



**2025**

2nd Edition

India's largest research project on student entrepreneurship

**INVITING SPONSORS**

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# ABOUT GUESSS

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## WHAT IS GUESSS?

The Global University Entrepreneurial Spirit Students' Survey (GUESSS) is an international research project that aims to understand and analyze the entrepreneurial intentions and activities of students across the globe. Established in 2003, GUESSS is coordinated by the University of St. Gallen and the University of Bern in Switzerland. It has grown to include participation from 57 countries in 2023, providing valuable insights into the entrepreneurial mindset of students globally. The ninth round for Global GUESSS Survey in 2023 received 226,718 responses from 57 countries.

## WHAT IS GUESSS INDIA?

GUESSS India is the largest research initiative of its kind in the country, conducting a comprehensive survey of students across Indian higher educational institutions. This biennial project examines the entrepreneurial mindset, intentions, and activities of students, with the goal of generating actionable insights for student entrepreneurs, ecosystem enablers, and policymakers. 2023 marked the maiden GUESSS India Survey covering 13896 students across 1298 institutions across 31 states/UTs of India.







## **VISION**

GUESSSS India aspires to be the leading research initiative focused on exploring and promoting student entrepreneurship in India, contributing to the country's economic growth and innovation ecosystem. Our mission is to understand the entrepreneurial mindset and career aspirations of Indian students, supporting the next generation of change-makers as they shape their future careers.

## **OBJECTIVES**

This GUESSSS survey is conducted across Indian higher educational institutions, capturing a diverse range of students from various academic disciplines and levels of education. The survey aims to achieve the following objectives:

- To generate actionable insights for aspiring student entrepreneurs, enablers, and policymakers to foster a vibrant student entrepreneurship culture within Indian higher educational institutions.
- To assess the aspirations and motivations of Indian students toward entrepreneurship.
- To analyze the evolving career intentions of Indian students in relation to entrepreneurship.
- To evaluate students' perceptions of the entrepreneurial culture and available support at their universities.

# GUESSS INDIA 2025

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The GUESSS INDIA 2025 edition aims to engage over 30,000 students from Indian higher education institutions. In its second edition, GUESSS India takes on a two-pronged approach to understanding students' entrepreneurial spirit – GUESSS India Survey and GUESSS India Cloud.

While GUESSS India 2025 Survey aims to gather quantitative data on students' entrepreneurship spirit, GUESSS India Cloud aims to create a supplementary qualitative data corpus to reveal students' underlying motivations.





## WHAT IS GUESSS INDIA SURVEY?

GUESSS India Survey employs a web-based anonymous survey to explore various dimensions of student entrepreneurship, including career choices, entrepreneurial intentions, and the socio-demographic profiles of students. The theoretical foundation of GUESSS is based on the Theory of Planned Behavior, which connects attitudes, subjective norms, and perceived behavioral control to entrepreneurial intentions.

## FOCUS AREAS OF GUESSS SURVEY

GUESSS India focuses on a multidimensional exploration of the aspirations, challenges, and motivations that fuel the entrepreneurial spirit of India's students. Key research areas include:



**Career Choice  
Intention**



**University  
Entrepreneurship  
Climate**



**Entrepreneurship  
Education**



**Entrepreneurship  
Action**



**Entrepreneurship  
Intent**



**Entrepreneurship  
Traits**

## WHAT IS GUESSS CLOUD?

GUESSS 2025 features GUESSS Cloud - a dedicated knowledge platform to generate to inspire entrepreneurial action, equipping students with insights, research, and expert opinions. By fostering entrepreneurship awareness and engagement, it aims to promote entrepreneurship among Indian students.

GUESSS Cloud supports student entrepreneurship enablers in disseminating learning that is useful for aspiring entrepreneurs, providing actionable strategies and best practices. The platform is structured into four key sections: Insights (Blogs), Perspectives (Expert opinions), Stories (Student entrepreneurial journeys), and Cases (Real-world startup experiences).

Through this initiative, GUESSS Cloud strengthens India's entrepreneurial ecosystem, creating a vibrant space for knowledge-sharing, networking, and inspiration.

Perspective



Insights



Stories



Cases





# GUESSS 2025 ROADMAP

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## Phase 1: Mar–May 2025

- Preparation, Planning and Partnerships

## Phase 2: Jun–Aug 2025

- GUESSS Cloud Launch
- Recruitment & Training of Campus Ambassadors

## Phase 3: Sep–Dec 2025

- GUESSS Survey – Data Collection Drive

## Phase 4: Jan–Mar 2026

- Analysis and Report Compilation

## Phase 5: Apr 2026

- Report Release and Dissemination

*2023 Report*



# GUESSSS 2025 OUTREACH

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	2023	2025
Campaign Outreach	40 lac+	1 Cr+
Survey Responses	13896	25000+
Institutional Outreach	1000+	1000+
Campus Ambassadors	100+	150+
Social Media Outreach	1 lac	10 lac
Report downloads	400+	5000+
Print Circulation	30	500
Media Platform Coverage	50+	50+
Promotional Events	1	10+

GUESSSS 2025 is expected to have a wider outreach in the student entrepreneurship ecosystem, and stronger traction in the media.



# GUESSS TEAM

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**Prof Puran Singh**  
Country Head

GUESSS India is led by Prof. Puran Singh at IIT Mandi, who serves as the Country Head. He is Associate Professor of Entrepreneurship and Finance at the School of Management at IIT Mandi. He is ex-Director Incubation and the founding Faculty Incharge of IIT Mandi Catalyst, an emerging technology business incubator in the Himalayan Region.

He has served on the Governing body of ISBA. He is also a member of CII's Northern Region Committee on Entrepreneurship.

The GUESSS project is organized and executed by a dedicated team of highly motivated students at IIT Mandi. Key team leaders include:



**Dharmender Yadav**  
National Team Advisor



**Gautam Misra**  
Survey Head



**Javeed Dhar**  
Media Head



**Oshin Goel**  
Sponsorship Head



**Prerak Sharma**  
Strategy Head

# SPONSORSHIP CATEGORIES

We invite you to support the GUESSS 2025 edition by making a financial contribution by way of sponsorship. This initiative is bound to become the largest research initiative focusing on student entrepreneurship in India.

We welcome contributions from the sponsors in the following categories. We look forward to the opportunity to discuss this proposal in further detail and collaborate to enable student entrepreneurship in India.



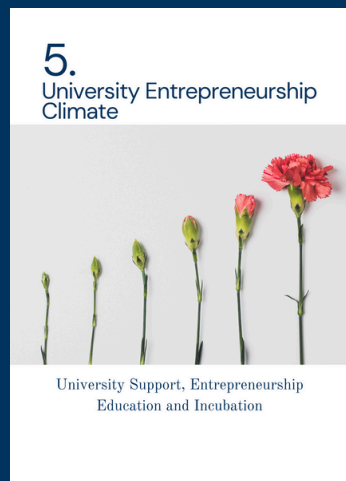
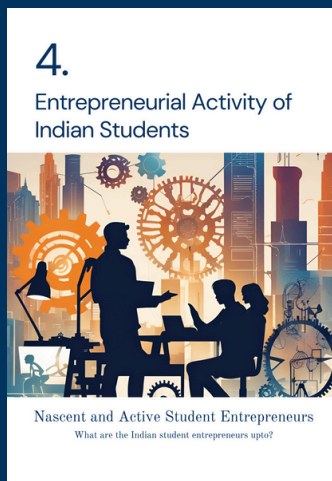
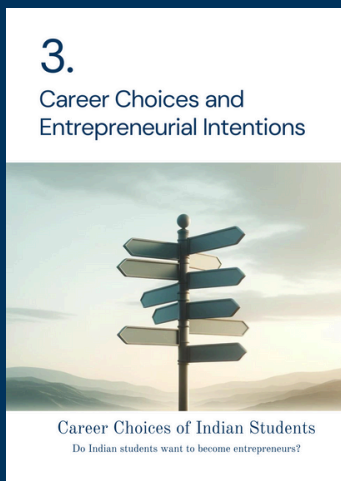
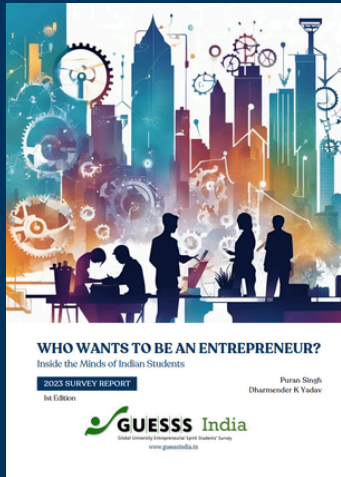
<b>Sponsorship Category and Benefits</b>	<b>Platinum</b> INR 10,00,000	<b>Gold</b> INR 5,00,000	<b>Silver</b> INR 3,00,000
Message by the Top Official in the Report	Full page	Half page	No
Promotional Space in Report	Full page	Half page	No
Thought leadership article on GUESSS Cloud	Yes	Yes	Yes
Logo in the Report	Yes	Yes	Yes
Coverage Duration	Year-round	Moderate	Limited
Acknowledgement from dias during events	Yes	No	No
Acknowledgement in Press Release	Prominent	Yes	No
Acknowledgement in Pre-Survey Campaign	Prominent	Moderate	Limited
Acknowledgement on social media/email campaigns	Prominent	Yes	No
Acknowledgement on the GUESSS India website	Prominent	Yes	Yes
Acknowledgement on the GUESSS Survey Platform	Yes	Yes	Yes

## **Sponsorship Categories and Corresponding Benefits**

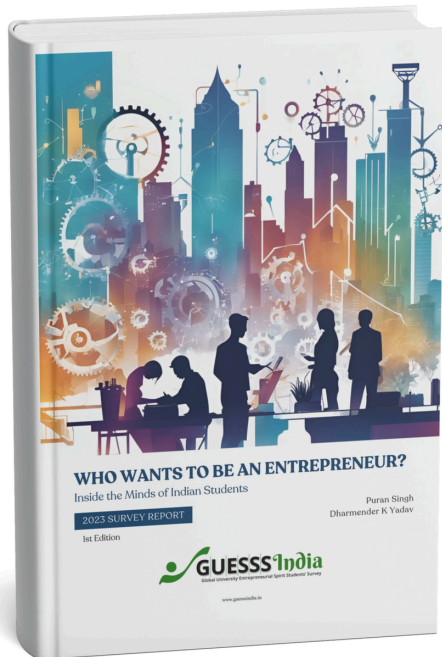
Note: Any amount provided to IIT Mandi for this purpose is 100% deductible u/s 80G.



# GUESSS 2023 REPORT



# GUESSS 2023 IMPACT



## WHAT HAS GUESSS INDIA ACHIEVED SO FAR?

The GUESSS India 2023 was the maiden effort to survey Indian students' entrepreneurial spirit. This web-based survey was conducted from November 2023 to February 2024 and received 13,896 responses from over 1200 Indian institutions across 31 states/UTs.

The GUESSS 2023 report was released in October 2024 at the annual meeting of Indian STEPs and Incubators' Association (ISBA) in Hyderabad. The report revealed entrepreneurial mindset of Indian students for the first time, creating actionable insights.

The report was widely covered in print, digital, and social media. GUESSS 2023 reached over 10 million students through an email campaign and engaged over 20,000 students through the survey. The social media campaign for GUESSS report release gained over 1 lac impressions within 3 months.



INDIA TODAY

**32.5% of Indian college students are nascent entrepreneurs, reveals GUESSS survey**

**Startup India** @startupindia · 22m  
The GUESSS India 2023 **Report** reveals **32%** of **students** plan to start ventures soon, driving India's future with innovation, entrepreneurship, and resilience.

To Read: [bit.ly/3YJTWK1](https://bit.ly/3YJTWK1)

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#StartupIndia #DPIIT #StartupNews



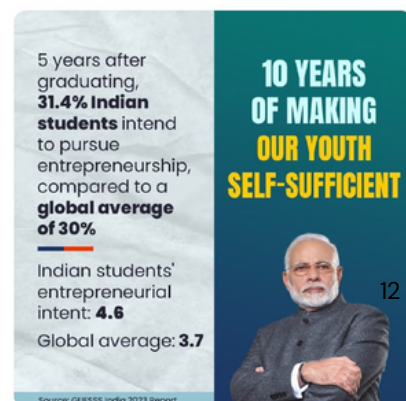
The Indian EXPRESS

News / Education / Indian students show highest entrepreneurial intent globally: IIT-Mandi's report

**Indian students show highest entrepreneurial**



Per key findings of the GUESSS India 2023 Report, young Indians are being spurred into entrepreneurship by various policy initiatives taken by the Modi Govt.



8:00 pm · 22 Oct 24 · 16.4K Views



# GUESS 2023 INSIGHTS

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## 1. Entrepreneurship: An Emerging Career Choice

14% of surveyed students want to become an entrepreneur after graduating, and 31% want to become an entrepreneur in five years after graduating - a strong interest in entrepreneurship, the highest among global peers



## 2. Robust Student Venture Pipeline

33% of surveyed students are in the process of starting a startup venture, the highest among global peers and better than the global average of 25%, indicating a strong pipeline of student entrepreneurs in the Indian Universities.



## 3. Access to Incubation for Student Ventures

26% of student ventures are now incubated, indicating growing availability of structured resources such as mentorship, funding, and infrastructure for venture success.



## 4. Entrepreneurship Education on the Rise

49% of surveyed students have been exposed to entrepreneurship education which is a positive sign. We need more specialized programs to promote Entrepreneurship as a career choice.



## 5. Positive University Entrepreneurship Climate

Indian students have a positive perception of University entrepreneurship climate (4.7/7), the highest among global peers. 63% of student ventures received venture support from their university.

# 2023 Report



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