
Innovation Mission Punjab

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Internship for Enhancing Employability (IEE)

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OVERVIEW

Innovation Mission Punjab (IMPunjab) proposes to enable UG students at GGSDS College 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.

60 Hours Construct:

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 business model	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 and conducting 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
Day 5	Progress and Pitching	Presentation of Progress in the week

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.

120 Hours Construct:

Phase / Week	Focus Area	Day(s)	Session Title	Extended Program Details & Deliverables	Location
Phase 1: Ideation & Validation	Week 1: Problem & Market Dynamics	Day 1	Entrepreneurship Essence & Design Thinking	Introduction to entrepreneurship, ecosystem dynamics, and identifying core consumer problem statements.	IMPunjab Office
		Day 2	Problem	Conducting deep-dive	IMPunjab Office

			Empathy Mapping	stakeholder mapping and drafting user persona exercises.	
		Day 3	The DFV Framework	Learning the principles of Desirability, Feasibility, and Viability (DFV) for business modeling.	IMPunjab Office
		Day 4	Market Research Process	Setting up competitor analysis benchmarks and secondary research frameworks	IMPunjab Office
		Day 5	Survey & Target Segment Design	Constructing qualitative and quantitative field survey forms targeted at prospective segments.	IMPunjab Office
	Week 2: Lean Modeling & Fieldwork	Day 6-7	Primary Data Collection	Fieldwork, distributing surveys, and gathering real-world	Field / Campus

				market intelligence.	
		Day 8	Data Collation & Synthesis	Cleaning survey inputs, mapping data trends, and updating initial business assumptions.	IMPunjab Office
		Day 9	Mock Lean Business Model	Structuring gathered insights into a formal, data-backed Lean Business Model Canvas.	IMPunjab Office
		Day 10	Progress Evaluation & Pitch	Presenting validation findings and initial business concepts to mentors.	IMPunjab Office
Phase 2: Professional Synthesis	Week 3: Corporate Branding & Pitching	Day 11–12	Corporate Brand Guidelines	Training on visual hierarchy, message alignment, and corporate communication standards.	College Campus

		Day 13–14	Aesthetic Pitch Deck Creation	Synthesizing dense research into highly professional, investor-ready slide decks.	College Campus
		Day 15	Mid-Term Pitch Presentations	Formal presentations of group concepts with peer review and critique loops.	College Campus
	Week 4: Ecosystem & Deep-Tech Nuances	Day 16–17	Institutional Ecosystems	Understanding government bodies, policies, startup incentives, and incubator functions (e.g., PINE Network).	IMPunjab Office
		Day 18–19	Deep-Tech & Agri Architecture	Exploring technical constraints, IP, and supply chain barriers in Deep Tech, Agriculture, and Artisanal sectors.	IMPunjab Office

		Day 20	Phase Milestone Review	Group mapping and final alignment preparation before entering active startup consulting tracks.	IMPunjab Office
Phase 3: Live Startup Case Studies	Week 5: Cohort 1 (Deep Tech Track)	Day 21	Founder Talk & Case Launch	Direct interaction with a Deep Tech founder; definition of an active operational or scale challenge.	College Campus
		Day 22–24	Solution Engineering	Internal team strategic brainstorming, workaround planning, and action plan layout.	College Campus
		Day 25	Strategic Case Presentation	Delivering actionable business approaches and solutions directly to the startup founder.	College Campus
	Week 6:	Day 26	Founder	Interaction	College

	Cohort 2 (Agriculture Track)		Talk & Case Launch	with an AgTech founder detailing regional, farmer, or distribution network roadblocks.	Campus
		Day 27–29	Solution Engineering	Designing market linkages, financial plans, or technical distribution workarounds.	College Campus
		Day 20	Strategic Case Presentation	Pitching strategic operational strategies directly to the agricultural enterprise leaders.	College Campus
	Week 7: Cohort 3 (Artisanal Track)	Day 31	Founder Talk & Case Launch	Interaction with an Artisanal/Social startup leader concerning scaling, branding, or community impact challenges.	College Campus
		Day 32–34	Solution Engineering	Formulating marketing,	College Campus

				direct-to-consumer, or localized operational frameworks	
		Day 35	Strategic Case Presentation	Submitting tactical optimization playbooks to the participating sector founder.	College Campus
Phase 4: Synthesis & Graduation	Week 8: Simulation Modules & Evaluation	Day 36–37	Virtual Module Development	Creating online or simulation-based virtual research modules documenting the case methodologies.	College Campus
		Day 38	Documentation Submission	Submitting finalized project reports and individual program portfolios for formal sign-off.	College Campus
		Day 39	Final Program Evaluation	Individual evaluation interviews assessing team dynamics,	College Campus

				ethics, and critical problem-solving skills.	
		Day 40	Certification Ceremony	Final distribution of internship certificates issued jointly by IMPunjab and the 3 partner startups.	College Campus

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.

Logistics and Resources

- **Venue: IMPunjab office and College Campus for associated program duration**
- **Program Duration:** 4 weeks (60 hours) (3 hours a day) and 8 weeks (120 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: 60 hours-**Rs. 7,000 + 18% GST and **120 hours-** Rs. 10,000 + 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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