

UG Programme

# CONTENT CREATOR *Challenge*



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# Why It Matters

The **Content Creator Challenge (CCC)** is a hands-on course that students take in their second year to learn the art and business of content creation. In today's digital economy where attention is currency and influence drives buying decisions, CCC gives students a sharp edge in building personal brands and mastering platform-first strategies.

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## Course Overview

Students receive platform-specific training across Instagram, YouTube, and LinkedIn, learning how to

- Build an authentic personal brand
  - Collaborate with real-world influencers
  - Grow and nurture an online community
  - Craft content that engages and converts
  - Understand performance metrics and monetization
- 

Core focus of the course is **influencer marketing**, now central to how brands connect with audiences. With creator-led campaigns outpacing traditional media, the ability to influence at scale is a game-changing skill across industries like D2C, fashion, tech, and more.



# Challenge

# Statistics

Total Platforms

3

Instagram,  
YouTube,  
LinkedIn



Total Participation

100+

Students

Awards and Recognition

₹10L+

Impressions

1.5K+

# Learning Outcomes

The CCC empowers students to leverage digital storytelling & branding across **Instagram**, **LinkedIn**, and **YouTube**. Participants strategize, create, and analyze content, gaining hands-on experience in:

## 01 Content Strategy & Execution:

Developing business-focused content plans and building an authentic online presence.

## 02 Audience Engagement & Growth:

Leveraging user-generated content and strategic interactions to build a loyal following.

## 03 Data-Driven Optimization & Monetization:

Using analytics to refine content and explore revenue streams like sponsorships.

The challenge culminates in a showcase event where participants present their content journey before expert judges, celebrating outstanding creativity, engagement, and impact.



# Step 1

## *Onboarding*

### Laying the Foundation

#### Submission Process:

- Students submit their portfolios, showcasing their creative ideas and vision.

#### Orientation Sessions:

- Engaging workshops introduce the nuances of the creator economy, emphasizing on content strategy, audience engagement, and monetization models.

#### Mentorship Pairing:

- Each student is matched with an industry mentor, facilitating personalized guidance throughout the challenge.

Students gain a comprehensive understanding of the CCC's objectives and the evolving landscape of content creation.





# Step 2

## Content Development and Execution

### Outcome:

Creation of diverse, high-quality content that resonates with audiences across multiple platforms.

# Crafting & Disseminating Content



#### Strategic Content Planning:

Leveraging insights from the orientation, participants devise a content calendar tailored to their target audience.

#### Production Workshops:

Hands-on sessions focus on refining skills in video production, editing, blogging, and social media management.

#### Real-Time Feedback:

Regular peer reviews and mentor interactions ensure iterative improvement, fostering a culture of excellence.

# Step 3

# Evaluation & Recognition

## Assessing Impact & Celebrating Achievements

### Showcase Presentations:

A platform for creators to present their content journey, highlighting challenges they overcame and insights gained.

### Rewards:

Empowered content creators with the skills, knowledge, and recognition to thrive in the creator economy, with ₹1L+ awarded to 10 standout student teams for their excellence.

# Meet The Winners

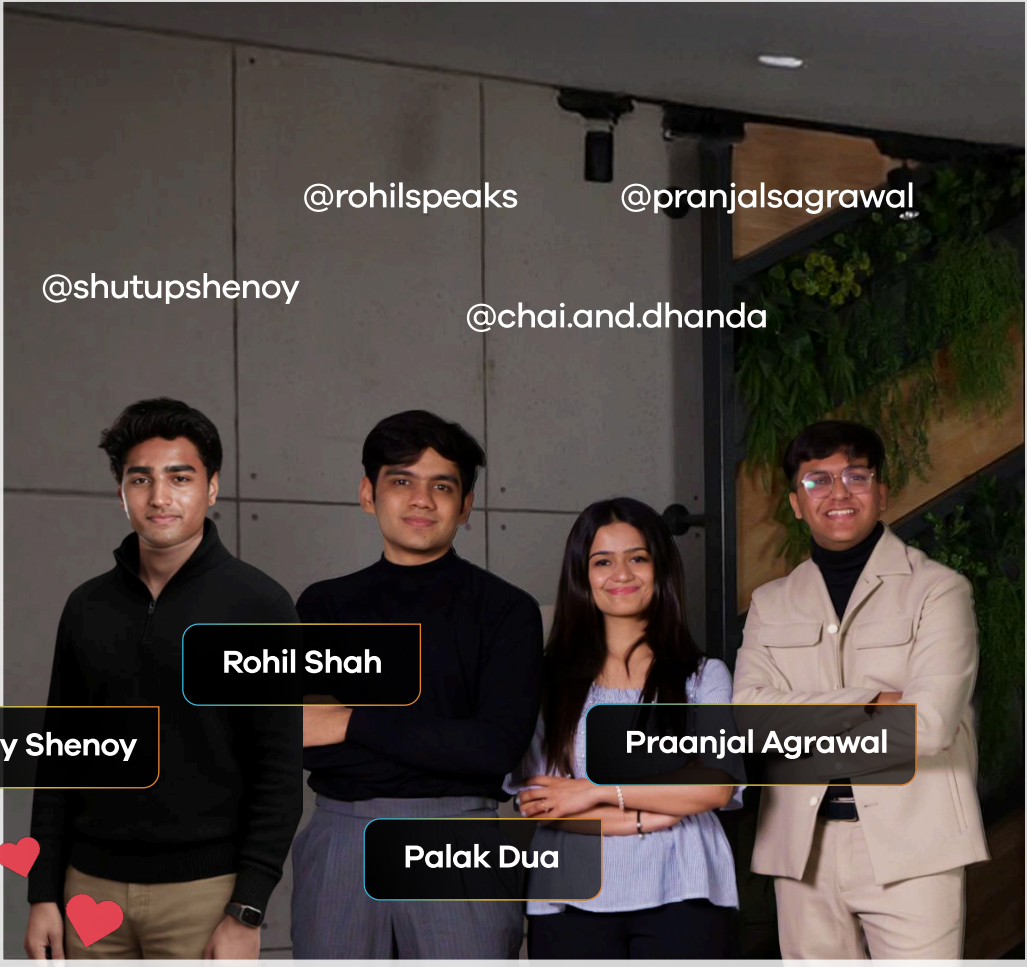
Instagram

masters.union

@rohilspeaks @pranjalsagrawal

@shutupshenoy @chai.and.dhanda

Abhay Shenoy Rohil Shah Palak Dua Praanjal Agrawal



Instagram interface showing a post from masters.union featuring five winners: Abhay Shenoy, Rohil Shah, Palak Dua, Praanjal Agrawal, and Hitarth Nakrani. The post includes social media handles for @rohilspeaks, @pranjalsagrawal, @shutupshenoy, and @chai.and.dhanda.

YouTube

All News Live Podcasts Recruitment

# GOSPIRE

@cospireEdu @rajasguptayt

Divyansh Paliwal Krishna Gupta Hitarth Nakrani Yashowardhan Karnawat Rajas Gupta

masters.union



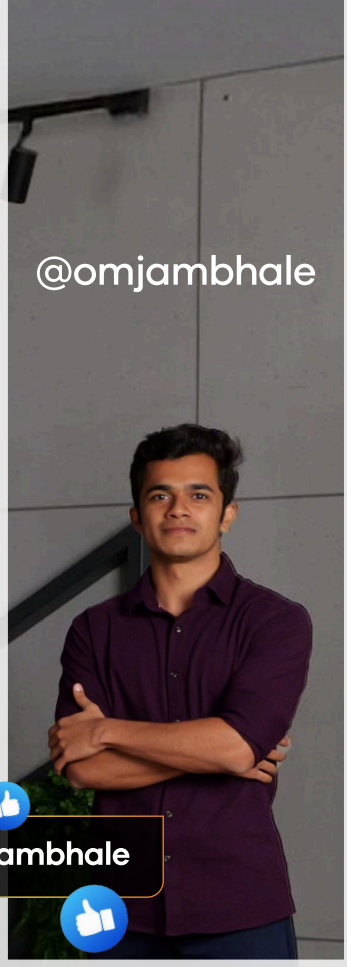
YouTube interface showing a video from masters.union titled "GOSPIRE" featuring five winners: Divyansh Paliwal, Krishna Gupta, Hitarth Nakrani, Yashowardhan Karnawat, and Rajas Gupta. The video includes social media handles for @cospireEdu and @rajasguptayt.

LinkedIn

Masters' Union  
92,472 followers

@omjambhale

Om Jambhale



LinkedIn interface showing a post from Masters' Union (92,472 followers) featuring one winner: Om Jambhale. The post includes the social media handle @omjambhale.

# Platform: YouTube



**Rajas Gupta Winner 1st Place YouTube Competition**  
 1.2M+ impressions, 1,20,000+ unique viewers

- Creation of diverse, high-quality content.
- **1.2 Million+** Impressions
- **300+** Watch hours
- **1,20,000+** Unique viewers

1.2 M Views



**COSPIRE Winner 3rd Place YouTube Competition**  
 858+ subscribers, 23 K+ unique viewers

- Creation of creative, high-quality content that was informative.
- **858+** Watch hours
- **660+** Subscribers
- **23K+** Unique viewers

23 K Views



**Rajas Gupta Received Silver Play Button**  
 1.2 M views



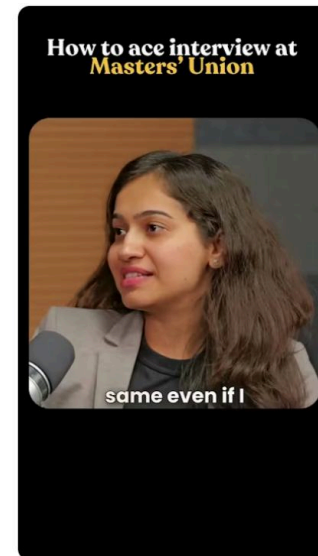
**Collaboration With Avanti Nagral**  
 100K views



**Collaborated With Singer Dikshant Jadhav**  
 100K views



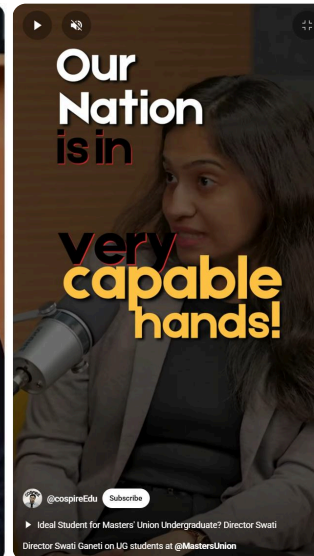
**Rajas Gupta**  
 100K views



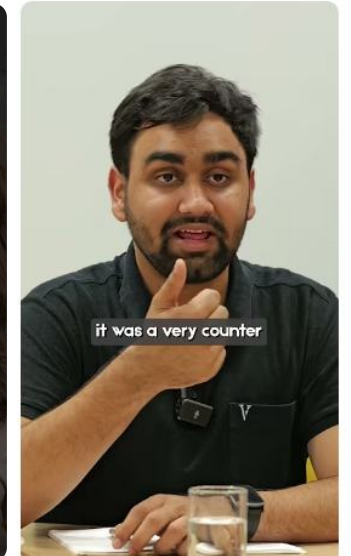
**Director Swati Ganeti On How To Ace The Interview**  
 1.2 M views



**What Is @Tetrcollege's Approach That Makes It So Unique?**  
 100K views



**Director Swati Ganeti On UG Students At @MastersUnion**  
 100K views



**Why Academics Really Matter At @MastersUnion And In Life**  
 100K views



**How I Met AVANTI NAGRAL...**



**How I Met SAMAY RAINA At INDIA'S GOT LATENT...**



**The India's Got Latent Situation's REALITY Is NOT What You Think...**



**How To Convince Your Parents About Your Dream College!**



**Applying To Masters' Union? Watch This.**



**Which Degree Would You Pick? DU, IIM B Or No Degree! | @MastersUnion UG Students**

# Platform: Instagram

5,570,130 impressions

Developed a viral content series gaining widespread traction

12% increase in followers across platforms.

Effective audience engagement techniques

Unique storytelling approach

Viral series focusing on industry insights and startup hacks

**pranjalsagrawal**

Pranjalsagrawal

- 1500K+ Views
- 112+ Reels
- 2 Months

**chai.and.dhanda**

Palak Dua

- 81.4K+ Views
- 800+ Followers
- 34,578+ Reach

**shutupshenoy**

Abhay Shenoy

- 260K+ Views
- 600+ Followers
- 61,308+ Reach
- Revenue: ₹1.6L+ Earned

**rohilspeaks**

Rohil Shah

- 93.5K+ Views
- 600+ Followers
- 55,153+ Reach

**Pranjal Agrawal**  
Entrepreneurship | Marketing | Sales

- Launched an 8-day E-commerce course priced at ₹8,100
- Mentored 200+ students across 20+ countries
- Focused on building the next generation of entrepreneurs



**Palak Dua**  
Startups | Marketing | Consulting | Strategy

- Digital creator with expertise in brand growth
- Helped take multiple brands from 0 to 1
- Currently building @mynuuk



**Abhay Shenoy**  
Digital Creation | Content Strategy

- Developed a viral content series with thousands of shares and views
- Known for creating high-traction storytelling formats
- Focused on building audience-driven communities



**Rohil Shah**  
Startups | SaaS | EdTech | Training

- Trained 2,000+ students on startups and entrepreneurship
- Building startups in the SaaS and EdTech sectors
- Actively demystifying the startup ecosystem for young founders





Search



Home



My Network



Jobs



Messaging



Notifications



Me

For Business



Post a job

# Platform: LinkedIn

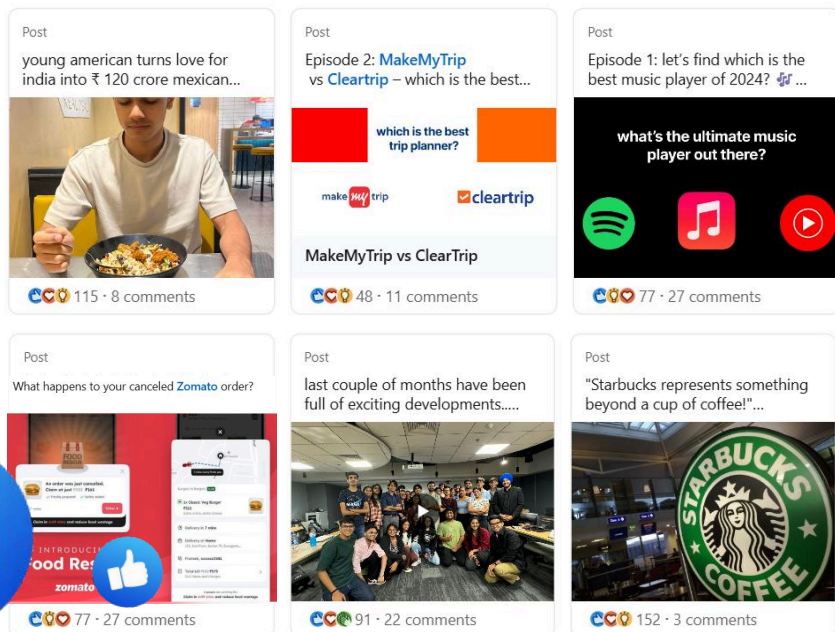


Product Marketeer @linkrunner.io



**Om Jambhale**  
NMCCE'23 | MU'27  
500+ connections

#mastersunion #studentsofmastersunion



## Om Jambhale

Built a D2C brand, operated for 3 months, and generated ₹5 lakh revenue with 3k+ LinkedIn followers.

Stats

1.5K+

Impressions

650+

Users

22+

Posts

## Sandali Srivastava

Developed a LinkedIn case study series, driving 25k+ impressions and increased engagement from 5% to 12.41%

Stats

25K+

Impressions

20%

Follower Increase Rate

30+

Posts



# Testimonials



I'd watched YouTube tutorials for years, but never realized how much goes into creating one. CCC taught me how to write effective scripts, plan shoots, and edit for watch-time. Sessions on analytics and SEO helped me make data-backed changes to thumbnails, tags, and pacing. One of my videos even ranked in search results. That wouldn't have happened without the structure this course gave me.

— Yashwardhan Karnawat



The best part of CCC for me was learning to treat YouTube like a startup. Each video was a product launch. What's the hook, what's the payoff, how do I retain viewers? The scaling and crisis management session really helped me when I missed a week and had to bounce back. This wasn't just content, it was an execution strategy."

— Aryan Popli



Before CCC, I didn't know the difference between aesthetic and intentional content. I learned how to break down my niche, analyze what my audience wants, and create posts with purpose. The sessions on brand building and community engagement made me rethink how I use Instagram Stories and Highlights. I now treat my page like a brand, not a personal blog.

— Aniket Bisen



I always saw Instagram as a casual scroll platform. But through CCC, I realized it's a powerful business tool when used right. From the storytelling session to the content planning frameworks, every class helped me understand how to design content that not just looks good, but drives engagement. Creating consistently forced me to be strategic, my Reels now get shared by micro-creators and I've even closed a collaboration with a local brand.

— Palak Dua



Before CCC, I never thought students could build a brand on LinkedIn. But when I started posting insights from my internships and reflections on business trends, I saw real traction. The session on leadership and engagement changed everything. I realized it's not about going viral, but creating trust and adding value.

— Sandali Srivastava



LinkedIn helped me find my voice in the professional world and CCC gave me the toolkit to use it well. Winning the LinkedIn track wasn't just about likes or reach, it was about influence. I've since been invited to panels, offered internship interviews, and now mentor juniors on how to build their own narrative online.

— Shivangi Duttaupadhyay





Share

Content Creator Challenge

To: ROHIL SHAH & ABHAY SHENOY

Amount: Rupees Seventy Five Thousand Only

RS 75,000

Prashant Arora  
Executive, Masters' Union

10th February 2025

masters' union

Share

Content Creator Challenge

To: PRANJALI & ADAS

Amount: Rupees One Lakh Only

RS 1,00,000

Prashant Arora  
Executive, Masters' Union

10th February 2025

masters' union



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