



# OPEN CHALLENGES

**2025**

**Your Creativity. Our Cause.  
Let's Co-create a Greener Future.**

**DESIGN  
MARKETING  
MEME**



# FROM WASTE TO WONDER! LET'S BUILD THE FUTURE, CREATIVELY.

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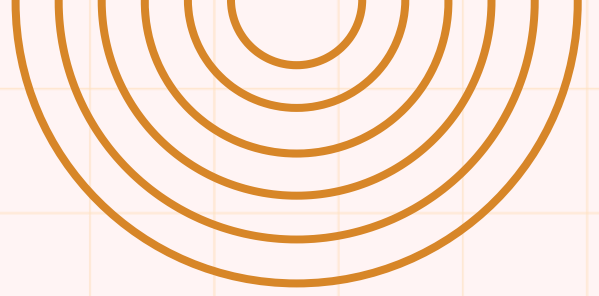
We live in a world that needs urgent redesign, not just of products, but of the way we think. At Bharga Biotech, we're on a mission to transform agricultural and industrial waste into sustainable, high-impact materials.

Now, as we prepare to scale our innovations and grow our team, we're looking for talented, purpose-driven individuals to join us. But before we bring interns onboard, we're launching a series of open challenges, an invitation for creators, strategists, and sustainability enthusiasts to showcase their skill, passion, and vision.

If you can think boldly, create meaningfully, and care deeply about the planet, this is your stage.



# DESIGN CHALLENGE



*Craft a real, functional product using upcycled or waste materials like denim scraps, coir, jute, paper, or any discarded resource and show us how sustainability can look stylish, purposeful, and original.*

Design and create a physical product using upcycled or waste materials. Submissions should help us visually understand the product and your idea behind it. You may submit your entry in any one or more of the following formats:

- Photos: Clear, high-quality images of the final product (at least 2–4 angles), with short captions explaining features or material use.
- Video (Optional): A short video (30–90 seconds) showing the product in use or explaining how it was made (recommended for functional designs).

The participant must submit a concept note: A brief write-up (max 300 words) explaining: the materials used, your design intent and explain briefly how the product is unique, sustainable and functionable. You are free to submit either photos or a video or both depending on what best represents your work. The goal is to help us clearly understand your design and how it connects to sustainability.

## Who Can Participate?

- Fashion, textile, product design students
  - Students from other streams with creative ideas
  - Undergraduate / Postgraduate / Diploma students
- (Individuals entries only)

**Attractive prizes**

**Social media featuring**

**Certificate**

**Internship opportunity**



# MARKETING CHALLENGE



*Choose any product (your own idea or an existing one) and create a unique, bold marketing campaign that makes sustainability resonate. Think reels, posters, taglines, stories, anything that sells the idea with soul.*

Participants must develop a marketing concept for a product of their choice.

Accepted submission formats include (choose any one or more):

1. A short video (self-shot, reel or animated) advertisement (30–90 seconds)
2. A visual ad/poster, or branding moodboard

The participant should submit a short write-up (max 300 words) explaining:

1. What product you're promoting?
2. What is the unique marketing angle?
3. Why would it appeal to today's audience or how it is related to our sustainable concept?

You are free to use your own original product idea or a real-world product, but your submission must reflect your unique marketing thought process.

## Who Can Participate?

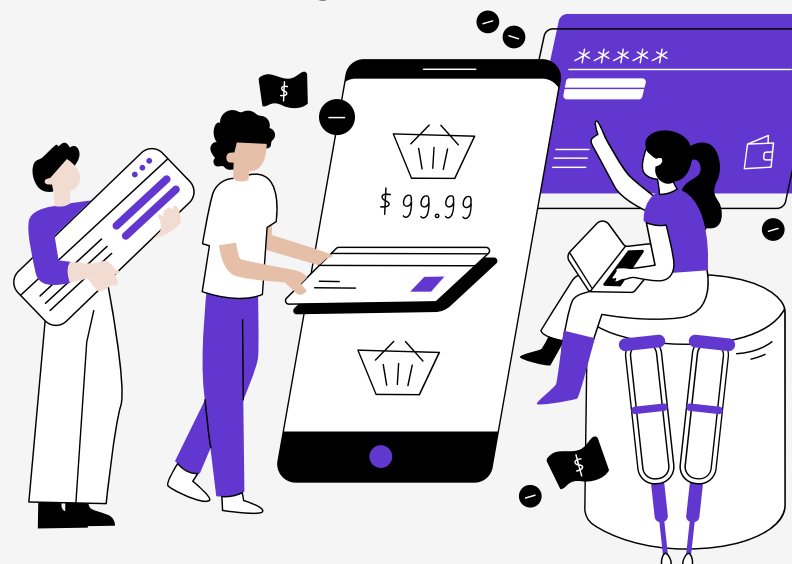
- Marketing, business, media, communication, or related students
  - Undergraduate / Postgraduate / Diploma students
  - Creators and storytellers with a flair for branding
- (Individuals entries only)

**Attractive prizes**

**Social media featuring**

**Certificate**

**Internship opportunity**



# MEME CHALLENGE

*Create an original meme that addresses climate change, sustainability, plastic waste, or green living, using humor as a tool to educate and engage.*

Participants must create a meme that focuses on one or more of the following themes:

- Environmental degradation, Plastic pollution, Climate change
- Waste management, Conscious consumption
- Sustainable fashion or lifestyle
- Green innovations

Submission format:

- Static meme (JPG/PNG) or animated meme (GIF/MP4) with a short caption (1–2 lines) if the meme requires context

Memes must be original, respectful, and no harmful, insensitive, or offensive content will be entertained.

## Who Can Participate?

- Open to all – students, meme creators, or anyone with a sense of humor and purpose
- Individual entries only

**Attractive prizes**


**Social media featuring**

**Certificate**

**Future Digital Collaborations**



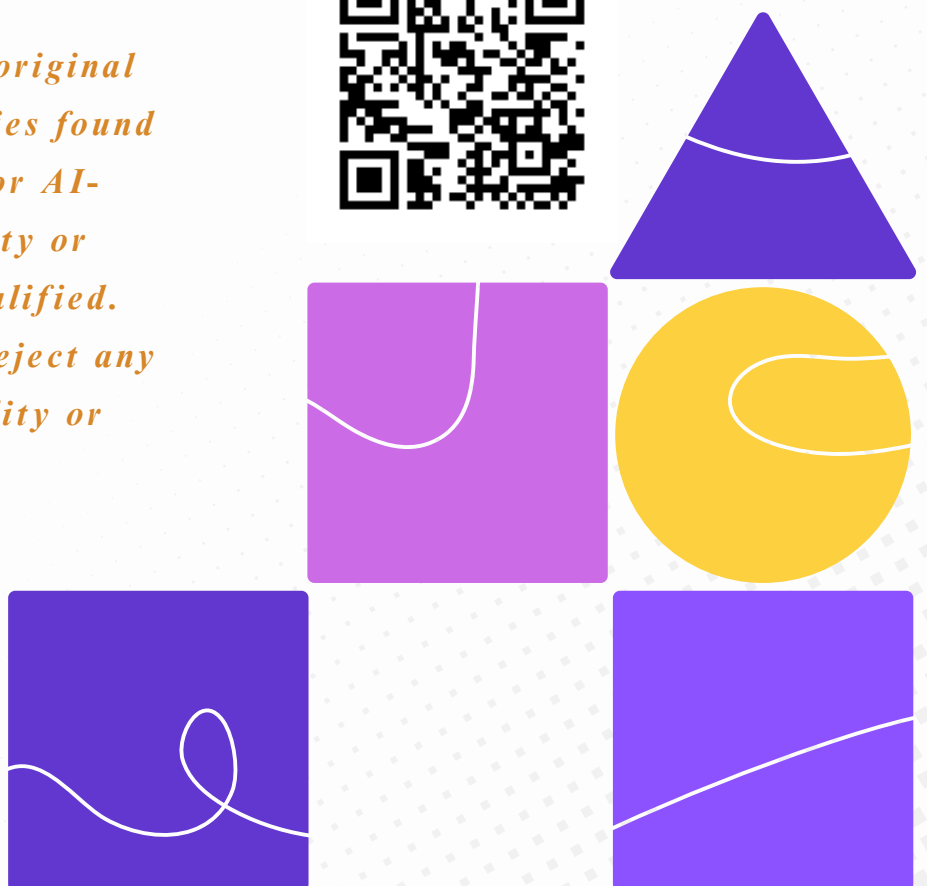
# HOW TO APPLY?

- Fill out the Google Form to submit your entry:  
 <https://forms.gle/cFJB7PStBXrGwfSp8>
- Your entries will be shared on Bharga's official Instagram page, with contestants tagged and credited.
- Follow [@bhargabio] on Instagram for challenge updates, featured entries, and result announcements.
- Last date of submission: June 30, 2025
- No registration fee.
- For any queries, please mail us:  
[admin@bharga.co.in](mailto:admin@bharga.co.in)

## Apply Here



*All submissions must be the original work of the participant. Entries found to be copied, plagiarized, or AI-generated without creativity or customization will be disqualified. Bharga reserves the right to reject any entry that violates originality or ethical standards.*





**THANK  
YOU**

**[www.bharga.co.in](http://www.bharga.co.in)**