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LEARNING

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01

# About Us



## ABOUT US

EnGauge Learning is an ed-tech startup empowering students to thrive in India's booming creator economy through expert-led, practical education in content creation and entrepreneurship.

### What We Offer:

- ❑ Industry-first curriculum covering social media algorithms, content strategy, digital marketing, and much more
- ❑ Practical "learn and implement" methodology with real-world applications
- ❑ Guided pathway into the creator ecosystem as a viable entrepreneurial career

## VALUE PROPOSITION

For students: Relevant skills for the digital economy and entrepreneurial opportunities

For colleges: A program that bridges formal education and opens doors to new career opportunities in India's fastest- growing creative sector- The Creator Economy

02

# Indian Creator Economy



# Indian Content Creators Economy

2.5 - 3.5 Mn

Creators make up the Indian Creator Economy, with a substantial majority on Instagram, followed by YouTube.

50%

Brand marketers focus on authenticity and social proof

Rs 3375 Crore

Influencer marketing in India is expected to surge by 25% (CAGR) expecting to reach INR3,375 crore by 2026

## ECONOMY OF INFLUENCE IN INDIA

Total number of content creators | Creators monetizing content  
**25-30 lakh** | **1.5-1.7 lakh**

Average of 1.1 lakh - 1.7 lakh Indian creators monetise their content on YouTube

| CREATOR TYPES  | NUMBER OF CREATORS EARNING VIA YOUTUBE |
|----------------|----------------------------------------|
| Nano           | 20,000-30,000                          |
| Micro          | 30,000-60,000                          |
| Macro          | 60,000-68,000                          |
| Mega/Celebrity | 6,000-10,000                           |

Source: Kofluence influencer marketing report



# Indian Content Creators Economy

## 75 %

Brands are expected to consider influencer marketing as part of their marketing strategy.

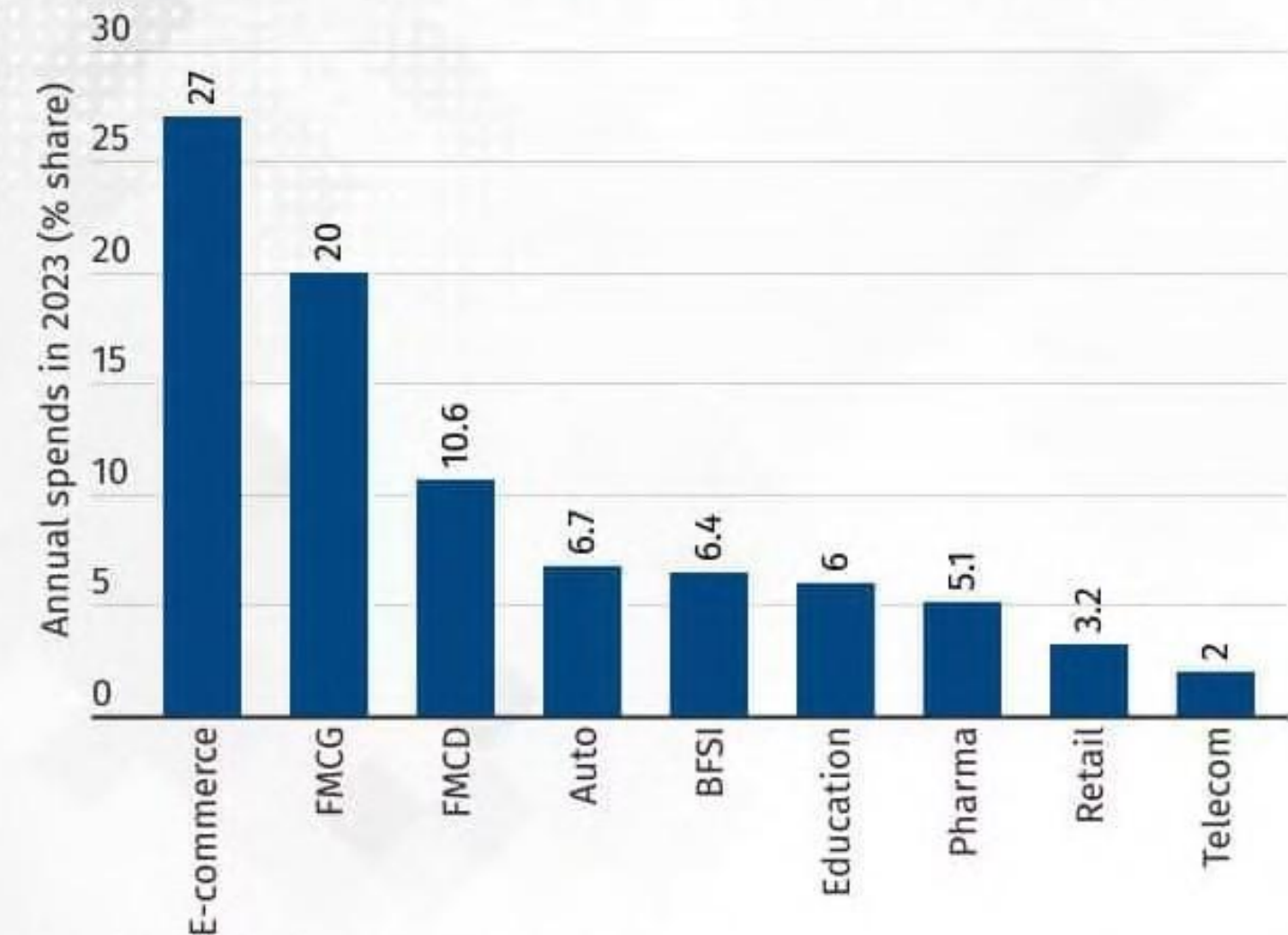
## 56 %

Brands invested more than 2% on influencer marketing.

## 77 %

Influencers reported income growth in the past two years and 86% of influencers expected over 10% increase in their income over the next two years.

### TOP SPENDERS IN INDIA FOR INFLUENCER MARKETING



PS: FMCG is Fast Moving Consumer Goods, FMCD is Fast Moving Consumer Durables  
Source: Koflucence report



03

# Proposed Modules

# FOUNDATION MODULES



01

**Deciding Your Niche  
As A Content  
Creator**



02

**Basics of Social  
Media  
Platforms & The  
Algorithms**



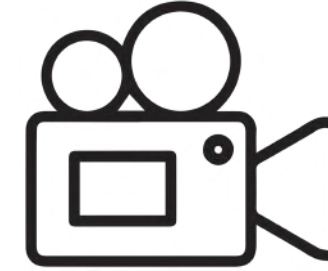
03

**How To Define Your  
Social Media  
Content  
Strategy**



04

**Laws,  
Guidelines,  
Ethics &  
Business Of  
Content  
Creation**



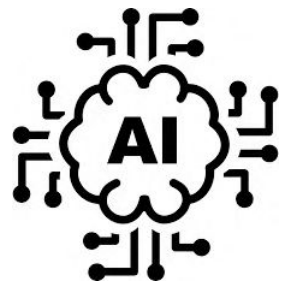
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**Storytelling &  
Production of  
Social Media  
Content**



06

**Post-Production  
of Content**



07

**Integrating AI  
in Content  
Creation**



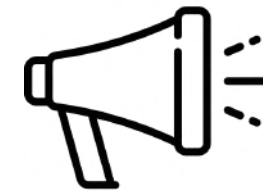
08

**Understanding  
Social Media  
Platform  
Data & Insights**



09

**The Psychology  
Behind  
Social Media &  
Content Creation**



10

**Understanding the  
Basics of  
Marketing and  
Branding (AIDAS)  
As A Content  
Creator**



11

**How To Get Brand  
Collaborations  
And Grow As A  
Content Creator**



12

**How To  
Effectively Price  
Yourself As A  
Content Creator**

# REAL LIFE APPLICATIONS OF SKILLS LEARNT

01

## Strategic Social Media Mastery

Transform casual social sharing into income-generating opportunities by understanding platform algorithms, and monetisation pathways that open doors to careers throughout the creator ecosystem.

02

## Identifying Content Formats & Strategies

Understanding content formats empowers Indian students to critically evaluate what they consume, create impactful content, and effectively communicate ideas tailored to different platforms and objectives.

03

## Marketing & Branding Analysis Skills

Develop the ability to deconstruct advertising campaigns, identify consumer psychology triggers, and create content that balances authenticity with conversion—essential skills for creators and marketing professionals alike.

04

## Implementation of AI in content and social media

Learning about AI tools at an early stage equips students with future-ready skills, enabling them to understand how technology simplifies creative and marketing processes preparing them for emerging career opportunities.

05

## Storytelling & Communication

Mastering storytelling and personal branding early boosts students' confidence, improves public speaking, and prepares them for future opportunities like interviews and presentations.

06

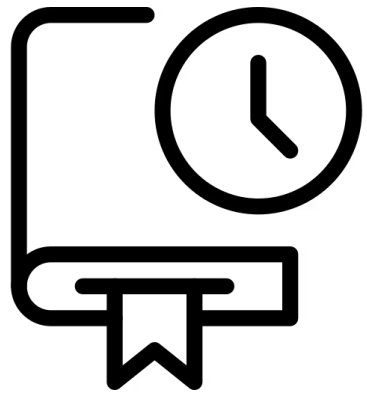
## Business Acumen For Content Monetization

Learn practical skills in pricing, negotiations, and business development that transform creative talents into sustainable, high-paying career paths within the creator economy and marketing industry.

04

# Implementation Models

# COURSE STRUCTURE & DURATION



## Course Duration

- A 12 session based weekly bootcamp or masterclass model at the university/college campus
- 2-3 Hour Sessions Every week (Preferably on a fixed day, after the predefined college timetable)



## Course Structure

- Interactive and Case Study Led Sessions conducted by industry experts focusing on a learn & implement structure
- Complimentary to the College's existing curriculum, the EnGauge curriculum will be drafted by experts with feedback from university faculty



## Course Format

- A Certification based 'Value-Addition' skill development offering, offered by EnGauge, in partnership with the University, platforms and partners
- A weekly assignment based structure with social media platforms, media agencies/brands with an opportunity to work on LIVE projects

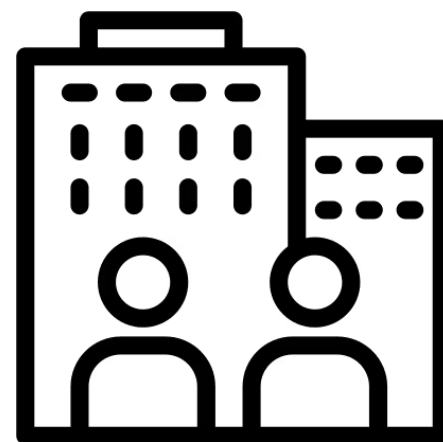
# IMPLEMENTATION MODELS

| Our Offerings                                                                                          | Deliverables                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Standalone</u><br><u>Bootcamps/MasterClasses</u>                                                    | <ul style="list-style-type: none"> <li>• A standalone 90-120 minutes interactive session covering the shortlisted topic/s delivered by our subject matter expert</li> <li>• Certificate of participation and skill recognition by EnGauge Learning</li> </ul>                                                                                                                        |
| <u>Full-Time Curriculum</u><br><u>Integration</u><br><b>(As per University/College implementation)</b> | <ul style="list-style-type: none"> <li>• 12 interactive sessions (150-180 Minutes each) covering the shortlisted topic delivered by our subject matter expert</li> <li>• Certificate of participation and skill recognition by EnGauge Learning</li> <li>• Skill implementation assignments with an opportunity to get an internship with our partner brands and agencies</li> </ul> |

05

# Our Stakeholders

# TAKEAWAYS FOR THE COLLEGE



01

## Addition Of An NEP Aligned Practical and Interactive Course

Implementation of an NEP aligned hands-on approach to skill development in the media and content creation field with real time projects driven by our brand/agency partnerships

02

## Increased Student Engagement & Industry Interaction Opportunities

Increased student engagement and participation in additional college offerings, with an opportunity of potential brand/agency interactions and internships

03

## Offering a Specialisation Agnostic Course for Students

Content creation excels across multiple specialisations (Marketing/Journalism/creative arts and many more industries), this course can be opted by students across multiple specialisations and skill-sets

04

## Pioneering Creation of Entrepreneurs and Institute Brand Ambassadors

First mover advantage in building self sustaining student entrepreneurs and potential brand ambassadors of the college, with a clutter breaking offering for students across courses

# TAKEAWAYS FOR THE STUDENTS



01

## **Skill Development For Creator Economy Led Jobs**

Interactive & practical project driven sessions that aid skill development and real time implementation of content creation skills, with experts aiding their process of growing as a content creator

02

## **Access To LIVE Industry Projects**

Be a part of a learn and implement model with real-time assignments, projects and campaigns. Have the chance to be as creative with the ideas and get feedback on the same

03

## **Potential Brand/Agency Empanelment**

Direct access to working with brand marketers and agency partners for internship and employment empanelment opportunities

04

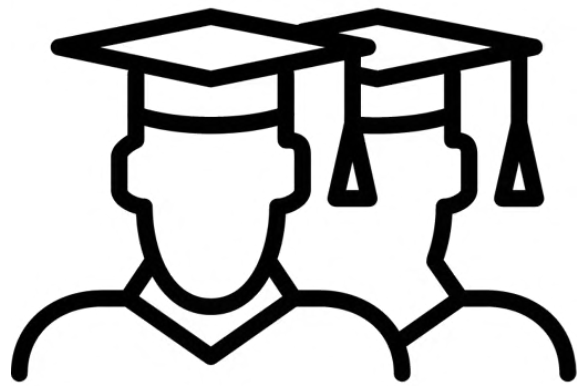
## **Learn From From Industry Professionals**

Opportunity to learn from content/media industry veterans with interactive sessions and case study driven real-life campaign experiences

06

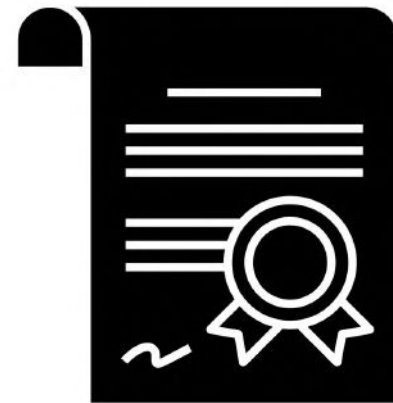
# Deliverables

## DELIVERABLES FROM THE COLLEGE



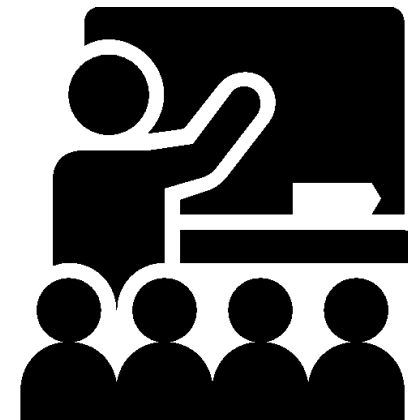
01

**Access To The  
University/College  
Student Base**



02

**Organisational  
Accreditation/Certification  
for Students**



03

**Access to College  
Infrastructure for  
LIVE classes**



04

**Inclusion of Skill  
Development Courses  
in the existing  
curriculum**



## Connect With Us

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