

Dissemination of "Perfect Pitch" Episodes Through Official University Social Media Platforms

1 message

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The Vice Chancellor/Rector/Head of the Institution,

All HEIs (Public & Private HEIs)

Greetings from Higher Education Commission!

The Higher Education Commission requests the valued cooperation of your esteemed university in promoting **Perfect Pitch**, a flagship initiative of the Prime Minister's Youth Programme and the Higher Education Commission.

Perfect Pitch is an entrepreneurship-focused television programme aimed at inspiring innovation, creativity, leadership, and entrepreneurial thinking among Pakistan's youth. The programme provides aspiring entrepreneurs with a national platform to present innovative ideas, gain visibility, receive expert feedback, and engage with accomplished professionals and industry leaders.

The objectives of *Perfect Pitch* closely align with the role of Higher Education Institutions in nurturing talent, encouraging critical thinking, advancing innovation, and preparing students to become future leaders, entrepreneurs, and job creators. Dissemination of the programme through official university digital platforms will enable a wider student audience to engage with relevant entrepreneurship and innovation-focused content.

The programme is scheduled to premiere on **HUM News on September 05, 2026** and will air twice every weekend. To maintain audience engagement through digital media, universities are requested to share the two weekly episodes through their official social media platforms according to the following schedule:

Episode	Recommended Sharing Day
First weekly episode	Tuesday
Second weekly episode	Thursday

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The links to each week's episodes, along with approved promotional creatives, captions, hashtags, and any other relevant dissemination material, will be shared by the *Perfect Pitch* team every Monday for onward posting through the official social media channels of your institution. Universities are encouraged to disseminate the content through all relevant official platforms, including Facebook, X/Twitter, Instagram, LinkedIn, YouTube, institutional websites, student-affairs channels, ORICs, incubation centres, entrepreneurship societies, and other relevant digital communication forums.

Your support will play an important role in extending the reach of this national initiative and ensuring that students across Pakistan can benefit from the programme's entrepreneurial learning, inspiration, and opportunities.

For any clarification, coordination, or technical assistance regarding episode links, digital creatives, captions, or the dissemination schedule, please contact:

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We look forward to your valued cooperation in making *Perfect Pitch* a widely accessible platform for youth innovation and entrepreneurship across Pakistan.

Coordination Division

Higher Education Commission (HEC),

Islamabad