ENGAGEMENT IN GOVERNMENT AND NGO SDG POLICY DEVELOPMENT

Masters' Union, Gurugram

Masters' Union has direct involvement in, and input into, SDG-related policy development with state and national government bodies and regional non-governmental organisations. Its role ranges from identifying problems and designing strategy to building the tools that implement and monitor public programmes.

How Masters' Union contributes across the policy cycle

- **Identifying problems and challenges** – Punjab Entrepreneurship Mindset Programme; field engagements with Swades Foundation, SEWA and TIEEDI Permacultural Foundation; ASSOCHAM National Councils
- **Developing policies and strategies** – Punjab Entrepreneurship Mindset Programme, strategised and planned with the Government of Punjab; ASSOCHAM council recommendations on sustainability and water
- **Implementing interventions** – Punjab programme, delivered jointly with the Government of Punjab; NSDC national skilling framework; sustainability education in public colleges
- **Monitoring and reporting on interventions** – the Punjab Startup App, built by Masters' Union, which tracks every student venture in real time
- **Enabling adaptive management** – programme data from the app, which shows where more mentoring and support is needed

1. Punjab Entrepreneurship Mindset Programme, with the Government of Punjab

The Punjab Entrepreneurship Mindset Programme is a state-wide policy initiative to build entrepreneurship skills among students in Punjab's universities and colleges. It advances SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure) and SDG 17 (Partnerships for the Goals). Masters' Union has been involved at every stage.

Identifying problems and challenges. Masters' Union worked with the Government of Punjab to identify a key gap in public higher education: students, especially from rural and semi-urban areas, women and economically disadvantaged backgrounds, had little structured exposure to entrepreneurship, mentoring or practical business support.

Developing the policy and strategy. Masters' Union strategised and planned the programme with the Government of Punjab, designing its learning model, mentoring structure, delivery through public universities and colleges, and the incentives that encourage students to start and run real businesses.

Building the delivery platform. Masters' Union built the Punjab Startup App, the digital platform through which the programme runs. Available in English, Hindi and Punjabi, it gives students entrepreneurship learning content, mentoring and a way to register and run their ventures.

Implementing the programme. Masters' Union implements the programme jointly with the Government of Punjab, supported by more than 1,000 mentors and more than 20 nodal mentorship centres across the

state. Students also showcase and sell their products at monthly Punjab Startup Utsavs held in each district.



Punjab Startup Utsav: students set up stalls at monthly district-level events

Monitoring interventions. The app tracks student ventures, business activity and transactions in real time, with leaderboards at college, university and state level, giving a continuous view of participation and outcomes across every institution.

Enabling adaptive management. Because programme data is captured through the app, the partners can see which colleges, districts and students are progressing and where more mentoring or support is needed, and adjust delivery accordingly.

Results

- **101,884** students engaged
- **47** universities and **1,695** colleges covered
- **20,226** student-led businesses created, of which **15,341** are still active
- **43,605** business transactions recorded
- **₹40 crore+** in revenue generated by student ventures

2. ASSOCHAM National Councils on Sustainability, Environment and Water

As an institutional member of ASSOCHAM, one of India's apex industry chambers, Masters' Union takes part in its National Council on Sustainability & Environment and National Council on Water. These councils bring industry, practitioners and academia together to identify national challenges and shape recommendations to policymakers. Masters' Union participated in a joint meeting of the two councils on ESG integration, environmental governance, water stewardship and resource efficiency, contributing to SDG 6 (Clean Water and Sanitation), SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).

3. National Skill Development Corporation (NSDC)

Masters' Union is a Registered Training Partner of NSDC, the Government of India's agency for implementing its national skilling policy. Through this partnership, Masters' Union helps deliver the national skilling framework and build workforce capacity (SDG 4 and SDG 8).

4. Regional NGOs: identifying problems and challenges on the ground

Masters' Union works with regional non-governmental organisations to understand development challenges at community level and examine how interventions can be strengthened.

- **Swades Foundation (Maharashtra)** – in Nivi village, Raigad district, students worked with community-led education initiatives, educators and village committees on early-childhood learning, digital literacy and teacher capacity, and examined how government schools can be strengthened through better infrastructure, curriculum support, teacher development and community participation (SDG 1, 4, 6).
- **SEWA and Ada Chikankari** – engagement with women artisans and women-led enterprises on fair livelihoods, financial inclusion and equitable participation in value chains (SDG 5, 8).
- **TIEEDI Permacultural Foundation** – learning on regenerative agriculture and land use, including a community biodiversity-management committee exercise (SDG 13, 15).

5. Sustainability education for public institutions

Masters' Union faculty delivered five pro bono sustainability teaching engagements across four University of Delhi public colleges, covering climate action, ESG, the circular economy and impact measurement, and set real-world sustainability problem statements for students. This builds capacity within public institutions to address SDG challenges (SDG 4, 12, 13).