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GUESSS INDIA FELLOWSHIP PROGRAM

FOR STUDENTS, ENTREPRENEURS, RESEARCHERS

Full time. Part time. Onsite. Remote.



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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.



GUESSS INDIA FELLOWSHIPS

The GUESSS India Entrepreneur Fellowship provides a platform to talented students/budding startups to entrepreneurially lead and build sub-initiatives within GUESSS India. It is an opportunity for students/aspiring entrepreneurs to practice entrepreneurship and gain rich learnings, while contributing to GUESSS India's mission.

The applicants must have a growth mindset, focus on execution, ability to learn on the go, and entrepreneurial grit. Early stage entrepreneurs are most welcome to apply for this fellowship program if their business offering aligns with the proposed roles. These roles are flexible – fellows can work onsite/remotely/full time/part time.

A) Fellowship Details

- Position Title: GUESSS India Entrepreneur Fellowship
- Location: Remote / Hybrid / On-site (Flexible)
- Duration: Up to 6 months
- Stipend: Based on experience, skillset and time commitment
- Start Date: August 2025

B) Roles & Responsibilities

GUESSS India Entrepreneurs may be assigned one or more of the following roles depending on interest, expertise, and project needs:

- **Campus Ambassador Management:**

- Manage outreach and coordination with Student Campus Ambassadors across India.
- Design incentive strategies and engagement plans.
- Monitor survey participation and support ambassadors in achieving targets.
- Create engagement for campus ambassadors through planned workshops
- Planning and enabling skill development workshops for Campus Ambassadors

- **Graphic Design:**

- Designing digital assets: posters, social media creatives, event banners, reports, brochures, email templates, and infographics.
- Creating visual identity templates for the GUESSS Cloud podcast series, including thumbnails, video frames, and YouTube assets.
- Supporting video production with title slides, lower-thirds, end screens, and transitions.
- Collaborating on layout and design for the GUESSS 2025 India report and other publications.

- **Copywriting:**

- Writing clear, crisp, and inspiring copy for Social media posts, Email campaigns, Website pages, Posters and brochures, Press releases and op-eds, Survey invitation messages, etc.

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- Developing messaging guidelines and tone of voice documents.
 - Assisting the podcast and content team in writing interview scripts, titles, and summaries.
 - Editing and refining articles, case studies, and student entrepreneur stories for GUESSS Cloud.
 - Crafting pitch decks and communication documents for partners and stakeholders.

- **Content & Media Management**

- Management of content dissemination calendar.
- Creating a strong and consistent presence on social media channels
- Assisting with graphic design, editing, and post-production tasks.
- Creating and implementing social media strategies for better engagement and impact.

- **Outreach & Partnerships Fellow**

- Identify and engage with faculty, institutions, and ecosystem stakeholders.
- Design email and social media campaigns to amplify project reach.
- Coordinate visibility activities and branding partnerships.
- Coordinat and execute sponsorship campaigns

- **Strategy**

- Create and implement operational strategy to maximize the project's impact.
- Ensuring alignment between the project mission and operational strategies.
- Ensuring engagement and enabling growth opportunities for team.
- Evaluating strategic decisions, undertaking research and providing consultative input for decision making.
- Planning growth trajectory, tracking key milestones/indicators, ensuring outcomes.

- **Project Management**

- Support the Principal Investigator in project planning and reporting.
- Track key milestones, ensure deliverables are on time.
- Coordinate between various teams (survey, outreach, media, etc.)
- Maintain project related records and paperwork
- Calendar manage the project execution

C) Who Should Apply?

- Students, entrepreneurs, researchers, or working professionals with **an entrepreneurial bent of mind – this is a must.**
- Strong interest in entrepreneurship, research, higher education.

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- Skillset suited for the role advertised.
 - Ability to work independently with a solution-oriented mindset.
 - Experience (fulltime/part time/freelance/hobby) in entrepreneurship or in advertised role.

D) What You Get?

- An opportunity to practice entrepreneurship – This role provide autonomy, encourages creativity and positions you as a leader of sub-initiative(s) under GUESSS India.
- A fellowship amount commensurate with experience, skills, and time commitment.
- An opportunity to work closely with national leaders in entrepreneurship and research.
- A certificate and recommendation on successful completion of the fellowship program.
- Recognition on GUESSS India website and social media.
- Exclusive access to GUESSS India network and events.

E) How to Apply?

- **Fill out the application form here:**
<https://forms.gle/2j9Pa6YhF2khqT9i6>
- **Deadline:** Aug 15, 2025
- **Note:** Applications will be processed on first come first serve basis given the immediate requirement.



www.guesssindia.in



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