PGP **Bharat**

masters' union

COHORT-1

Content *Creator* Challenge

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About PGP *Bharat*

PGP Bharat is an immersion-driven business programme where India becomes the classroom.

Students travel across India, step inside factories, startups, boardrooms and local ecosystems to learn how businesses are built, scaled and transformed.

3 Terms ▪ 28 Weeks ▪ One Immersive Journey

Beginning with Orientation, the programme is structured across **three terms**, combining **classroom learning, travel-based immersions** and **hands-on challenges** to develop a deep understanding of business and India.

TERM 1

In-class + Dropshipping Challenge

TERM 2

Travel Immersions + Content Creation Challenge

TERM 3

In-Class + Venture Initiation Programme

Content Creator *Challenge* Explained

An immersive journey of storytelling, creativity & personal branding.

Content Creator Challenge is a module where students learn to create content the way a business would use it, to build an audience, earn that audience's trust and eventually turn it into revenue or opportunity.

Through the Content Creator Challenge, students documented real business experiences, captured untold stories and created engaging content across social platforms.

Course Overview:

Students receive platform-specific training across various platforms, learning how to:

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



Challenge *Journey*



STEP-1

KICKOFF & ORIENTATION

Students are introduced to the challenge, evaluation criteria, content formats and storytelling fundamentals.

STEP-2

CREATOR SESSIONS

Industry experts share practical insights on storytelling, content strategy, editing and personal branding.

STEP-3

CREATE ACROSS BHARAT

Students complete One Day Creator Challenges across different cities, creating content inspired by local businesses, industries and culture.



STEP-4

MENTORSHIP & FEEDBACK

Sessions, workshops and regular mentor reviews help students refine their ideas, strengthen their storytelling and improve execution through continuous feedback.



STEP-5

REAL-TIME PERFORMANCE

Students track the performance of their content through audience engagement, platform insights and reach.

STEP-6

EVALUATION & RECOGNITION

The best entries are recognised based on creativity, storytelling execution and overall impact.



PGP Bharat Cohort 1

Hub-wise Challenges

Throughout the *8-week Bharat immersion,* every hub introduced **two content creation challenges** inspired by its **local businesses, industries and culture.**

Students selected one of **two challenges** and created **authentic content** while developing practical storytelling skills.



Challenge *Statistics*

48
Creators

16
Total Challenges

300
Total Videos

1M+
Views/Impressions

20+
Total Cities



HUB-1



Delhi NCR



CHALLENGE

Option 1 - Identify and interview a local business owner, entrepreneur or founder on camera.

Option 2 - Partner with a local vendor or shopkeeper in Chandni Chowk and create a practical marketing solution to help grow their business.

KEY LEARNING

- Cinematic storytelling techniques
- Observation and documentation skills
- Understanding urban business ecosystems



HUB-2





Jalandhar



CHALLENGE

Option 1 - Trend Capitalising: Making Manufacturing Go Viral

Option 2 - What They Don't Tell You about the Industry

KEY LEARNING

- Trend-based content creation
- Educational storytelling techniques
- Brand communication strategies



HUB-3



Mundra & Ahmedabad

CHALLENGE

Option 1 - Create a GRWM (Get Ready With Me) Reel

Option 2 - Create an informative reel in an interesting way after visiting factories and ports.

KEY LEARNING

- Creative storytelling techniques
- Industrial process documentation
- Informative visual communication



HUB - 4



Mumbai

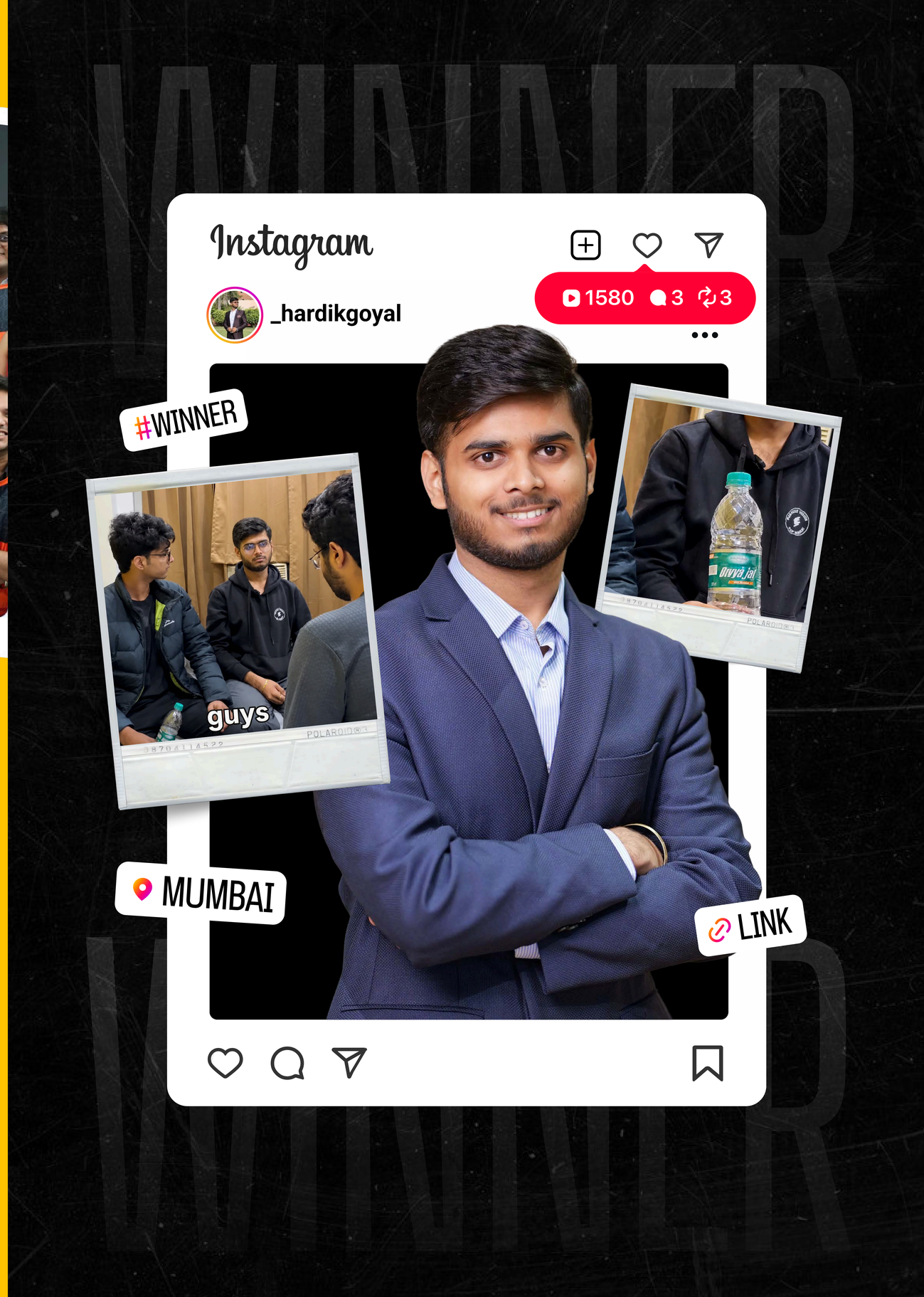
CHALLENGE

Option 1 - Create a cinematic story that captures Mumbai's entrepreneurial spirit and its impact on everyday life.

Option 2 - A Day at a Company, based on any one of the companies visited during the immersion.

KEY LEARNING

- Cinematic storytelling techniques
- Building narratives through visuals
- Understanding urban business ecosystems



HUB-5





Goa

CHALLENGE

Option 1 - Create challenge-format content to be filmed on the cruise

Option 2 - How does the Cruise actually work?

KEY LEARNING

- Behind-the-scenes cruise operations
- Storytelling through sea experiences
- Hospitality and customer experience



HUB-6



Bangalore

CHALLENGE

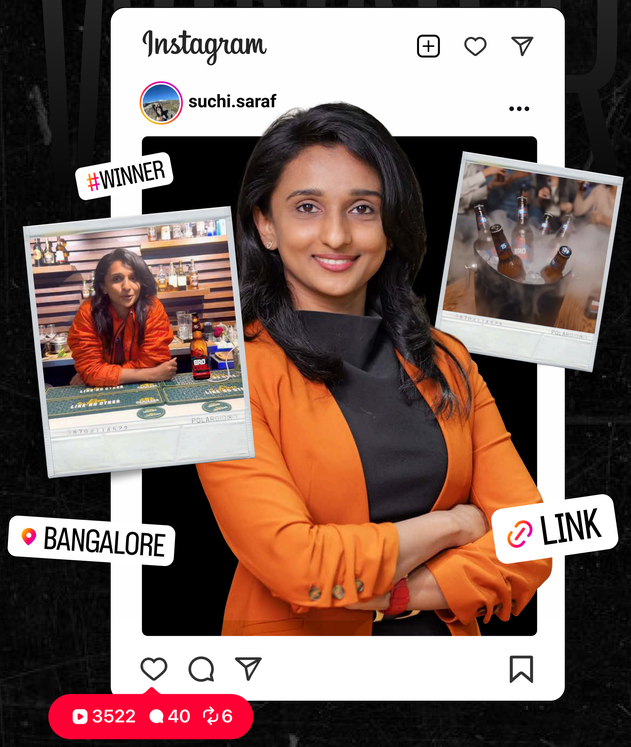
Option 1 - Create an advertisement for a brand/company of your choice.

Option 2 - Unfolding marketing strategies of the companies visited

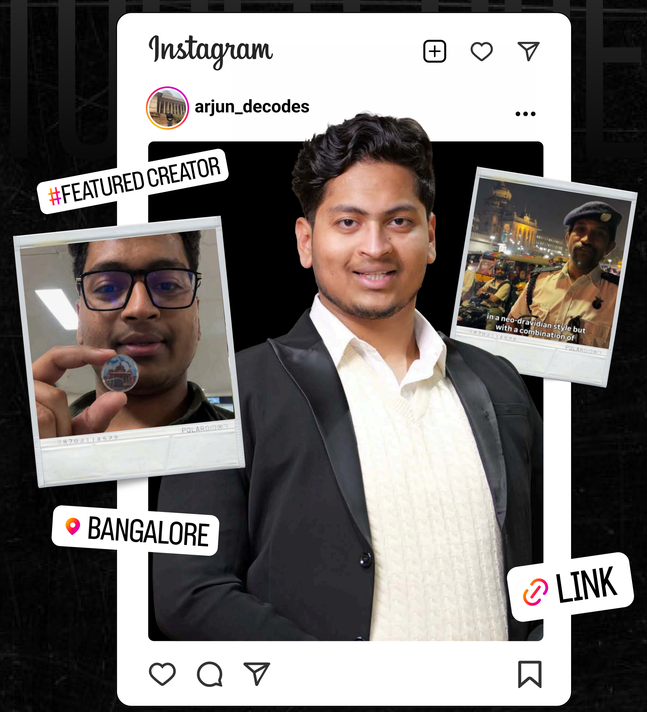
KEY LEARNING

- Brand storytelling and positioning
- Creative advertising strategies
- Marketing analysis and insights

WINNER



FEATURED CREATOR



HUB-7



Darjeeling



CHALLENGE

Option 1 - Create introspective content reflecting on your travel experience and learnings

Option 2 - Create content showcasing local culture and business of Darjeeling

KEY LEARNING

- Reflective storytelling techniques
- Local culture and heritage
- Visual storytelling through experiences

WINNER



FEATURED CREATOR



HUB-8



Lucknow

CHALLENGE

Option 1 - Make an interesting food vlog

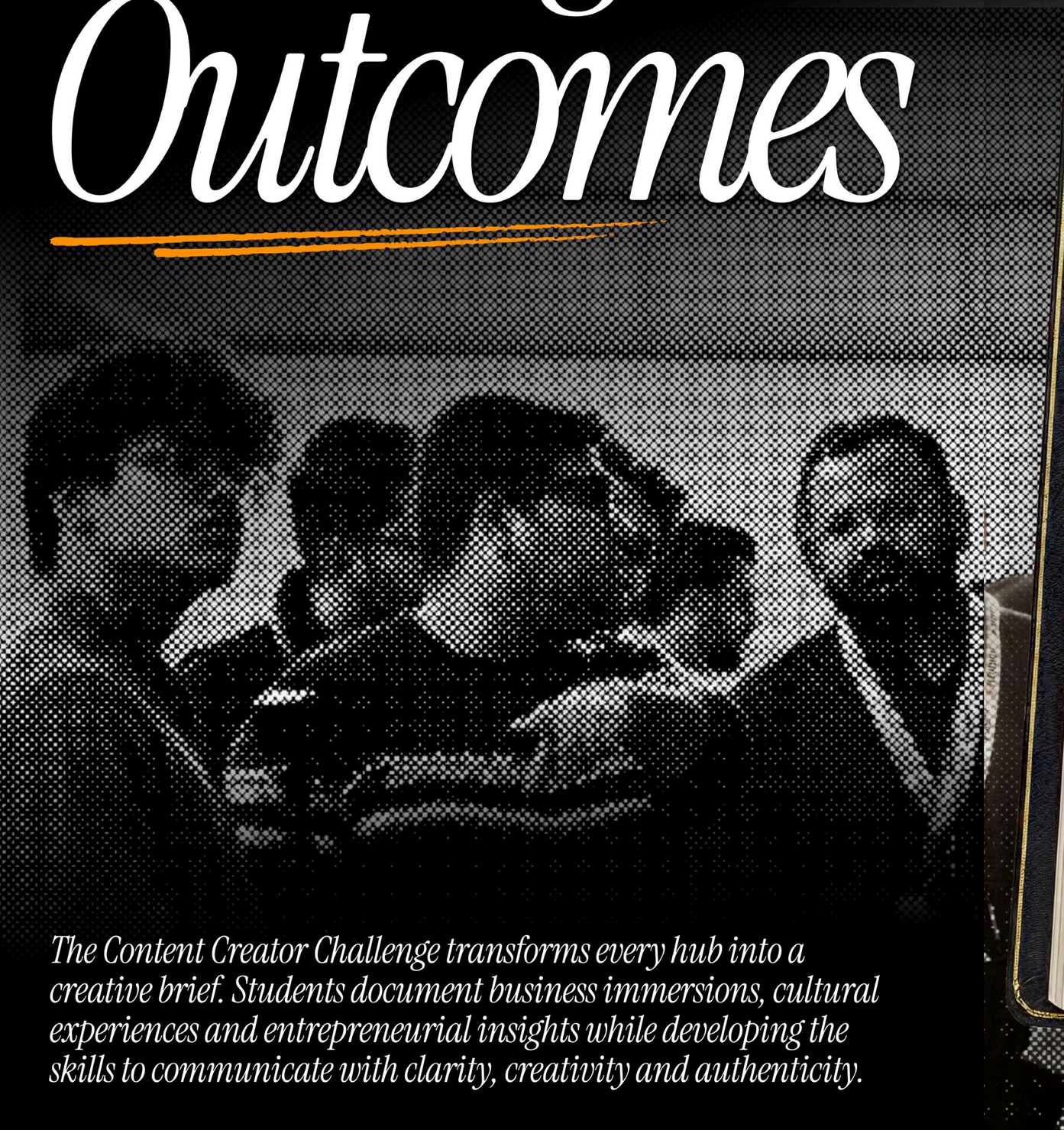
Option 2 - Coverage video showcasing the entire journey with PGP Bharat

KEY LEARNING

- Food storytelling techniques
- Cultural documentation and storytelling
- Journey reflection through video



Learning *Outcomes*



The Content Creator Challenge transforms every hub into a creative brief. Students document business immersions, cultural experiences and entrepreneurial insights while developing the skills to communicate with clarity, creativity and authenticity.

#1

STRATEGIC STORYTELLING

Learn to transform business experiences, founder interactions and complex ideas into engaging, audience-first stories across multiple content formats.

#2

CREATIVE CONTENT PRODUCTION

Develop the ability to ideate, film, edit and produce compelling content, from cinematic vlogs and advertisements to trend-based and POV-driven videos.

#3

PERSONAL BRAND & COMMUNICATION

Build confidence in expressing ideas, communicating with authenticity and creating a distinctive digital presence through consistent storytelling.

Testimonials



The content creation challenge was one of the most hands-on experiences, giving us the chance to experiment with filming and editing throughout the trip. It really helped me unlock my creativity, while the guidance and feedback showed us how to make our content even better. It was also such a fun way to capture all the memorable moments, laughter, and chaos along the way.

-DIYA MEHTA



The Content Creation Challenge was one of the most enjoyable parts of the immersion. Creating one reel every week pushed me to look at every experience with a storyteller's mindset instead of just as a participant. It made me more consistent, improved my confidence in creating content on the go, and taught me how to capture meaningful moments in a simple and engaging way.

-HARDIK GOYAL

The Creator Challenge was one of the most rewarding experiences of my PGP Bharat journey. Every week, we were given a new theme that encouraged us to think creatively, tell meaningful stories, and share our unique perspectives from the 20 cities we traveled to. It pushed me out of my comfort zone, helped me become more consistent with content creation, and taught me how to connect with an audience authentically.

-SHILPI AGRAWAL







"The content stood out for its authentic storytelling, strong structure, and ability to showcase a small business in an engaging way."

– HARDIK GOYAL

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