

Government of Punjab

Department of Higher Education and Languages  
(Education Cell)**ADVISORY**

**Subject:-** Statewide Rollout of Mandatory "Entrepreneurship Mindset" Curriculum in All Universities of Punjab (w.e.f Academic Year 2025-26)

The world today stands at a defining moment — a period marked by technological disruptions, and emergence of innovation, entrepreneurship and human capital as the driving force of progress. Nations everywhere are being compelled to re-imagine their futures. The world is addressing these challenges by bringing serious and big ticket reforms in their education system.

India too finds itself at an inflection point. With its demographic dividend, digital momentum, and global aspirations, the country has a unique opportunity to lead in building a knowledge-driven, equitable society.

Punjab, with its rich legacy of enterprise, resilience, and reform, must seize this moment to script its own story of transformation. However, this requires a profound boldness and shift in our education systems.

With the traditional job market offering limited absorption capacity, the future of our youth depends not only on their ability to seek jobs, but more importantly, to create opportunities for themselves and others. To secure Punjab's economic resilience and youth empowerment, the Government of Punjab envisions a bold transformation of the higher education landscape—from being degree-focused to entrepreneurship-driven.

Entrepreneurship is no longer an optional pursuit—it is a foundational skill set for the 21st century. Whether one becomes a startup founder, joins a family business, leads an NGO, or enters government service, the entrepreneurial mindset—creativity, resourcefulness, risk-taking, teamwork, adaptability, digital fluency—is indispensable.

This vision aligns with the National Education Policy 2020, which calls for a re-imagined education system grounded in experiential, multidisciplinary, and skill-based learning.

To realize this shift, the Department of Higher Education (hereinafter referred as the "Department"), Government of Punjab, constituted a Working Group on Higher Education Reforms (vide Notification No. HED-EDU10M.L/5/2025-3edu/3145 dated 22nd May 2025), comprising 4 state universities Vice-Chancellors and 2 private university Vice-Chancellors, professors, innovation and start up missions, government representatives and the subject matter experts. The group was tasked with developing a structured, outcome-driven, scalable model of Entrepreneurship Mindset Curriculum (EMC) for undergraduate education.

After extensive deliberations and background work, the Working Group submitted its recommendations to the Department on 21.06.2025. The Working Group submitted its recommendations to introduce an experiential,

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outcome-driven entrepreneurship mindset curriculum.

The Department has accepted the Working Group's recommendations and the following advisory is hereby issued for implementation across all public and private universities in Punjab:

**1. Mandatory Implementation Across All Students and Semesters:**

- The Universities are advised to roll out the Entrepreneurship Mindset Curriculum as a mandatory course for every undergraduate student in every semester of their degree program, excluding any designated internship or industrial training semester.
- Each student must work on a business or service idea in every semester, refine and execute it, and demonstrate progress against defined semester-wise benchmarks.
- These benchmarks must include parameters such as viability, innovation, revenue generation, customer engagement, and problem-solving capacity.
- The Universities are advised to evaluate the students based on real-world performance, and evidence of work based progression and learning acquired.

**2. Phased Rollout Strategy:** It is advised that the Universities implement this course across the following degree programs with effect from the Academic Year 2025-26 :

- B.Tech
- B.Com
- BBA
- B.Voc
- (Other programs as may be decided by Universities)

From academic year 2026-27 onward, all Universities, Government and Private, are advised to ensure Entrepreneurship Mindset Curriculum be rolled out as a mandatory course across all undergraduate programs.

**3. Credit Structure and Evaluation:** The Universities are further advised to ensure that the course is of a minimum of 2 credits per semester, over six to eight semesters, as per the structure of the degree program. The internship semester may be excluded from this requirement. The students' performance assessment may be based on:

- Execution of the business idea
- Learning journals and reflections
- Customer/user feedback
- Revenue or impact benchmarks
- Mentor assessments (via the digital platform)

The Universities may refer to the Working Group recommendations for model evaluation framework.

**4. Curriculum Framework and Flexibility:** A model curriculum and

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evaluation framework designed by the Working Group is attached for reference of the Universities. Universities may customize it to their institutional context, provided the core objectives, structure, experiential methodology and revenue oriented evaluation framework remain intact. This flexibility is aligned with NEP 2020's emphasis on institutional autonomy.

**5. Technology and AI-Enabled Delivery:** The Department is committed to provide a multilingual (English, Hindi, Punjabi) digital platform, powered by Artificial Intelligence, to ensure accessible, personalized, and scalable delivery.

This platform will include:

- Content and case studies
- Business planning tools
- Progress dashboards
- Structured mentorship features
- Peer interaction forums
- AI-generated feedback on performance

This model ensures that the curriculum is not dependent on a traditional classroom structure but allows for real-time monitoring and self-driven execution, regardless of geography or institution size.

**6. Institutional Responsibilities:** The Universities are advised to expedite approvals through their Boards of Studies and Academic Councils to ensure the roll out in 2025-26 academic year and appoint Faculty Coordinators.

**7. Government Support Measures:** The Department shall endeavor to:

- Launch the statewide AI-powered entrepreneurship learning platform
- Organize Training-of-Trainers (ToT) workshops for faculty
- Facilitate access to:
  - (i) Credit and seed funding
  - (ii) Incubators and accelerators
  - (iii) Business registration and legal guidance
  - (iv) Host annual entrepreneurship festivals and pitch events for students across the state

**8. Long-Term Vision:** The Entrepreneurship Mindset Curriculum is not just a course; it is a movement to transform Punjab's youth into creators of change. It will build a pipeline of:

- Micro and small-scale entrepreneurs
- Social innovators
- Rural startups
- Digitally empowered youth leaders
- Community change-makers

All Universities are advised to treat this initiative as a strategic and time-sensitive reform, closely aligned with both the National Education Policy 2020 and Punjab's vision for a future-ready, economically self-reliant generation of graduates.

Dated, Chandigarh  
30.06.2025

(Anindita Mitra, IAS)  
Secretary to the Government of Punjab  
Department of Higher Education & Languages

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To:

1. Vice-Chancellor, Panjab University, Chandigarh
2. Vice-Chancellor, Punjabi University, Patiala
3. Vice-Chancellor, Guru Nanak Dev University, Amritsar
4. Vice-Chancellor, Jagat Guru Nanak Dev Punjab State Open University, Patiala
5. Vice-Chancellor, Punjab Agriculture University, Ludhiana
6. Vice-Chancellor, Rajiv Gandhi National University of Law, Patiala
7. Vice-Chancellor, Chitkara University, Rajpura
8. Vice-Chancellor, Guru Kashi University, Bathinda
9. Vice-Chancellor, Sant Baba Bhag University, Jalandhar
10. Vice-Chancellor, Plaksha University, SAS Nagar
11. Vice-Chancellor, Amity University, SAS Nagar
12. Vice-Chancellor, Lovely Professional University, Phagwara
13. Vice-Chancellor, Chandigarh University, SAS Nagar
14. Vice-Chancellor, CT University, Ludhiana
15. Vice-Chancellor, RIMT University, Mandi Gobindgarh
16. Vice-Chancellor, Desh Bhagat University, Mandi Gobindgarh
17. Vice-Chancellor, DAV University, Jalandhar
18. Vice-Chancellor, GNA University, Phagwara
19. Vice-Chancellor, Rayat Bahra University, SAS Nagar
20. Vice-Chancellor, Sri Guru Granth Sahib World University, Fatehgarh Sahib
21. Vice-Chancellor, Akal University, Talwandi Sabo
22. Vice-Chancellor, Lamrin Tech Skills University, SBS Nagar

*Daljit Singh*  
Superintendent 30.6.25  
*PS*

Copy for kind information to:

1. Secretary to Government of Punjab, Department of Technical Education & Industrial Training
2. Secretary to Hon'ble Minister of Higher Education & Languages, Punjab
3. OSD to Chief Secretary, Government of Punjab

*Daljit Singh*  
Superintendent 30.6.25  
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