

## **Innovation Mission**

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# Internship for Enhancing Employability (IEE)

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## **OVERVIEW**

Innovation Mission Punjab (IMPunjab) proposes to enable UG students for their Internship Mandate, with a focus on the internship category: Internship for Enhancing Employability (IEE). Our approach shall focus on primarily enabling students to work on their own ideas, as well as work on case studies of startups-companies working with IMPunjab on a weekly basis.

## **Program Objectives**

The prescribed objectives by Punjab University, Chandigarh include:

- Development of project and its execution
- Decision-making
- Confidence development
- Working/coordinating in a team
- Creative and critical thinking and problem-solving
- Ethical values
- Professional development
- Understand government/local bodies world of work
- Reference of resource persons in the field
- Development of online/ simulation-based module for a virtual research internship
- Understanding the nuances of building a deep-technology start-up
- Study certain entrepreneurs
- Study of the enterprises, farmers, artisans, etc.

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## **About IMPunjab**

Innovation Mission Punjab is a catalyst organization 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 and Entrepreneurship in Punjab.

The IMPunjab Accelerator was launched in Sept 2022, so far able to support 4500 entrepreneurs, raise 35 Cr investments, create 4000 jobs through startups, and most importantly, 30% are women led startups. More than 26 incubators from Punjab are connected with IMPunjab's PINE (Punjab Incubators' Network for Entrepreneurs). And, with a strong network of Innovators, Startups, Colleges, Incubators, Mentors, Business Service Providers, Investors along with programs curated at each stage for these stakeholders with initiatives to create awareness, activation, capacity building and acceleration while bringing best practices from across the globe; IMPunjab is ensuring that the State is moving forward towards achieving its Startup goals.

## Program Structure

IMPunjab proposes to position the program into a 4 week, 3 hour/ day approach for the IEE exercise.

### Week 1: Understanding Entrepreneurship and checking business validity of ideas (IMPunjab Office)

Day	Session Title	Details
Day 1	Entrepreneurship Essence and Design Thinking	Understanding Entrepreneurship and its aspects. Sharing IMPunjab and Startup Punjab working. Understanding problem identification process.
Day 2	Creating a mock businessmodel	Preparing a lean business model to structure the solution to the problem based on the DFV model.
Day 3	Market Research Process	Understanding the process of Market Research andconducting competitor analysis as well as creating survey form for the target segment

Day 4 Pitch Deck

Collating data and preparing aesthetic Pitch Decks with Brand guidelines

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## Week 2-4: Meeting Startup founders and real-time startup challenge solutions (In-person at college)

### Theme: Deep Tech, Artisanal, Agriculture

Day	Session Title	Details
Day 1	Founder Talk Case Study Discussion	Founder sharing personal and business journey. Current Challenge addressed Case study
Day 2-4	Business Solution	Identifying Approach, Action Plan, initial Workaround for the startup
Day 5	Case Study Presentation	Presenting Case Study based business approach to the Startup founder
Day 6,7	Submission and Evaluation Certificate distribution	Evaluating the program journey of the students individually. Certification ceremony for the students.

## Expected Outcomes

- **Applied Entrepreneurship & Strategy:** Interns will gain hands-on experience in design thinking, market research, and constructing lean business models using the Desirability-Feasibility-Viability (DFV) framework.
  - **Real-World Problem Solving:** Participants will develop critical thinking and collaborative skills by analyzing, structuring, and presenting actionable solutions to active challenges faced by real-world deep-tech, agriculture, and artisanal startups.
  - **Professional Pitching & Branding:** Competency will be built in synthesizing complex business data into aesthetic, professional pitch decks that strictly adhere to established corporate brand guidelines.
  - **Ecosystem Networking & Insight:** Interns will establish a strong reference network of industry resource persons and gain first-hand insights into the professional journeys, ethics, and operational nuances of diverse enterprises.
  - **Execution & Team Dynamics:** The program will foster high-level decision-making, professional confidence, and team coordination through a structured workflow of daily milestones and weekly stakeholder presentations.
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## Logistics and Resources

- **Venue:** IMPunjab office and College Campus for associated program duration
- **Program Duration:** 4 weeks (60 hours) (3 hours a day)
- **Weekly Schedule:** Wednesday- Friday, Monday- Tuesday (3-6 PM) ●
- **Mentor:** An 'Industry mentor' will be allocated from the IMPunjab team to monitor the program and student journey.

- **Materials (IMPunjab Contribution):**

- IMPunjab will provide digital workshop materials, presentations, and relevant resources for the sessions delivered by IMPunjab experts. ●

**Certification:** A certificate of completion will be shared by IMPunjab, and 3 startups-companies together.

● **Program Pricing:** Rs. 7,000 + 18% GST individually for each participant. ● **Batch Size:** 80-100 students (group of 10 students shall be formed) ● **Payment Terms:** Participant shall be onboarded in the batch post payment for the program.

## Disclaimer:

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