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पत्रांक : 231 / प्रशा० / MSU / 2026-27

दिनांक 19/09/26

सेवा में,

प्राचार्य/प्राचार्या

समस्त सम्बद्ध महाविद्यालय

शैक्षणिक समन्वयक

विश्वविद्यालय परिसर

विषय: UPRise 2026 – Yuva Shakti Think Tank कार्यक्रम में गरिमामयी उपस्थिति हेतु सादर आमंत्रण।
महोदय,

कृपया उपर्युक्त विषयक Times Network Now or Nothing के पत्र दिनांक 30 जुलाई, 2026 (प्रति संलग्न) का संदर्भ ग्रहण करने का कष्ट करें। जो स्वतः स्पष्ट है जिसके अनुक्रम में माँ शाकुम्भरी विश्वविद्यालय, सहारनपुर परिसर में दिनांक 23 सितम्बर 2026 को प्रातः 11:00 बजे से UPRise 2026 – Yuva Shakti Think Tank कार्यक्रम का आयोजन किया जा रहा है।

यह एक युवा-केंद्रित नवाचार एवं अवसर मंच है, जिसका उद्देश्य विद्यार्थियों एवं युवा उद्यमियों को स्टार्टअप, नवाचार, उद्योग, मेंटरशिप, इंटरनशिप एवं रोजगार के अवसरों से जोड़ना तथा उनके विचारों और प्रतिभा को व्यापक मंच प्रदान करना है। कार्यक्रम के प्रारूप में Live Idea Presentations, Mentor Feedback एवं Recruitment Interactions जैसी गतिविधियाँ सम्मिलित हैं।

इसके साथ ही Startup Pitching Session के माध्यम से चयनित युवा स्टार्टअप्स को अपने नवाचार एवं व्यवसायिक विचार विशेषज्ञों एवं उद्योग प्रतिनिधियों के समक्ष प्रस्तुत करने का अवसर मिलेगा। युवाओं की प्रतिभा, उद्यमिता और नवाचार को अवसरों से जुड़ने से विद्यार्थियों और युवा उद्यमियों के लिए अत्यंत प्रेरणादायी होगा।

अतः आपसे अपेक्षा है कि अपने महाविद्यालय में कार्यरत शिक्षकों एवं अध्ययनरत छात्र-छात्राओं के मध्य उक्त कार्यक्रम का प्रसार-प्रचार करते हुये अनिवार्य रूप से निर्धारित तिथि एवं समय पर प्रतिभाग करने हेतु सूचित एवं प्रेरित करने का कष्ट करें।

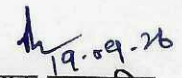
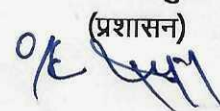
संलग्न- यथोपरि।


19-9-26
कुलसचिव

पत्रांक एवं दिनांक तदैव।

प्रतिलिपि अधोलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित :-

1. कुलपति कार्यालय को मा कुलपति जी के सूचनार्थ।
2. कुलसचिव।
3. परीक्षा नियंत्रक।
4. वित्त अधिकारी।
5. शैक्षणिक समन्वयक को इस आशय से प्रेषित कि वह CEO, Academic Foundation से समन्वय स्थापित करते हुये तथा परिसर में कार्यरत अतिथि प्रवक्ता एवं अध्ययनरत छात्र-छात्राओं के मध्य उक्त कार्यक्रम का प्रचार-प्रसार करते हुये अनिवार्य रूप से प्रतिभाग कराना सुनिश्चित करें।
6. CEO, Academic Foundation को इस आशय से प्रेषित कि आपको उक्त कार्यक्रम का नोडल अधिकारी नामित किया जाता है।
7. विश्वविद्यालय अवर अभियंता (सिविल/विद्युत) को इस आशय से प्रेषित कि वे विश्वविद्यालय परिसर में शैक्षणिक भवन कार्यक्रम स्थल पर आवश्यक व्यवस्थाओं हेतु आयोजको का सहयोग प्रदान कराना सुनिश्चित करें।
8. विश्वविद्यालय प्रोग्रामर को इस आशय से प्रेषित कि वह CEO, Academic Foundation से सम्पर्क कर उक्त कार्यक्रम की समुचित व्यवस्थायें करें।
9. सम्पादक, समस्त दैनिक समाचार पत्र को इस अनुरोध के साथ प्रेषित कि कृपया उक्त प्रेस विज्ञप्ति को अपने सम्मानित दैनिक समाचार पत्र के सभी संस्करणों में विशेष स्थान देते हुये निःशुल्क प्रकाशित कराने का कष्ट करें।
10. गार्ड फाईल।


19.09.26
सहायक कुलसचिव
(प्रशासन)


ymf (19-9-26)
19-9-26

AR (Admin)
Forth College Circulation
Academic Coordinator
आयुक्त कार्यालय हेतु प्रेषित।
Date 18 Month 9 Year 26

**TIMES
NETWORK**
NOW OR NOTHING

Date: 30th July 2026

[Signature]

[Signature]
19-9-26

UPRISE 2026 CAMPUS ACTIVATION PROGRAM

TO WHOMSOEVER IT MAY CONCERN

We, Bennett, Coleman & Company Ltd (Times Network) are pleased to launch **UPRise 2026**, a state-wide campus activation program aimed at engaging students across 30 premier colleges in 25 cities of Uttar Pradesh. The initiative is designed to create awareness about Youth empowerment initiatives, and skill-development opportunities while providing students with meaningful industry exposure and possible career and funding opportunities for their ideas.

Through high-impact competitions, expert-led interactions, and dedicated on-ground experiential zones, UPRise 2026 will bridge the gap between academia, industry, and public policy by connecting young talent with corporate recruiters, internship opportunities, and relevant government initiatives.

As part of this initiative, Times Network in partnership with **Tribevibe (A BookMyShow company)** is inviting educational institutions, corporate partners, and industry leaders to collaborate in making this campaign a meaningful platform for the youth of Uttar Pradesh. The program aims to foster innovation, encourage dialogue, and create opportunities that contribute to the state's vision of becoming a future-ready, talent-first economy.

The collective achievements, student success stories, and innovative solutions emerging from this initiative will be showcased across Times Network's national media platforms, including **Zoom** and **Times Now Navbharat**, ensuring widespread visibility for participating institutions and stakeholders.

We request your kind support and cooperation in facilitating the successful execution of this initiative. Your collaboration will play an important role in creating a valuable learning and engagement experience for students across the state.

We look forward to your support and participation in making UPRise 2026 a landmark youth engagement initiative.

This Letter shall be co-terminus with the agreement between Times Network and TribeVibe for UPRise 2026 and shall terminate upon completion of the events contemplated herein, whichever is earlier.

Warm regards,

For Bennett, Coleman & Company Ltd (Times Network)

Vinay.Jhaw
ar

Digitally signed by Vinay.Jhawar
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ou=LEGAL,
email=vinay.jhawar@timesgroup.
com, c=US
Date: 2026.07.30 12:23:21 +05'30'

Name: Vinay Jhawar

Designation: Authorized Signatory

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Register / F.O. / COE, MSUAF / Acad. Coordinator
Approved for students' benefit
19-9-26 कलापति



माँ शाकुम्भरी विश्वविद्यालय, सहारनपुर
Maa Shakumbhari University, Saharanpur

KNOWLEDGE | INNOVATION | A BRIGHTER TOMORROW

*Ideas
Today
A Stronger
Tomorrow*

STUDENTS
INNOVATORS
ENTREPRENEURS
CHANGE MAKERS
ALL ARE WELCOME!

UPRISE

UNLEASH | INNOVATE | BUILD | RISE

Ideas into Impact

A Platform for Aspiring Innovators, Changemakers
and Future Leaders

*Think
Create
Collaborate
Transform*



TUESDAY
23rd
SEPTEMBER 2026



TIME
10:00 AM
ONWARDS



VENUE
**SEMINAR HALL
ACADEMIC BLOCK**
Maa Shakumbhari University,
Saharanpur



Inspiring
Sessions



Networking
Opportunities



Innovation
Showcase



Expert
Interactions



Pathways to
Funding & Support

*Where
Ideas Grow
into Impact*

*Same Campus
Bigger Possibilities*

 Innovative Minds |  Inclusive Growth |  Sustainable Solutions |  Stronger Bharat

IN ASSOCIATION WITH THE GOVERNMENT OF UTTAR PRADESH

YUVA SHAKTI

THINK TANK

A Campus Partnership Proposal — bringing UP's biggest youth innovation platform to your college

Prepared for: [College Name]

A Government-Backed, Media-Powered Partnership



**Government of
Uttar Pradesh**

Strategic vision, policy access, and scheme integration — backing the initiative as a flagship youth & women empowerment program.



**TribeVibe
(A BookMyShow Enterprise)**

On-ground design and execution across 30 colleges — from campus activation to student mobilization and corporate curation.



**Times Network
Zoom TV · Times Now
Navbharat**

National television and digital amplification — turning your campus's best ideas into a statewide broadcast moment.

527Mn+

Internet UVs

134Mn+

TV Viewers

37Mn+

Monthly Readers

38Mn+

Weekly Listeners

700Mn+

Total Possibilities

Why the Government of Uttar Pradesh Is Involved



A Flagship State Initiative

YUVA SHAKTI THINK TANK is being run in direct association with the Government of Uttar Pradesh, steered by the Department of Information & Public Relations (DIPR) together with senior state officers overseeing youth and skill development — [Name(s) / Designation(s) of IAS officers to be inserted].

The state government sees Uttar Pradesh's youth and women as central to its growth story — and is using this platform to move beyond one-way awareness campaigns into direct, credible engagement with students on their own campuses.

This is why colleges across the state are being formally onboarded as government-recognized partner institutions — not just event venues.

STRATEGIC OBJECTIVES

Empower Youth & Women: Build opportunity, confidence, and self-reliance through national visibility.

Increase Scheme Participation: Boost trust and engagement with government-led initiatives.

THE PROGRAM CHALLENGE WE WERE SET

Go Beyond Awareness: Create engagement that drives real participation and pride.

Measurable & Scalable: A program with clear metrics and expansion potential.

Media-Powered: On-ground, television and digital platforms working together.

THE PROBLEM STATEMENT

The Gap We're Here to Close



Disengaged Youth

Youth remain disengaged from government communication channels and initiatives.



Distant Outreach

Traditional outreach formats feel instructional and disconnected from real youth needs.



Women's Trust Gap

Women-centric initiatives struggle to build emotional trust and visibility on the ground.

THE KEY GAP

AWARENESS



ASPIRATION

Awareness exists, but aspiration and emotional connection are missing — and that is exactly the gap this platform is built to close, campus by campus.



“For today’s college-going youth, the primary driver of engagement is the pursuit of credibility and genuine opportunity.”



Thinking Is Serious

Youth want their perspectives taken seriously by real experts.



Ideas Need Challenge

They seek constructive feedback from professionals to sharpen concepts.



Work Leads to Outcomes

Their effort should end in jobs, internships, or implemented ideas.

What We're Bringing to Your Campus

A first-of-its-kind platform bridging academic learning with real-world impact — fundamentally impact-led, not entertainment-led.



Students

Solve real policy and industry problems with practical, innovative solutions.



Companies

Mentor, evaluate, and hire talent while presenting real-world challenges.



Government

Enable execution through existing schemes and resources for viable projects.



National Stage

Showcase the best ideas and talented minds to inspire the nation.

This is not entertainment-led — it is impact-led.

Four Arenas. One Platform.



1. Scheme to Scale

Students analyse UP Government schemes, spot implementation gaps, and pitch scalable fixes.

Outcome: Policy-ready ideas + visibility for analytical talent.



2. Build for UP

Entrepreneurial pitches on jobs, MSMEs/ODOP clusters, and agri-tech & sustainability.

Outcome: Funding interest, incubation, hiring.



3. Future Work & Placement Lab

Corporate case challenges across AI & Digital, Supply Chains, Sustainability, Marketing.

Outcome: Internships, PPOs, live consulting projects.



4. Shakti (Women-Led Innovation)

Women-led teams pitch on safety, enterprise, workforce re-entry & financial independence.

Outcome: Women-focused hiring & Mission Shakti pilots.

What a Campus Think Tank Day Looks Like

Each participating campus hosts a dedicated YUVA SHAKTI THINK TANK DAY — moving beyond classroom learning into practical, real-world application.



Live Idea Presentations

Students showcase solutions to real policy and industry problems, demonstrating critical thinking skills.



Corporate Challenges

Companies present live problem statements; students apply knowledge in competitive settings.



Mentor Feedback

Experts challenge and refine ideas; entrepreneurs from UP are invited onto the panel.



Recruitment Interactions

Direct engagement with recruiters — internships, placements, and startup collaborations.

“The goal is to evolve campuses into high-energy idea and career centers.”

Five Zones, Right On Your Campus



Main Think Tank Stage

Central hub for live pitches and jury Q&A.



Industry Challenge Rooms

Timed problem-solving on real corporate case studies.



Mentor & Recruiter Lounge

One-on-one sessions and networking with industry leaders.



Scheme Decode Booths

Government scheme explainers and on-the-spot registration.



Opportunity Desk

Direct internship, apprenticeship & placement conversations.

What Your College Gains



National TV & Digital Visibility

Feature coverage across Zoom TV, Times Now Navbharat HD, and campaign digital handles — tagging your college by name.



Direct Corporate Relationships

Your students meet recruiters and mentors from leading companies — not through a placement cell alone, but on a national stage.



Stronger Placement Pipeline

Internships, PPOs, and live consulting projects generated directly from the event feed your placement statistics.



Government-Recognized Status

Formal recognition as a partner institution of a Government of Uttar Pradesh flagship initiative.



Institutional Reputation Boost

A credible, high-production story for your college's brand, rankings narrative, and NAAC/NBA outreach documentation.



Zero Cost to the College

The Organizers bear the full cost of setup, mentors, staging, and production — no funding ask made of the institution.

What Your Students Walk Away With



Internships, PPOs & Live Projects

Direct pathways into paid internships, Pre-Placement Offers, and real consulting assignments with corporate partners.



1:1 Mentorship

Face time with CEOs, VPs, and policy advisors — feedback that goes well beyond a classroom project review.



On-the-Spot Scheme Registration

Paperwork-free enrolment into CM Yuva Yojana, PMKVY, Mission Shakti, and ODOP — no separate government office visit needed.



Funding for Student Entrepreneurs

Interest-free loans up to ₹5 lakh under CM Yuva Yojana for the strongest student startup pitches, plus incubation support.



National Television Feature

The best ideas and teams are featured in the YUVA SHAKTI THINK TANK series on Zoom TV and Times Now Navbharat HD.



Startup & Co-Founder Matching

Entrepreneurial students get connected with ventures, investors, and potential co-founders.

Government Scheme Access, Built Into the Day

These aren't posters on a wall — students register on the spot, at the Scheme Decode Booths, with our team walking them through each one.



YUVA (CM Yuva Yojana)

Entrepreneurship funding — interest-free loans up to ₹5 lakh for student startup ideas.



Skill Development (PMKVY)

Job-ready skill mapping and training aligned to the National Youth Policy 2025.



Mission Shakti

Framework supporting women's safety, leadership, and women-focused enterprises.



ODOP (One District One Product)

Livelihood and MSME opportunities tied to local entrepreneurship.

Who We're Looking For — And What We Need From You

STUDENTS WE WANT ON CAMPUS THAT DAY



Final-Year & Pre-Final-Year Students

18–25 years, across all eligible departments.



Women Innovators

Women-led teams focused on innovation and enterprise.



ITI & Skill Youth

Technical and vocational institute students.



Innovation Enthusiasts

Anyone genuinely energized by problem-solving.



Our Ask to Your Departments & Placement Cell

We urge your Training & Placement Cell, HR/Corporate Relations office, and academic department heads to actively nominate and mobilize students for this. The more diverse the participation across streams and years, the stronger the outcomes — in placements, funding, and visibility — for your entire campus.

This is a call to action for departments, not just individual students.

A Live Talent Marketplace for Recruiters

Because leading companies show up, your students get access to a hiring process most campuses never see.



Early Access to Talent

Identify and engage bright, critical thinkers before they enter the general job market.



Real-Time Evaluation

Evaluate practical skills, creativity, and resilience through a live problem-solving format.



Employer Branding

Enhance corporate reputation through association with a prestigious, government-backed initiative.



Nation-Building CSR

Contribute to youth empowerment and state development, aligned with CSR objectives.

This platform acts as a live talent marketplace, connecting industry needs with emerging talent.

Partners referenced in the program include Classplus, Inshorts, SquadStack, Pine Labs, and JioStar, among others.

You're Joining a Statewide, Nationally Televised Movement

30

Colleges across UP

25

Cities covered

3,000+

Active participants

50,000+

On-ground youth touchpoints

8–10

Weekly TV episodes

700Mn+

Times Network reach

Documentary-style episodes on Zoom TV & Times Now Navbharat HD carry each campus's journey — from idea to on-stage outcome — to a statewide audience.

Why This Will Work — For Your Campus



Aspirational but Serious

A prestigious opportunity for youth to showcase intellect and problem-solving with tangible impact.



Industry-Backed

Direct corporate involvement ensures real-world challenges with practical mentorship and employment focus.



Scalable Across Years

A modular design allows easy expansion and long-term partnership, not a one-off event.



Positions You as Future-Ready

Association with a state-government innovation movement strengthens your institution's forward-looking image.



Creates Real Career Pathways

Links student ideas to opportunities, with concrete steps into professional roles.

What We Need From Your Campus



One Day, Your Choice of Date

A single on-ground activation day, ~10:00 AM to 6:00 PM, scheduled around your academic calendar.



Venue Access

An auditorium/seminar hall plus open campus space for the five activation zones.



2-3 Campus Ambassadors

Student volunteers to help coordinate registrations and on-ground logistics beforehand.



A Faculty Coordinator

One point of contact to align on scheduling, approvals, and communication.



Promotion Through Your Channels

Sharing registration details via notice boards, class groups, and official college handles.

No cost to the college. No funding ask. Just your campus, your students, and one day.



“This is not just a competition — it's a launchpad.”

Let's Build This Together

1

Confirm Your Date

Lock a day on your academic calendar with our Campus Relations team.

2

Nominate Your Ambassadors

Identify 2-3 students and a faculty coordinator to lead on-ground prep.

3

Open Registrations

We share portal access, posters, and content templates — you help spread the word.



Times Network Campus Relations

college-relations@timesnetwork.in | Presented by TribeVibe, A BookMyShow Enterprise