

#Women Led Empowerment

# Punjab 100

Free CAT Coaching to 100 Girls for IIMs/MBA

Online Admission Test

 Sun, 28<sup>th</sup> July

Register for  
Free Now



**Chief Mentor**  
**Sony Goyal**  
IIM-Ahmedabad  
15 Times 99%iler



Project Supported by:



 98772-11555

[www.Punjab100.com](http://www.Punjab100.com)

Last Date : 26th July

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## Punjab100: Women Led Empowerment

Women represent almost 50% population of India and their representation in the best Management institutes as well as in top leadership positions is less than 10%.



A very famous proverb says that “If you educate a man, you educate an individual. But if you educate a woman, you educate a nation.” Women’s higher education thus forms a very important tool to achieve gender equality and hence form a strong nation. Many students from economically weaker section, especially girls find it very difficult to achieve their dreams due to a lack of opportunities, affordable resources and timely guidance. Even highly talented girl students are constrained to household chores or low-profile jobs. To bridge this gap and create an enabling environment for women Prayaas, a Social Organization working to provide quality education to underprivileged children in India for the over a decade, has come up with a project for women led empowerment.

**Punjab100** is a mission to provide free coaching and mentorship to the aspirational 100 Girls from the economically weaker section of Punjab, who dream of making it to IIMs and top Business Schools in the country. This project is uniquely conceptualized by Chief Mentor, Mr. Sony Goyal, an IIM Ahmedabad Alumnus and record 15times 99%iler, towards providing the high quality coaching to crack the coveted MBA exams of this country like CAT, XAT, SNAP, IIFT, TISS etc. This process will not only make them MBA Entrance ready but will also provide them with the skillset of cracking various exams like that of a Govt Jobs, Banks, SSC etc. The project **Punjab100** has the potential to take Punjab from women empowerment to ‘women-led empowerment’. This program will not only help them achieve their dreams but these girls shall be agent of change for India in Amritkaal.

## Vision and Mission

**Vision:** “To empower girls from economically weaker sections to excel in their careers while promoting women lead empowerment”



**Mission:** “To get academically scholastic girls from an economically weaker section into Management Institutes of National repute while enhancing her skills with rigorous coaching and mentorship”

## Current Scenario of Punjab

There is currently an exodus trend in Punjab as most people want to send their children to Canada or Australia or any foreign country. Punjab constitutes about 2.3% of the population of India but constitutes more than 80% of people appearing for IELTS and migrating abroad. Now only 3000 aspirants gave CAT in Punjab which is much less than previous years whereas number are around 10000 in our neighboring states with similar population. There is lack of faith in economy and future of the state among youth. The socioeconomic impact of this exodus is beyond imagination as Punjab is leading towards a youth less state.



It is by increasing awareness we can encourage the aspirants, train them, and enlighten their minds toward achieving a brighter future in Punjab itself. The contribution to GDP can be significantly increased if we inculcate an entrepreneurial mindset in the youth and promote startup culture in Punjab. An MBA from a prestigious institute will provide the youth with the right kind of skill set and exposure paving the way for Punjab to reach new heights as well as more international associations.

## Punjab100: A Ray of Hope

Project **Punjab100** will move Punjab from women empowerment to women-led empowerment. It will create role models for future generations and we may have many women CEOs from small towns and villages of Punjab. This will not only create a socio-economic upliftment in the society but will also make a way for the development and creation of many industries and startups as well as international associations.



Punjab 100 aims to achieve financial inclusion of 200 families every year by bringing them out of poverty line. The success of project shall lead to contribution of 1000 cr to economy of Punjab along with more than 100 cr of revenue for the Government in form of tax collection. The enhancement of entrepreneurial spirit while creating 100 women leaders shall be target of Punjab 100.

## Process of Selection

- The selection will be based on Marks in Entrance Test, Performance in GD/Interview Round, Profile of student (Academic+ Economic + Extracurricular Activities )
- Students can register for the test for free at [www.Punjab100.com](http://www.Punjab100.com)
- Test shall be conducted in Online Mode on 28<sup>th</sup> July 2024. Detailed instruction shall be sent to students who will register for the test.
- Test Shall be of 1 hour with 45 questions (15 questions each in 3 sections , Verbal Ability, Data Interpretation and Logical reasoning, Quantitative Ability with no sectional Timings)
- Sample Test is available on website students can practice questions more on MyCareer App (Link on website)
- On Basis of Test Shortlisted students shall be invited for interview.
- In Interview Stage Candidate need to Submit the Self-Certified copy of Following documents and Bring originals for verification.
  - Aadhaar Card of Student and Parents
  - 10<sup>th</sup> Mark Sheet
  - 12<sup>th</sup> Mark Sheet
  - Graduation Mark Sheet (till Last semester)
  - Category Certificate, if any (Gen/EWS/OBC/SC/ST)
  - Recommendation Letter from Graduation College
  - All other Extra Curricular activities Certificates
- A Merit of 100 Girls and waiting list shall be released after Interview round for Final Selection.
- On Final Confirmation, 100 Girls along with parents shall be invited for the Orientation Programme to be held on 4<sup>th</sup> August in Ludhiana @ Guru Nanak Dev Engineering College, Main Auditorium, 10am\_200pm. \*
- Eligibility Criteria
  - Prefinal/Final Year or Graduates in any Stream
  - Resident of Punjab or Graduation in Punjab
- Preference shall be given to candidates
  - From Economic Weaker Section (with EWS certificate)
  - With Academically Sound (10<sup>th</sup>/12<sup>th</sup>/Graduation Marks)
  - active in Extra Curriculars / Sports
  - Willingness to Excel in Life



## About Chief Mentor SoGo Sir

Mr. Sony Goyal, Also known as SoGo Sir, an alumnus of IIM Ahmedabad, is a passionate mentor, a coach, a career counselor, an entrepreneur, a system and management consultant, a motivator, a guide, and an inspiration to many aspiring minds. **He is National Record Holder for Cracking CAT 15 times with 99+%ile.** He is a renowned coach and exactly knows the recipe of cracking it. His teaching style and approach have the ability to ease any problem.



One of the recently published books titled “A chapter out of My Life” features his story and dream of universalization of education with the title “Making Others Dream”. During Covid he created 500 Plus video lectures for CAT Aspirants, which are available on YOUTUBE Channel and are very much like by Students in India. You can visit the @MissionCAT channel and prepare for CAT and other Competitive Exams from the channel.



### FAQs

#### Q. Who is eligible?

A. Any Girl student with domicile in Punjab or currently studying in Punjab as Pre-Final Year / Final year Student or who have completed their graduation are eligible to appear for test.

#### Q. How can I join Punjab100?

A. Register yourself at [www.Punjab100.com](http://www.Punjab100.com) or scan the QR code.

#### Q. How will the test be held?

A. The test will be in physical mode at center near you. The date of test and Center Details shall be shared with students.

#### Q. How much do I have to pay for registration?

A. You don't have to pay anything to register for the admission test. It is completely free.

#### Q. What is the syllabus for the admission test?

A. The syllabus for the test is the same as CAT. You will get sample papers on website and the My Career app.

#### Q. What is the question pattern for the admission test?

A. The test duration will be 60 minutes. It comprises 3 sections; VARC, DILR, and Quants. 15 questions in each section.

#### Q. What is the duration of the course and mode of Coaching?

A. The Coaching shall be in two phases phase -1, till CAT exam, phase -2 for SNAP, XAT, NMAT Etc. Coaching shall be provided online over ZOOM platform, Students will be invited for review after every 2 months in Ludhiana.

#### Q. Is the course really free?

A. Yes, the course of amount Approx. (Rs. 50,000/- to Rs 60,000/-) is fully sponsored for all 100 aspirants. Upon Selections Students need to deposit a security amount of Rs. 3000/- which is refundable to all students with 90% attendance.

#### Q. How can I help?

A. You can Sponsor the project, or sponsor the fee of at least 1 girl. You can spread the information about this project in your area so that it reaches the masses.



### 100 बेटियों को आईआईएम के लिए करेंगे तैयार

पोस्ट समय : Jun 11, 2022 06:06 AM अपडेट समय : 3 घंटे पहले

## दैनिक ट्रिब्यून

चंडीगढ़ (ट्रिब्यून):

पंजाब की ग्रेजुएट लड़कियों को देश के टॉप मैनेजमेंट कॉलेजों में दाखिले के उद्देश्य से संगरूर के रहने वाले आईआईएम अहमदाबाद के ओल्ड स्टूडेंट सोनी गोयल ने पंजाब 100 प्रोजेक्ट की शुरुआत है। उनका कहना है कि देश की टॉप मैनेजमेंट महिलाओं की भागीदारी बहुत कम है। उनका सपना है कि पंजाब की बेटियां आईआईएम की तैयारी करें और अपना मुकाम पाएं। इसके लिए लड़कियों का ऑनलाइन टेस्ट लेगे और टॉप-100 लड़कियों को 9 महीने तक बिल्कुल फ्री कोचिंग देंगे। उनका सपना है कि वह पंजा से ब्रेन ड्रेन रोक सकें। सोनी गोयल ने अपने सुबे पंजाब की लड़कियों को देश के टॉप नेतृत्व में स्थान दिलाने के लिए यह सपना देखा है: लगभग 3 सालों में पूरा हो जाएगा।

### प्रोजेक्ट पंजाब 100 की शुरुआत के तहत लड़कियों को दी जाएगी मुफ्त कोचिंग : विधायक जगरूप गिल

वीसी डॉ. बृज सिंह सिन्हा ने कहा- पंजाब 100 प्रोजेक्ट एकदम विश्वस्त है, यह टेस्ट 28 जून को 20 विभिन्न केंद्रों पर होगा

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### 100 बेटियों को आईआईएम के लिए करेंगे तैयार

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“Dreams come true only for those who dare to dream....” SoGo

For any Query/information you can reach at  
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