



Brand the Future

MARKETING WITH A MISSION

To creatively showcase how a product can be marketed in a fresh, compelling, and sustainable way, using any format that captures your marketing brilliance.

Guidelines

Who are eligible?

- Students or individuals from marketing, business, media, communication, or creative fields
- Open to undergraduate, postgraduate, or diploma students
- Individual entries only (no team submissions)
- Preferably from final-year or internship-eligible batches
- Others passionate about green branding or creative content are also welcome!

What are the benefits?

The top entry will receive exciting prizes, and will be featured on Bharga's website and social media, awarded a 'Certificate of Strategic Creativity', and will also be offered a fast-track internship interview opportunity (if the candidate is interested in doing internship at Bharga Biotech). Shortlisted participants will be eligible for Bharga's digital content collaborations in future and will receive a digital certificate of participation in recognition of their creative contribution.

What you have to do?

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?

Note: 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. 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.

How to submit your idea?

- 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 contact: admin@bharga.co.in

Apply Here

