

UG Programme

CONTENT CREATOR *Challenge*



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LIMITED EDITION

WORK
WORK
WORK
WORK
WORK

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.

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 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.





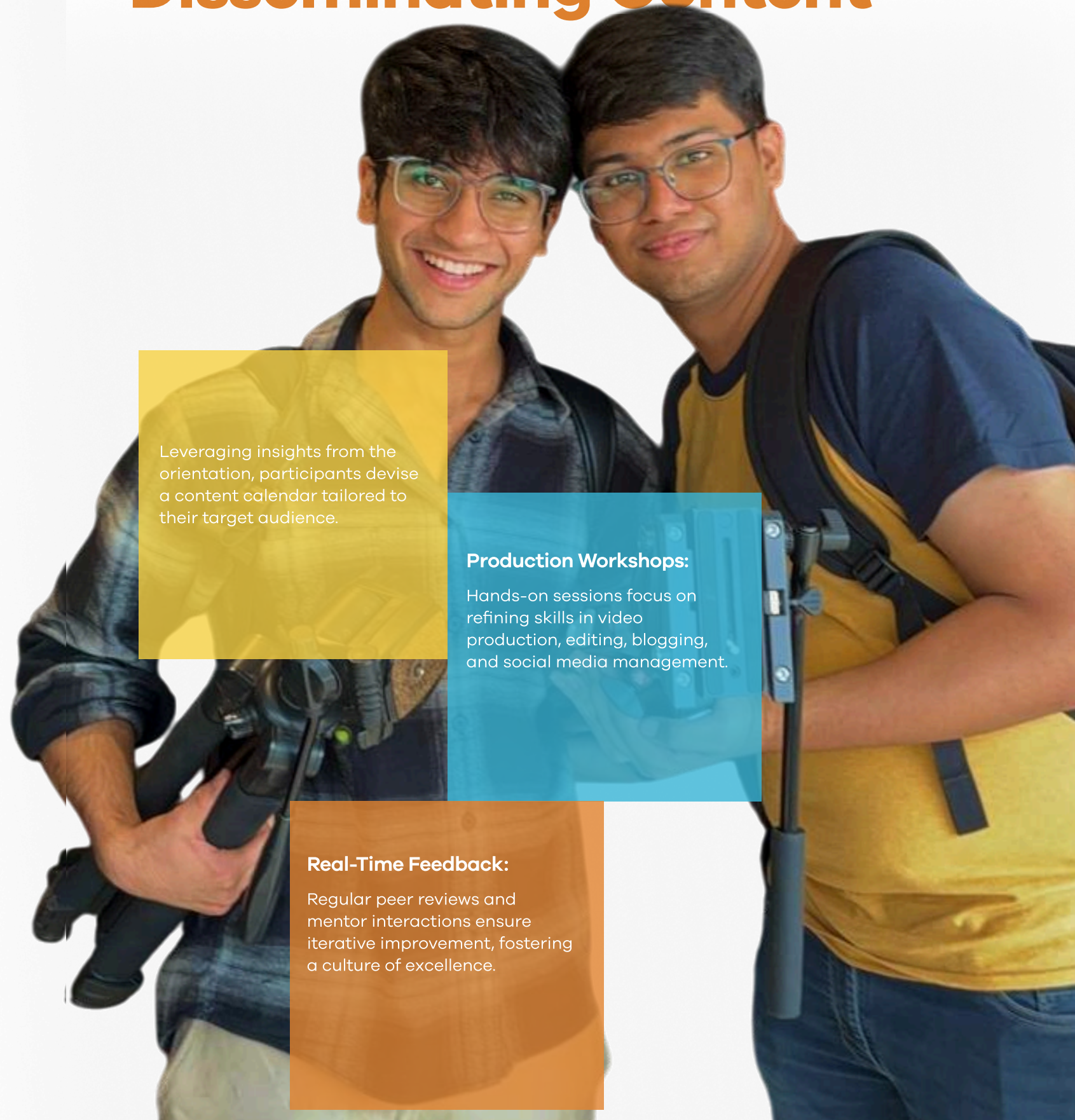
Step: 2

Content Development and Execution

Crafting & Disseminating Content

Outcome:

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



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:

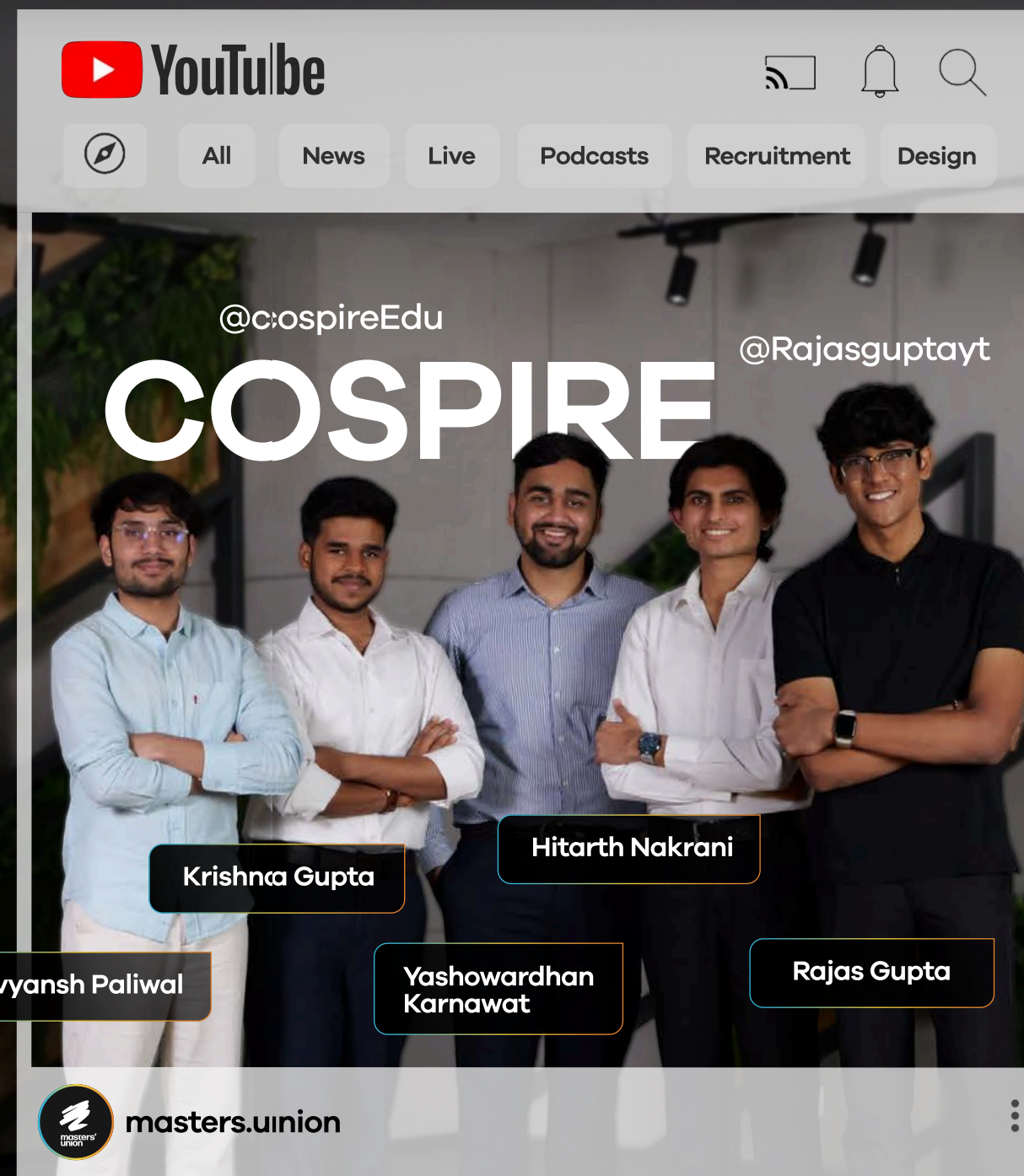
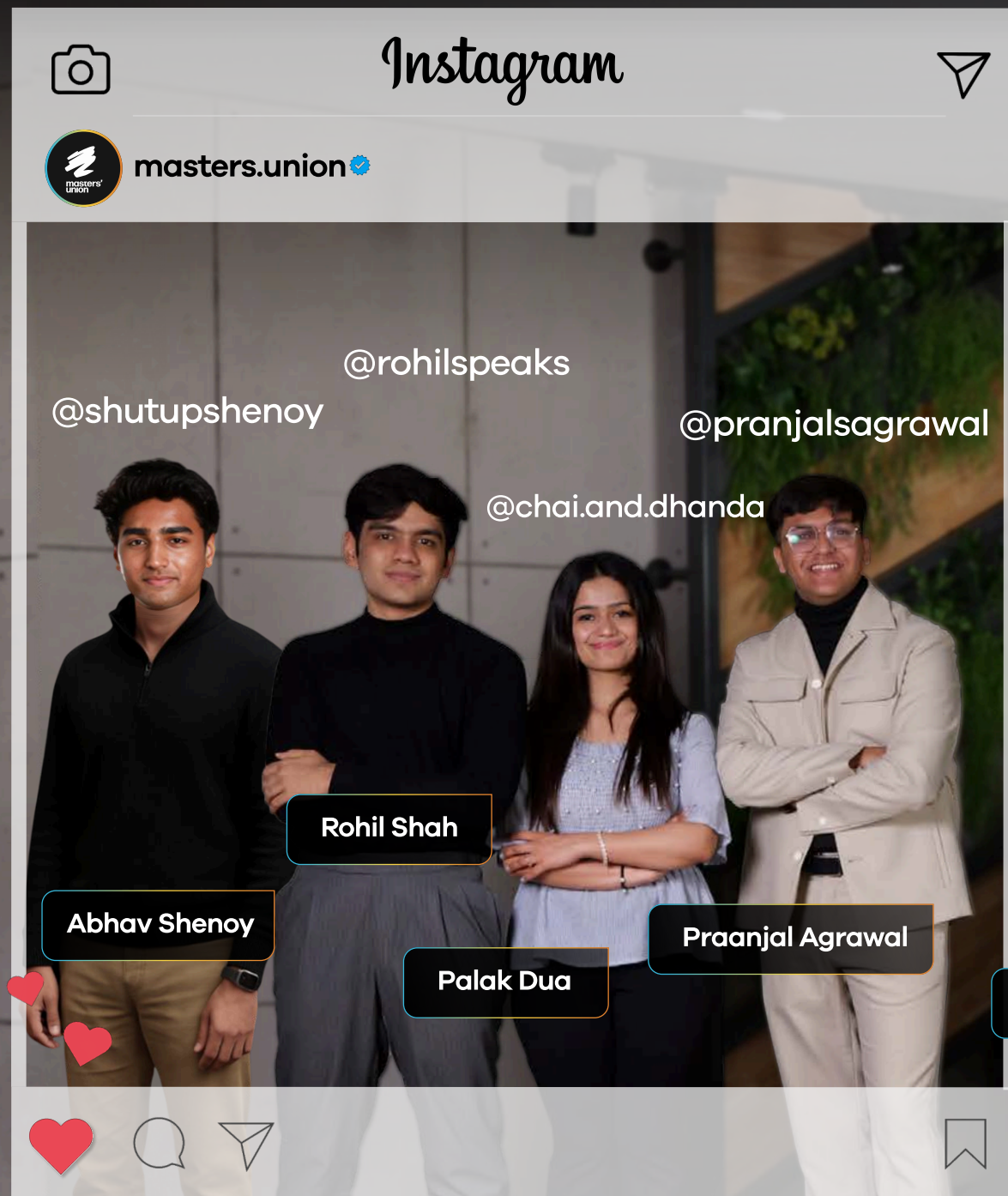
A platform for creators to present their content journey, highlighting challenges they overcame and insights gained.

Rewards:

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

Avanti Naagral, Kavaach Khanna and Pratham Mittal judging the CCC finale.

Meet The *Winners*



Youtube



1.2M+ impressions, 1,20,000+ unique viewers

- 1,20,000+ Unique viewers

1.2 M Views



858+ subscribers, 23,000+ unique viewers

- **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




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.

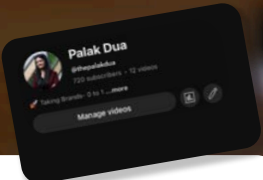


Which Degree Would You Pick?
DU, IIM B Or No Degree! |
@MastersUnion UG Students



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

MASTERS' UNION DROPSHIPPING MELA

35.7K

8,132

4,661

OPPORTUNITY OPPORTUNITY

1,050

1,175

1,503

poured \$5.27 billion

1,955

PAKIS

2,771

TREATY

2,224

ABOUT PAKISTAN'S

1,862

1,645

2,462

Pranjalsagrawal

• 1500K+ Views

• 112+ Reels

• 2 Months

chai.and.dhanda

1,433

1,370

1,139

UNI QLO

Uniqlo does exactly the opposite

5,004

with none other than Kendall Jenner

1,014

Hi today is my last reel

2,291

Palak Dua

• 81.4K+ Views

• 800+ Followers

• 34,578+ Reach

shutupshenoy

This new AI

21.7K

Alcen never make artists obsolete.

14.5K

PRINCESS

11.2K

shutup SHENOY AND DAYA

20K

HOW BUSTAK IS SPARKING

29.1K

get lucky

37.4K

Abhay Shenoy

• 260K+ Views

• 600+ Followers

• 61,308+ Reach

• Revenue: ₹1.6L+ Earned

rohilspeaks

how to script for virality

1,146

best business in india is banana

4,814

banglore will be unliveable

3,779

Indian SaaS Oppurtunity

2,293

how to oppress creators

3,927

how are indian cows fathers in pakistan

3,519

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



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.

—— Yashowardhan 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 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 thought 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





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