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CAMPUS AMBASSADOR PROGRAM

DISCOVER THE ENTREPRENEUR IN YOU!

**APPLY
BEFORE**

July 31 2025



www.guesssindia.in



ABOUT GUESSS INDIA

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 13,896 students across 1,298 institutions across 31 states/UTs of India.

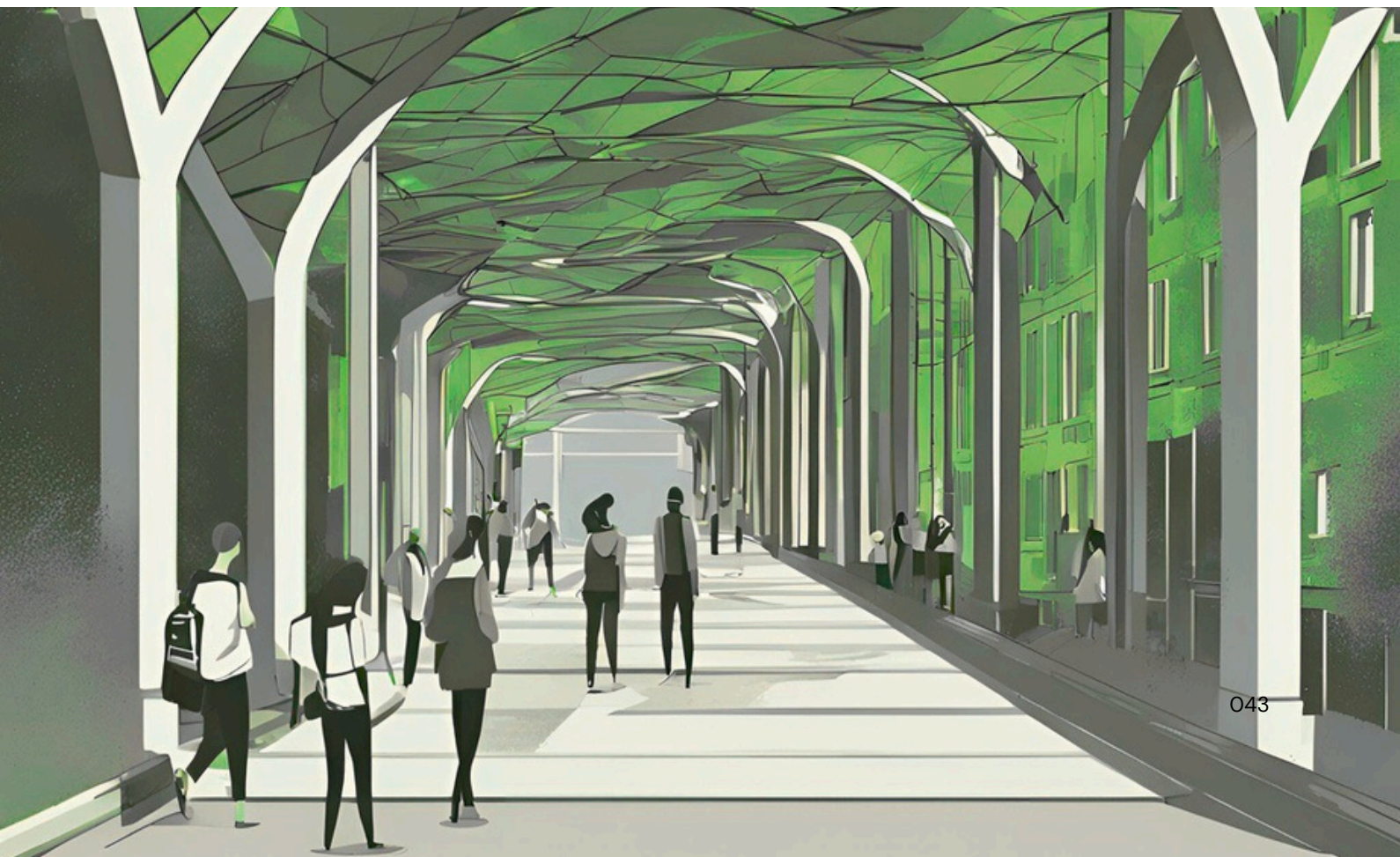


CAMPUS AMBASSADOR PROGRAM

The GUESSS India Campus Ambassador (CA) Program is a dynamic student leadership initiative that connects India's higher education institutions with GUESSS India—the country's largest research project on student entrepreneurship.

Campus Ambassadors serve as the last-mile connect between GUESSS India and the student community, playing a critical role in promoting GUESSS initiatives on their respective campuses. They champion student entrepreneurship research by encouraging participation in the GUESSS Survey and facilitating conversations around students' entrepreneurial aspirations.

In the 2025 edition, GUESSS India invites enthusiastic student leaders to become Campus Ambassadors. If you're passionate about entrepreneurship and eager to represent your institution in a prestigious global research initiative, this is your opportunity to make an impact.



WHO CAN APPLY?

The GUESSS India Campus Ambassador Program is open to students currently enrolled in a higher education institution in India. We are looking for motivated, responsible, and entrepreneurial individuals who can take initiative and lead from the front. Ideal candidates may include:

- Students with a demonstrated interest in entrepreneurship and/or leadership, particularly those who have taken up significant responsibilities in their institute or in student-led clubs, especially E-Cells. Individuals who have worked on innovation, R&D, or
- product development projects and are passionate about turning ideas into impact. Students actively pursuing a startup idea or exploring the entrepreneurial path with a clear orientation toward
- venture creation.

We also welcome applications from students who bring something unique and striking—whether it's a compelling story, a distinctive skill, or an unconventional perspective. If you believe you can lead and inspire others, we encourage you to apply.



CA RESPONSIBILITIES

As a GUESSS India Campus Ambassador, you will play a pivotal role in advancing the student entrepreneurship research agenda at your institution. Your key responsibilities include:

- Leading the implementation of GUESSS India initiatives on your college/university campus. Promoting the GUESSS India 2025
- Survey among students and encouraging wide participation. Ensuring a minimum number of valid survey responses from
- your institution. Maintaining regular communication with the GUESSS India Core Team and providing timely updates on
- outreach efforts. Supporting any additional tasks that contribute to the successful execution of GUESSS India's
- research objectives at your campus. This role offers a unique opportunity to develop leadership skills, engage with national
- research efforts, and make a meaningful contribution to the entrepreneurial ecosystem.



WHY CAMPUS AMBASSADOR?

GUESSS India connects you to a prestigious global initiative and offers a unique platform to achieve both personal and professional growth. Here's what you stand to gain:

- **Develop Leadership Skills:** Take charge of GUESSS India initiatives on your campus and demonstrate your ability to lead, organize, and influence.
- **Become a Student Thought Leader:** Enable GUESSS Cloud by interviewing fellow students and curating stories, podcasts, or insights on their entrepreneurial mindset.
- **Stand Out Nationally:** Join an exclusive cohort of 100+ Campus Ambassadors across India and enhance your resume with a national-level leadership role.
- **Financial Rewards:**
 - ₹10,000 Grand Prize for the CA with the highest number of valid survey responses nationwide.
 - Upto ₹5,000 Incentive for achieving the minimum response target (predefined based on your campus type & size).
- **Recognition & Certification**
 - Certificate of participation in the CA program.
 - Additional certificate(s) for exceptional performance in promoting the GUESSS India 2025 Survey or GUESSS Cloud.
 - Honorable mention on the official GUESSS India website.
- **Get Access to Expert Mentorship:** Engage with leading entrepreneurs, researchers, and ecosystem experts to refine your startup ideas, gain insights, and seek guidance.

PROGRAM STRUCTURE

The GUESSS India Campus Ambassador Program 2025 is a fully remote engagement opportunity, allowing students to contribute from anywhere without the need for travel or physical presence. All responsibilities are designed to be completed online, requiring an estimated 4–6 hours per week.

The engagement period runs through December 2025, with activities spread across four phases:

Phase 1: June–July 2025

- Recruitment of Campus Ambassadors

Phase 2: July–Aug 2025

- Training of Campus Ambassadors

Phase 3: Sep–Dec 2025

- GUESSS Survey – Data Collection Drive

Phase 4: Jan 2026

- Awards and Certificates



HOW TO APPLY?

If you're currently enrolled in a college or university in India and are excited to take on a leadership role, we invite you to apply for the GUESSS India Campus Ambassador Program 2025.

- Visit www.guesssindia.in to apply

Fill out the form with the required details before the deadline.
Selected applicants will be contacted for the next steps.

For any questions, write to support@guesssindia.in

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MEET 2023 AMBASSADORS

GUESSS India 2023 round had a strong battery of 105 campus ambassadors from across the country. These campus ambassadors helped populate a massive 13,896 responses from their respective institutions.

In the process, the campus ambassadors gained hands-on experience in entrepreneurial thinking, project management, and team coordination.



GUESSS TEAM



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



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