punjab and national-level innovation platforms. (Details Attached)

For any queries in this regard you may call Er Siddhant Rakesh, Industrial Coordinator-BIC, and IKGPTU at +91-8968060954.

With warm regards,

  
**Dr. Mrigender Singh Bedi**  
Assistant Director (BIC)  
I.K. Gujral Punjab Technical University

cc: Head, BIC - IKGPTU **“Propelling Punjab to a prosperous Knowledge Society”**

**I. K. Gujral Punjab Technical University**

Jalandhar-Kapurthala Highway, Kapurthala-144 603.

Website : [www.ptu.ac.in](http://www.ptu.ac.in) E-mail : [bic@ptu.ac.in](mailto:bic@ptu.ac.in)



IMPUNJAB  
**CAMPUS**  
AMBASSADOR

**BATCH 3**





# Who are we?

## INNOVATION MISSION PUNJAB



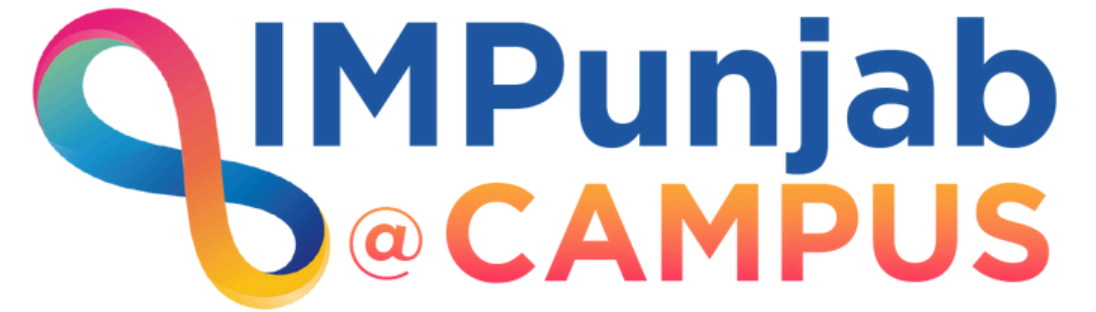
Innovation Mission Punjab is a catalyst organisation born from a unique partnership between the Government of Punjab and the private sector. The aim is to leverage capital, policy, technology, and community to establish Punjab among the top innovation ecosystems in India. Its role is to cement the base for innovation and organically boost the state of innovation in Punjab.



The Mission nurtures local startups and entrepreneurial communities by engaging with key ecosystem stakeholders —business leaders and owners, investors, startups, academia, professionals, and government representatives —to craft and foster a culture of entrepreneurship and venture formation. It works with tech and non-tech startups across various stages by building their capacity and providing piloting opportunities and access to markets in a variety of sectors.



# IMPunjab@Campus



IMPunjab@Campus is an initiative where IMPunjab helps mobilise the Entrepreneurial ecosystem by bringing the power of innovation and collaboration together at campuses across Punjab.

The initiative comprises the IMPunjab Campus Ambassador Program, which has created an extensive channel and catalyses resources of the Punjab Startup ecosystem to execute more programs, events and collaborations across campuses.

This initiative drives innovation among college students and build up a network of Startup community enablers who will help boost the opportunities available for startups and aspiring entrepreneurs to grow further.



unicorn  
2030

EUREKA



# IMPunjab Campus Ambassador Program.



The Campus Ambassador Program aims to build a network of passionate students who promote innovation and entrepreneurship on their campuses. Ambassadors will engage in activities that contribute to Punjab's innovation ecosystem.

Through this program, a batch of Ambassadors will represent IMPunjab and its student-centric activities on their campuses. They will promote Entrepreneurship programs, execute events on-ground, connect startups and aspiring entrepreneurs to the right enabler via IMPunjab and build a community of students who want to contribute and learn throughout the duration of the program.





# Ambassadorship Benefits



## UP-SKILL

- Develop event management, marketing and organisational skills.
- Practical insights into startup ecosystem
- Attend various events by IMPunjab with exclusive access.



## RECOGNITION

- Official representatives of IMPunjab at your campus.
- Get Special Prizes and Awards for performing well.
- Get Certificates and Letter of Recommendation based on performance
- Shout-outs through socials.



## NETWORKING

- Interact with renowned founders through the mission.
- Become a volunteer for major IMP events like Demo Days, Startup Mela etc.
- Be a part of Student Startup community of Punjab & Ambassador Community.



# Institute's WIN!!



**MORE STUDENT INCLINATION  
TOWARDS ENTREPRENEURIAL-LED  
RELATED ACTIVITIES.**



**STREAMLINED SUPPORT FOR  
STARTUPS AT CAMPUS.**



**INCREASED POINTS FOR NAAC AND  
AICTE RANKINGS**



**MORE ACTIVITIES THROUGH E-CELL  
AND INNOVATION CLUBS.**



**EASY ACCESSIBILITY TO STARTUP  
ECOSYSTEM'S RESOURCES  
INCLUDING IMPUNJAB NETWORKS.**

# SCOPE of WORK.

## EVENTS

- ENTREPRENEURSHIP AWARENESS SESSIONS
- IDEA GENERATION WORKSHOPS
- DESIGN THINKING WORKSHOP
- HOW TO START A STARTUP WORKSHOP
- IDEA PITCHING COMPETITION
- WEEKLY CHARCHA/DISCUSSION EVENTS

## CONNECTIONS

CONNECT WITH

- STARTUPS
- ASSOCIATIONS
- INDUSTRIES

AT YOUR CAMPUS/IN YOUR CITY WITH IMPUNJAB

## OUTREACH

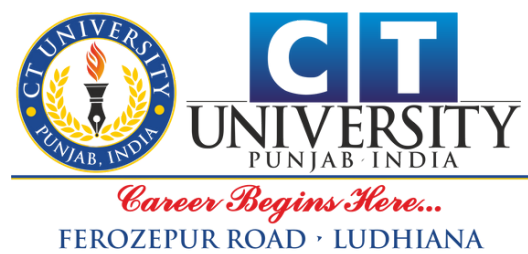
- WEEKLY ARTICLE SHARING SHARING
- TAGGING US ON SOCIAL MEDIA POSTS
- SHARING OPPORTUNITIES AND PROMOTIONAL CONTENT IN CLASS WHATSAPP GROUPS
- BUILDING A COMMUNITY GROUP
- PUT PRINTED POSTERS ACROSS THE CAMPUS NOTICE BOARDS

## PARTNERSHIPS

- E-CELL PARTNERSHIPS
- DEVELOPER CLUB PARTNERSHIPS
- INNOVATION CLUB PARTNERSHIPS
- YOUTH CLUB PARTNERSHIPS
- INCUBATOR/ACCELERATOR PARTNERSHIPS



# Partner Colleges





# Batch 1 - Impact

IMPunjab  
@CAMPUS

36

AMBASSADORS

17

COLLEGES

30+

EVENTS

2800+

STUDENTS  
ENGAGED

750+

COMMUNITY

100+

STARTUPS  
ENGAGED





# More Glimpses from Batch-1





# Batch 2 - Impact



72

AMBASSADORS

23

COLLEGES

110+

EVENTS

6000+

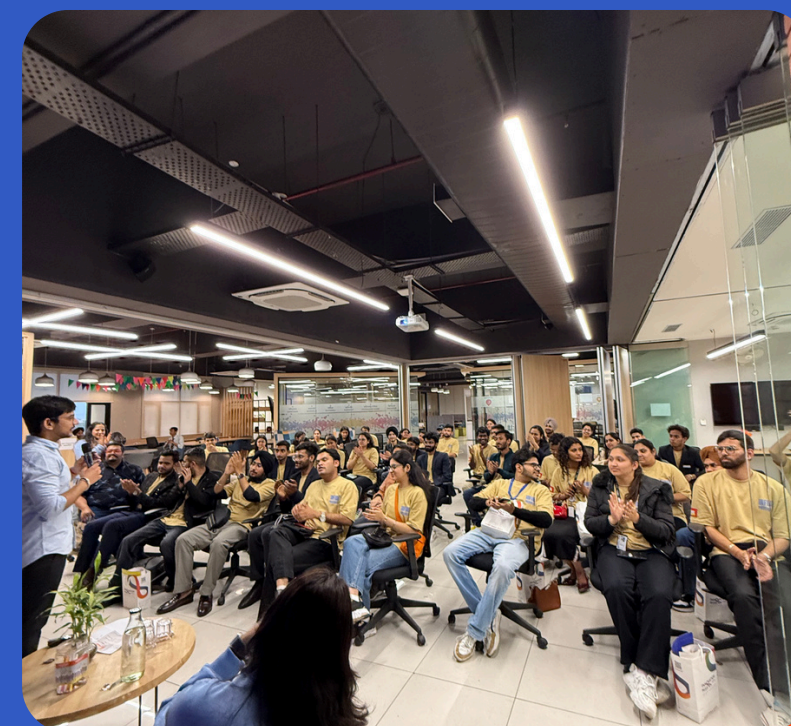
STUDENTS  
ENGAGED

60+

CHARCHAS

120+

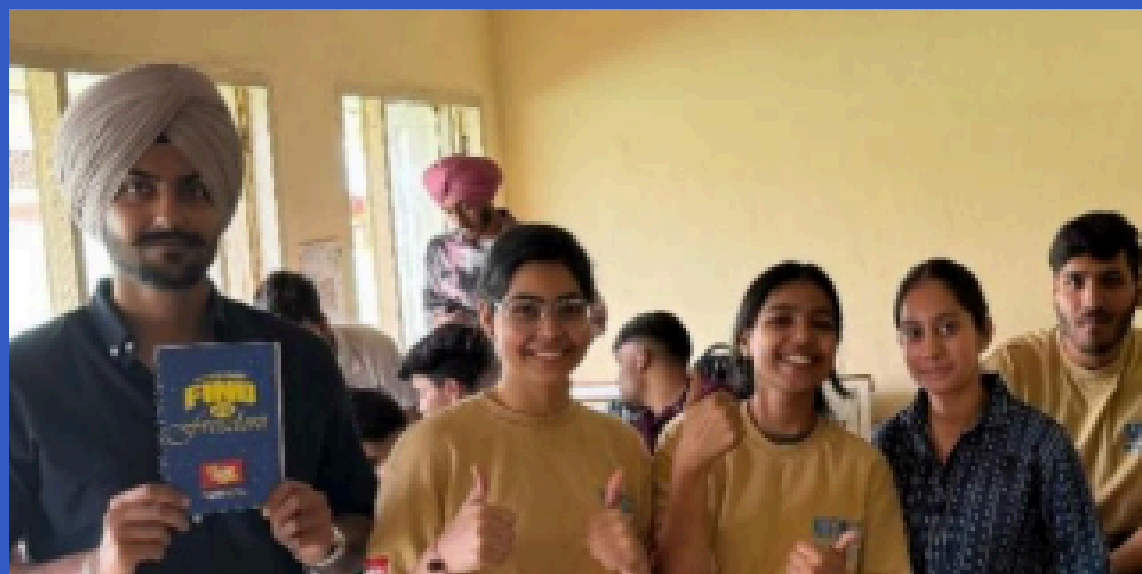
STARTUPS  
ENGAGED





# More Glimpses from Batch-2

IMPunjab  
@CAMPUS





# CHARCHA – OUR FLAGSHIP EVENT



CHARCHA IS THE FLAGSHIP EVENT OF THE IMPUNJAB CAMPUS AMBASSADOR PROGRAM – AN OPEN, STUDENT-LED DIALOGUE SERIES FOCUSED ON EMERGING TECHNOLOGIES AND ENTREPRENEURIAL OPPORTUNITIES. EACH SESSION DIVES INTO A THEMATIC DOMAIN, FOSTERING CRITICAL DISCUSSION AND ACTIONABLE INSIGHTS TO FUEL INNOVATION ACROSS PUNJAB.

## OUR HOT CHARCHA TOPICS

- HOW QUICK SHOULD COMMERCE BE?
- INEVITABLE AI MISS OR GRAB
- GAMBLING OR GAMING: THE LEGAL GREY AREA OF FANTASY SPORTS

## OUR CHARCHA IMPACT

60+

CHARCHAS

10+

THEMES COVERED

1500+

STUDENTS ENGAGED

100+

GAPS IDENTIFIED





# APPLICATIONS ARE OPEN

LAST DATE TO REGISTER

**22nd Feb. 2025**



[Click Here to Register](#)