



# THE 3P CAREER PITCH CHALLENGE 2026

## Official Competition Guidelines

### SECTION 01 — ABOUT THE CHALLENGE

The **3P Career Pitch Challenge 2026** is a national-level online competition designed to help students, job aspirants, and young professionals build the confidence and visibility needed in the modern career world.

Through a powerful 60-second career pitch, participants get an opportunity to express themselves, showcase their potential, and learn how to stand out professionally in a highly competitive job market.

### SECTION 02 — THE CHALLENGE

#### *What Participants Need To Do*

Participants must create and upload a **60-Second Career Pitch Video** matching any **ONE** of the following core categories:

#### *1. POSITIONING*

*Create a 60-second pitch about your strengths, career goals, and what makes you unique.*

- **Topic Options:**
  - What makes you different from others?
  - Why should someone hire you?
  - What are your greatest strengths?
  - What is your dream career and why?
  - How can your skills create real-world impact?
  - What problem can you solve in the future?
  - What makes you valuable in the professional world?
  - How do you want the world to remember you?

## 2. PACKAGING

*Create a 60-second pitch showcasing your confidence, communication, and professional readiness.*

- **Topic Options:**
  - Introduce yourself professionally.
  - Why is confidence important for career success?
  - How are you preparing yourself for the job world?
  - What does professional presence mean to you?
  - How can powerful communication change your future?
  - Why do first impressions matter?
  - How are you improving yourself personally and professionally?
  - What does becoming "career-ready" mean to you?

## 3. PROMOTION

*Create a 60-second pitch about personal branding, visibility, and getting noticed professionally.*

- **Topic Options:**
  - How would you promote yourself professionally?
  - Why is personal branding critical today?
  - How can LinkedIn accelerate your career growth?
  - Why should professional opportunities notice you?
  - How can networking change your future?
  - How can young people build career visibility?
  - What does standing out professionally mean to you?
  - How can social media be used positively for career growth?

**Medium of Expression:** Participants may speak in **English, Hindi,** or their **Regional Language.**

## SECTION 03 — WHO CAN PARTICIPATE

### *Eligibility*

The challenge is open to participants from all over India who fall under the following categories:

- College & University Students
- Fresh Graduates & Job Aspirants
- Youth & Young Professionals

## SECTION 04 — HOW TO PARTICIPATE

### *Participation Steps*

#### 1. Register Online

Fill out the **Official Registration Form** accurately.

#### 2. Follow the Page

Follow our official Instagram handle: **@thementorconsultancy**

#### 3. Select Your Topic

Choose your preferred "P" category (**Positioning, Packaging, or Promotion**) and select a topic.

#### 4. Record Your Pitch

Record your high-impact career pitch video and attach the official 5-second "**The 3P Career Blueprint**" branding image at the very end of your video. *(The official image will be provided to you upon registration).*

#### 5. Upload as a Reel

Upload your video directly onto Instagram as a **Reel**.

#### 6. Invite Co-Author

Send a **Collaboration Request** to our official account: **@thementorconsultancy** (This ensures your video shows up on our page feed).

#### 7. Optimize Your Caption

Use the official hashtag **#3PCareerPitchChallenge**, tag **3 friends** in your post, and keep your profile **Public**.

**Note:** Participants are welcome to upload multiple unique reels during the competition period to increase their chances of winning.

## SECTION 05 — JUDGING CRITERIA

*Evaluation Parameters (Total Marks: 100)*

Criteria	Marks	What the Judges Will Look For
Clarity	25	Is the core message easy to understand? Is the audio clear, and is the video stable and well-lit?
Confidence	25	Does the creator speak with energy, authority, and strong body language? Is the delivery engaging?
Communication	25	Is the language effective and the script logical? Does it fit well within the 60-second limit?
Creativity & Presentation	25	How original is the concept? Is there effective use of editing, hooks, text overlays, or background music?

## SECTION 06 — AWARDS & RECOGNITION

- **Cash Prize:** ₹5,000 for the top performer.
- **Skill Development Access:** 50% OFF on our flagship program, “The 3P Career Blueprint,” for selected high-potential entries.
- 25% OFF for the other participants

## SECTION 07 — IMPORTANT DATES

Competition Timeline	Date
Registration Opens	1st June 2026
Reel Submission Window	Participants may upload any number of reels between 1st June 2026 and 31st July 2026
Submission Deadline	31st July 2026
Result Announcement	2nd Week of August 2026

## SECTION 08 — IMPORTANT RULES & TERMS

1. **Originality:** Participants must upload original content only. Plagiarism or using copied material will result in immediate disqualification.
2. **Account Settings:** Instagram profiles **must remain public** from the date of submission until the final results are announced so judges can access the entries.
3. **Content Standards:** Use of offensive, inappropriate, political, or discriminatory content will lead to instant disqualification.
4. **Media Rights:** The organizing team reserves the right to use submitted video entries for promotional, marketing, and educational purposes across its platforms.
5. **Rule 6 (New Add-on):** All video submissions must include the official 5-second "The 3P Career Blueprint" outro slide at the end of the Reel. Videos uploaded without this branding slide will not be considered for judging.
6. **Finality of Decisions:** **The decision of the panel of judges is absolute, binding, and final.** No correspondence, appeals, or structural disputes regarding scores or rankings will be entertained after the results are declared.

## SECTION 09 — ORGANIZED BY

### The Mentor Consultancy (TMC)

*Career & Employability Consulting*

Helping students and young professionals build clarity, confidence, communication, visibility, and professional readiness for the modern career world.

## SECTION 10 — CONTACT DETAILS

For any questions or support requirements:

☎ **Coordinator:** Mr. Yongang

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