

UG Programmes

# CONTENT CREATOR *Challenge*




CLASS OF 2028


# The Content Creator Challenge (CCC)


Students take this hands-on course in their second year to learn the art and business of content creation. It equips students to build strong personal brands and master platform-first strategies.

They receive platform-specific training across **Instagram**, **YouTube**, and **LinkedIn**, learning how to:

 Build an authentic personal brand

 Collaborate with real-world influencer

 Grow and nurture an online community

 Craft content that engages and convert

 Understand performance metrics and monetisation



# 3 Platforms

 Instagram |  YouTube |  LinkedIn

**₹2.75L**

Awards & Recognition

**150+ Students**

Total Participation

**3L+**

Impressions





# Learning Outcomes

Participants strategise, create, and analyse 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 Optimisation & Monetisation:** 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.

# Meet The Winners

Celebrating excellence in content creation, this year's Content Creator Challenge witnessed outstanding creativity, strategic thinking, and real-world impact.

1st Place

SIDDHANTH VENGALI

₹1L



2nd Place

SAMRIDDI SARAF

₹75K



Special Performance Recognition

PARAG JAIN

₹50K



3rd Place

CHIRAG NARYANI &  
GUDURU SPANDANA

₹50K



# A Rising Force of Digital Leaders

The top finalists represent the next generation of marketers, creators, and entrepreneurs - demonstrating exceptional grit, creativity, and business acumen.



Instagram

**ananyarchives\_** Ananya Kulshrestha  
14.4K followers 2.5M+ views  
10-month brand collaboration with **mokobara** worth ₹3L

**thatgirl\_gunjan** Gunjan Kaur Dhillon  
Collaborated with brands like PEE SAFE, MIVI, and cosmofeed and more  
346K+ views through carousel content

**sidhant\_dhall** Sidhanth Dhall, Atishay Jain & Vivaan Rastogi  
12.4K followers 15M+ views  
Built one of the fastest-growing creator-led offline IPs in collaboration with **S( # ) C I A L**

**delhi\_per\_sqft** Guneet Singh Narula, Rishikesh Bhushan, Tejansh Singh Bhandari & Yash Mathur  
15K followers 40M+ views  
Collaborated with brands like **DLFA**, **Godrej**, and **BIRLA ESTATES**

in Search

**Saiansh Gupta** He/Him · 2nd  
CFA Level 1 Cleared | Vice President @Masters' Union Investment Fund | Ex-Intern @Canara HSBC @Zappfresh | NISM Certified Investor | Real Estate | Finance  
New Delhi, Delhi, India · [Contact info](#)

**MANAGED A ₹96L+** portfolio through LinkedIn

**30K+** impressions and high-engagement metrics per post

# Winner Spotlight

Siddhanth Vengali

1st Position



87

Instagram



thesiddvengali

Siddhanth Vengali

47 posts 20.2K followers

Entrepreneur

Founder: @angrytoast.co

Siddhanth creates content around **brand-building**, and **entrepreneurship**, documenting the real, messy side of **building startups**. He is also the founder of **Angry Toast**, a design-led socks brand. Through short-form videos, he shares **behind-the-scene** experiences, **opinion-led perspectives**, and lessons from **navigating entrepreneurship**.



FOUNDER

@Angry Toast



5M+

views in the last 3 months

₹4L+

revenue for his brand - Angry Toast through content

276K+

interactions and 8.2K+ follower growth

480+

member community and expanded into retail

7+

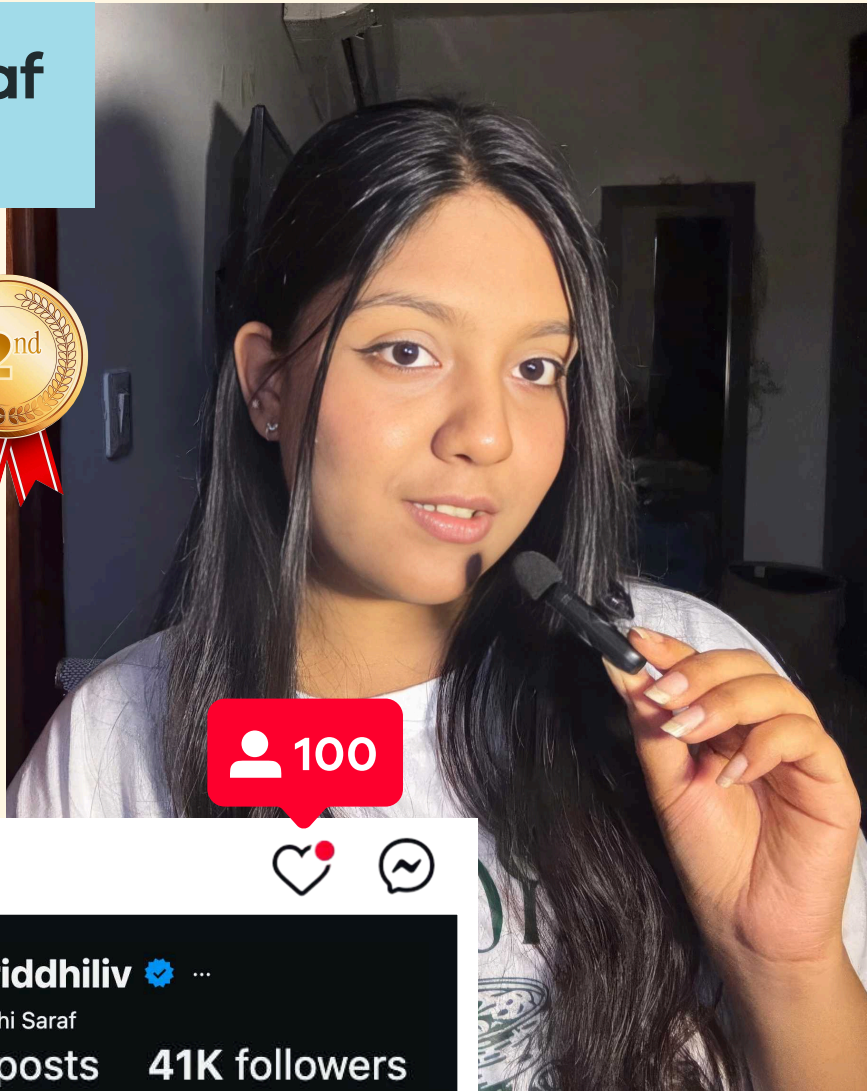
brand deals in one month, for his brand - Angry Toast



# Samriddhi Saraf

2nd Position

Samriddhi creates content around **tech, gadgets, and useful digital discoveries.** Through **engaging and visually-driven content,** she helps audiences discover smarter, more practical ways to **navigate technology.**



100

Instagram



**samriddhiliv** ...  
Samriddhi Saraf  
**106 posts** **41K followers**  
Tech  
Making tech less confusing 🧠  
Hidden websites • AI • Internet hacks  
For collaborations, please email me. 📧  
[www.linkedin.com/in/samriddhi-saraf-10a0032b6?ut...](http://www.linkedin.com/in/samriddhi-saraf-10a0032b6?ut...)

Gained

**40K+**

followers

**15M+**

views

Secured

**20+ brand**

collaborations

Recognised by leading

**industry creators**

and **startup founders**

Simplified complex tech concepts into

**engaging**

**high-impact** content



itsok\_ruchika liked your reel.

Vipin.sta liked your reel.

kanupriya1707 commented

orry liked your reel.

anoka\_liju commented  
Y anxiety!! When you are samriddhi 🌟

riiddv commented  
She'll slay the challenge 🤩

soooo proud!!

Collaboration Opportunity  
with **Marqly**

Hey 🙌  
I'm reaching out from CaseCrushers, a murder mystery brand that creates immersive unsolved case experiences you can solve at home. 🕒🔪  
We love your content and think you'd be an awesome fit for a collab! Let us know if you're interested - we'd love to chat details.

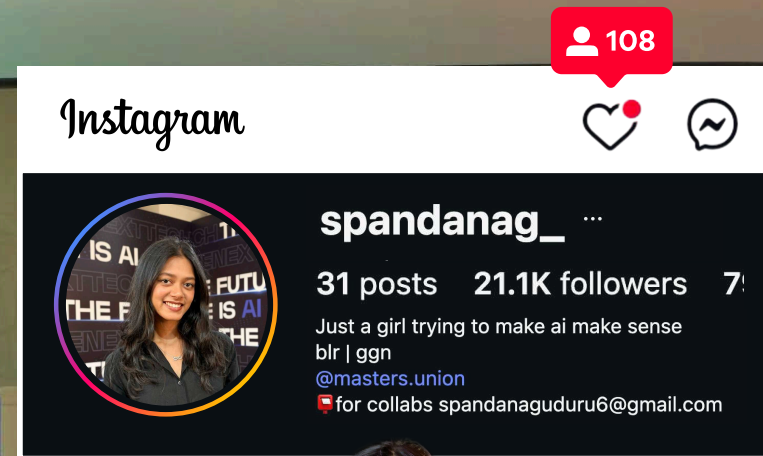
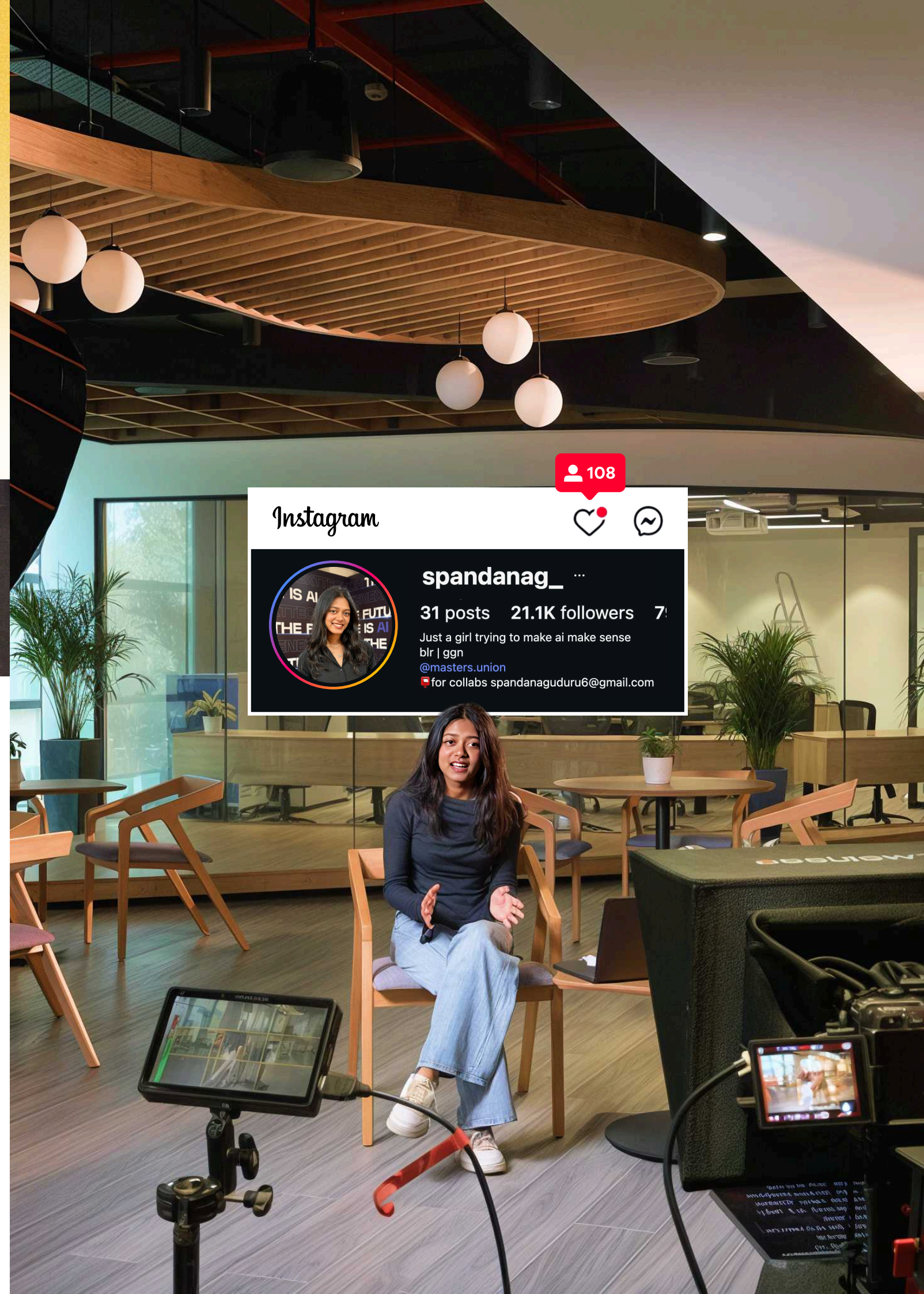
I'm so proud of you 🥰

I hope your content grows and reach millions of followers 🙌



# Guduru Spandana

3rd Position



Spandana creates **AI education content** for non-technical audiences, simplifying **AI tools, automation workflows, and emerging technologies** into practical, easy-to-follow insights. Through short-form videos, she breaks down **real-world AI use cases** in an **engaging, accessible** format.

Grew from  
**2K to 11.5K+**  
followers **organically** within a month

Viral reel with  
**1.8M+ views**  
and consistent **100K-500K** performance

Secured early-stage  
**brand deals**  
and **inbound opportunities**

Recognised by  
**prominent creators**  
in the **startup ecosystem**

# Chirag Naryani

3rd Position



Chirag creates content focused on **business, marketing, and consumer psychology**, bringing a **storytelling lens** to complex ideas and industry trends. Through insightful short-form videos, he unpacks **brand strategies, growth tactics, and emerging market trends** with clarity and depth.

## 3.5M+ views

across **business storytelling** content

## 25-34 age group

niche audience of **founders and professionals**

Collaborated with brands like

**PHILIPS**

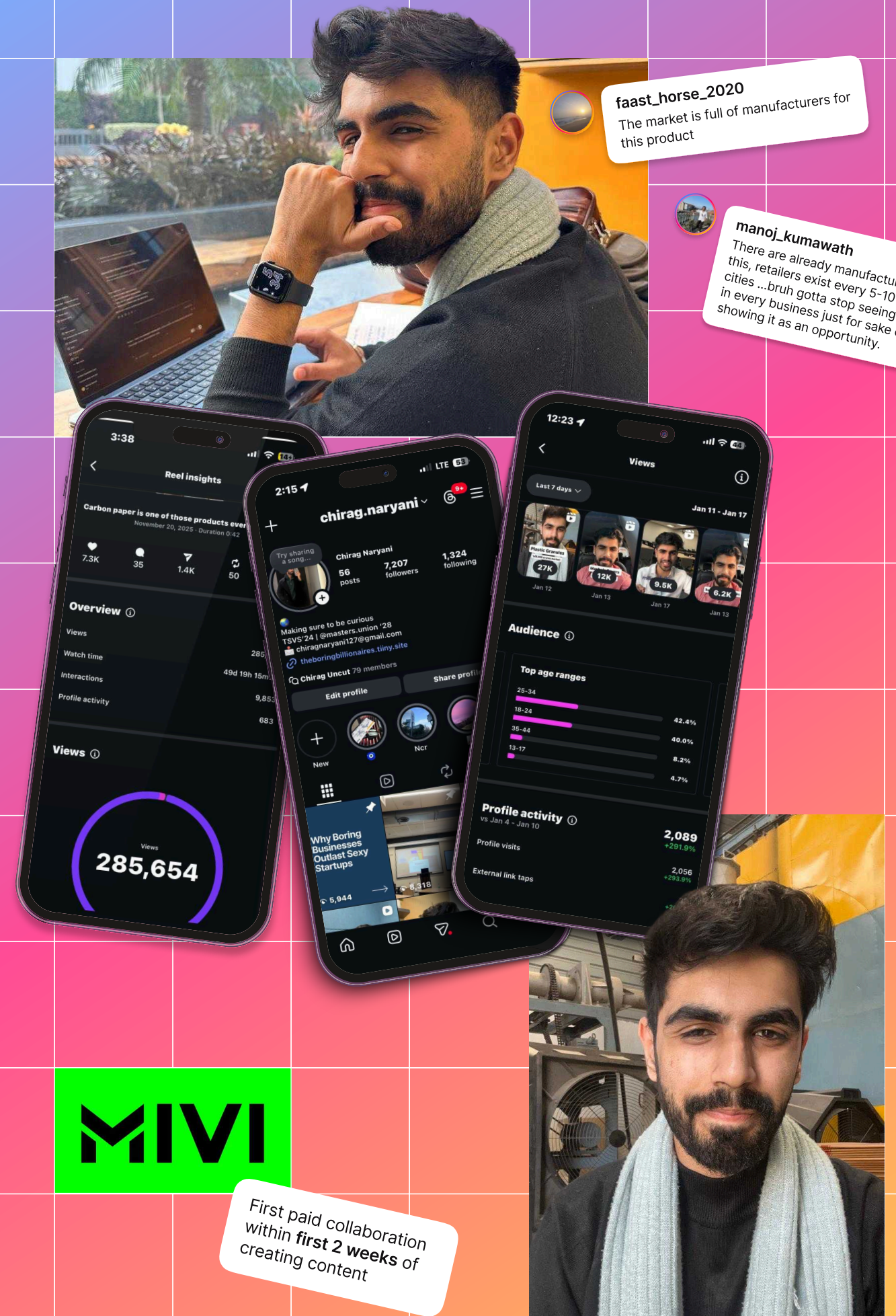
**MIVI**

**curie**

Authored research on

## "boring businesses"

and their **scalability**



**faast\_horse\_2020**  
The market is full of manufacturers for this product

**manoj\_kumawath**  
There are already manufacturers for this, retailers exist every 5-10 kms in cities ...bruh gotta stop seeing money in every business just for sake of showing it as an opportunity.

First paid collaboration within **first 2 weeks** of creating content

# Parag Jain

Special Performance Recognition



Parag creates **entertainment-driven content** centered around **social experiments** on YouTube. His content spans across **fitness, viral food concepts, and public interactions**, blending curiosity, participation, and excitement.

Secured first

## brand sponsorship

with just **5 videos**

Achieved

## 100%+

**average view duration** on YouTube Shorts

Scaled reach from

## 800 to 25K+

**impressions** in 7 days

Consistently delivered

## high-performing

**short-form content**



Search



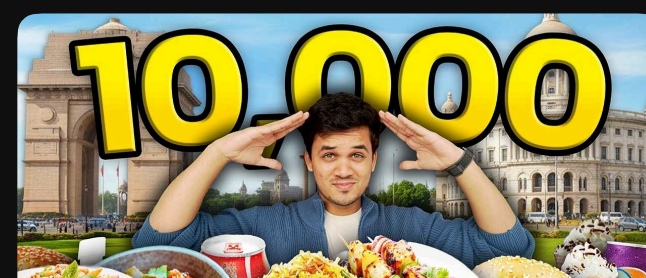
# Parag Jain

@Ytjainparag • 190 subscribers • 21 videos  
Trying to bold things. Telling real stories :) ...more

Subscribe

Community

Home Videos Shorts Posts



# Testimonials



Before CCC, I used to post content without any structure or strategy. The programme taught me how to script better hooks, understand audience retention, and create content with intent. From learning thumbnail psychology to analysing trends, every session helped me think like a creator, not just a student.

— Chirag Naryani



In Year 1, I started a dropshipping business, and it failed. However, as I pivoted to AI content creation in Year 2, CCC played a defining role in helping me navigate that shift. It helped me find a clear point of view in a crowded space and build the confidence to create consistently. With the mindset of treating content as a public experiment - ship, learn, iterate - I grew @spandanag\_ to 20k followers in under four months. That approach continues to shape everything I create today.

— Guduru Spandana



Before joining CCC, I was extremely introverted and struggled with severe camera anxiety, which made content creation feel overwhelming. The programme helped me overcome my fear of being seen, build confidence on camera, and express myself more authentically online. I now approach content creation with far more confidence and consistency, and have grown a community of 42k+ followers along the way.

— Samriddhi Saraf



The best part of CCC for me was learning how creators think strategically - not just what to create, but why it works. Every class offered practical insights, from writing stronger captions to building a personal brand that feels authentic. More than content tactics, CCC helped me think with clarity and create with confidence. I started experimenting more, finding my own creative voice, and approaching content with more consistency and purpose.

— Saiansh Gupta



CCC made content creation feel less overwhelming and more intentional. The sessions on branding, reels strategy, and community building helped me understand how to create value for an audience instead of just chasing views. It genuinely changed the way I show up online.

— Siddhanth Vengali



I always thought content creation was only about aesthetics, but CCC showed me the importance of storytelling and understanding audience psychology. The practical assignments pushed me to experiment with formats, improve my editing style, and communicate my ideas more effectively online.

— Gunjan Kaur Dhillon





For any queries, contact

+91 - 7669186660

DLF Cyberpark, Gurugram

ugadmissions@mastersunion.org

