

Arts, Media, Marketing and Entertainment



ACTOR

The term actor is used to refer to most performers who work in films, television, theater, and other performing arts. An actor's job is to fully represent the character they are playing and to convince their audience that character is real by engaging them and drawing them into the story.

PERSONALITY TRAITS

- You like acting in plays
- You are a creative person
- You like to give speeches
- You can comfortably talk with all kinds of people



The approx. course fee ranges between **INR 30,000 - 90,000*** for 6 months in a 3 year course

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in Acting/Performing Arts/Cinema etc.
- Or
- Complete Bachelor's and then follow it up with a Master's in the same or allied field
- Or
- Pursue a Diploma in Acting/Performing Arts /Theatre, Acting and Film Production/Cinema etc.

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of an Actor ranges between **INR 15,000 - 1,00,000*** per day depending on experience.

Source: bit.ly/3Zfqj0

WHERE WILL YOU WORK

Places of Work: Production houses, TV serials, Films and OTT serials

Work Environment: It is not a desk job. You may need to work with others. Travelling is a part of this job role. Part-time work and contractual jobs are available. Working hours can be flexible. Shift system may be available.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH



Junior Actor → Actor and Actress → Senior Actor and Actress

Search keywords...



performer, artist, actor

WHERE WILL YOU STUDY?

This course is offered by the Department of Arts.

This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Andhra University College of Arts and Commerce, Visakhapatnam
2. Pandit Lakhmi Chand State University of Performing and Visual Arts, Rohtak
3. Utkal University of Culture, Bhubaneswar
4. Rabindra Bharati University, Kolkata
5. Film and Television Institute of India, Pune
6. Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur
7. National School of Drama, New Delhi
8. Film and Television Institute of Andhra Pradesh, Vijayawada, Andhra Pradesh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Anupam Kher's Actor Prepares, Mumbai
2. Asian Academy of Film and Television, Mumbai
3. Barry John Acting Studio, New Delhi
4. ITM University, Gwalior, Madhya Pradesh
5. Mahatma Jyoti Rao Phoole University, Jaipur
6. Singhanian University, Jhunjhunu, Rajasthan

Information on Institute rankings is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD



Naseeruddin Shah is a veteran film and theatre actor and director. He began his acting career with Shyam Benegal's drama film Nishant and went on to star in path-breaking films like Umrao Jaan (1981), Jaane Bhi Do Yaaro (1983) and Ardh Satya (1983) among others. He graduated in Arts from Aligarh Muslim University, after which he joined the National School of Drama in Delhi. Shah later joined Film and Television Institute of India, Pune.*

Source: <https://in.bookmyshow.com/person/naseeruddin-shah/1554>

**The above information is for training purposes only and will not be used for any commercial gains*

ANCHOR

An Anchor or a Presenter is responsible for introducing a program or an event to a target audience. They work in entertainment programs such as awards, music and dance shows, comedy, news, reality TV, crime stories, etc. As a host of the program, they ensure high engagement with the audience. They also maintain the programme flow of an event.

PERSONALITY TRAITS

- You have a good command over languages – pronunciation, vocabulary and voice modulation
- You like working independently
- You are comfortable communicating with others
- You like to learn about other cultures



The approx. course fee ranges between **INR 14,000 - 4,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

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• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree (B.A.) in Journalism and Mass Communication/ Languages

OR

Complete Bachelor's degree, followed by Master's (M.A.) in Journalism and Mass Communication

OR

Complete Bachelor's degree, followed by Diploma in Public Speaking

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a News Anchor as a fresher ranges between **INR 16,400 - 30,000*** per month.

The approx. salary of an Anchor with experience ranges between **INR 1,60,000*** per month.

Source: <https://bit.ly/3hG22ax>

WHERE WILL YOU WORK?

Places of Work: National and Regional news, Sports, Music and other entertainment channels on TV, Radio, Social media and other live programs or events.

Work Environment: You have to work in a studio setting but often travel to different locations to host programs. It entails unconventional working hours.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Intern → Full-time Anchor → Producer/
Managerial Role

WHERE WILL YOU STUDY?

This course is offered by the Department of Journalism and Mass Communication

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Lady Shri Ram College for Women, New Delhi
2. Maharaja Sayajirao University of Baroda, Varodara, Gujarat
3. University of Kerala, Thiruvananthapuram, Kerala
4. Utkal University, Bhubaneswar, Odisha
5. Savitribai Phule Pune University, Pune, Maharashtra
6. Farook College, Kozhikode, Kerala
7. Osmania University, Hyderabad, Telangana
8. Babasaheb Bhimrao Ambedkar University, Lucknow, Uttar Pradesh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai, Maharashtra
2. Symbiosis Institute of Media & Communication, Pune, Maharashtra
3. Department of Media Studies, Christ University, Bangalore, Karnataka
4. Times School of Journalism, New Delhi
5. Manipal Institute of Communications, Manipal, Karnataka
6. Madras Christian College, Chennai, Tamil Nadu
7. Pearl Academy, New Delhi
8. NIMS University, Jaipur, Rajasthan

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

Search keywords...



anchor jobs, anchor vacancies, news anchor

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EXAMPLE FROM THE FIELD



Vindhya Vishaka Medapati is an Indian television anchor, sports presenter, and video jockey. She did her graduation from Kasturba Gandhi Degree & PG Women College in Hyderabad. Later, she finished her post-graduation from Osmania University, Hyderabad. She started her career as a newsreader. In 2017, she joined Star Sports Network as a sports presenter and worked for various tournaments like Pro Kabaddi League, IPL, and ICC Cricket World.*

Source:

<https://www.newindianexpress.com/magazine/2021/oct/24/queens-of-commentary-these-women-add-new-flavour-to-cricket-via-regional-languages-during-t20-wc-2374121.html>

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ANIMATOR

An Animator is a multimedia artist who make designs or models that simulate movement in a sequence, conveys a story or offers information. Animation includes techniques by which successive drawings are photographed to create an illusion of movement when the film is shown as a sequence. It could also be a series of frames of puppets or models in different positions. Animators also create graphics and develop storyboards, drawings, and illustrations.

PERSONALITY TRAITS



- You have a creative bent of mind and strong visual imagination
- You like to draw or sketch
- You pay attention to details
- You enjoy using the computer



The approx. course fee ranges between **INR 20,000 to 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

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LOANS

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• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10+ 2 in any stream
2. Complete Bachelor's degree in Design (B. Des.) or B.Sc. in Animation or Bachelor's in Fine Arts

OR

Complete Diploma/Certificate course in Animation and Multimedia

OR

Complete Bachelor's followed by Master's in Design (M.Des.) or in Animation (M.Sc.)

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of an Animator ranges between **INR 15,000 - 83,000*** per month.

Source - <https://www.payscale.com/research/IN/Job=Animator/Salary>

WHERE WILL YOU WORK?

Places of Work: Animation and VFX studios, Creative agencies, Gaming companies, Media companies

Entrepreneurship: Opportunities for self employment and freelancing exist in this line of work.

Work Environment: You are likely to work in a tech-equipped office or a studio. It may be convenient to work from home, and flexible working hours may often be offered.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Animator → Senior Animator → Animation Team Lead

Search keywords...



animation, 3D animation, flash designing

WHERE WILL YOU STUDY?

The course is offered by the Department of Animation and Design.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Design (NID), Ahmedabad, Gujarat
2. Utkal University of Culture, Bhubaneswar, Odisha
3. Central Institute of Technology, Kokrajhar, Assam
4. Rajasthan ILD Skills University, Jaipur, Rajasthan
5. Industrial Design Centre, IIT Bombay, Mumbai, Maharashtra
6. Loyola College, Chennai, Tamil Nadu
7. Artemisia College of Art and Design, Indore, Madhya Pradesh
8. St. Joseph's College, Bengaluru, Karnataka

PRIVATE INSTITUTES

**(Please check if Institute is affiliated and accredited with UGC before applying)*

1. Birla Institute of Technology, Jaipur, Rajasthan
2. Maya Academy of Advanced Cinematics (multiple locations)
3. Arena Multimedia (multiple locations)
4. Indian Institute of Film And Animation, Bengaluru, Karnataka
5. Fergusson College, Pune, Maharashtra
6. Amity University, (multiple locations)
7. St. Xavier's Collge, Kolkata, West Bengal
- 8 Symbiosis Institute of Design, Pune, Maharashtra

Information on institute rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

EXAMPLE FROM THE FIELD

Ram Mohan is an Indian Animator popularly known as father of Indian Animation. He started his career at the Cartoon Films Unit of Films Division of India in 1956. He is chairman and chief creative officer at Graphiti Multimedia, a Mumbai-based animation company. He also established the Graphiti School of Animation in 2006. Some of his notable works for Indian television includes animated short film Baap re Baap, Ramayana-the legend of prince Rama and the animated TV series- Meena. He won several awards including the Padma Shri in 2014.*

Source - <https://indiaeducation.net/5-talented-indian-animators-to-get-inspiration-from/>

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ARCHIVIST

Archivists are responsible for assembling, cataloguing, preserving and managing valuable collections of historical information. Archivists work with a wide variety of public and private sector organisations, and, once qualified, may move between a variety of organisations, roles and specialisations. Archivists are information experts specifically educated to keep source data and assist individuals in obtaining it. Paper documents, photos, videos, and computer data are all handled by archivists.

PERSONALITY TRAITS

- You have good analytical skills
- You have good communication skills
- You have an eye for details



The approx. course fee ranges between **INR 3,000 - 1,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

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• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in Humanities
2. Complete Bachelor's degree (B.A.) in any of the Social Sciences or Library Science

OR

Complete Bachelor's degree, followed by Master's in the allied subject

OR

Pursue Diploma in Archives and Records Management

Please check the duration of the course during enrolment



EXPECTED INCOME

** These figures are indicative and subject to change*

The approx. salary of an Archivist ranges between **INR 40,000 - 44,047*** per month

Source: <https://bit.ly/3KEFdjy>

WHERE WILL YOU WORK?

Places of Work: Government agencies, Private authorities, Commercial business groups, Libraries, Educational institutes, Religious authorities, Museums, Historical conservatories

Work Environment: Organizations usually work for 5 to 6 days a week and 8 to 9 hours everyday. This may vary from organization to organization. Shift system may be available. Overtime may be required

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Helper → Archivist → Head Archivist

Search keywords...



archivist, assistant archivist, documentation specialist

WHERE WILL YOU STUDY?

You can do your graduation and post graduation from any of the UGC recognised colleges in India.

This list of institutes is indicative only

Diploma, P.G. Diploma and Certificate courses in Archives and Records Management are offered at

1. School of Archival Studies, National Archives of India, New Delhi
2. Gujarat Vidyapith, Ahmedabad, Gujarat
3. The Gandhigram Rural Institute-Deemed to be University, Chinnalapatti, Tamil Nadu
4. Osmania University, Hyderabad, Telangana
5. Pondicherry University, Pondicherry, Tamil Nadu
6. Maharshi Dayanand Saraswathi University, Ajmer, Rajasthan
7. Annamalai University, Tamil Nadu

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



ART DEALER

An Art Dealer buys and sells works of art. He or she is the middleman between the artists and people or institutions looking to acquire works of art such as art collectors, galleries or museums.

PERSONALITY TRAITS



- You like to read about art
- You like selling things
- You would like to start your own business
- You are a creative person



The approx. course fee ranges between **INR 30,000 - 3,00,000***

These figures are estimated numbers and will vary from Institute to Institute.

SCHOLARSHIPS

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- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in Fine Art/Art History or any related discipline
- OR
- Complete Bachelor's and follow it up with a Masters in the same or related field
- Or
- Complete Bachelor's and then pursue a Postgraduate Diploma in Modern or Contemporary Indian Art or similar fields
- Or
- Complete Bachelor's and then pursue a postgraduate course in Marketing and Sales

Please check the duration of the course during enrolment



EXPECTED INCOME

These figures are indicative and subject to change

The approx. salary of an Art Dealer is **INR 25,583*** and more per month.

Source: https://www.payscale.com/research/IN/Industry=Art_Dealer/Salary

WHERE WILL YOU WORK

Places of Work: Museums, Art galleries, Self-employed

Work Environment: It is not a desk job and travelling is a part of this job role. Part-time work and contractual jobs may be available. You will usually work for 5 to 6 days a week and 8 to 9 hours everyday. This may vary from organization to organization. Shift system may be available.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Intern/Assistant Art Dealer → Art Dealer

WHERE WILL YOU STUDY?

The various relevant courses are offered by the Department of Fine Arts.

This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Jamia Millia Islamia (JMI), New Delhi
2. Banaras Hindu University (BHU), Varanasi
3. Savitribai Phule Pune University, Pune, Maharashtra
4. University of Lucknow, Lucknow, Uttar Pradesh
5. Chhatrapati Shahu ji Maharaj University, Kanpur, Uttar Pradesh
6. Punjab University, Chandigar, Punjab
7. Maharaja Sayajirao University (MSU), Vadodara
8. Sydenham Institute of Management Studies Research and Entrepreneurship Education, Mumbai

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Manipal university of Higher Education, Manipal, Karnataka
2. Lovely Professional University, Jalandhar, Punjab
3. Chandigarh University, Chandigarh, Punjab
4. National Institute of Medical Sciences University, Jaipur, Rajasthan
5. Amity University, Mumbai
6. Koneru Lakshmaiah Education Foundation, Guntur, Andhra Pradesh
7. Adamas University, Kolkata
8. Great Lakes Institute of Management, Chennai

Information on Institute rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

Search keywords...



curator, art dealer, assistant curator

EXAMPLE FROM THE FIELD

Franck Barthelemy is a Bangalore-based French art dealer who started his career with the French Embassy in Bombay in the early 90s. He then joined Exxon-Mobil, and a few years later British Petroleum. He was in Marketing, Trading and Business development in various senior positions. But it was during a sabbatical that he decided to explore the Indian art scene more deeply and then there was no looking back. His company's name is Nogaya Home Deco Private Limited. He has an MBA from the EDHEC Business School, France.*

Source: <https://www.svasahomes.com/the-renaisance-man/>

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ART DIRECTOR

An Art Director is a person who oversees creative projects from start to completion. Art Directors are responsible for visual styles and photographs in magazines, journals, product -packaging, cinemas and television productions. They create an overall design for a project, and they often guide those who develop an art or design.

PERSONALITY TRAITS

- You are a creative person
- You are a team player with excellent communication skills
- You have an artistic bent of mind



The approx. course fee ranges between **INR 32,900 - 94,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

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• Some States have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete class 10 + 2 in any subject combination
2. Complete Bachelor's degree in Visual Arts/B.Sc. in Graphic Design/B.A. in Fine Arts

OR

Complete Diploma/Certificate courses in Graphic Design /Fine Arts

OR

Complete Bachelor's degree and follow it up with a Master of Visual Arts/Fine Arts/- Graphic Design

*For admissions, some popular Graphic Design and Fine Arts entrance exams conducted at the institution level or college level are - NID entrance exam, UCEED entrance exam, Pearl Academy entrance exam, CEED entrance, MITID DAT, and many more.

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of an Art Director ranges between **INR 45,000 to INR 91,000*** per month for experienced candidates.

Source: bit.ly/3QG5VsT

WHERE WILL YOU WORK?

Places of Work

Animation studios, Television production studios, Film production studios, Gaming companies and Advertising agencies

Work Environment

It is not a desk job and local travelling maybe part of the job. You are likely to supervise the work of assistants or designers. You may get part-time work or contractual jobs.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Runner → Designer → Storyboard Artist
→ Assistant Art Director → Art Director → Creative Director

Search keywords...



art director, creative director, associate creative director

WHERE WILL YOU STUDY?

These courses are offered by the Departments of Fine Art/ Graphic Design.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Jamia Millia Islamia, New Delhi
2. Banaras Hindu University, Varanasi, Uttar Pradesh
3. Aligarh Muslim University, Aligarh, Uttar Pradesh
4. University of Lucknow, Lucknow, Uttar Pradesh
5. Chhatrapati Shahu ji Maharaj University, Kanpur, Uttar Pradesh
6. Punjab University, Chandigarh, Punjab
7. Maharaja Sayajirao University, Vadodara, Gujarat
8. Rabindra Bharati University, Kolkata, West Bengal

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Manipal university of Higher Education, Manipal, Karnataka
2. Lovely Professional University, Jalandhar, Punjab
3. Chandigarh University, Chandigarh, Punjab
4. Pacific University Udaipur, Rajasthan
5. Amity University, Mumbai
6. K L E F Deemed To Be University, Guntur, Andhra Pradesh
7. Adamas University, Kolkata, West Bengal
8. Janki Devi Vocational Centre, New Delhi

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DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

Aashrita Kamath has worked in a number of feature films and commercials in India and abroad. Currently, she is working as an Art Director on James Cameron's Avatar series, in production in Los Angeles. Aashrita Kamath studied Sociology at St Xavier's College in Mumbai and started working in Bollywood in the art department on feature films and commercials. Some of her notable projects in Bollywood include West is West and Zindagi Na Milegi Dobara. In 2011, Aashrita applied to the prestigious AFI Conservatory in Los Angeles and was accepted as one of just 14 Production Design Fellows.*

Source: <https://yourstory.com/2017/11/aashrita-love-affair-films-takes-hollywood-avatar>

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ART HISTORIAN

Art Historians are skilled professionals who over the years have researched and gathered knowledge about the various forms of artistic expression that has existed since the beginning of time. Art historians are essentially art curators, teachers, critics or advisors who help decide what pieces should be added to a museum's collection, what is the significance of historical art and how they fit into the culture. They also analyze visual arts' meaning (painting, sculpture, architecture) at the time they were created.

PERSONALITY TRAITS



- You have a creative bent of mind
- You have good communication skills
- You have good analytical skills
- You are comfortable working in a team



The approx. course fee ranges between **INR 3,000 - 1,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

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• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in Humanities
2. Complete Bachelor's degree (B.A.) in Fine Arts or other Social Sciences, followed by Master's in Allied subjects

OR

Complete Bachelor's degree (B.A.) in Fine Arts or other Social Sciences, followed by Master's in Allied subjects and then opt for Ph.D.

OR

Pursue a P.G. Diploma in Museology and History of Indian Arts

Please check the duration of the course during enrolment



EXPECTED INCOME

** These figures are indicative and subject to change*

The approx. salary of an Art Historian ranges between **INR 19,000-22,000*** per month.

Source: <https://in.indeed.com/career-advice/finding-a-job/art-history-careers>

WHERE WILL YOU WORK?

Places of Work: Government Libraries, Museums, Auction Houses, Educational Institutions, Publishers, Galleries

Work Environment: You will work for 8/9 hours per day for 5/6 days per week.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Trainee – Art Historian – Senior Art Historian

OR

Lecturer – Asst. Professor – Associate Professor

WHERE WILL YOU STUDY?

This course is offered by the Department of Fine Arts and Humanities.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Jamia Millia Islamia, Faculty of Fine Arts, New Delhi
2. Panjab University, Chandigarh, Punjab
3. Indian Institute of Crafts and Design, Jaipur, Rajasthan
4. Jawaharlal Nehru University, New Delhi
5. Utkal University of Culture – UUC, Bhubaneswar, Odisha
6. Faculty of Visual Arts, Benaras Hindu University, Varanasi, Uttar Pradesh
7. College of Arts, Delhi University
8. Chamarejendra Government College of Visual Arts, Mysore, Karnataka

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Symbiosis Centre for Corporate Education, Symbiosis International, Pune, Maharashtra
2. Manipal Academy of Higher Education, Manipal
3. Indian Institute of Crafts & Design, Jaipur, Rajasthan
4. University of Technology, Jaipur, Rajasthan

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD



Arshiya Lokhandwala is an art historian, curator and founder of Lakeeren Art Gallery (1995–2003) in Mumbai India. She completed her BA and MA in Sociology in 1986 and 1991 respectively. She is the recipient of the Charles Wallace India Trust award in 2001 for an MA in Creative Curating at Goldsmiths College, London. She is also a curatorial committee member of the Arts Pension Trust.*

Source: <https://m.famousfix.com/topic/arshiya-lokhandwala>

**The above information is for training purposes only and will not be used for any commercial gains*

Search keywords...



conservators, curators, arts administrators

ARTIST

The creator of any art is called an artist. It can include painting, sculpting, poetry, singing, filming, drawing, composing, and creating music. An artist uses his creation as a mode of expression of her or his unique point of view.

PERSONALITY TRAITS



- You are a creative person
- You like to do experiments
- You want to join a course in Fine Arts
- You like to read about art and music



The approx. course fee ranges between **INR 1,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- Vidyalakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in Fine Art/Applied Art/Visual Art/Graphic Art or any similar discipline
- Or
- Complete Bachelor's and follow it up with a Master's degree in the same or allied subject
- Or
- Complete Bachelor's and then opt for a PG Diploma in Fine Arts

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of an Artist ranges between **INR 20,000 - 22,000*** and more per month.

Source: bit.ly/3SwScG4

WHERE WILL YOU WORK

Places of Work: Media and Entertainment companies, Colleges and Institutes across India, Publishing, Broadcasting, Film, Digital design, Advertising and Marketing companies

Entrepreneurship: You can choose to freelance or start your own business

Work Environment: It is a desk job, creative in nature. If you are employed as a commercial artist, local travelling maybe a part of this job. Part-time work and contractual jobs may also be available. Work from home option is available. Media and Entertainment companies usually work for 5 to 6 days a week and 8 to 9 hours everyday. This may vary from company to company. Being self-employed is also an option. In this case, the working hours and days will be flexible.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Trainee → Junior Commercial Artist → Commercial Artist → Senior Commercial Artist → Head of Department

Search keywords...



artist, designer, graphic artist

WHERE WILL YOU STUDY?

The various relevant courses are offered by the Department of Fine Arts.

This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Jamia Millia Islamia, New Delhi
2. Banaras Hindu University, Varanasi, Uttar Pradesh
3. Savitribai Phule Pune University, Pune, Maharashtra
4. University of Lucknow, Lucknow, Uttar Pradesh
5. Chhatrapati Shahu ji Maharaj University, Kanpur
6. Punjab University, Chandigarh, Punjab
7. Maharaja Sayajirao University, Vadodara, Gujarat
8. Rabindra Bharati University, Kolkata, West Bengal

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Manipal university of Higher Education, Manipal, Karnataka
2. Lovely Professional University, Jalandhar, Punjab
3. Chandigarh University, Chandigarh, Punjab
4. National Institute of Medical Sciences University, Jaipur, Rajasthan
5. Amity University, Mumbai, Maharashtra
6. Koneru Lakshmaiah Education Foundation, Guntur, Andhra Pradesh
7. Adamas University, Kolkata, West Bengal
8. Noida International University, Noida, Uttar Pradesh

Information on Institute rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

EXAMPLE FROM THE FIELD

Meera Mukherjee is an Artist and Writer, popularly known for her sculptures. Mukherjee joined the Indian Society of Oriental Art School at the age of 14, and later enrolled herself at the Delhi Polytechnic from where she received her Diploma in painting, graphics, and sculpture in 1947. In 1953, she attended Hochschule für Bildende Künste in Germany to study painting. However, she discontinued her painting course within the first semester and went on to take up sculpture.*

Source: <https://jnaf.org/artist/meera-mukherjee>

**The above information is for training purposes only and will not be used for any commercial gains*

BLOGGER

A Blogger is someone who writes regularly for an online journal or website. Bloggers generate and pitch ideas, compose and edit posts, promote the content of their posts to readers, and conduct research. The number of followers a Blogger has, indicates the popularity of the page. A popular blog attracts advertisements which is a source of earning for the Blogger.

PERSONALITY TRAITS



- You have varied and unique interests
- You have excellent communication skills
- You are familiar with IT skills
- You are comfortable working in a team



The approx. course fee ranges between **INR 15,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any subject
2. Complete Bachelor's degree in Advertising/Journalism/Marketing

OR

Complete Bachelor's degree and follow it up with Master's degree (M.A./MBA) in Marketing Management/Marketing Communication

OR

Complete Bachelor's degree in any discipline and pursue a Post Graduate Diploma/Certificate course in IT or an area of your choice

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Blogger ranges between **INR 21,498 - 23,139*** per month.

Source: <https://www.ambitionbox.com/profile/blogger-salary>

WHERE WILL YOU WORK?

Places of Work: Professional Bloggers - You will be hired by organizations to contribute to the company websites.

Freelance Bloggers - You will be hired by companies/clients to write on a given topic/project for an agreed compensation.

Vloggers - You will make videos on topics that are of interest, and upload them to sites such as YouTube or have a dedicated site of your own.

Entrepreneurship: You may choose to have your own personal blog.

Work Environment: You are likely to work in office settings, usually for 40 hours a week. These working hours may vary. You may often work overtime when a project is ongoing or nearing completion.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Intern → Blogger → Writer and Editor
→ Technical Writer → Web Content Manager

Search keywords...



blogger, vlogger, social media influencer

WHERE WILL YOU STUDY?

These courses are offered by the Departments of Journalism and Mass Media.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Miranda House, New Delhi
2. Hindu College, New Delhi
3. Karnataka State Open University, Mysore, Karnataka
4. Loyola College, Chennai, Tamil Nadu
5. Lady Shri Ram College For Women, New Delhi
6. Dev. Bhoomi Uttarakhand University, Dehradun, Uttarakhand
7. PSGR Krishnammal College for Women, Coimbatore, Tamil Nadu
8. St. Xavier's College, Ahmedabad, Gujarat

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Christ University, Bengaluru
2. Amity University, New Delhi
3. Symbiosis College of Arts & Commerce, Pune
4. SRM University, Amaravati, Andhra Pradesh
5. Anna University, Coimbatore, Tamil Nadu
6. St. Ann's College for Women, Hyderabad
7. Sacred Heart College, Kochi, Kerala
8. Rajagiri College of Social Sciences, Kochi, Kerala

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

ONLINE COURSES

- Udemy - <https://www.udemy.com/topic/blogging/>
- Coursera - <https://in.coursera.org/courses?query=blogging>

EXAMPLE FROM THE FIELD

Uma Raghuraman is not only a chef but also a Blogger. Her passion for food and healthy eating urged her to start her blog Masterchef Mom nearly two decades ago. Her blogs are full of appetizing recipes with plenty of images, recipes and tips. She is among the top food bloggers of India, and is also conducting Indian Home Cooking workshops in India and abroad.*

Source: <https://digest.myhq.in/top-food-bloggers-in-india>

**The above information is for training purposes only and will not be used for any commercial gains*

BRAND MANAGER

A Brand Manager is someone who decides the strategies to be adopted while creating a positive brand image or perception of a company or its products. The brand manager ensures that a particular company manages to stay popular with people.

PERSONAL TRAITS

- You have a good command over languages
- You have strong communication skills
- You have a creative bent of mind



The approx. annual course fee ranges between **INR 14,000 - INR 4,50,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some States have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



ENTRY PATHWAY

1. Complete 10 + 2 in any stream
 2. Complete Bachelor's degree (B.A.) in Business and Marketing
- OR
- Complete Bachelor's degree (B.A.) in Business and Marketing, followed by Master's degree (M.A.) in the same field
- OR
- Complete Diploma & PGDM in Advertising, Marketing, Brand Management related courses

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Brand Manager - Fresher ranges between **INR 45,000 - 55,000*** per month.

The approx. salary of a Brand Manager with 5-10 years of experience ranges between **INR 55,000 - 80,000*** per month.

Source: <https://bit.ly/3QxJpCp>

WHERE WILL YOU WORK?

Places of Work

Media and entertainment industry, Branding and advertising companies, Advertising agencies

Work Environment

You are likely to work in an office setting for 8/9 hours per day. The job involves team handling as well as travelling to some extent depending on the company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Market Research Analyst/Brand Executive → Senior Brand Executives/AM Branding → Brand Manager → Brand Head → Head of Marketing

Search keywords...



brand management, brand manager, branding

WHERE WILL YOU STUDY?

This course is offered by the Department of Management.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Management (IIM) Ahmedabad, Gujarat
2. IIM Bangluru, Bangluru
3. Indian Institute of Social Welfare and Business Management, Kolkata
4. Indian Institute of Science and Management, Ranchi
5. IIM Indore, Indore, Madhya Pradesh
6. Tamil Nadu Open University, Chennai, Tamil Nadu
7. Shaheed Sukhdev College of Business Studies, New Delhi
8. Babasaheb Bhimrao Ambedkar University, Lucknow

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Bharatiya Vidya Bhavan, Kolkata, West Bengal
2. School of Business, University of Petroleum and Energy Studies, Dehradun, Uttarakhand
3. Ajeenkya DY Patil University, Pune, Maharashtra
4. Nagindas Khandwala College, Mumbai, Maharashtra
5. University of Technology, Jaipur, Rajasthan
6. MIT University, Shillong, Meghalaya
7. Sri Bhagawan Mahaveer Jain First Grade College, Robertsonpet, Karnataka

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD



Brenda Bence is one of the most renowned Brand Managers. Brenda managed to combine her many years of experience of brand building with her sound corporate leadership, thereby creating a solid system of personal leadership branding. She had received her MBA from Harvard School of Business.*

Source: <https://brendabence.com/>

**The above information is for training purposes only and will not be used for any commercial gains*

CALLIGRAPHER

Calligraphy is an artistic and stylized form of writing or lettering. Those who practise calligraphy are called calligraphers. Calligraphers commonly use specific tools such as a pointed nib, a broad-edged nib or a brush to write these letters.

PERSONALITY TRAITS



- You are a creative person
- You pay attention to details
- You have interest in Fine Arts



The approx. course fee ranges between **INR 2,000- INR 25,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete a Bachelor's degree in any subject followed by a Master's degree (MA/MSc/MCom/MBA) in the same or related field
3. Complete a certificate course on calligraphy

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of an Calligrapher ranges between **INR 20,000- 80,000*** per month.

Source:

https://www.glassdoor.co.in/Salaries/character-artist-salary-SRCH_



WHERE WILL YOU WORK?

Places of Work: Graphic Design Firms, Educational Institutions, Wedding Planning Companies and Tattoo Studios among others

Entrepreneurship: You can become a calligraphy instructor or start your own business or take up freelance projects

Work Environment: It is a desk job. You will not handle a team. Local travel is not a part of the job profile. If you were to work for a company then you will have fixed work hours and irregular hours if you take become a freelancer. Companies usually work 5 to 6 days a week 8 to 9 hours every day.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Junior Graphic Designer → Midweight Designer → Senior Designer → Art Director/Creative Director

Search keywords... 

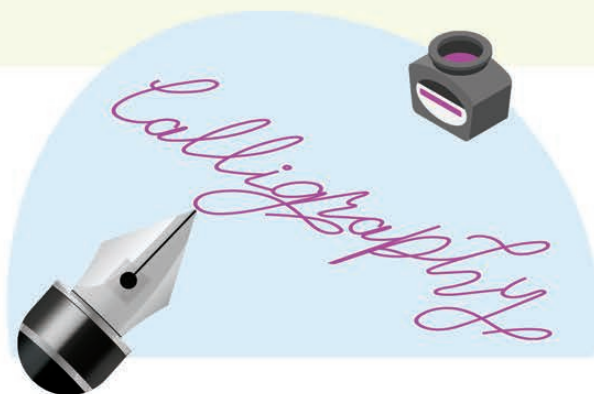
hire calligrapher, artist

WHERE WILL YOU STUDY?

Institutions offering basic, advanced level certificate courses in Calligraphy.

1. Indira Gandhi National Centre for Arts (IGNCA), New Delhi
2. Calligraphy India, New Delhi
3. Achyut Pallav School of Calligraphy, Mumbai, Maharashtra
4. Sri Yogeshwari Institute of Handwriting, Bangaluru, Karnataka
5. Vikrant Karia Institute of Art, Mumbai, Maharashtra
6. Calligraphy India, New Delhi
7. Santhwana Institute of Counselling and Psychotherapy, Kochi, Kerala
8. Kalabhumi Arts, Dwarka, New Delhi
9. Rajmudra Design Institute (RDA), Pune, Maharashtra
10. New Learning Horizons, Nagpur, Maharashtra

Calligraphy can be learned through online and distance learning model



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EXAMPLE FROM THE FIELD

Simran Sahni is the founder of The Calligraphy Raven. She teaches calligraphy through workshops, online courses, and printable notes. She has taught more than 500 students to date. Sahni has a Bachelor's in Mechanical Engineering from Rajasthan Technical University, Kota. She started practising calligraphy since she was 15. *

Source: https://thecalligraphyraven.com/author/simran_sahni/page/2/

**The above information is for training purposes only and will not be used for any commercial gains*

CAMERAPERSON (TELEVISION)

A Camera Person specialises in operating a film or video camera to capture the footage in a film or tv show. These professionals may work with a camera crew, a video company, film professionals or independently, serving a variety of clients through their work.

PERSONALITY TRAITS

- You have a creative bent of mind
- You like working with gadgets
- You pay attention to details while working
- You are comfortable working in groups



The approx. course fee ranges between **INR 44,000 - 24,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

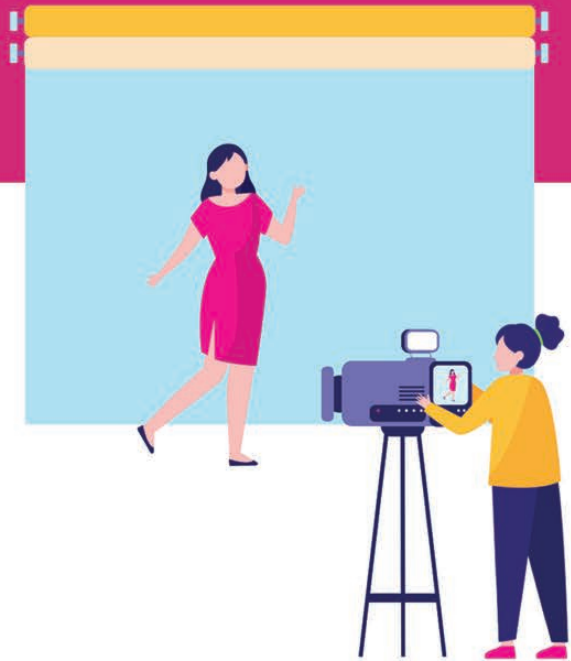
• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
 2. Complete a Bachelor's degree in Mass media/Film studies/Film-making (B.M.M./B.A)
- OR**
- Complete a Bachelor's degree followed by a Master's degree (M.M.M./M.A) in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Camera Person ranges between **INR 18,417 - 1,67,000*** per month.

Source: payscale.com/research/IN/Job=Cameraman/Salary

WHERE WILL YOU WORK?

Places of Work

Film Production Sets and Media Houses

Work Environment

You will be working both indoor and outdoor. You are likely to work in a team. Your work hours would typically depend on the period of the shoot of the TV show or movie

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Assistant Cameraman → Movie
Cameraman → Head Camera
Operator

Search keywords...



camera person, cameraman, camera operator

WHERE WILL YOU STUDY?

This course is offered by the Department of Media and Mass Communication.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Satyajit Ray Film & Television Institute, Kolkata, West Bengal
3. Government Film and Television Institute, Bangaluru, Tamil Nadu
4. National Institute of Design (NID), Ahmedabad, Gujarat

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. CRAFT Film School, New Delhi
2. Asian Academy of Film and Television, Noida, Uttar Pradesh
3. Rayat Bahra University, Mohali, Punjab
4. FA School of Media & Films, Mumbai, Maharashtra
5. MV Media Institute, Lucknow, Uttar Pradesh
6. Whistling Woods International Institute of Films, Mumbai, Maharashtra
7. L V Prasad Film And TV Academy, Chennai, Tamil Nadu
8. Biju Pattanaik Film & Television Institute of Jobra, Cuttack, Odisha
9. K. R. Narayanan National Institute of Visual Science and Arts, Kottayam, Kerala

Information on institute ranking is available at –
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD



Avijit Mukul Kishore is a Camera Person and film-maker based in Mumbai, who works closely with video artists and documentary filmmakers. He is a graduate in History from Hindu college, Delhi. During this period, he worked with Feisal Alkazi's Music Theatre Workshop, as well as for programmes aimed at children and adolescents on Doordarshan. After a course of cinematography at the Film and Television Institute of India (FTII) in Pune, he moved to Mumbai.*

Source: <https://westheavens.net/en/people/390>

**The above information is for training purposes only and will not be used for any commercial gains*

CARTOGRAPHER

Cartographers collect, measure, and interpret geographic information in order to create and update maps and charts for regional planning, education, and other purposes

PERSONALITY TRAITS

- You can think logically
- You have good analytical skills
- You pay a lot of attention to details
- You have good communication skills



The approx. course fee ranges between **INR 3,000 - 1,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are central Government Schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

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LOANS

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• All banks give education loans.



EDUCATIONAL PARTWAY

1. Complete 10+2 with Geography as one of the subjects
 2. Complete Bachelor's degree in Cartography /Geography/Geomatics
- OR
- Complete a Diploma in Geographic Information System (GIS) which is the computer system cartographers use to store and analyze collected data
- OR
- Complete Bachelor's degree followed by Master's in an allied or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are from NCS and they are indicative and subject to change*

- The approx. salary of a Cartographer ranges between **INR 29,000 - 30,000*** per month.
- The approx. salary of a Cartographer with 6 to 10 years' experience ranges between **INR 43,000 - 44,000*** per month.

Source: <https://bit.ly/3YOP5LG>

WHERE WILL YOU WORK?

Places of Work: Engineering, Architectural and Survey firms, Government departments, Book publishers who publish maps

Work Environment: You will work for 8 to 9 hours per week and for 5 to 6 days a week.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Intern → Cartographer → Senior Cartographer

Search keywords... 

cartographer, mapmaker maker, GIS Analyst

WHERE WILL YOU STUDY?

This course is offered by the Department of Geography and Geo-informatics.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Annamalai University, Chennai, Tamil Nadu
2. Burdwan University, Bardhaman, West Bengal
3. Indian Institute of Surveying and Mapping, Hyderabad
4. Jamia Millia Islamia, New Delhi
5. Maharaja Sayajirao University, Vadodara, Gujarat
6. North Orissa University, Baripada, Odisha
7. Osmania University, Hyderabad, Telangana
8. Pandit Ravi Shankar Shukla University, Raipur, Chhattigarh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. JSS Academy of Higher Education and Research, Mysore, Karnataka
2. Birla Institute of Technology, Mesra, Jharkhand
3. Adamas University, Kolkata, West Bengal
4. Spicer Adventist University, Pune, Maharashtra
5. AISECT University, Hazaribagh, Jharkhand
6. Amity University, Kolkata, West Bengal
7. Apex University, Jaipur, Rajasthan
8. Arunadoy University, Itanagar, Arunachal Pradesh

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

Dr. R. Jaganathan is Professor and Head in the Department of Geography, University of Madras. He has graduated in BA (Geography), MSc (Applied Geography), PG Diploma (Ecology and Environment), PG Course (Hydrology) and Ph.D Geography (Earth Science). Students learn cartographic grammar and do laboratory work to get high-level skills in digital-mapping including web maps...Cartography is an interesting career because it is a true blend of art, science, and technology," says the Professor.*

Source: <https://www.unom.ac.in/index.php?route=department/department/profile&deptid=34&facultyid=108>

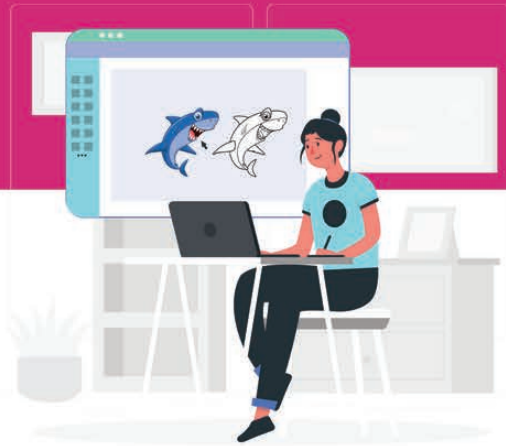
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CARTOONIST

A Cartoonist creates cartoons or comics. A Cartoonist usually uses humour to highlight a unique point of view. They create their works for movie studios, magazines, newspapers and other forms of media.

PERSONALITY TRAITS

- You have interest in drawing
- You have a creative bent of mind
- You have a unique sense of humour
- You are excellent at communication



The approx. course fee ranges between **INR 32,900 - 94,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

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**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete Bachelor's in Fine Arts or Animation or any related field

OR

Complete Bachelor's in Fine Arts or Animation or any related field and then follow it up with a Master's in the same or allied field

OR

Complete Diploma in Animation or any related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

- The approx. salary of a Cartoonist - Fresher ranges between **INR 25,400 - 60,000*** per month
- The approx. salary of a Cartoonist with experience **INR 3,00,000 - 4,00,000*** more per month

Source: <https://bit.ly/3GPIjPn>

WHERE WILL YOU WORK?

Places of Work

Newspapers, Magazines, Publishing houses, Gaming companies and Studios among others

Work Environment

You will typically work in an office or studio set up. Contractual jobs are available. Computers are used extensively in the job. You will be expected to meet deadlines and may have to put in long hours to complete a project.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Cartoonist → Senior Cartoonist

Search keywords...



illustrator, sketching artist, cartoonist

WHERE WILL YOU STUDY?

The course is offered by the Department of Animation/Mass Communication.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Fashion Technology, New Delhi
2. Jamia Millia Islamia, New Delhi
3. Government College for Girls, Ludhiana, Punjab
4. Allahabad Degree College, Prayagraj, Uttar Pradesh
5. Government College, Dharamshala, Himachal Pradesh
6. Post Graduate Government College for Girls, Chandigarh, Punjab
7. Government College for Arts, Chandigarh, Punjab
8. Sarojini Naidu Government Girls Post Graduate Autonomous College, Bhopal, Madhya Pradesh

**NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio - video form.*

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Indian Institute of Cartoonists, Bengaluru, Karnataka
2. VELS Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu
3. Centre for Creative Arts and Design, Bengaluru, Karnataka
4. Pearl Academy, New Delhi
5. Antoon's School of Animation, New Delhi
6. Zee Institute of Creative Art Studios, Mumbai
7. Apeejay Institute of Design, New Delhi
8. Khalsa College, Amritsar, Punjab

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD



Cartoonist Kanika Mishra did her Master's in Fine Arts from Lucknow College of Arts and Crafts. Her creation 'Karnika Kahen' is a common woman who comments on social issues and current topics. She is one of the most popular cartoonist in the country who mostly uses the digital platform for her cartoon.*

Source: <https://www.femina.in/achievers/kanika-mishra-is-using-her-cartoons-to-drive-social-change-5278.html>

**The above information is for training purposes only and will not be used for any commercial gains*

CERAMICS/GLASS DESIGNER

A Ceramics/Glass Designer is an expert who designs different materials such as pottery, cookware, tableware, decorative glasses, sanitaryware and various other items using different materials such as clay, porcelain, glass and so on.

PERSONALITY TRAITS



- You are interested in artistic occupations
- You like to build things
- You are comfortable working in groups
- You have a creative bent of mind



The approx. course fee ranges between **INR 11,360 - 13,78,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree (B.Des.) in Ceramic/Glass Design

OR

Complete Bachelor's degree (B. Des.) in Ceramic/Glass Design and follow it up with Master's (M.Des.) degree in the same or related discipline

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Ceramics/Glass Designer ranges between **INR 31,000-50,000*** per month.

Source: <https://www.salaryexpert.com/salary/job/art-glass-designer/india>

WHERE WILL YOU WORK?

Places of Work: Production Companies of Ceramic Materials such as Porcelain, Stoneware, Earthenware, etc.

Entrepreneurship: You can also set up your own private firm/studio

Work Environment: You will typically work 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee Ceramics/Glass Designer →
Ceramics/Glass Designer → Senior
Ceramics/Glass Designer → Design Lead

Search keywords...



clay design maker, ceramicist, glass designer

WHERE WILL YOU STUDY?

This course is offered by the Department of Design

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Visva Bharati University, West Bengal
2. National Institute of Design Andhra Pradesh
3. Central Institute of Technology, Kokrajhar
4. Institute of Fashion Technology Kerala, Kollam
5. National Institute of Design, Haryana
6. National Institute of Design, Madhya Pradesh
7. National Institute of Design, Assam
8. National Institute of Design Ahmedabad

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Artemisia College of Art and Design, Indore
2. Apeejay College of Fine Arts, Jalandhar
3. Alakh Prakash Goyal Shimla University, Shimla
4. Amrita School of Arts and Sciences, Kochi
5. Amity University, Gurugram
6. CAT College of Architecture, Trivandrum
7. Chandigarh University, Chandigarh
8. Chitkara University, Patiala

Information on institute rankings is available at -
<https://www.nirfindia.org/2022/Ranking.html>



EXAMPLE FROM THE FIELD

Madhavi Subramaniam is an Indian Ceramist /Ceramics Designer who has obtained a Master's degree in Fine Arts from Dallas Texas and has started her career in Puducherry as a Ceramic Designer. She then opened up her own studio in Mumbai. Her work has been showcased in many public spaces such as the Mumbai airport, Lohia Art foundation, Jindal Art foundation and so on.*

Source: <https://indianexpress.com/article/lifestyle/art-and-culture/ceramicist-madhvi-subramaniam-latest-exhibition-mapping-memory-in-mumbai-4846921/>

**The above information is for training purposes only and will not be used for any commercial gains*

CHOREOGRAPHER

A Choreographer creates original dance movements and routines for performances and productions.

PERSONALITY TRAITS

- You are a creative person
- You like to dance
- You like to teach or train people
- You are good at working independently



The approx. course fee ranges between **INR 2,000 - 50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- Vidyalakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete Bachelor's in Performing Arts Or Complete Bachelor's and then follow it up with a Master's the same or allied field Or Complete Bachelor's and then do a Postgraduate Diploma in Dance and Performative Arts Or Complete a Diploma in Dance/Dance Education or any related subject

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Choreographer ranges between **INR 50,000 - 2,50,000*** per month depending on experience.

Source: bit.ly/3Y2rvtU

WHERE WILL YOU WORK

Places of Work: Self-employed, Film and Television industry, Advertising agencies, Schools across India

Entrepreneurship: You can choose to start your own dance studio

Work Environment: It is not a desk job. As a choreographer, you will be required to travel from time to time. Part-time work and contractual jobs maybe available. Flexible working hours and shift system maybe available.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH



Choreographer → Master
Choreographer

Search keywords...



*dancer, choreographer,
performing artist,
dance director*

WHERE WILL YOU STUDY?

This course is offered by the Department of Performing Arts.
This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
2. Pondicherry University, Kalapet, Puducherry
3. Banaras Hindu University, Varanasi, Uttar Pradesh
4. University of Mumbai, Mumbai, Maharashtra
5. University of Rajasthan, Jaipur, Rajasthan
6. Tamil Nadu Open University, Chennai, Tamil Nadu
7. Kavikulguru Kalidas Sanskrit University, Nagpur, Maharashtra
8. Prof Rajendra Singh University, Prayagraj, Uttar Pradesh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Arunachal university of studies, Namsai, Arunachal Pradesh
2. Lovely Professional University, Jalandhar, Punjab
3. CT University, Ludhiana, Punjab
4. MIT ADT University, Pune, Maharashtra
5. MIT World Peace University, Pune, Maharashtra
6. REVA University, Bangaluru, Tamil Nadu
7. Regional Institute of Management and Technology University, New Delhi
8. Sanjeev Agrawal Global University (SAGU), Bhopal, Madhya Pradesh

Information on Institute rankings is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Saroj Khan was one of the most famous choreographers in the country. She started her career as an actor at the age of three. She got her first break into the Hindi film industry as a choreographer with Geetaa Mera Naam (1974) after which she went on to win three National awards, numerous Filmfare awards and international accolades. She choreographed nearly 2,000 songs, including many Bollywood classics.*

Source: <https://www.nytimes.com/2020/07/03/world/asia/saroj-khan-dead.html>

**The above information is for training purposes only and will not be used for any commercial gains*

CINEMATOGRAPHER

A Cinematographer is responsible for capturing a piece of media (usually movies, TV shows or advertisements) according to the wishes of a Director. A cinematographer is therefore an artist who uses his camera to paint with scenes.

PERSONALITY TRAITS

- You have a creative bent of mind
- You have a unique perception of the world
- You like to have clear instructions to follow
- You pay attention to minute details



The approx. course fee ranges between **INR 44,000 - 24,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some States have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
 2. Complete Bachelor's degree (B. Sc./B.A.) in Mass Media/Film Studies or Film Making, followed by Master's in Mass Communication or Film Studies
- OR**
- Complete Bachelor's degree in any subject of your choice while simultaneously receiving training in photography and videography

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Cinematographer ranges between **INR 8,420 - 83,334*** per month.

Source: bit.ly/3QG5VsT

WHERE WILL YOU WORK?

Places of Work

You can find employment in Media and Entertainment conglomerates, Production houses and Film making agencies/organisations/studios.

Work Environment

You have to work both outdoors or indoors depending on the location of the shoot. Work hours will be in shifts.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Assistant Cinematographer →
Cinematographer → Assistant Director
→ Director

Search keywords... 

cinematography, screenplay, film-maker

WHERE WILL YOU STUDY?

This course is offered by the Department of Media and Film Studies.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Satyajit Ray Film and Television Institute, Kolkata, West Bengal
3. Kolkata Film and Television Institute, Kolkata, West Bengal
4. Biju Patnaik Film and Television Institute, Cuttack, Odisha
5. Dr Bhupen Hazarika Regional Government Film and Television Institute, Changsari, Assam
6. Jadavpur University, Kolkata, West Bengal
7. University of Mumbai, Mumbai, Maharashtra
8. Tilak Maharashtra Vidyapeeth, Pune, Maharashtra

**NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio - video form.*

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Whistling Woods International, Mumbai, Maharashtra
2. Asian Academy of Film and Television, New Delhi
3. Ajeenkya DY Patil University, Pune, Maharashtra
4. Techno India University, Kolkata, West Bengal
5. CMR University, Bangaluru
6. Jain University, Bangaluru
7. Singhania University, Jhunjhunu, Rajasthan
8. Adamas University, Kolkata, West Bengal

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

Savita Singh graduated from the Film and Television Institute of India (FTII) with a degree in Cinematography and has hence been director of photography in several renowned Bollywood films such as *Hawaizaada*, *Ventilator* and so on. She ascribes her sense for cinematography to the voracious reading habits of her childhood and the imaginative faculties the same inculcated within her. Savita is one of the founding members of IWCC and has just completed her first film as a Director-DoP titled 'SONSI'.

Source: <https://iwcc.in/member/savita-singh/>

**The above information is for training purposes only and will not be used for any commercial gains*

COMMISSIONING EDITOR

A Commissioning Editor advises a publishing house on which books to publish. A Commissioning Editor also performs a managerial role to authors under contract. He/she ensures the timely submission of scripts to the publishing house and also makes sure that the deadline is strictly followed in book publishing.

PERSONALITY TRAITS



- You have good verbal and written communication skills
- You possess a sharp eye for detail
- You have sound analytical skills
- You can handle pressure well



The approx. course fee ranges between **INR 25,000 - 2,00,000*** for UG courses, and between **INR 10,000 - 500,000*** for Diploma in Journalism.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 +2 in any subject combination
2. Pursue a Bachelor's degree preferably in Mass Communication/Publishing/Digital Publishing

OR

Pursue a Bachelor's degree in any discipline and opt for a Master's degree in Mass Communication/Media Science

OR

Pursue a Diploma in Mass Communication/Digital Media

For admissions, entrance exams are conducted by institutions such as the Indian Institute of Mass Communication (IIMC), Jamia Millia Islamia University, GGSIPU CET Exam, University of Delhi etc.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Commissioning Editor ranges between **INR 25,000 - 84,000*** and more per month.

Source - <https://www.payscale.com/>

WHERE WILL YOU WORK?

Places of Work

Newspaper houses, News agencies, Magazines, Websites, Publishing houses, Advertising companies, Radio and TV stations, etc.

Work Environment

Your work will mainly be office-based with some outside visits for meetings. Work practices are increasingly dependent on the internet and web-based technologies, and working hours typically include extra hours.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Editorial Assistant → Assistant Editor
→ Commissioning Editor → Senior
Commissioning Editor → Editorial
Director

Search keywords...



commissioning editor, senior commissioning editor, assistant editor

WHERE WILL YOU STUDY?

This course is offered by the Department of Mass Communication/Mass media.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Delhi College of Arts and Commerce, New Delhi
2. Indian Institute of Mass Communication, New Delhi
3. Maharaja Sayajirao University of Baroda, Vadodra
4. University of Kerala, Thiruvananthapuram, Kerala
5. Utkal University, Bhubaneswar,
6. Savitribai Phule Pune University, Pune
7. Osmania University, Hyderabad

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. NSHM School of Media and Design, Kolkata
2. Institute of Creative Excellence, Kolkata
3. Garden City University, Bengaluru
4. Xavier Institute of Communications, Mumbai
5. Graphic Era Hill University, Dehradun
6. Ramnarain Ruia Autonomous College, Mumbai
7. Loyola College, Chennai
8. Sophia College for Women, Mumbai

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



COMMUNITY JOURNALIST

A Community Journalist gather stories at the ground level in the form of videos/pictures/narratives and so on. A Community Journalist helps the correspondent and editorial team in the newsroom by circulating or providing local news on different subjects important to a local community.

PERSONALITY TRAITS



- You like to pay attention to details while working
- You are comfortable communicating with others
- You like to have clear instructions to follow
- You are comfortable working with a team

EDUCATIONAL PATHWAY

Minimum Qualification

After completing class 12 and being 18 years of age you can enrol for National Skills Qualification Framework (NSQF)* level 4 Community Journalist training.

**NSQF is a nationally integrated education and competency-based framework that enables persons to acquire desired competency levels in a chosen field. NSQF includes vocational education, vocational training, general education and technical education which prepares an individual for the job market with competent skills. An individual may return at any time to upgrade skills after gaining experience*

LIVE



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Community Journalist ranges between **INR 10,250 - 32,250*** per month.

Source - <https://www.payscale.com/research/IN/Job=Journalist/Salary>



A majority of government schemes are free



SCHOLARSHIPS

- Visit the **National Scholarship Portal** for details on ITI registered with NSP: scholarships.gov.in/fresh/onlineInstituteSearchIndex
- Visit **buddy4study.com** for details on scholarships for ITI/Vocational Training: buddy4study.com/article/iti-scholarships
(Availability of these scholarships can vary from time to time)

WHERE WILL YOU WORK?

Places of Work: News channels, Print media, Electronic media, Advertising digital media (mobile, internet) and so on.

Work Environment: You have to work for at least 8 to 9 hours and for 5 to 6 days a week. Shift duties may be there. Overtime is common.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



News Intern → Community Journalist

Search keywords...



community journalist, journalist, community correspondent

WHERE WILL YOU STUDY?

INSTITUTES

1. Lady Shri Ram College for Women, Delhi University, New Delhi
2. The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
3. University of Kerala, Thiruvananthapuram, Kerala
4. Utkal University, Bhubaneswar, Odisha
5. Savitribai Phule Pune University, Pune, Maharashtra
6. Osmania University Hyderabad, Telangana



EXAMPLE FROM THE FIELD

Basanti Soren comes from a mining, industrial and cultural hub in Jharkhand. Her district holds a strong position on the mineral map of the country which creates some fundamental problems for the locals. Basanti's village, Lopongtandi in Ramgarh district is only a kilometre away from the East Parej Coal mine. For years she has witnessed how the mining has left the landscape scarred and ravaged. She has been associated with the Jungle Bachao Andolan, a movement to conserve the remaining forests of the area. Through this she got a platform to raise her voice and work on issues close to her heart. As a video activist and Community Correspondent, Basanti is trying to highlight the prevalent issues of her community.*

Source -
<https://www.videovolunteers.org/author/basanti-soren/>

**The above information is for training purposes only and will not be used for any commercial gains*

CONTENT WRITER

A Content Writer is a person who creates written material or content for different types of Websites, Magazines, Newspapers, Blogs, E-books, Newsletters, Social media, Brochures, Flyers and so on.

PERSONALITY TRAITS

- You enjoy creative writing
- You pay attention to details
- You like to have clear instructions to follow



The approximate course fee ranges between **INR 30,000 - 4,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete a Bachelor's degree (B.A./B.Sc.) in English/Journalism/Mass Communication
OR
Complete a Diploma in English/Journalism/Mass Communication
OR
Complete a Bachelor's degree followed by a Master's degree (MA/M.Sc.) in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary for a Content Writer ranges between **INR 10,500 - 48,700*** per month

Source: payscale.com/research/IN/Job=Content_Writer/Salary

WHERE WILL YOU WORK?

Places of Work

Advertising, Media, Entertainment, Web-based organizations and any company with an online presence

Entrepreneurship

You can start your own company or take up freelance projects

Work Environment

Work hours are typically flexible. You are likely to have a daily target to meet. Work from home option is available

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Trainee Writer → Junior Content Writer
→ Content Writer → Senior Content
Writer → Content Manager

Search keywords...



illustrator, sketching artist, fine artist

WHERE WILL YOU STUDY?

This course is offered by the Department of English/Journalism and Mass Communication.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. University of Calcutta, Kolkata
2. St. Xavier's College, Punji
3. Jamia Milia Islamia, New Delhi
4. Indian Institute of Mass Communication, Mumbai
5. Lady Shriram College, New Delhi
6. Indraprastha College for Women, New Delhi
7. Department of Journalism & Mass Communication, BHU, Varanasi
8. Film & Television Institute of India, Pune

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. NSHM School of Media and Design, Kolkata
2. Institute of Creative Excellence, Kolkata
3. Garden City University, Bengaluru
4. Xavier Institute of Communications, Mumbai
5. Graphic Era Hill University, Dehradun, Uttarakhand
7. Loyola College, Chennai
8. Sophia College for Women, Mumbai

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

**NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio - video form.*

EXAMPLE FROM THE FIELD



Samarpita Mukherjee Sharma completed her MA in Economics and then studied Mass Communication. She worked as a Journalist with DNA before she became a full-time Content Writer. She is a curator for lifestyle and travel brands apart from being a blogger. She has worked with Publishing houses, Travel & hotel brands, Individual authors, Government agencies, Start-ups, and Brands. She has been awarded for her digital contribution to United Nations Volunteer projects.*

Source : <https://www.ddsreviews.in/2016/12/interview-with-samarpita-mukherjee.html>

**The above information is for training purposes only and will not be used for any commercial gains*

COPY EDITOR

A Copy Editor is responsible for checking and editing the final literary product. The Copy Editor strives to maintain grammatical errors at all levels and is also crucial in determining changes in word or tone selection.

PERSONALITY TRAITS

- You have excellent communication skills
- You pay attention to minute details
- You have a creative bent of mind



The approx. course fee ranges between **INR 10,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some States have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 +2 in any subject combination
2. Complete Bachelor's degree in English, Journalism or any related field

OR

Complete Bachelor's degree and follow it with Master's degree in English, Journalism or a related field

OR

Pursue a Diploma courses or online courses in copy editing

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Copy Editor ranges between **INR 14,500 - 56,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Copy_Editor/Salary

WHERE WILL YOU WORK?

Places of Work

Publishing houses, Advertisement companies, Government departments, Consulting companies, IT companies, Legal firms, Magazines, Newspapers

Work Environment

You are expected to work in an office setting or also work virtually. You have to handle multiple writing projects and meet deadlines.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Staff Writer → Copy Editor → Senior Copy Editor → Chief Copy Editor

Search keywords...



copy editor, copywriter, copy editing jobs

WHERE WILL YOU STUDY?

The course is offered by the Department of English/Journalism.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Fashion Technology, New Delhi
2. Jamia Millia Islamia, New Delhi
3. Government College for Girls, Ludhiana, Punjab
4. Allahabad Degree College, Prayagraj, Uttar Pradesh
5. Government College, Dharamshala, Himachal Pradesh
6. Post Graduate Government College for Girls, Chandigarh, Punjab
7. Government College for Arts, Chandigarh, Punjab
8. Sarojini Naidu Government Girls Post Graduate Autonomous College, Bhopal, Madhya Pradesh

**NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio - video form.*

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Indian Institute of Cartoonists, Bengaluru, Karnataka
2. VELS Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu
3. Centre for Creative Arts and Design, Bengaluru, Karnataka
4. Pearl Academy, New Delhi
5. Antoon's School of Animation, New Delhi
6. Zee Institute of Creative Art Studios, Mumbai, Maharashtra
7. Apeejay Institute of Design, New Delhi
8. Khalsa College, Amritsar, Punjab

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



COPY WRITER

Copy Writers create content to promote a concept, an industry or enterprise, a product or a person. An extension of the world of advertising, the focus is on creating catchy advertisements that attract customers. One of the goals of a copywriter is the ability to attract, keep customers happy and gain new customers for their clients through language, image placement and persuasiveness.

PERSONAL TRAITS

- You have strong language skills and a love for writing
- You are highly imaginative and are a keen observer
- You are disciplined and consistent
- You pay attention to details



The approx. course fee ranges between **INR 30,000 - 5,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 +2 in any subject combination
2. Complete Bachelor's degree in Journalism, Mass Communication, Advertising, Design or Marketing or any related field

OR

Complete Bachelor's degree in Journalism or any related field, then pursue PG Diploma in Mass Communication, Advertising, Design or Marketing

OR

Complete Bachelor's degree in Journalism or any related field, and then follow it up with a Master's in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. starting salary of a Copy Writer ranges between **INR 16,000 - 50,000*** per month or more depending on experience.

Source:

<https://www.payscale.com/research/IN/Job=Copywriter/Salary>

WHERE WILL YOU WORK?

Places of Work: You can work at creative agencies, government organisations, public relations firms, publishing houses, and film and TV studios, ad agencies and media and entertainment companies among others.

Entrepreneurship: You may choose to freelance and handle multiple projects at the same time.

Work Environment: It is a desk job. Your work hours may range from 8 to 10 hours every day for 5 to 6 days a week. This may vary from company to company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee → Copy Writer → Senior Copy Writer

Search keywords...



copy writer, content writer, creative copy writer

WHERE WILL YOU STUDY?

This course is offered by the Department of Arts or Mass Communications or Journalism.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Advertising, Noida, Uttar Pradesh
2. St. Stephen's College, New Delhi
3. Miranda House, New Delhi
4. Jesus & Mary College, New Delhi
5. Government Arts College, Bangaluru, Karnataka
6. Presidency College, Kolkata, West Bengal
7. Jadavpur University, Kolkata, West Bengal
8. Bihar National College, Patna, Bihar

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Adamas University, Kolkata, West Bengal
2. Amity University, Kolkata, New Delhi
3. Christ University, Bangaluru, Karnataka
4. St. Xavier's College, Kolkata, West Bengal
5. JDT Islam College of Arts And Science, Kozhikode, Kerala
6. St. Mary's College, Thrissur, Kerala
7. Loyola College, Chennai, Tamil Nadu
8. Stella Maris College, Chennai, Tamil Nadu



EXAMPLE FROM THE FIELD

Anuja Chauhan completed her B.A. in Economics from Miranda House, Delhi and her Diploma in Mass Communications from Royal Melbourne Institute of Technology. She started her career in an advertising firm as a copy writer and was responsible for some of the most catchworthy phrases in the field of advertising such as "Yeh Dil Maange More", "Kitkat break banta hai", "Oye Bubbly" and "Tedha hain par mera hain".*

Source:

<https://harpercollins.co.in/author-details/anuja-chauhan>

**The above information is for training purposes only and will not be used for any commercial gains*

CREATIVE WRITER

Creative Writing is a form of writing that goes outside the norms of professional or technical literature. In this, the writer uses his or her imagination or invention to create content. This could include plays, short- stories, poems, novels etc.

PERSONALITY TRAITS

- You are a creative person
- You enjoy creative writing
- You have good writing skills
- You are interested in human behaviour



The approx. course fee ranges between **INR 14,000 - 4,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 +2 in any subject combination
2. Complete Bachelor's degree in English, Journalism or any related field

OR

Complete Bachelor's degree and follow it up with Master's in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are taken from NCS and are indicative & subject to change*

The approx. salary of a Creative Writer ranges between **INR 15,000 - 40,000*** per month based on experience.

Source: <https://bit.ly/3iEJYy0>



WHERE WILL YOU WORK?

Places of Work: You can work at Ad agencies, Media and Entertainment organizations among others.

Entrepreneurship: You may choose to freelance and handle multiple projects at the same time.

Work Environment: It is a desk job. Your work hours may range from 8 to 10 hours every day for 5 to 6 days a week. This may vary from company to company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee → Creative Writer → Senior Creative Writer

Search keywords...



creative writer, content writer, creative copywriter

WHERE WILL YOU STUDY?

The subjects are offered by the Department of Arts or Mass Communication

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Delhi College of Arts and Commerce, New Delhi
2. Indian Institute of Mass Communication, New Delhi
3. Maharaja Sayajirao University of Baroda, Gujarat
4. University of Kerala, Thiruvananthapuram, Kerala
5. Utkal University, Bhubaneswar, Odisha
6. Savitribai Phule Pune University, Pune, Maharashtra
7. Farook College, Kozhikode, Kerala
8. Osmania University, Hyderabad, Telangana
9. Jadavpur University, Kolkata, West Bengal

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. NSHM School of Media and Design, Kolkata, West Bengal
2. Institute of Creative Excellence, Kolkata, West Bengal
3. Garden City University, Bengaluru, Karnataka
4. Graphic Era Hill University, Dehradun, Uttarakhand
5. Loyola College, Chennai, Tamil Nadu
6. Sophia College for Women, Mumbai, Maharashtra
7. International Institute of Mass Media, New Delhi

Information on institute ranking is available at –
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

Malati Mathur is a professor of English at School of Humanities, and Director of School of Foreign Languages at IGNOU, New Delhi. She is a creative writer and award-winning translator who translates from and between Tamil, Hindi and English. She has a doctorate in Australian Literature.*

Source:

http://www.ignou.ac.in/ignou/aboutignou/school/soh/faculty/detail/Prof__Malati_Mathur-4883

**The above information is for training purposes only and will not be used for any commercial gains*

DANCER

Dancers are performers who dance professionally. They express stories and ideas through dance performances. They use movement, gesture and body language to convey their expressions.

PERSONALITY TRAITS

- You are a creative person
- You like to dance
- You are good at working independently



The approx. course fee ranges between **INR 2000 - 50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- Vidyalakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in Performing Arts/Dance or any related subject
- OR
- Complete Bachelor's and then follow it up with a Master's in the same or related field
- Or
- Complete Bachelor's and then follow it up with a Postgraduate Diploma in Dance and Performative Arts
- Or
- Complete a Diploma in Dance/Dance Education or any related subject

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Dancer ranges between **INR 15,000 - 40,000*** per month depending on experience.

Source: bit.ly/3KGbVRw

WHERE WILL YOU WORK

Places of Work: Dance colleges and institutes among others

Entrepreneurship: You can choose to be a freelance dancer or give personal lessons.

Work Environment: It is not a desk job. As a dancer, you will be required to travel from time to time. Part-time work and contractual jobs maybe available. You will have flexible working hours. Shift system maybe applicable.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH



Dancer → Choreographer/Dance Teacher/Performer

Search keywords...



dancer, choreographer, performing artist

WHERE WILL YOU STUDY?

This course is offered by the Department of Performing Arts.
This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
2. Pondicherry University, Kalapet, Pondicherry
3. Banaras Hindu University, Varanasi, Uttar Pradesh
4. Mumbai University - University of Mumbai, Maharashtra
5. University of Rajasthan, Jaipur, Rajasthan
6. Tamil Nadu Open University, Chennai, Tamil Nadu
7. Kavikulguru Kalidas Sanskrit University, Nagpur, Maharashtra
8. Prof Rajendra Singh University, Prayagraj, Uttar Pradesh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Arunachal University of studies, Lohit, Arunachal Pradesh
2. Lovely Professional University, Jalandhar, Punjab
3. CT university, Ludhiana, Punjab
4. MIT Art, Design & Technology University, Pune, Maharashtra
5. MIT World Peace University, Pune, Maharashtra
6. REVA University, Bangaluru, Karnataka
7. Regional institute of management and technology University, New Delhi
8. Sanjeev Agrawal Global University (SAGU), Bhopal, Madhya Pradesh

Information on Institute rankings is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD



Rukmini Devi Arundale is one of the most famous Bharatanatyam dancers. She was a choreographer, and theosophist as well who made Bharatanatyam an acceptable art for the then British and Indian upper class and caste. She learnt Bharatanatyam from the likes of Mylapore Gauri Ammal and Meenakshisundaram Pillai. In 1956 she was awarded the Padma Bhushan and she was the first woman in India to be nominated to the Upper House or Rajya Sabha.*

Source: <https://www.culturalindia.net/indian-dance/dancers/rukmini-devi.html>

**The above information is for training purposes only and will not be used for any commercial gains*

DIGITAL MARKETING EXPERT

Digital Marketing Experts help build a digital connection with customers. They do this through effective online strategies such as Search Engine Optimization and Content Marketing. They are instrumental in boosting the appeal of a product or service.

PERSONAL TRAITS

- You have good communication skills
- You like to try to persuade people
- You like to work in teams



The approx. course fee ranges between **INR 15,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in a subject of your choice/Digital Marketing or related field
- OR**

Complete a Diploma in Digital Marketing or any related field

Complete Bachelor's in Digital Marketing or any related field and then follow it up with a Master's in the same or allied field

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Digital Marketing expert ranges between **INR 15,000 - 83,333*** per month

Source: <https://bit.ly/3GIMKjs>

WHERE WILL YOU WORK?

Places of Work

Any business looking to expand its digital presence will need a Digital Marketing expert

Work Environment

You will be working in an office set up. You are likely to work 48 hours a week and have fixed work hours. However, when a project is approaching completion, work hours may increase

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Digital Marketing or Social Media Manager → Digital Marketing or Social Media In-charge → General Manager

Search keywords...



online digital marketing, internet marketing manager, social media digital marketing expert

WHERE WILL YOU STUDY?

This course is offered by the Department of Management.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Management (IIM) Ahmedabad, Gujarat
2. IIM Bangaluru, Karnataka
3. Indian Institute of Social Welfare and Business Management, Kolkata, West Bengal
4. Indian Institute of Science and Management, Ranchi, Jharkhand
5. IIM Indore, Indore, Madhya Pradesh
6. Tamil Nadu Open University, Chennai, Tamil Nadu
7. Beant College of Engineering and Technology, Gurdaspur, Punjab
8. Indira Gandhi National Open University, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Bharatiya Vidya Bhavan, Kolkata, West Bengal
2. International School of Retail Management, Pune, Maharashtra
3. School of Business, University of Petroleum and Energy Studies, Dehradun, Uttarakhand
4. Ajeenkya DY Patil University, Pune, Maharashtra
5. Jain University, Bangaluru, Karnataka
6. Nagindas Khandwala College, Mumbai, Maharashtra
7. Indian Institute of Digital Education, Mumbai, Maharashtra
8. University of Technology, Jaipur, Rajasthan

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD



Priya Florence Shah is the founder and CEO of Blog Brandz, which is a digital marketing company. She did her Bachelor's in Biochemistry and Master's in Biotechnology. She also acquired Diplomas in Journalism, Advertising and Public Relations. She pursued a course in Digital Marketing from Columbia Business School and did a Social Media Certification (CSMMPTM) from Digital Vidya.*

Source: <https://www.priyashah.com/>

**The above information is for training purposes only and will not be used for any commercial gains*

DISC JOCKEY

A Disc Jockey or DJ is an entertainer who mixes different sources of recorded music for a live audience. The term DJ is a reminder of a time when these entertainers primarily worked with vinyl records. These days, DJs may work with digital music files rather than physical discs, but the details of their job essentially remain the same.

PERSONALITY TRAITS

- You enjoy music
- You have excellent communication skills
- You are a creative person



The approx. course fee ranges between **INR 10,000 - 1,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

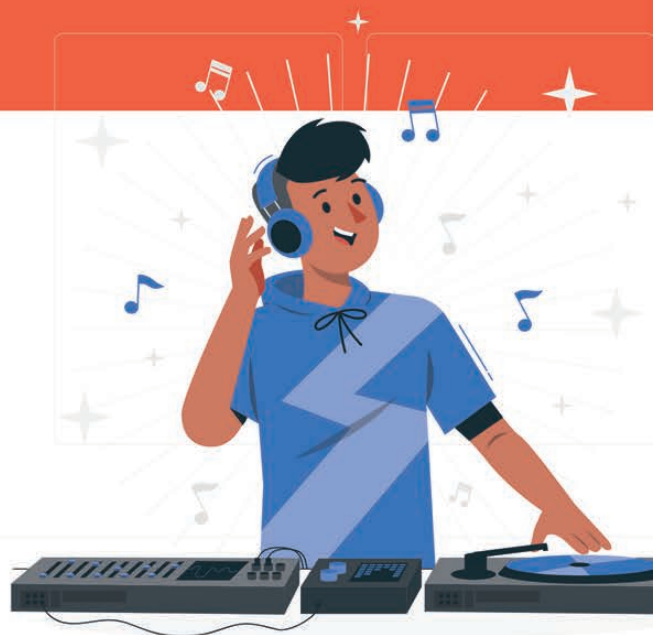
SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete a Diploma or professional course in DJing
OR
Complete a Bachelor's in Performing Arts/Music or any related subject
3. Pursue an internship programme

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are indicative and subject to change*

The approx. salary of a Disk Jockey ranges between **INR 15,000 - 85,000*** or more per month.

Source: [https://www.payscale.com/research/IN/-Job=Disc_Jockey_\(DJ\)/Hourly_Rate?loggedIn](https://www.payscale.com/research/IN/-Job=Disc_Jockey_(DJ)/Hourly_Rate?loggedIn)

WHERE WILL YOU WORK

Places of Work: Clubs, Night clubs, Radio, Concert venues and Music festivals among others

Entrepreneurship: You can choose to be a freelancer as DJ

Work Environment: You will be working both indoors and outdoors. Local travel is part of the job profile. Full-time and part-time job opportunities are available. Work hours are likely to be irregular and you may have to work weekends and holidays

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Disc Jockey → Music Producer → Start Record Label
OR
Disc Jockey → Collaborate with music artist
OR
Disc Jockey → Club Promoter

Search keywords...



disc jockey, sound artist

WHERE WILL YOU STUDY?

Institutes offering courses in Disc Jockeying.

This list of Institutes is indicative only

1. Asian Academy of Film and Television, Noida, Uttar Pradesh
2. Azaredo Acoustics, Mumbai, Maharashtra
3. Dream Beats Studio, Dwarka, New Delhi
4. Electronyk Academy, New Delhi
5. Asian Academy of Film and Television., Noida, Uttar Pradesh
6. Global D.J. Music Production & D.J. Training Academy, Mumbai
7. I Love Music Academy, Gurgaon, Haryana
8. Jazzy Joe, New Delhi

Information on Institute rankings is available at
- <https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Snehal Shah or DJ Rink, also known as the Desi Diva of Bollywood Dance Music, is one of the top Indian women DJs in a traditionally male-dominated industry. A certified sound engineer from Government Polytechnic (Bandra), and music producer, she has produced over 2,000 Bollywood records.

Source: <https://www.imdb.com/name/nm9661986/bio>

"The above information is for training purposes only and will not be used for any commercial gains

DUBBING ARTIST OR VOICE ACTOR

A Dubbing Artist, also known as a Voice Actor, is a professional who utilizes their voice to portray characters or convey information to a target audience.

PERSONALITY TRAITS

- You are interested in artistic occupations
- You are comfortable in communicating with others
- You are a great listener
- You are comfortable working in a team



The approx. course fee ranges between **INR 2,500 – 1,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE schemes and state schemes*

• Visit www.buddy4study.com - This is a gateway to scholarships starting from Class XI*

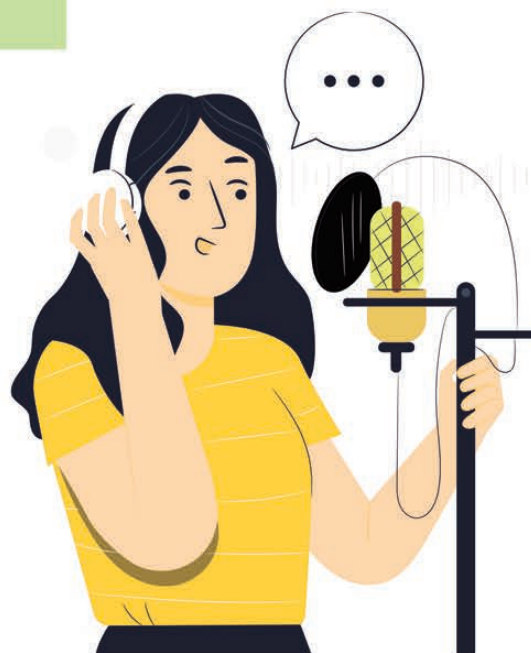
• Scholarships are also made available in institutes based on merit
*(Availability of these scholarships can vary from time to time)

LOANS

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• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in any field
3. Complete Diploma course in Dubbing

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are indicative and subject to change*

The approx. salary of a Dubbing Artist ranges between **INR 32,000 – 88,000*** per month.

Source: <https://www.salarypert.com/salary/job/voice-over-announcer/india>

WHERE WILL YOU WORK

Places of Work: Movie Studios, Advertisement Agencies, Radio Channels, Television Stations.

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Trainee Dubbing Artist → Dubbing Artist

WHERE WILL YOU STUDY?

You can complete your graduation from any UGC recognised college in India.

This list of institutes is indicative only

A few institutes which provides training in dubbing:

1. Voice Modulation Training, Mumbai, Maharashtra
2. Viva Voice Academy, Mumbai, Maharashtra
3. Ronkel Media Education & Research Institute, Mumbai, Maharashtra
4. RK Films and Media Academy, New Delhi
5. Livewires the Media Institute, Mumbai, Maharashtra
6. P. Mirage Film Institute, Chennai, Tamil Nadu
7. Vinod Film Institute, Hyderabad, Telangana

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

Savitha Reddy is a famous dubbing artist in the southern film industry of India. She has over 20 years of experience in the field and has worked in over 1,000 films. She has done her MBA in advertising from Annamalai University. Her first break in the industry was when she did the voice for actress Rishibala Naval or Simran in the Telugu movie "Kalisundam Raa", following which she got several dubbing projects.*

Source :

<https://www.newindianexpress.com/entertainment/tamil/2016/apr/23/Ever-Unseen-But-Never-Unheard-927739.html>

**The above information is for training purposes only and will not be used for any commercial gains.*

Search keywords...



voice-over artist, dubbing expert, voice actor

EDITOR

An Editor is responsible for scrutinizing the written material of a book/newspaper and ensuring its best possible version. An Editor's job includes editing of Newspapers, Journals, Books, and Articles, Planning layout of publications, Writing leading articles on important subjects or events, etc.

PERSONALITY TRAITS

- You have an eye for details
- You have leadership skills
- You are a careful and organised person



The approx. course fee ranges between **INR 25,000 - 2,00,000*** for UG courses, and between **INR 10,000 - 500,000*** for Diploma in Journalism.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

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• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any subject combination
2. Complete Bachelor's degree in English, Journalism/Mass Communication or any related field

OR

Complete Bachelor's degree and then follow it up with a Master's degree in English/Journalism/Mass Communication or a related field

OR

Pursue a Diploma course in Editing

Entrance exams - For admission to Bachelor's courses, institutions may have their own entrance exam. The Indian Institute of Mass Communication (IIMC) holds the biggest entrance exam all over India. Master's level entrance exams include entrance exam offered by the Indian Institute of Mass Communication (IIMC), Jamia Millia Islamia University, Delhi, GGSIPU CET Exam, Delhi University, etc

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative and subject to change*

The approx. salary of an Editor with experience ranges between **INR 16,000 - 84,000*** per month.

Source: <https://www.payscale.com/research/IN/Job=Editor/Salary>

WHERE WILL YOU WORK?

Places of Work

Newspaper groups, News agencies and News bureaus, Magazines and Journals of different languages, In-house publications of large corporate houses across India.

Work Environment

You will have a desk job and would require travelling for work. Working hours are 10 to 12 hours everyday for 6 to 7 days a week, depending upon the organization. You might also have the option of working from home. You can find part-time work and contractual jobs, and being self-employed is also an option.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Sub-Editor → Assistant Editor → Editor
→ Chief Editor / Managing Editor →
Editorial Director

Search keywords...



news editor, commercial editor, sports editor,
chief editor, assistant editor

WHERE WILL YOU STUDY?

This course is offered by the Departments of Mass Communication/Mass Media.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Delhi College of Arts and Commerce, New Delhi
2. Indian Institute of Mass Communication, New Delhi
3. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
4. University of Kerala, Thiruvananthapuram, Kerala
5. Utkal University, Bhubaneswar, Odisha
6. Savitribai Phule Pune University, Pune, Maharashtra
7. Osmania University, Hyderabad, Telangana
8. Indian Institute of Management Ahmedabad, Ahmedabad, Gujarat

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Mass Communication Research Centre, New Delhi
2. Institute of Creative Excellence, Kolkata, West Bengal
3. Garden City University, Bengaluru, Karnataka
4. Xavier Institute of Communications, Mumbai, Maharashtra
5. Loyola College, Chennai, Tamil Nadu
6. YMCA Centre for Mass Media, New Delhi
7. South Delhi Polytechnic for Women, New Delhi
8. Sophia College for Women, Mumbai, Maharashtra

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD



Malini Parthasarathy is the Chairperson of The Hindu Group of Publications (Pvt. Ltd). She is also the former Editor of The Hindu (2013-16). During her tenure as Editor, the Mumbai edition of The Hindu was launched on November 28, 2015, a major landmark in the 140 year-history of the newspaper. She was earlier Executive Editor of the paper from 1996 to 2004. She has been a political journalist for three decades and more, writing reports and editorials on major themes in Indian politics and on India's foreign policy, with a major focus on relations with Pakistan and Sri Lanka.*

Source: <https://www.thehinducentre.com/leadership/board-of-management/article23480778.ece>

*The above information is for training purposes only and will not be used for any commercial gains

EDITORIAL ASSISTANT

An Editorial Assistant provides administrative support to the editorial department. They are expected to read manuscripts, send out proofs, organise and arrange files and ensure smooth operations all around. With time and experience they can also be promoted to a higher post such as Managing Editor or Assistant Editor.

PERSONALITY TRAITS

- You like to pay attention to details
- You are proficient in languages and grammar
- You have good communication skills
- You like to work in teams



The approx. course fee ranges between **INR 25,000 - 2,00,000*** for UG courses, and between **INR 10,000 - 500,000*** for Diploma in Journalism.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some States have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any subject combination
 2. Complete Bachelor's degree in English, any Languages, Journalism or any related field
- OR**

Complete Bachelor's degree and then opt for a Master's degree in English, Journalism or a related field

OR

Pursue Diploma courses or online courses in Editing

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of an Editorial Assistant ranges between **INR 10,000 - 37,000*** and more per month.

Source - https://www.payscale.com/research/IN/Job=Editorial_Assistant/Salary

WHERE WILL YOU WORK?

Places of Work

Newspaper groups across India, News agencies and News bureaus, Magazines and Journals in English and vernacular languages, In-house publications of large corporate houses.

Work Environment

You will have a desk job and it would not require travelling. Working hours are 10 to 12 hours everyday for 6 to 7 days a week, depending upon the organization. You might also have the option of working from home.

You can find part-time work and contractual jobs and being self-employed is also an option.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Assistant Editor → Editor → Chief Editor
/Managing Editor → Editorial Director



WHERE WILL YOU STUDY?

The course is offered by the Departments of English/Journalism.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Delhi College of Arts and Commerce, New Delhi
2. Indian Institute of Mass Communication, New Delhi
3. Maharaja Sayajirao University of Baroda, vadodara, Gujarat
4. University of Kerala, Thiruvananthapuram, Kerala
5. Utkal University, Bhubaneswar, Odisha
6. Savitribai Phule Pune University, Pune Maharashtra
7. Farook College, Kozhikode, Kerala
8. Osmania University, Hyderabad, Telangana

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. NSHM School of Media and Design, Kolkata, West Bengal
2. Institute of Creative Excellence, Kolkata, West Bengal
3. Garden City University, Bengaluru, Karnataka
4. Xavier Institute of Communications, Mumbai, Maharashtra
5. Graphic Era Hill University, Dehradun, Uttarakhand
6. Ramnarain Ruia Autonomous College, Mumbai, Maharashtra
7. Loyola College, Chennai, Tamil Nadu
8. Sophia College for Women, Mumbai, Maharashtra

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

EXAMPLE FROM THE FIELD



Alice Priestley is an Editorial Assistant and Freelance Copywriter with a history of working in online and print magazines, partwork and book publishing. She has worked with Hachette Partworks. She is skilled in Subediting, Copywriting, Biblio, Microsoft Office, InDesign and Wordpress. She has a Master's (M.A.) focused in Creative Writing from Loughborough University. *

Source: <https://the-dots.com/users/alice-priestley-224817>

**The above information is for training purposes only and will not be used for any commercial gains*

Search keywords...



editorial assistant, editorial, assistant to editor

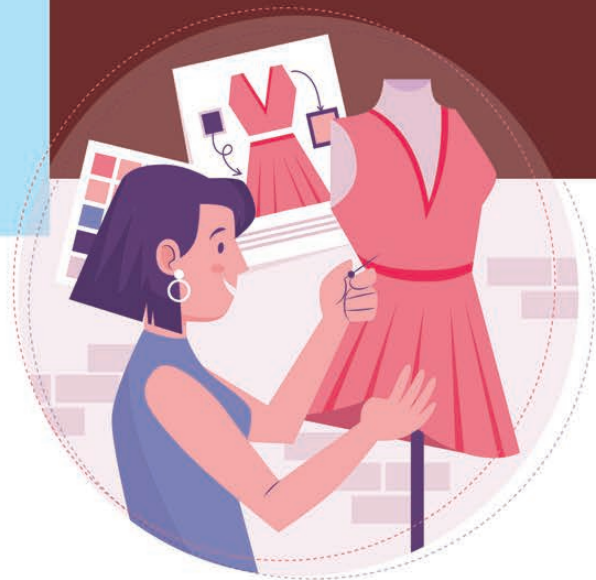
FASHION DESIGNER

Fashion Designers create original clothing, accessories, and footwear. They sketch designs, select fabrics and patterns, and give instructions on how to make the products they design.

PERSONALITY TRAITS



- You like to draw
- You have a creative bent of mind
- You like to have clear instructions to follow
- You are comfortable in communicating with others



The approx. course fee ranges between **INR 40,000 - 20,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** – Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Design (B.Des.) in Fashion Design followed by Master's degree (M.Des.) in the same discipline
OR
Complete a Bachelor's degree in Design (B.Des.) in any discipline followed by Master's degree (M.Des.) in Fashion Designing

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Fashion Designer ranges between **INR 14,834 - 82,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Fashion_Designer/Salary

WHERE WILL YOU WORK?

Places of Work: Boutiques, Fashion/Garment Houses, Retail Brands, Export Houses, Fashion Brands, etc.

Entrepreneurship: You can set up your own fashion designing practise

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee Fashion Designer → Fashion Designer → Senior Fashion Designer → Design Lead

Search keywords...



fashion styling expert, apparel designer, fashion technician

WHERE WILL YOU STUDY?

This course is offered by the Department of Design

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Fashion Technology, Bengaluru
2. National Institute of Fashion Technology, Bhubaneswar
3. National Institute of Fashion Technology, Chennai
4. National Institute of Fashion Technology, New Delhi
5. National Institute of Fashion Technology, Gujarat
6. National Institute of Fashion Technology, Hyderabad
7. National Institute of Fashion Technology, Rajasthan
8. National Institute of Fashion Technology, West Bengal

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Artemisia College of Art and Design, Indore
2. Apeejay College of Fine Arts, Jalandhar
3. Alakh Prakash Goyal Shimla University, Shimla
4. Amrita School of Arts and Sciences, Kochi
5. Amity University, Gurugram
6. Indian Institute of Art and Design, New Delhi
7. Chandigarh University, Chandigarh
8. Dayananda Sagar University, Bangalore

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

EXAMPLE FROM THE FIELD

Sabyasachi Mukherjee is an Indian fashion designer, jewelry designer, retailer from Kolkata, India. He is one of the Associate Designer Members of Fashion Design Council of India, and the youngest board member of the National Museum of Indian Cinema. He graduated from the National Institute of Fashion Technology India, and started the eponymous label 'Sabyasachi' a couple of months later. He has participated in various fashion weeks throughout the world, and has also designed costumes for many Bollywood films.*

Source: <https://www.tutorialspoint.com/sabyasachi-mukherjee-a-versatile-fashion-designer>

**The above information is for training purposes only and will not be used for any commercial gains*

FILM DIRECTOR

A Film Director is a person who is in charge of making films and tells the actors how to play their parts. They have full control over how they want events in the film to proceed and have the final say in all matters concerning the film.

PERSONALITY TRAITS

- You have a creative bent of mind
- You are comfortable working in groups
- You enjoy creative writing
- You are comfortable working in a team



The approx. course fee ranges between **INR 4,500 - 23,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete Bachelor's degree in any discipline/Fine Arts (B.F.A.) after which you can pursue a Diploma in Film-Making

OR

Complete Bachelor's degree and follow it up with Master's degree (M.F.A.) in Film-Making

OR

Complete a PG Diploma in Film-Making

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are indicative and subject to change*

The approx. salary of a Director ranges between **INR 45,833 - 333,333*** per month

Source: <https://in.talent.com/salary?job=director>

WHERE WILL YOU WORK?

Places of Work

You can find employment in Media and Entertainment conglomerates, Production houses and Film making agencies/organisations/studios

Entrepreneurship

You can start your own production house once you become successful in this field.

Work Environment

You have to work outdoors sometimes or indoors depending on the project. Work hours are usually in shifts

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Assistant Director (Theatrical) → Director (Theatrical)

OR

Producer → Assistant Director (Theatrical) → Director (Theatrical)

Search keywords...



film director, stage director, studio director

WHERE WILL YOU STUDY?

This course is offered by the Department of Media and Film Studies

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Satyajit Ray Film and Television Institute, Kolkata, West Bengal
3. Kolkata Film and Television Institute, Kolkata, West Bengal
4. Biju Patnaik Film and Television Institute, Cuttack, Odisha
5. Dr Bhupen Hazarika Regional Government Film and Television Institute, Nizsundarighopa, Assam
6. University of Mumbai, Mumbai, Maharashtra
7. Tilak Maharashtra Vidyapeeth, Pune, Maharashtra
8. Bharat Ratna Dr BR Ambedkar University, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Whistling Woods International, Mumbai, Maharashtra
2. Asian Academy of Film and Television, New Delhi
3. Ajeenkya DY Patil University, Pune, Maharashtra
4. Techno India University, Kolkata, West Bengal
5. CMR University, Bangaluru, Karnataka
6. Jain University, Bangaluru, Karnataka
7. Singhania University, Jhunjhunu, Rajasthan
8. Adamas University, Kolkata, West Bengal

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD



One of the most recognisable directors of the country, **Zoya Akhtar** had earned her Bachelor's degree in Arts from St. Xavier's College, Mumbai. She also joined New York University's Tisch School and pursued higher education in Film Production. She has helmed many acclaimed films such as 'Luck By Chance', 'Dil Dhadakne Do', 'Gully Boy' and more. She now owns a film production company with Reema Keetgi named Tiger Baby.*

Source : www.mansworldindia.com/entertainment/cinema/baby-tigress-zoya-akhtar-tasteful-cerebral-urban-film-maker/

*The above information is for training purposes only and will not be used for any commercial gains

FILM/VIDEO DESIGNER

A Film/Video Designer creates and manages visual aspects of a film, television/theatre production. The professional works in coordination with the director and producer to create a design style for aspects such as graphics, sets, lighting, etc., to produce an authentic environment.

PERSONAL TRAITS



- You are interested in artistic occupations
- You are comfortable working in groups
- You pay attention to details while working
- You like to keep your things organised



The approx. course fee ranges between **INR 33,000 - 8,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete your 10 + 2 in any stream
2. Complete Bachelor's degree in Design (B.Des) in Film and Video Design, followed by Master's degree (M.Des.) in the same discipline

OR

Complete Bachelor's degree in Design (B.Des.)/Science (B.Sc.) in Film and Video Communication, followed by Master's degree (M.Des./M.Sc.) in the same discipline

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Film/Video Designer ranges between **INR 12,250 - 66,667*** per month.

Source: https://www.payscale.com/research/IN/Job=Film_%2F_Video_Editor/Salary

WHERE WILL YOU WORK?

Places of Work: Media and Production Houses, Film Sets, Theatres, etc.

Work Environment: The work timings typically depend on the shoot hours. If you are employed in a company, the timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee → Film/Video Designer → Senior Film/Video Designer

Search keywords...



film designer, video designer, film/video editor

WHERE WILL YOU STUDY?

This course is offered by the Department of Film Studies

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Design Ahmedabad
2. Thunchath Ezhuthachan Malayalam University, Malappuram
3. Potti Sreeramulu Telugu University, Hyderabad
4. Tilak Maharashtra Vidyapeeth, Pune
5. RISU Jaipur
6. Thunchath Ezhuthachan Malayalam University, Malappuram, Kerala
7. Potti Sreeramulu Telugu University, Hyderabad

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. World University of Design, Sonipat, Punjab
2. AAFT University of Media and Arts, Raipur, Chhattisgarh
3. Singhania University, Jhunjhunu, Rajasthan
4. Lakhotia Institute of Design, Hyderabad
5. Ramoji Academy of Film and Television, Hyderabad
6. LV Prasad Film and TV Academy, Chennai
7. Sree Sankara College, Kalady, Kerala
8. X-Gen College of Visual Art, Berhampur

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

Sabu Cyril is an Indian film production designer. He has worked in more than 116 feature films and 2500 ad films, bagging several national awards and filmfare awards for the same. He has pursued a B.Sc degree in Visual Communication from Madras College of Arts. Sabu started his career as a graphic designer and illustrator, before eventually entering film and production design.*

Source: <https://www.indulgexpress.com/entertainment/cinema/2022/may/24/sabu-cyril-we-knew-that-rrr-wouldnt-be-as-big-as-the-baahubali-films-40990.html>

**The above information is for training purposes only and will not be used for any commercial gains*

ILLUSTRATOR

An Illustrator is someone who makes use of drawings (Illustrations) to convey a message to his or her target audience. They are commissioned to produce drawings for use in advertisements, books, magazines, packaging, greetings cards and newspapers

PERSONALITY TRAITS

- You have an interest in drawing
- You have a creative bent of mind
- You pay attention to details
- You have excellent communication



The approx. course fee ranges between **INR 6,000 - INR 2,40,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete a Bachelor's degree (BFA) in cartooning

OR

Complete a Bachelor's degree followed by a Master's degree (MFA) in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary for an Illustrator ranges between **INR 13,000 - 65,500*** per month

Source: payscale.com/research/IN/Job=Illustrator/Salary

WHERE WILL YOU WORK?

Places of Work

Arts and Design Sector, Advertising and Marketing Agencies, Publishing Agencies, Graphic Design, Web Design and Animation Companies

Entrepreneurship

You can set up your own business or choose to take up freelance projects

Work Environment

You will typically work in an office or studio set up. Contractual jobs are available. You will be expected to meet tight deadlines and may have to put in long hours to complete a project

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Junior Illustrator/ Illustrator Assistant →
Illustrator

Search keywords...



illustrator, cartoonist, book illustrator

WHERE WILL YOU STUDY?

This course is offered by the Department of Fine Arts.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. NIFT New Delhi
2. Jamia Millia Islamia, New Delhi
3. Government College for Girls, Ludhiana
4. Allahabad Degree College, Allahabad
5. Government College, Dharamshala
6. Meerut College, Meerut
7. Bareilly College, Bareilly
8. Post Graduate Government College for Girls, Chandigarh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Indian Institute of Cartoonists, Bengaluru
2. VELS Institute of Science, Technology and Advanced Studies, Chennai
3. Centre for Creative Arts and Design, Bangalore
4. Pearl Academy, New Delhi
5. Antoon's School of Animation, New Delhi
6. Zee Institute of Creative Art(ZICA) Studios, Mumbai
7. Apeejay Institute of Design, Delhi
8. Khalsa College, Amritsar

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

A graduate from National Institute of Design, Ahmedabad, **Abhishek Singh** is an artist, graphic novelist and an animation film designer. He has worked for animation projects with Cartoon Network, a series of Virgin Comics and UTV in collaboration with Shekhar Kapoor and Deepak Chopra. He studied Animation Film Design at National Institute of Design, Ahmedabad*

Source : <http://abhishekart.com/about-us/>

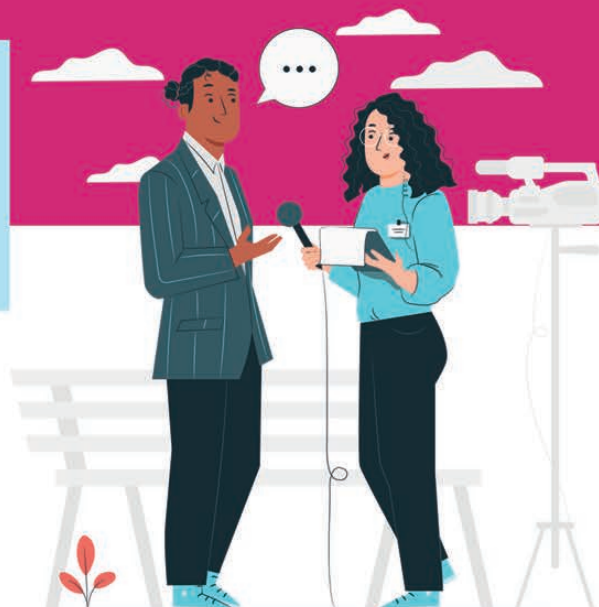
**The above information is for training purposes only and will not be used for any commercial gains*

JOURNALIST

A Journalist assesses, gathers and presents news about real events using a fair and unbiased perspective. They may use text, audio, or pictures to convey the news

PERSONALITY TRAITS

- You pay attention to details
- You like to analyze things (problems/situations)
- You like to get into discussions about issues
- You like working outdoors



The approx. course fee ranges between **INR 5,000 - 7,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete a Bachelor's degree (BA/BJMC/BMM) in Communication & Journalism/Mass Media/Journalism/ Journalism and Mass Communication

OR

Complete a Diploma in Journalism or Mass Communication

OR

Complete a Bachelor's degree followed by a Master's degree (MA/MJMC/MMM)

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Journalist ranges between **INR 13,500 - 80,000*** per month

Source: payscale.com/research/IN/Job=Journalist/Salary

WHERE WILL YOU WORK?

Places of Work

Newspapers and Magazine Companies

Work Environment

You will primarily have a desk job where you might have to handle a team. You are likely to work 5 to 6 days a week, 9-10 hours every day. This may vary from company to company. You will have to work under tight deadlines. If you are a reporter, then local travel will be a part of your job profile. You will have to work in shifts.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Stringer → Staff Reporter → Senior Reporter → Chief Reporter → Principle/ Special Reporter → Chief of Bureau → Assistant Resident Editor → Deputy Resident Editor → Editor

OR

Trainee Sub-editor → Sub-Editor → Senior Sub-Editor → Chief Sub-Editor → Assistant News Editor → Associate News Editor → Assistant Resident Editor → Deputy Resident Editor → Editor

WHERE WILL YOU STUDY?

The courses are offered by the Department of Mass Communications.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Lady Shri Ram College for Women, New Delhi
2. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
3. University of Kerala, Thiruvananthapuram, Kerala
4. Utkal University, Bhubaneswar, Odisha
5. Savitribai Phule Pune University, Pune, Maharashtra
6. Farook College, Kozhikode, Kerala
7. Osmania University, Hyderabad, Telangana
8. Babasaheb Bhimrao Ambedkar University, Lakhnow, Uttar Pradesh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai, Maharashtra
2. Symbiosis Institute of Media & Communication, Pune, Maharashtra
3. Department of Media Studies, Christ University, Bangalore
4. Times School of Journalism, New Delhi
5. Manipal Institute of Communications, Manipal, Karnataka
6. Madras Christian College, Chennai, Tamil Nadu
7. Pearl Academy, New Delhi
8. NIMS University, Jaipur, Rajasthan

Information on institute ranking is available at –
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

Search keywords...



copyeditor, subeditor, reporter

EXAMPLE FROM THE FIELD



Shereen Bhan is the Managing Editor of CNBC-TV18. She graduated from St. Stephen's College, Delhi with a degree in Philosophy, and pursued a Master's in Communication Studies from the University of Pune, with film and television as her area of specialization. She has been in the field for over 15 years and began her career working as news-researcher for Karan Thapar's production house In-fotainment Television.*

Source: <https://www.nimcj.org/blog-detail/top-9-female-journalists-of-india.html>

**The above information is for training purposes only and will not*

LITERARY AGENT

A Literary Agent represents a writer and tries to promote his/her work to different publishing houses in order to get the latter published. A Literary Agent represents writers by pitching unpublished work to editors, negotiating book deals and liaising between authors and publishers. He/she makes sure that both parties arrive at an amicable agreement.

PERSONALITY TRAITS

- You are excellent in verbal and written communication
- You are focussed on your work and pay attention to details
- You are able to build and maintain a strong network of contacts
- You are aware of trends in book market and understand what makes a good book



The approx. course fee for Diploma in Mass Communication ranges between **INR 7,500 - 40,000*** and for Bachelor's in Mass Communication ranges between **INR 20,000 - 15,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any subject combination
2. Pursue Bachelor's degree in English/Journalism/Mass Communication or any other similar discipline

OR

Complete Bachelor's degree in English/Journalism/Mass Communication and pursue a Diploma in Marketing

For admissions into Bachelor's program, institutions may have their own entrance exam. The Indian Institute of Mass Communication (IIMC) holds the biggest entrance exam all over India. Diploma entrance is on merit basis.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Literary Agent ranges between **INR 50,000 - 1,10,000*** and more per month.

Source: <https://www.salaryexpert.com/salary/job/literary-agent/india>

WHERE WILL YOU WORK?

Places of Work

Literary agencies, although some experienced Literary Agents choose to work freelance or establish their own agencies.

Work Environment

Your working hours will often be uncertain, as besides regular office hours, you will often meet clients and editors on weekends and evenings to build relationships. The majority of your time, however, will be spent in the office. Moreover, you may often need to read submissions outside of working hours.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Literary Agent Assistants → Literary Agents → Writer and Editor → Technical Writer → Project Manager → Partner

Search keywords...



literary agent, literary aide, manuscript reader, literature

WHERE WILL YOU STUDY?

These courses are offered by the Department of Journalism/ Mass communication.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Delhi College of Arts and Commerce, New Delhi
2. Indian Institute of Mass Communication, New Delhi
3. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
4. University of Kerala, Thiruvananthapuram, Kerala
5. Utkal University, Bhubaneswar, Odisha
6. Savitribai Phule Pune University, Pune, Maharashtra
7. Farook College, Kozhikode, Kerala
8. Osmania University, Hyderabad, Telangana

**NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio - video form.*

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. NSHM School of Media and Design, Kolkata, West Bengal
2. Institute of creative excellence, Kolkata, West Bengal
3. Garden City University, Bengaluru, Karnataka
4. Xavier Institute of Communications, Mumbai, Maharashtra
5. Graphic Era Hill University, Dehradun, Uttarakhand
6. Ramnarain Ruia Autonomous College, Mumbai, Maharashtra
7. HL Centre for Professional Education, Ahmedabad Gujarat
8. All India Institute of Management Studies - AIIMAS, Madurai, Tamil Nadu

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD



Preeti Gill is an independent editor and literary agent. As a commissioning editor and rights manager, she has more than twenty years of experience in the publishing industry. In her new role as literary agent she represents more than thirty well-known, critically acclaimed writers of fiction and creative non-fiction. Her books include an edited volume of essays, *The Peripheral Centre: Voices from India's Northeast*; *Bearing Witness* and many more.*

Source - <https://librarywala.com/authors/1015151048-preeti-gill>

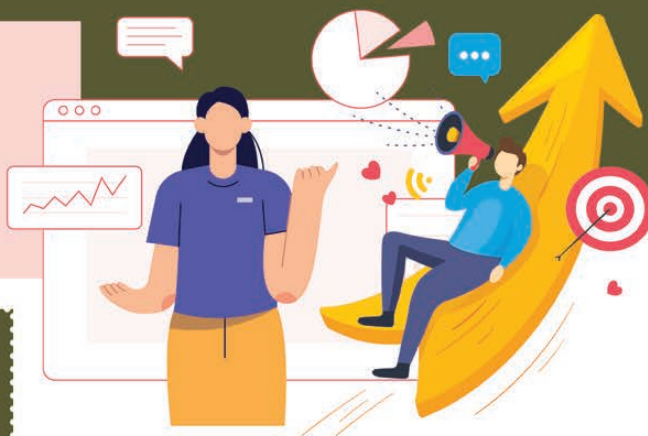
**The above information is for training purposes only and will not be used for any commercial gains*

MARKETING MANAGER

Marketing is an important corporate function focused on marketing the service/ product and converting demands into sales. Marketing managers develop marketing strategy, conduct market research, develop promotions and advertising, handle public relations etc.

PERSONALITY TRAITS

- You like to try to persuade or influence people
- You have excellent communication skills
- You like to set new goals for yourself



The approx. course fee ranges between **1,00,000-3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE schemes and state schemes*
- Visit www.buddy4study.com - This is a gateway to scholarships starting from Class XI* (Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

Graduation is not mandatory for entering a sales career, but a graduate degree (preferred streams are B.B.A., B.Com., B.B.A., B.B.M.) and specialised courses in sales and marketing are needed for career development.

1. Complete 10+2 in any stream
2. Complete Bachelor's degree from any stream, followed by PG Diploma/Master's degree in Business Administration (M.B.A.)

For admissions for Bachelor's degree, you must qualify in one of these entrance examinations: CET, SET, DU JAT, SET etc. and for post graduate degree, you must qualify in any of the following exams: CAT/ XAT/ GMAT/ SNAP/ NMAT/ CMAT.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of Marketing Manager ranges between **INR 24,000 - INR 84,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Marketing_Manager/Salary

WHERE WILL YOU WORK

Places of Work: Corporate houses, MNCs, Private Companies, Corporations, Banks.

Work Environment: It involves local/countrywide travelling. You may have to lead a team. Working hours vary day to day.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Marketing Representative > Marketing Supervisor > Area Marketing Manager > Regional Marketing Manager/Zonal Marketing Manager > General Marketing Manager > Director Marketing

WHERE WILL YOU STUDY?

This course is offered by the Department of Management or Commerce.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institutes of Management, Ahmedabad
2. Indian Institutes of Management, Bengaluru
3. Indian Institutes of Management, Kolkata
4. Department of Management Studies, IIT Delhi
5. Sydenham College of Commerce and Economics, Mumbai
6. Indian Institutes of Management, Kozhikode
7. Indian Institutes of Management, Lucknow
8. Madras Christian College, Chennai

PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. Amity University, Raipur/ Gwalior
2. PP Savani University, Surat
3. Lal Bahadur Shastri Institute of Technology & Management, Indore
4. University of Technology, Jaipur
5. Institute of Management & Research, New Delhi
6. IBMR IBS, Bengaluru
7. Institute of Management & Research, Ghaziabad
8. Narsee Monjee, Mumbai

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

Search keywords...



*marketing executive,
marketing manager,
marketing specialist*

EXAMPLE FROM THE FIELD

Gautam Vijh has been in the thick of action in sectors as varied as appliances to tyres and finally at Ranbaxy in Global Consumer Healthcare (GCHC), looking after UP, Uttaranchal, Bihar, Jharkhand and Odisha. A commerce graduate with a diploma in management from Lucknow, Vijh believes that he can operate in any given condition. He started his career as a Distributor salesman, working with Philips Lighting, Godfrey Phillips and MRF Tyres and moved on to more diverse roles that led him to apply his learning and experience. He is now Regional Sales Manager, Central with Ranbaxy.*

Source: <https://economictimes.indiatimes.com/meet-indias-top-salesmen/articleshow/768185.cms>

**The above information is for training purposes only and will not be used for any commercial gains*

MEDIA PLANNER

A Media Planner is responsible for putting in advertisements at the most opportune time so as to reach a large audience in a short time with minimum expenses. A Media Planner has to ensure sound visibility of the product of their client and also has to improve the image of that product. Media Planners also gather information regarding their target audience and tailor the advertisements or promotional content to appeal to the same.

PERSONALITY TRAITS

- You have excellent verbal and written communication
- You pay attention to details
- You like to analyse things (problems/situations)
- You have a strong desire to know about different media



The approximate course fee ranges between **INR 24,000 - 20,00,000*** depending on type of college.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any subject combination
2. Pursue Bachelor's degree in Business and Administration (BBA)

OR

Complete Bachelor's degree in Business and Administration (BBA) or related field and then pursue an MBA in Marketing

For admissions for Bachelor's degree, you must qualify in one of these entrance examinations: CET, SET, DU JAT, SET etc. and for Post graduate degree, you must qualify in any of the following exams: CAT/ XAT/ GMAT/ SNAP/ NMAT/ CMAT

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Media Planner ranges between **INR 17,000 - 80,000*** and more per month.

Source - <https://www.payscale.com/>

WHERE WILL YOU WORK?

Places of Work

Advertising agencies, Media houses, Publishers, Educational publishers.

Work Environment

It is typically a desk job. You will need to work on computers and smartphones, scheduling posts every week at a time. You are expected to work in a team.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Assistant → Planner → Supervisor →
Communications Director →
Managing Director

WHERE WILL YOU STUDY?

This course is offered by the departments of management.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Management (IIM), Ahmedabad, Gujarat
2. IIM Bangaluru, Karnataka
3. Indian Institute of Social Welfare and Business Management, Kolkata, West Bengal
4. Indian Institute of Science and Management, Ranchi, Jharkhand
5. IIM Indore, Madhya Pradesh
6. Tamil Nadu Open University, Chennai, Tamil Nadu
7. Beant College of Engineering and Technology, Gurdaspur, Punjab
8. Indira Gandhi National Open University, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Bharatiya Vidya Bhavan, Kolkata, West Bengal
2. School of Retail Management, Pune, Maharashtra
3. School of Business, University of Petroleum and Energy Studies, Dehradun, Uttarakhand
4. Ajeenkya DY Patil University, Pune, Maharashtra
5. Jain University, Bangaluru, Karnataka
6. Nagindas Khandwala College, Mumbai, Maharashtra
7. Indian Institute of Digital Education, Mumbai, Maharashtra
8. University of Technology, Jaipur, Rajasthan

Information on institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>



Search keywords...



media planner, digital media planner

EXAMPLE FROM THE FIELD



Madhu Chhibber is the CEO of Madison PR and has 24 years of experience in the field. She has also been employed as a business communications advisor to several reputed companies.*

Source: <https://www.adgully.com/madhu-chhibber-joins-hdfc-bank-as-head-of-corporate-communications>

**The above information is for training purposes only and will not be used for any commercial gains*

MODEL

A Model works with consumer brands, fashion designers, photographers, and artists to advertise a variety of products, including clothing, cosmetics, food, locations, and cars. Advertising can be by way of magazines, television, newspapers, catalogues, billboards, and online.

PERSONALITY TRAITS



- You can comfortably talk with all kinds of people
- You are a creative person
- You are an ambitious person



The approx. course fee ranges between **INR 30,000 - 90,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
 2. Complete a training course on modeling
→ Make a portfolio → Apply to modeling agency → Get hired
- OR**
- Pursue Diploma in Acting and Modeling → Complete training course on modeling → Make a portfolio → Apply to modeling agency → Get hired

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Model ranges between **INR 26,667 - 1,83,333*** per month.

Source : <https://in.talent.com/salary?-job=model>

WHERE WILL YOU WORK?

Places of Work: You will work with Consumer Brands, Fashion Designers, Photographers, and Artists

Work Environment: It is not a desk job. Travel is part of the job profile. You are likely to work both in studios and outdoors in various weather conditions. Part-time and full-time both are available. Work hours are likely to be irregular.

EXPECTED GROWTH PATH



Model → Senior Model → Actor

Search keywords...



fashion model, hand model

WHERE WILL YOU STUDY?

Institutes offering courses in modeling

*This list of institutes is indicative only

1. FAD International Academy Pune, Maharashtra
2. Indian Institute of Fashion Technology, New Delhi
3. Virtual Voyage College, Indore, Madhya Pradesh
4. Click Academy of Digital Art, Kolkata, West Bengal
5. Asian Academy of Film and Television, Noida, Uttar Pradesh
6. ICE Balaji Telefilms, Mumbai, Maharashtra
7. R. K. Films and Media Academy, New Delhi
8. World University of Design, Sonapat, Haryana
9. Renaissance University, Indore, Madhya Pradesh
10. National College of Media and Communication, Chennai, Tamil Nadu
11. Mumbai School of Cinematic and Performing Arts, Mumbai, Maharashtra
12. Aimfill International, Bengaluru, Karnataka
13. Institute of Creative Excellence, Kolkata, West Bengal
14. Craft Film School, New Delhi
15. Cresta School of Management, Science and Arts, Mysore, Karnataka
16. Cinecraft Academy of Film and Television, Pune, Maharashtra
17. International Academy of Computer Graphics, Hyderabad, Telangana
18. BBK DAV College for Women, Amritsar, Punjab
19. Frankfenn Institute of Modeling and Acting, Kolkata, West Bengal
20. Indian Film and Media Institute, Mumbai, Maharashtra



EXAMPLE FROM THE FIELD

Before becoming a full-time actor, **Deepika Pudukone** worked as a fashion model. Deepika's major breakthrough came when she won the "Model of the Year" award at the Kingfisher Fashion Awards. She was educated at Bangalore's Sophia High School and completed her pre-university education at Mount Carmel College.*

Source: <https://indianexpress.com/article/entertainment/bollywood/deepika-padukone-birthday-ads-ramp-appearances-before-she-became-a-star-7705794/>

*The above information is for training purposes only and will not be used for any commercial gains

MULTIMEDIA DESIGNER

Multimedia Designers create interesting presentations of images and information for various media including the web, television, movies, and video games. Multimedia Designers generally need a strong foundation in art, even if they work in a high-technology field.

PERSONALITY TRAITS



- You are interested in artistic occupations
- You are good with computers
- You are comfortable working with teams
- You like to pay attention to details while working



The approx. course fee ranges between **INR 30,000 - 4,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Design (B.Des.) in Multimedia Design/Communication followed by Master's degree (M.Des.) in the same discipline

OR

1. Complete 10 + 2 in the Science stream (Physics, Chemistry and Mathematics)
2. Complete Bachelor's degree in Science (B.Sc.) in Multimedia Design/Animation followed by Master's degree (M.Sc.) in the same discipline

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Multimedia Designer ranges between **INR 9,000 - 84,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Multimedia_Designer/-Salary

WHERE WILL YOU WORK?

Places of Work: Entertainment Industry, Design Firms

Entrepreneurship: You can also start a personal practise in this field.

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Trainee Multimedia Designer → Senior Multimedia Designer → Visual Effects Supervisor

Search keywords...



special effects designer, multimedia technician, multimedia designer

WHERE WILL YOU STUDY?

This course is offered by the Department of Design
This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Alok Prakash Goyal Shimla University, Shimla, Himachal Pradesh
2. Central Institute of Technology, Kokrajhar, Assam
3. Industrial Design Centre, IIT Bombay, Mumbai
4. National Institute of Design, Jorhat, Assam
5. National Institute of Design, Bhopal, Madhya Pradesh
6. National Institute of Design, Kurushetra, Haryana
7. National Institute of Design, Kondrupolu Andhra Pradesh
8. Assam Science and Technology University, Guwahati, Assam

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Chitkara University, Patiala, Punjab
2. Dhirubhai Ambani Institute of Information and Communication Design, Gandhinagar, Gujarat
3. D J Academy of Design, Coimbatore, Punjab
4. Hindustan Institute of Technology and Science, Chennai, Tamil Nadu
5. Indian Institute of Art and Design, New Delhi
6. Indian Institute of Crafts and Design, Jaipur, Rajasthan
7. Nirma University, Ahmedabad, Gujarat
8. Symbiosis Institute of Design, Pune, Maharashtra

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

Dashrath Patel (born 1927 in Gujarat) is one of India's first multi-media designers. His design vision tries to emulate many aspects of the Indian culture. Patel studied fine arts at Government College of Fine Arts, Chennai. He then studied painting, sculpture and ceramics during his Post Graduate studies at École des Beaux-Arts, Paris. Mr. Patel was the founder secretary of the National Institute of Design (NID), Ahmedabad. He was awarded the Padma Bhushan in 2011 and the Padma Shri in 1980 by the Government of India for his involvement in design.*

Source: <https://design.careers360.com/articles/most-popular-indian-graphic-designers>

**The above information is for training purposes only and will not be used for any commercial gains*

MUSICIAN

A Musician is someone who plays instruments, writes lyrics, and performs music. While all musicians are artists, all artists may not necessarily be musicians.

PERSONALITY TRAITS

- You want to join a course in Fine Arts
- You like to play instruments or sing
- You are a creative person



The approx. course fee ranges between **INR 5,000 - 1,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- Vidyalakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete Bachelor's in Music or related subject

OR

Complete Bachelor's and then opt for Master's in the same or related field to earn a license as a Music instructor or teacher

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change.*

The approx. salary of a Musician ranges between **INR 10,000 - 60,000*** per month for depending on experience.

Source: bit.ly/3ISWCDD

WHERE WILL YOU WORK

Places of Work: Film and Television industry, Radio and Broadcasting industry, Music companies and Schools across India, among other things.

Entrepreneurship: You can choose to be a freelance singer or give personal lessons

Work Environment: It is not a desk job. You may be required to travel frequently as a musician. Part-time work and contractual jobs maybe available. Works hours may be flexible. Shift system maybe available.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH



Instrumental Musician → Master Instrumental Musician

Search keywords...



music teacher, musician, band player

WHERE WILL YOU STUDY?

The various relevant courses are offered by the Department of Fine Arts.

This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Maharaja Sayajirao University, Vadodara, Gujarat
2. Banaras Hindu University, Varanasi, Uttar Pradesh
3. University of Delhi, New Delhi
4. Savitribai Phule Pune University, Pune, Maharashtra
5. Annamalai University, Chennai, Tamil Nadu
6. Chhatrapati Shahu Ji Maharaj University, Kanpur, Uttar Pradesh
7. Bishwa Bharati University, Bolpur, West Bengal
8. Mumbai University, Mumbai, Maharashtra

Information on Institute rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. The True School of Music, Maharashtra
2. Swarnabhoomi Academy of Music, Chennai
3. Vishwakarma university, Pune
4. KM Music Conservatory, Chennai
5. Shankar Mahadevan Academy, Bengaluru
6. Lovely Professional University (LPU), Jalandhar
7. Jain University, Bangalore
8. Banasthali Vidyapith, Banasthali

EXAMPLE FROM THE FIELD

Annapurna Devi - Born as Roshanara Khan, Annapurna Devi is regarded as one of the most celebrated surbahar (bass sitar) players of all time. She was given the name Annapurna by former Maharaja Brijnath Singh of the former Maihar Estate, which reportedly was a testament to her musical talent which was as lofty and profound as the Annapurna mountain. Annapurna Devi continued to provide music lessons for free, tutoring many to-be legendary musicians. Annapurna Devi was a profoundly gifted artist. Her father and guru, Allauddin Khan, steered her towards playing the surbahar — an instrument whose deep voice, meditative quality, larger size and difficulty in mastery make it extremely rare, even among aficionados. In 1977, the Indian government granted her one of its highest civilian awards, the Padma Bhushan; in 1991, she was given the Sangeet Natak Akademi Award, the highest prize given to performing artists in India.*

Source: <https://www.thekashmirmonitor.net/from-humble-paper-mache-artisan-to-top-theatre-artist-basharat-hussains-journey-to-fame-has-been-roller-coaster-ride/>

**The above information is for training purposes only and will not be used for any commercial gains*



ONLINE ADVERTISING MANAGER

An Online Advertising Manager is responsible for generating brand awareness. To achieve this end, they implement online marketing strategies to ensure that their product or service gains greater visibility.

PERSONALITY TRAITS

- You have excellent verbal and written communication
- You are a creative person
- You like to analyse problems and situations
- You have a strong desire to know about different media



The approx. course fee ranges between **INR 24,000 - 20,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Business Administration (BBA) in Marketing /Advertising/Media Science or related specialization

OR

Complete Bachelor's degree in Business Administration (BBA) in Marketing /Advertising/Media Science or related specialization followed by Master's degree in the same or related field

OR

Complete Diploma in Business Administration/Marketing/Advertising

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and indicative and subject to change*

The approx. salary of a fresher Online Advertising Manager ranges between **INR 10,000 - 25,000*** per month.

The approx. salary of an experienced (4 to 6 years) Online Advertising Manager ranges between **INR 35,000 - 80,000*** per month.

Source - <https://bit.ly/3ILBXSz>

WHERE WILL YOU WORK?

Places of Work: Advertising Agencies, PR Agencies, Marketing Companies, Corporate Businesses and Media Houses

Work Environment: It is a desk job. You may need to handle a team. Travel may be a part of the job role. You are likely to work 5 to 6 days a week and 8 to 9 hours every day. This may vary from organization to organization. You might have to put in more hours as and when the necessity arises.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Advertising Operations Coordinator (Digital) → Advertising Operations Manager → Advertising Specialist → Advertising Producer → Head of Geographical Unit → Head of Company

Search keywords...



digital advertising operations coordinator, ad trafficker, ad campaign manager

WHERE WILL YOU STUDY?

This course is offered by the Department of Business/Management

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Management (IIM), Ahmedabad, Gujarat
2. IIM Bangaluru, Karnataka
3. Indian Institute of Social Welfare and Business Management, Kolkata, West Bengal
4. Indian Institute of Science and Management, Ranchi, Jharkhand
5. IIM Indore, Madhya Pradesh
6. Tamil Nadu Open University, Chennai, Tamil Nadu
7. Indian Maritime University, Kochi Campus, Kerala
8. Kamala Nehru College, University of Delhi, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. MIT University, Shillong, Meghalaya
2. School of Business, University of Petroleum and Energy Studies, Dehradun, Uttarakhand
3. Ajeenkya DY Patil University, Pune, Maharashtra
4. Jain University, Bangaluru, Karnataka
5. Nagindas Khandwala College, Mumbai, Maharashtra
6. Indian Institute of Digital Education Mumbai, Maharashtra
7. Sri Bhagawan Mahaveer Jain College, Vishweshwarapura, Karnataka

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Eric Douglas Bratten is an Advertising Manager for The New York Times. He graduated from St. Vincent College and received an M.B.A. from American International College*.

Source: <https://www.ny-times.com/2010/10/03/fashion/weddings/03SCHNURE.html>

**The above information is for training purposes only and will not be used for any commercial gains*

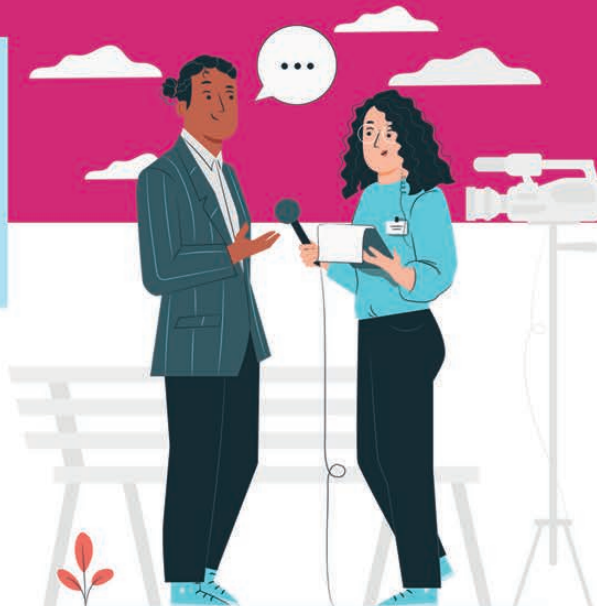
PHOTOJOURNALIST

A photojournalist captures powerful images to tell news stories and document events. They blend photography skills with journalistic integrity to provide visual narratives, often working in challenging environments. Their work appears in newspapers, magazines, and online platforms, offering compelling, real-time insights into current affairs and human experiences.

PERSONALITY TRAITS



- You pay attention to details
- You like to analyze things (problems/situations)
- You like to get into discussions about issues
- You like working outdoors



The approx. course fee ranges between **INR 5,000 - 7,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete a Bachelor's degree (BA/BJMC/BMM) in Communication & Journalism/Mass Media/Journalism/ Journalism and Mass Communication

OR

Complete a Diploma in Journalism or Mass Communication

OR

Complete a Bachelor's degree followed by a Master's degree (MA/MJMC/MMM)

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Journalist ranges between **INR 13,500 - 80,000*** per month

Source: payscale.com/research/IN/Job=Journalist/Salary

WHERE WILL YOU WORK?

Places of Work

Newspapers and Magazine Companies

Work Environment

You will primarily have a desk job where you might have to handle a team. You are likely to work 5 to 6 days a week, 9-10 hours every day. This may vary from company to company. You will have to work under tight deadlines. If you are a reporter, then local travel will be a part of your job profile. You will have to work in shifts.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Stringer → Staff Reporter → Senior Reporter → Chief Reporter → Principle/ Special Reporter → Chief of Bureau → Assistant Resident Editor → Deputy Resident Editor → Editor

OR

Trainee Sub-editor → Sub-Editor → Senior Sub-Editor → Chief Sub-Editor → Assistant News Editor → Associate News Editor → Assistant Resident Editor → Deputy Resident Editor → Editor

WHERE WILL YOU STUDY?

The courses are offered by the Department of Mass Communications.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Lady Shri Ram College for Women, New Delhi
2. Maharaja Sayajirao University of Baroda, Vadodara
3. University of Kerala, Triantapuram
4. Utkal University, Bhubaneswar
5. Savitribai Phule Pune University, Pune
6. Farook College, Kozhikode, Kerala
7. Osmania University, Hyderabad
8. Babasaheb Bhimrao Ambedkar University, Lucknow

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai
2. Symbiosis Institute of Media & Communication, Pune
3. Department of Media Studies, Christ University, Bengaluru
4. Times School of Journalism, New Delhi
5. Manipal Institute of Communications, Manipal
6. Madras Christian College, Chennai
7. Pearl Academy, New Delhi
8. National Institute of Medical Sciences, Jaipur

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

Search keywords...



copyeditor, subeditor, reporter

EXAMPLE FROM THE FIELD



Shereen Bhan is the Managing Editor of CNBC-TV18. She graduated from St. Stephen's College, Delhi with a degree in Philosophy, and pursued a Master's in Communication Studies from the University of Pune, with film and television as her area of specialization. She has been in the field for over 15 years and began her career working as news-researcher for Karan Thapar's production house Infotainment Television.*

Source: <https://www.nimcj.org/blog-detail/top-9-female-journalists-of-india.html>

**The above information is for training purposes only and will not*

PHOTOGRAPHER

A Photographer is a professional who is skilled at taking pictures or photographs with a camera.

PERSONALITY TRAITS

- You are a creative person
- You have an eye for detail
- You are good at working independently



The approx. course fee ranges between **INR 65,000 - 5,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- Vidyalakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's degree in Photography
- Or
- Complete a Diploma in Photography
- Or
- Complete a B.Voc. in Media Studies/Photography and then opt for a PG Diploma in Photography

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Photographer ranges between **INR 15,000 - 70,000*** per month depending on experience.

Source: bit.ly/3kswE0t

WHERE WILL YOU WORK

Places of Work: Media Houses, Entertainment industry, Wedding consultancies and Photo studios among others

Entrepreneurship: You can choose to be a freelance photographer or start your own business

Work Environment: The job entails both indoor and outdoor work. Part-time work, contractual and freelancing jobs are available. As a photographer, you will have flexible working hours and days, depending on the requirement. You are likely to work on holidays and weekends.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Trainee / Assistant Photographer --> Photographer, General --> Director of Photography --> Photographer Head --> Chief/General Manager

Search keywords...



*photographer, photojournalist,
fashion photographer*

WHERE WILL YOU STUDY?

This course is offered by the Department of Fine Arts.

This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Osmania University, Hyderabad, Telangana
2. Delhi College of Photography, New Delhi
3. National Institute of Photography, Kolkata, West Bengal
4. National Institute of Design, Ahmedabad, Gujarat
5. Jawaharlal Nehru Architecture and Fine Arts University, Hyderabad, Telangana
6. Lucknow University, Lucknow, Uttar Pradesh
7. Allahabad University, Allahabad, Uttar Pradesh
8. Tilak Maharashtra Vidyapeeth, Pune, Maharashtra

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Creative Hut Institute of Photography, Thekkumattam, Kerala
2. Light and Life Academy Ooty, Tamil Nadu
3. AJ Kidwai Mass Communication Research Center, New Delhi
4. Asian Academy of Film and Television, Noida, Uttar Pradesh
5. CMR University, Bangaluru, Karnataka
6. Hindustan Institute of Technology and Science, Chennai, Tamil Nadu
7. Jaipur National University, Jaipur, Rajasthan
8. RIMT University, Gobindgarh, Punjab

Information on Institute rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU), New Delhi

EXAMPLE FROM THE FIELD

Known as the 'Father of Indian Photography', **Raghu Rai** was among the early pioneers of photojournalism in India who is best known for his contributions in documenting various socio-political events such as the Bangladesh Brutalities (1971) and Bhopal Gas Tragedy (1984). In 1962, he started learning photography from his elder brother Sharampal Chowdhry, better known as S Paul, and began his journey as a photographer in 1965 at the age of 23.*

Source: <https://www.purposestudios.in/post/the-world-of-raghu-rai-his-photography-life>

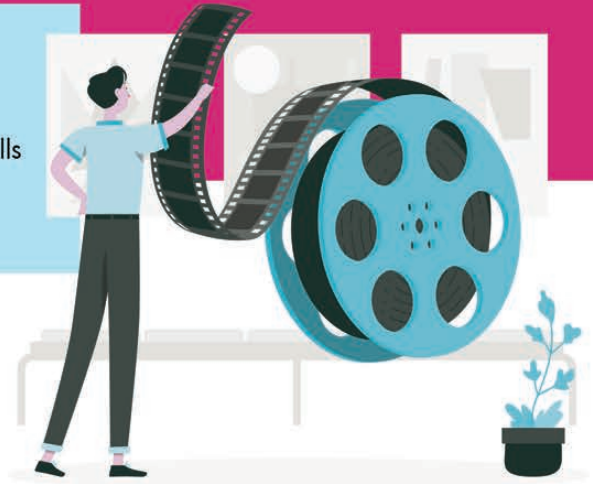
**The above information is for training purposes only and will not be used for any commercial gains*

PRODUCER

A Producer is a person who is responsible for arranging the finances and for ensuring the smooth operations of a film or TV show. The Producer has to oversee all administrative, financial and creative aspects of the film/serials from pre-production right up to launch. She or he is also responsible for pitching the content of the film to production companies.

PERSONALITY TRAITS

- You have an eye for detail
- You are excellent in communication and leadership skills
- You have knowledge of how a film is made
- You are able to understand finances



The approx. course fee ranges between **INR 1,000 - 3,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Arts (B.A.)/Fine Arts (B.F.A.) with majors in Film Making

OR

Complete Bachelor's degree in Business Administration (BBA)

OR

Complete Bachelor's degree in B.A./B.F.A. in filmmaking or BBA followed by Master's degree in Business Administration (MBA) in Finance

OR

Complete Bachelor's degree in B.A./B.F.A. in filmmaking or BBA followed by PG Diploma in Film Making and Media

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and indicative and subject to change*

The approx. salary of a Producer ranges between **INR 45,000 - INR 50,000*** per month.

Source: bit.ly/31OOeph

WHERE WILL YOU WORK?

Places of Work: Production Houses, Educational Institutes

Work Environment: It is not a desk job, local travelling is a part of this job. Working hours are flexible. As a producer, you need to handle a team.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Assistant Producer → Executive Producer → Producer

Search keywords...



motion film producer, film producer, film maker

WHERE WILL YOU STUDY?

The course is offered by the Department of Film Making/BBA

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Satyajit Ray Film and Television Institute, Kolkata, West Bengal
3. Biju Patnaik Film and Television Institute, Cuttack, Odisha
4. Dr Bhupen Hazarika Regional Government Film and Television Institute, Changsari, Assam
5. Indian Institute of Management, Ahmedabad, Gujarat
6. University of Mumbai, Mumbai, Maharashtra
7. Tilak Maharashtra Vidyapeeth, Pune, Maharashtra
8. Dr. B. R. Ambedkar University, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Amity University, Mumbai, Maharashtra
2. Annapurna International School of Film and Media, Hyderabad, Telangana
3. Whistling Woods International, Mumbai, Maharashtra
4. Asian Academy of Film and Television, New Delhi
5. Ajeenkya DY Patil University, Pune, Maharashtra
6. Techno India University, Kolkata, West Bengal
7. CMR University, Bangaluru, Karnataka
8. Seamedu Institute, Pune, Maharashtra

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



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EXAMPLE FROM THE FIELD

Ekta Kapoor is credited with revamping India's television landscape. She pioneered an entire genre of television content, heralding India's satellite television boom. Balaji's shows have been and continue to be channel drivers for most general entertainment broadcasters. Under her creative guidance, Balaji has won almost every major TV award. The Bombay Scottish School and the Mithibai College is her alma mater. Most of Kapoor's shows and movies are focused on women going through their ups and downs in life.*

Source: https://www.imdb.com/name/nm0438471/bio?ref_=nm_ov_bio_sm

**The above information is for training purposes only and will not be used for any commercial gains.*

PRODUCTION MANAGER

A Production Manager for a film/tv show is responsible for following budgets and ensuring that the directives of the main producer are followed. In theatre, a Production Manager oversees the stagecraft of the play and ensures that the administrative aspect of a play is taken care of.

PERSONALITY TRAITS

- You have excellent organizational skills
- You like to work in a team
- You have knowledge of how a film is made
- You have an eye for minute details



The approx. course fee ranges between **INR 1,000 - 3,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
 2. Complete Bachelor's degree in Arts (B.A.)/Fine Arts (B.F.A.) with majors in Filmmaking
- OR**
Complete Bachelor's degree in Business Administration (B.B.A.)
- OR**
Complete PG Diploma in Film Making and Media

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative and subject to change*

The approx. salary of a Production Manager ranges between **INR 10,000 - 80,000*** and more per month.

Source - https://www.payscale.com/research/IN/Job=Production_Man-ager%2C_Film%2FTV/Salary

WHERE WILL YOU WORK?

Places of Work: Production Houses

Work Environment: Your work hours will vary depending upon the organisation to organisation, typically a 8 to 9 hours per day is standard. Shift system might be applicable. Travelling is part of the job.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Assistant Production Manager →
Production Manager

Search keywords...



production manager, manager

WHERE WILL YOU STUDY?

The course is offered by the Department of Film Making/B.B.A.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Satyajit Ray Film and Television Institute, Kolkata, West Bengal
3. Kolkata Film and Television Institute, Kolkata, West Bengal
4. Biju Patnaik Film and Television Institute, Cuttack, Odisha
5. Dr Bhupen Hazarika Regional Government Film and Television Institute, Changsari, Assam
6. Indian Institute of Management, Ahmedabad, Gujarat
7. University of Mumbai, Maharashtra
8. Dr. B. R. Ambedkar University, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Whistling Woods International, Mumbai, Maharashtra
2. Asian Academy of Film and Television, New Delhi
3. Ajeenkya DY Patil University, Pune, Maharashtra
4. Techno India University, Kolkata, West Bengal
5. CMR University, Bangaluru, Karnataka
6. Seamedu Institute, Pune, Maharashtra
7. Singhania University, Jhunjhunu, Rajasthan
8. Amity University, Mumbai, Maharashtra

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Lakshmi Warriar is the only woman production manager in Kerala, Lakshmi Warriar's years at the male-dominated job has been self-admittedly an eventful one. A chance conversation with director Lijo Jose Pellissery changed the entire trajectory of her career shifting her from tourism to production.*

Source: <https://www.imdb.com/name/nm10823560/>

**The above information is for training purposes only and will not be used for any commercial gains*

PROOFREADER

A Proofreader is responsible for going through an entire text, whether a book or any document, and ensuring it is error-free. This may entail checking grammar, stylistic errors, syntax, spelling and formatting. Proofreading is the final stage of the review process before any content gets published.

PERSONALITY TRAITS

- You like to pay attention to details
- You are good at working independently
- You like to keep things organised
- You like to have a clear set of instructions to follow



The approx. course fee ranges between **INR 30,000 to 4,50,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

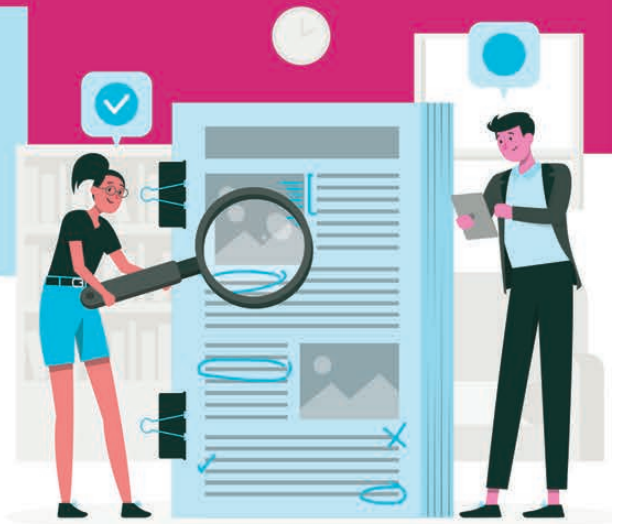
• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 +2 in any subject combination
2. Complete Bachelor's degree in English, Journalism or any related field

OR

Complete Bachelor's degree in English, Journalism or any related field and then follow it up with a Master's in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Proof Reader ranges between **INR 12,000 - 1,66,00*** per month based on skills and experience.

Source:

<https://www.payscale.com/research/IN/Job=Proofreader/Salary>

WHERE WILL YOU WORK?

Places of Work: Newspaper houses, Magazines, Publishing houses, Advertising companies and Marketing firms among others

Entrepreneurship: You may choose to freelance and handle multiple projects at the same time.

Work Environment: You are likely to work 5 to 6 days a week and 8 to 9 hours every day. This may vary from organization to organization. You might have to put in more hours as and when the necessity arises. You might have to work under tight deadlines.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Intern → Full-time Anchor → Producer/
Managerial Role

Search keywords... 

proofreader, content editor, copywriter

WHERE WILL YOU STUDY?

The subjects are offered by the Department of Arts or Mass Communications

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Delhi College of Arts and Commerce, New Delhi
2. Indian Institute of Mass Communication, New Delhi
3. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
4. University of Kerala, Thiruvananthapuram, Kerala
5. Utkal University, Bhubaneswar, Odisha
6. Savitribai Phule Pune University, Pune, Maharashtra
7. Farook College, Kozhikode, Kerala
8. Osmania University, Hyderabad, Telangana

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. NSHM School of Media and Design, Kolkata, West Bengal
2. Xavier Institute of Communications, Mumbai, Maharashtra
3. Graphic Era Hill University, Dehradun, Uttarakhand
4. Ramnarain Ruia Autonomous College, Mumbai, Maharashtra
5. Loyola College, Chennai, Tamil Nadu
6. Sophia College for Women, Mumbai, Maharashtra
7. International Institute of Mass Media, New Delhi

Information on Institute ranking is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

Praveena K. is an experienced Proofreader in the academic field. After graduating with a medical degree (MBChB) from the University of Leicester (UK), she worked in various hospitals, before working in medical research in Malaysia as a research assistant at University of Malaya. Her experience includes writing podcast summaries for a tech podcast WordPress site, article writing for sites, editing revision course material, extensive web research for data entry, just to name a few.*

Source: <https://proofreadingmalaysia.com/proofreaders>

*The above information is for training purposes only and will not be used for any commercial gains.

PUBLIC RELATIONS MANAGER

Public Relations Managers work on establishing and maintaining a healthy and long term relationship between a company/organisation and its target audience/public/ employees/ investors/partners/ stakeholders. They are responsible for flow of information from the company to the public and also carrying feedback from the public back to the company as well. This involves writing press releases, organising fundraisers and events and representing the client to company and vice versa.

PERSONALITY TRAITS

- You have excellent communication and interpersonal skills
- You have good command over English
- You enjoy solving problems



The approx. course fee ranges between **INR 5,000 to 7,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE schemes and state schemes*
- Visit www.buddy4study.com - This is a gateway to scholarships starting from Class XI* (Availability of these scholarships can vary from time to time)

LOANS

- VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2
 2. Complete Bachelor's degree in Mass Communication/Journalism/Language/Mass Media
- OR
- Complete Bachelor's degree in Mass Communication/Journalism/Language/ Mass Media and then pursue a PG Diploma in Public Relations
- OR
- Complete Bachelor's degree in Mass Communication/Journalism/Language/Mass Media and then pursue a Master's degree in Public Relations and Advertisement/Communications

Please check the duration of the course during enrolment



EXPECTED INCOME

**(These figures are taken from NCS and are indicative and subject to change)*

The approx. salary of a Public Relations Manager ranges between **INR 15,000 - INR 20,000*** per month for freshers and between **INR 25,000 - 49,000*** per month for candidates with experience.

Source: bit.ly/3HsGt7w

WHERE WILL YOU WORK

Places of Work: Businesses, Private companies, Trusts, Schools, Colleges, Specialised education institutes, Private banks, individuals like politicians, sportspersons, actors etc.

Work Environment: You will be working in a dynamic environment where collaborative work is required. Travelling maybe part of the job. You are expected to work for 9 hours everyday for 6 days a week. Overtime may be involved.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Public Relations Officer → Senior Public Relations Officer → Team Lead, Public Relations → Head of Public Relations → General Manager → Head of Company/CEO

Search keywords...

public relations officer, public relations executive, public relations officer

WHERE WILL YOU STUDY?

This course is offered by the department of Mass Communication or Journalism or Public Relations.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Mass Communication, New Delhi
2. Film and Television Institute of India, Pune
3. Department of Journalism and Mass Communication, BHU, Varanasi
4. Department of Communication and Journalism, Pune
5. Institute of Mass Communication, Film and Television Studies, Kolkata
6. Institute of Mass Communication and Media Technology, Kurukshetra University, Kurukshetra
7. Government Post Graduate College, Dharamshala, Himachal Pradesh
8. Kalyan Post Graduate College, Bhilainagar

PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai
2. Sophia College for Women, Mumbai
3. MIT World Peace University, Pune
4. Maharaja Agrasen Institute of Management Studies, New Delhi
5. Vivekananda Institute of Professional Studies, Delhi
6. NSHM Knowledge Campus, Kolkata
7. NMKRV College for Women, Bengaluru
8. Amity University, Noida

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



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EXAMPLE FROM THE FIELD

Nandita Lakshmanan is the Founder CEO of The Practice which is a well known independent PR firm in India. She began her PR career in 1993 with Genesis PR. She was responsible for starting and spearheading the company's technology-focused division as well as operations in the South. Nandita has been instrumental in developing strategies for leading multinationals like Intel, IBM Software Group, 3M etc. In her stint at Genesis PR, she was instrumental in launching the Indian operations of Volvo, Symantec, and Varsity Perkins.*

Source: <https://www.exchange4media.com/pr-watch-news/nandita-lakshmanfounder-and-ceothe-practice-86090.html>

**The above information is for training purposes only and will not be used for any commercial gains*

PUBLIC RELATIONS OFFICER

Public Relations Officers (PRO) are responsible for managing the reputation and image of their clients. They not only promote a positive and trustworthy image of their clients among the public, but also gain their support through planned campaigns. PROs often make use of social media platforms, newspapers, televisions and magazines to reach their goal.

PERSONALITY TRAITS

- You like to work in teams
- You like to persuade people
- You are good at communication
- You pay attention to details



The approximate course fee ranges between **INR 1,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete a Bachelor's degree (BMC/BJMC/BJ) in Journalism and Mass Communication
- OR**
- Complete a Diploma in Journalism and Mass Communication
- OR**
- Complete a Bachelor's degree followed by a Master's degree (MJ/MJMC/MMC) in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are taken from NCS are indicative and subject to change*

The approx. salary of a Public Relations Officer ranges between **INR 15,000 - 49,000*** per month.

Source - <https://bit.ly/3ZOV7gz>

WHERE WILL YOU WORK?

Places of Work

Advertising, Marketing Agencies, Consultancies, Law and Professional Services Firms and Retailers among other

Work Environment

You will need to remain alert. You may have to handle a team. Local travel is a part of the job profile. You are likely to work 8 to 9 hours every day for 5 to 6 days a week. Shift system may be available

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Public Relation Officer → Senior Public Relations Officer → Team Lead/Public Relations → Head of Public Relations → General Manager → Head of Company/CEO

Search keywords...



public relations officer, pr executive, pr officer

WHERE WILL YOU STUDY?

The course is offered by the Department of Mass Communications.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Mass Communication (IIMC), New Delhi
2. Lady Shri Ram College for Women, New Delhi
3. Hindu College, New Delhi
4. Hans Raj College, New Delhi
5. Presidency College, Chennai, Tamil Nadu
6. Gargi College, New Delhi
7. School of Broadcasting and Communication, Mumbai, Maharashtra
8. Miranda College, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. St. Xavier College, Mumbai, Maharashtra
2. Christ University, Bangluru, Karnataka
3. Mudra Institute of Communication, Ahmedabad, Gujrat
4. Jai Hind College, Mumbai, Maharashtra
5. St. Xavier's College, Kolkata, West Bengal
6. Symbiosis Institute of Media and Communication, Pune, Maharashtra
7. The University of Petroleum & Energy Studies, Dehradun, Utrakhand
8. The Delhi School of Communication, New Delhi

Information on institute ranking is available at -

<https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD



Mounam Ravi is a Public Relation Officer for the Tamil film industry. He's been a part of many blockbuster movies including 96, Sketch, Kadamban, Pyaar Prema Kaadhal and Baana Kaathadi among others.*

Source: <http://bit.ly/3Gza8dq>

**The above information is for training purposes only and will not be used for any commercial gains*

PUBLICIST

A Publicist is a person who generates publicity for an organisation, product or individual through advertising, marketing and public relations. Publicists are responsible for promoting their clients, creating their clients' images among the general public by pitching ideas to journalists to capture media attention.

PERSONALITY TRAITS

- Your communication skills are excellent
- You stay up-to-date with current events
- You are interested in understanding and managing social media
- You are good at planning and organizing events



The approx. course fee ranges between **INR 1,000 - 5,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Journalism/ Mass Communication

OR

Complete Bachelor's degree in Journalism/ Mass Communication followed by Master's degree in Public Relations

OR

Complete Bachelor's degree in Journalism/ Mass Communication followed by Postgraduate Diploma in Public Relations and Advertising Management based on entrance examinations such as CAT, MAT, SNAP IBSAT, MAH CET, TAN CET, etc.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Publicist ranges between **INR 22,000 - 40,000*** and more per month.

Source:

https://www.glassdoor.co.in/Salaries/publicist-salary-SRCH_KOO_9.htm

WHERE WILL YOU WORK?

Places of Work: Magazines, Newspapers, Businesses, Individuals who need publicity like Actors, Athletes, etc., State and Central Government, Private Sector, Self-employment

Work Environment: As a Publicist, you will need to be on your toes and local travelling is going to be a part of the job. You may need to handle a team. Working hours are 10 to 12 hours a day for 6 to 7 days a week varying from company to company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Publicity Officer → Senior Publicity Officer → Team Lead, Publicity → Head of Publicity → General Manager → Head of Company/CEO

WHERE WILL YOU STUDY?

This course is offered by the Departments of Journalism/Mass Communication
This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Mass Communication, New Delhi
2. Asutosh College, Kolkata, West Bengal
3. Jadavpur University, Kolkata, West Bengal
4. Maharani Laxmibai Arts and Commerce College, Gwalior, Madhya Pradesh
5. International Institute Of Professional Studies (IIPS), Devi Ahilya University, Indore, Madhya Pradesh
6. Farook College, Kozhikode, Kerala
7. BJB Autonomous College, Bhubaneswar, Odisha
8. Patna Women's College, Patna, Bihar

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Asian Academy of Film and Television, Noida, Uttar Pradesh
2. PSG College of Arts and Science, Coimbatore, Tamil Nadu
3. Ramnarain Ruia Autonomous College, Mumbai, Maharashtra
4. YMCA Institute for Media Studies & Information Technology, New Delhi
5. St Joseph's College, Bangalore, Karnataka
6. Vivekanand Education Society's College of Arts, Science and Commerce, Mumbai, Maharashtra
7. Mahendra Institute of Management and Technical Studies, Khurda, Odisha
8. Hinduja College, Mumbai, Maharashtra

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

Search keywords... 

publicist, publicity officer, publicity executive

EXAMPLE FROM THE FIELD

Bela Rajan (Founder & Director, Ketchum Sampark Public Relations Pvt. Ltd) – A post-graduate in law and journalism, Bela is a professional with more than two decades of experience in Media and Communications. She started her career with 'Consilium', India's first Public Relations Consultancy firm. In 1994, Rajan and Bela started Sampark. Later, Sampark entered into a JV with Ketchum Inc. to form Ketchum Sampark wherein she still continues to play a stellar role in nurturing key clients in the corporate space.*

Source: <https://reputationtoday.in/indias-top-10-women-in-public-relations/>

**The above information is for training purposes only and will not be used for any commercial gains*

PUBLISHER

A Publisher or a Publishing Professional is a person who is employed at a capacity to liaison with several media or publishing houses and ensuring that the work of their client (an author) gets published. A Publisher can be a person or a company. A Publisher might also personally edit, proofread and present the work of their client to the general audience.

PERSONALITY TRAITS

- You have good planning and organisational skills
- You have excellent English and/or vernacular language skills
- You have strong leadership skills
- You have a creative bent of mind



The approx. course fee ranges between **INR 1,000 - 5,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream, preferably in Humanities
2. Complete Bachelor's degree in Journalism and Mass Communication

OR

Complete Bachelor's degree in Journalism and Mass Communication followed by Master's degree in the same

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Publisher ranges between **INR 17,482 - 19,182** per month and more with experience.*

Source - <https://www.ambitionbox.com/-profile/publisher-salary>

WHERE WILL YOU WORK?

Places of Work: Large and Small Publishing House, Newspapers, Magazines and Consultancies.

Entrepreneurship: You can start your own publishing house.

Work Environment: You are likely to work office environment. To attend meetings, conferences and media appearances, you may be expected to travel. Working on weekends and late evenings is also expected by a publisher.

Opportunities for differently abled exist in this field

EXPECTED GROWTH PATH



Associate Editor → Senior Editor → Chief Editor → Publisher → Associate Publishing Director → Publishing Director

Search keywords...



publisher, book publishing, publishing consultant

WHERE WILL YOU STUDY?

This course is offered by the Department of Journalism and Mass Communication

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Lady Shri Ram College for Women, New Delhi
2. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
3. University of Kerala, Thiruvananthapuram, Kerala
4. Calcutta University, Kolkata, West Bengal
5. Savitribai Phule Pune University, Pune, Maharashtra
6. Farook College, Kozhikode, Kerala
7. Osmania University, Hyderabad, Telangana
8. Ravenshaw University, Cuttack, Odisha

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai, Maharashtra
2. Symbiosis Institute of Media & Communication, Pune, Maharashtra
3. Department of Media Studies, Christ University, Bengaluru
4. Times School of Journalism, New Delhi
5. Manipal Institute of Communications, Manipal, Karnataka
6. Madras Christian College, Chennai, Tamil Nadu
7. Pearl Academy, New Delhi
8. NIMS University, Jaipur, Rajasthan

Information on the institute rankings can be found at -

<https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD



Gita Wolf is an Indian publisher as well as author. She is one of the founders of Tara Books. Tara Books is an independent publishing house started in 1994 by Gita Wolf. An integral part of the publishing is a pioneering engagement with the rich diversity of Indian folk and tribal art. Over a period of 20 years, they have brought a range of such artists into the book form for the first time.*

Source - <https://www.educationworld.in/tara-story-teller-gita-wolf/>

**The above information is for training purposes only and will not be used for any commercial gains*

RADIO JOCKEY (RJ)

A Radio Jockey (RJ) is a person who hosts shows on radio channels. She/he usually plays songs, interacts with the listeners, manages ads and interviews celebrities among other things.

PERSONALITY TRAITS

- You are confident about making announcements on radio
- You can comfortably talk with all kinds of people
- You are a creative person
- You are good at working independently



The approx. course fee ranges between **INR 24,000 - 20,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Diploma in Radio Programming and Broadcast Management (DRPM)
OR
Complete Diploma in Radio Programming and Broadcast Management (DRPM) followed by Master's degree in the same or related field
OR
Complete Bachelor's degree in any field followed by PGDM in Radio and Broadcast Management

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Radio Jockey ranges between **INR 7,000 - 85,000*** and more per month.

Source: https://career.webindia123.com/-career/options/media_entertainment/radio_jockey/remuneration.html

WHERE WILL YOU WORK?

Places of Work: Radio Stations, Entertainment Industry, etc.

Entrepreneurship: You can start your own podcast.

Work Environment: You will be working in a studio set up. You might have to work unconventional hours – some radio shows take place early in the morning. Travel is not a part of the job role. You are likely to work on weekends as well.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Radio Jockey → Producer → Manager

Search keywords...



radio jockey, radio broadcaster, radio announcer

WHERE WILL YOU STUDY?

This course is offered by the Department of Mass Communication

*This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Lady Shri Ram College for Women, New Delhi
2. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
3. University of Kerala, Thiruvananthapuram, Kerala
4. Utkal University, Bhubaneswar, Odisha
5. Savitribai Phule Pune University, Pune, Maharashtra
6. Farook College, Kozhikode, Kerala
7. Osmania University, Hyderabad, Telangana
8. Ravenshaw University, Cuttack, Odisha

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Azaz Rizvi College of Journalism and Mass Communication, Lucknow, Uttar Pradesh
2. Amity University, Noida, Uttar Pradesh
3. International School of Media and Entertainment Studies, Noida, Uttar Pradesh
4. Himgiri Zee University, Dehradun, Uttarakhand
5. Pratap University, Jaipur, Rajasthan
6. Apeejay Institute of Mass Communication, New Delhi
7. Apeejay Institute of Mass Communication, New Delhi
8. Bharatiya Vidya Bhavan's Film, TV and Animation Studies, New Delhi

Information on the institute rankings can be found at
- <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

RJ Malishka or Malishka Mendonsa has been a radio jockey for more than 10 years. She is the youngest RJ in India to have won more than 10 awards. Malishka earned her Bachelor's in Political Science from Mumbai University and her Master's in Marketing and Advertising from the same institute.*

Source: <https://gulabigangofficial.in/rj-malishka-biography/>

**The above information is for training purposes only and will not be used for any commercial gains*

RECEPTIONIST

A Receptionist is a professional managing the front desk of an organization. They are usually the first point of contact for customers. They also carry out various administrative tasks, such as answering telephones, taking messages, scheduling appointments, filing and maintaining documents, making travel arrangements, and running errands.

PERSONALITY TRAITS



- You like to organize things
- You like to help people solve their problems
- You can comfortably talk with everyone



The approx. course fee ranges between **INR 78,000-2,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Diploma in Front Office Management/Front Office Operations/ Hotel Management/Hotel Management & Catering Technology or similar courses with specialization in Front Office Management

OR

Complete Bachelor's in any subject and then follow it up with a certification course on Receptionist Program, Office Management or any similar subject

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Receptionist ranges between **INR 8,000-33,000*** per month.

Source: <https://www.payscale.com/research/IN/Job=Receptionist/Salary>

WHERE WILL YOU WORK?

Places of Work: Hotels, Restaurants, Mid-Sized Companies, Consultancies and Agencies across India

Work Environment: You are likely to work in an office set up. The work requires physical activity. You will not handle a team. Local travel is not a part of this job. Part-time work and contractual jobs are available. You are likely to work for 5 to 6 days a week and 10 to 12 hours every day. Shift system may be available.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Receptionist (Hotel) → Reporting Head
→ Administration Supervisor → Customer Service Manager

Search keywords... 

front office executive, guest relation, office assistant administration

WHERE WILL YOU STUDY?

This course is offered by the Department of Hotel Management.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Institute of Hotel Management Catering Technology and Applied Nutrition, Chennai
2. Institute of Hotel Management, Catering Technology and Applied Nutrition, Kolkata
3. Institute of Hotel Management, Gangtok
4. Institute of Hotel Management, Jodhpur
5. Institute of Hotel Management, Catering Technology & Applied Nutrition, Jaipur
6. Chhatrapati Shahu Ji Maharaj University, Kanpur
7. Netaji Subhas Open University, Kolkata
8. Delhi Institute of Hotel Management and Catering Technology

PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. Ashok Institute of Hospitality and Tourism Management, Delhi
2. SRM Institute of Hotel Management, Chennai
3. IEC University, Solan
4. BNG Hotel Management, Kolkata
5. Dev Bhoomi Uttarakhand University, Dehradun
6. Apex University, Jaipur
7. Ice College of Hotel Management and Catering Technology, Navi Mumbai
8. B.K. School of Professional and Management Studies, Ahmedabad

Information on the institute rankings can be found at - <http://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD

Peyush Bansal is the CEO of Lenskart, an eye-wear company and one of the most successful entrepreneurs from India. Bansal began his career as a part-time receptionist in Canada. He has a Bachelor's in Electrical Engineering from McGill University in Canada and postgraduate degree in Management Programme for Entrepreneurs and Family Businesses (MPEFB) from The Indian Institute of Management, Bangalore.*

Source: <https://www.postoast.com/peyush-bansal-net-worth/>

**The above information is for training purposes only and will not be used for any commercial gains*

SALESMAN/SALES REPRESENTATIVE

A Salesperson is responsible for selling products, services, and subscriptions, either in a shop or directly to customers on behalf of a company. They are also expected to establish, develop and maintain positive business and customer relationships.

PERSONALITY TRAITS



- You like to sell thing
- You can comfortably talk with all kinds of people
- You like to try to persuade people



The approx. course fee ranges between **INR 1,00,000-3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in the Commerce stream
2. Complete Bachelor's degree in Commerce/Marketing/Sales and Marketing/Accounts and Finance/Finance or similar subjects

OR

Complete Diploma in Marketing and Sales/Retail Management/Finance Management or any related subject.

OR

Complete Bachelor's degree followed by a Master's in the same or allied subject.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Salesperson ranges between **INR 7,000- 42,000*** per month.

Source: payscale.com/research/IN/-Job=Salesperson_%2F_Salesman_%2F_Saleswoman/Salary

WHERE WILL YOU WORK?

Places of Work: Any Public and Private Companies selling a product or a service will employ salespersons

Work Environment: You will be working in a shop or showroom or make home calls. You are not likely to handle a team. Local travel is not a part of this job role. You will have to work for 5 to 6 days a week and 10 to 12 hours every day. This may vary from company to company

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Shop Assistant → Distributor Salesman → Wholesale Dealer → Stockist

OR

Salesperson → Sales Associate → Store Manager

WHERE WILL YOU STUDY?

The course is offered by the Department of Commerce

*This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. University of Lucknow, Lucknow
2. University of Mumbai, Mumbai
3. Osmania University, Hyderabad
4. University of Allahabad, Prayagraj
5. Devi Ahilya Vishwavidyalaya, Indore
6. Bangalore University, Bengaluru
7. The University of Burdwan, Bardhaman, West Bengal
8. Maharaja Sayajirao University of Baroda, Vadodara
9. Chhatrapati Shahu Ji Maharaj University, Kanpur
10. Jai Narain Vyas University, Jodhpur

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. J.D. Birla Institute, Kolkata
2. St. Xavier's College, Kolkata
3. Christ University, Bengaluru
4. Chandigarh University, Chandigarh
5. Birla Institute of Technology and Science, Pilani, Rajasthan
6. Galgotias University, Noida
7. Vellore Institute of Technology, Vellore, Tamil Nadu
8. Nirma University, Ahmedabad
9. Amity University, Noida
10. SAGE University, Indore

Information on the institute rankings can be found at - <http://www.nirfindia.org/2022/Ranking.html>



EXAMPLE FROM THE FIELD

Former Amul managing director **RS Sodhi** served the company for 13 years. He has a Bachelor's in agriculture engineering from College of Technology and Engineering, Udaipur, and a postgraduate degree in rural management from the Institute of Rural Management, Gujarat. He started his career as a salesperson with Amul in 1982 and rose to the position of the managing director in 2010*.

Source: <https://www.fortuneindia.com/enterprise/rs-sodhi-steps-down-as-amuls-managing-director/111096>

**The above information is for training purposes only and will not be used for any commercial gains*

Search keywords...



salesman, shop salesman, sales executive

SCREENWRITER

A Screenwriter or a Screenplay Writer is a person who is responsible for preparing a story script in such a way that it reflects the mood, emotions and setting of the story. A Screenwriter works with the Scriptwriter and ensures the best version of the media to be shown on the screens.

PERSONALITY TRAITS

- You are a creative person
- You have an artistic bent of mind
- You like to read about music and art



The approx. course fee ranges between **INR 10,000 - 5,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete a Bachelor's degree in Arts (B.A.) in Filmmaking (majoring in Multimedia with focus on Screenplay – writing)/English Literature/Journalism or similar discipline **OR**
Complete a Bachelor's degree in Arts (B.A.) in Filmmaking (majoring in Multimedia with focus on Screenplay – writing)/English Literature/Journalism or similar discipline followed by Master's in Filmmaking/Scriptwriting/any other related discipline **OR**
Complete a Bachelor's degree in Arts (B.A.) in Filmmaking (majoring in Multimedia with focus on Screenplay – writing)/English Literature/Journalism or similar discipline followed by PG Diploma in Filmmaking or Scriptwriting

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative and subject to change*

The approx. salary of a Screenwriter is **INR 42,500*** per month.

Source: <https://www.payscale.com/research/IN/Skill=Screenwriting/Salary>

WHERE WILL YOU WORK?

Places of Work: Media Houses, Gaming Companies, Animation Companies, Production Houses, Self-Employment

Work Environment: It is a desk job and you may need to handle a team. Travelling is a part of the job, though you may work from home at times. Working hours are 8 to 9 hours a day for 5 to 6 days a week, varying from company to company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Script Researcher → Scriptwriter/
Screenwriter → Script Editor → Assistant
Script Editor → Group Script Editor →
Content Head

Search keywords...



story-writer, screenwriter, content-writer

WHERE WILL YOU STUDY?

This course is offered by the department of Filmmaking/Media and Mass Communication. This list of institutes is indicative only.

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Satyajit Ray Film and Television Institute, Kolkata, West Bengal
3. MGR Government Film and Television Institute, Chennai, Tamil Nadu
4. Biju Patnaik Film and Television Institute, Cuttack, Odisha
5. Dr Bhupen Hazarika Regional Government Film and Television Institute, Changsari, Assam
6. Jadavpur University, Kolkata, West Bengal
7. Mumbai University - University of Mumbai, Maharashtra
8. Central University of Rajasthan, Ajmer, Rajasthan

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Amity University, Mumbai, Maharashtra
2. Kanya Mahavidyalaya, Jalandhar, Punjab
2. Whistling Woods International, Mumbai, Maharashtra
3. Asian Academy of Film and Television, New Delhi
3. Ajeenkya DY Patil University, Pune, Maharashtra
4. Techno India University, Kolkata, West Bengal
5. CMR University, Bangalore, Karnataka
6. Annapurna College of Film and Media, Hyderabad, Telangana
7. Parul University, Vadodara, Gujarat
8. R.K. Films & Media Academy, New Delhi

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Juhi Chaturvedi is an art director turned screenwriter. Juhi lived in New Delhi, India for a decade while working on her job which she could use as an experience to write the script for her debut film 'Vicky Donor'. Some of her notable films include Madras Cafe, Piku, Gulabo Sitabo.*

Source:
<https://frontrow.co.in/guides/top-5-indian-screenwriters/>

**The above information is for training purposes only and will not be used for any commercial gains*

SCRIPT WRITER

A Script Writer writes scripts for films, television shows, OTT (Over-the-top) productions, stage plays and computer games. Scriptwriting involves writing a story in a clear way, along with developing characters.

PERSONALITY TRAITS

- You have strong language skills and love for writing
- You are highly imaginative and are a keen observer
- You are a voracious reader and avid film/game/stage show watcher



The approx. course fee ranges between **INR 80,000 - 3,76,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete Bachelor's degree, preferably in Literature/Mass communication/BFA

OR

Complete a UG Diploma/Certificate course in Scriptwriting

OR

Complete a PG Diploma/Certificate in Scriptwriting

The job of a scriptwriter does not always demand specific educational qualifications

For admissions, one must qualify in entrance exams such as FTII JET, Whistling Woods International Test, AAFT. On the basis of entrance score and personal interview scores, a candidate gets selected in colleges.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Script Writer ranges between **INR 20,000 - 30,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Script_Writer/Salary

WHERE WILL YOU WORK?

Places of Work: You can work at Publication houses, Media houses, Gaming companies, Animation companies, Production houses across India. Opportunities for free-lancing and self-employment exist.

Work Environment: You are likely to work in a tech-equipped office or a studio. It may be convenient to work from home, and flexible working hours may often be offered. Working hours are 8 or 9 hours everyday for 5 or 6 days a week. This may vary from company to company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Script Researcher → Script-Writer → Assistant Script Editor → Script Editor → Group Script Editor → Content Head

Search keywords...



story-writer, screen-writer, content-writer

WHERE WILL YOU STUDY?

Some Institutes offer Certificate and Diploma courses at Graduate and Postgraduate level.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. University of Mumbai, Mumbai, Maharashtra
2. Film and Television Institute of India, Erandwana, Pune, Maharashtra
3. Satyajit Ray Film and Television Institute, Kolkata, West Bengal
4. MGR Government Film and Television Institute Taramani, Chennai, Tamil Nadu
5. Devi Ahilya Vishwavidyalaya, Takshashila Campus, Indore, Madhya Pradesh
6. Central University of Rajasthan, Ajmer, Rajasthan

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Seamedu School of Pro Expressionism, Pune, Maharashtra
2. Ramesh Sippy Academy of Cinema and Entertainment, Mumbai, Maharashtra
3. Asian Academy of Film And Television, Noida, Uttar Pradesh
4. Mahatma Jyoti Rao Phoole University, Jaipur, Rajasthan
5. Glitters Film Academy, Banjara Hills, Hyderabad, Telangana
6. Azaz Rizvi College of Journalism and Mass Communication, Lucknow, Uttar Pradesh
7. Ramoji Academy of Film and Television, Ramoji Film City, Telangana
8. CREO Valley School of Film and Television, Bengaluru, Karnataka

Information on institutes rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

EXAMPLE FROM THE FIELD

Juhi Chaturvedi is an Indian script writer who works in the Hindi film industry. She is a graduate in Fine Arts from the Lucknow College of Arts and Crafts. After having a long career in advertising, she started her career in writing under the guidance of Piyush Pandey and Rensil D. Silva. She collaborated with film-maker Soojit Sircar. She has written about 5 screenplays, and has received awards for most of them. She has written scripts for Vicky Donor, October, Piku among others.*

Source: <https://www.mumbaiilmfestival.com/blogs/juhi-chaturvedi-module/>

**The above information is for training purposes only and will not be used for any commercial gains*

SCULPTOR

Sculpture is an artistic form in which clay, stone, plaster, metal, or other materials are worked into three-dimensional representative or abstract art objects. And a practitioner of this art form is called a Sculptor.

PERSONALITY TRAITS



- You are a creative person
- You like to build things
- You are good at working independently



The approx. course fee ranges between **INR 5,00,000 -7,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- Vidyalakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in Sculpturing
- OR
- Complete Bachelor's and then follow it up with a Master's in the same or allied field
- Complete a Diploma in Sculpturing

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are indicative and subject to change*

The approx. salary of a Sculptor ranges between **INR 8,917 - 83,333*** per month.

Source: https://www.payscale.com/research/IN/-Job=Fine_Artist%2C_Including_Painter%2C_Sculptor%2C_or_Illustrator/Salary



WHERE WILL YOU WORK

Places of Work: Museums, Manufacturing companies, Motion pictures, Furniture designing companies, Interior designing firms, Industrial design companies, etc

Entrepreneurship: You can choose to start your own business

Work Environment: You are likely to work in a studio set up. You are not likely to handle a team. Local travel is not a part of the job profile. You will have flexible working hours. Your work schedule will be variable, depending on whether or not you are working on a project.

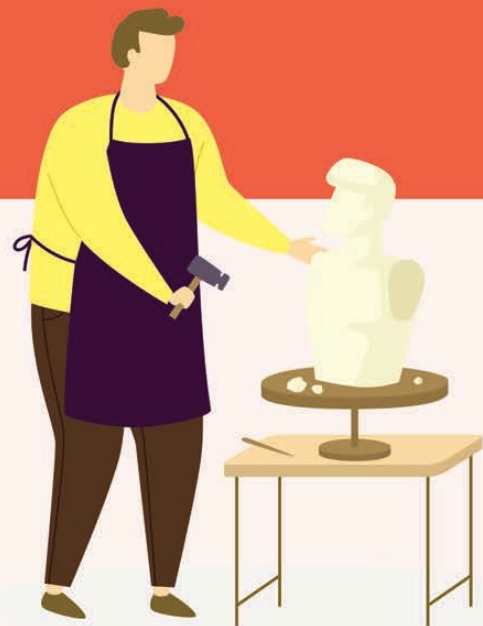
Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Helper → Stone Carver → Chief Mason → Contractor

Search keywords...

sculptor, carver, karigar



WHERE WILL YOU STUDY?

This course is offered by the Department of Fine Arts. This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Jamia Millia Islamia, New Delhi
2. Banaras Hindu University, Varanasi, Uttar Pradesh
3. Aligarh Muslim University, Aligarh, Uttar Pradesh
4. Osmania University, Hyderabad, Telangana
5. Mumbai University, Mumbai, Maharashtra
6. Visva Bharati University, Bolpur, West Bengal
7. Rabindra Bharati University, Kolkata
8. Andhra University, Visakhapatnam, Andhra Pradesh

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Lovely Professional University, Jalandhar, Punjab
2. Manipal University, Jaipur, Rajasthan
3. National Institute of Medical Sciences, Jaipur, Rajasthan
4. Amity University, Mumbai, Maharashtra
5. Noida International University, Noida, Uttar Pradesh
6. Amity University, Kolkata, West Bengal
7. ITM University, Gwalior, Madhya Pradesh
8. Amity University, Jaipur, Rajasthan

Information on Institute rankings is available at

- <https://www.nirfindia.org/Rankings/2023/Ranking.html>

EXAMPLE FROM THE FIELD

Usha Rani Hooja was a noted sculptor from the Rajasthan. She studied sculpture at the Regent Street Polytechnic in London. She was drawn towards sculptures after her interaction with the art students of the Delhi Polytechnic. She spent a large part of her life in Jaipur where she sculpted over 40 statues and figures as part of commissioned work for the state governments and various private organizations. Her large-sized sculptures can be found not only in Delhi, Kota, Bhilwara, Bombay, Jaipur and Jodhpur but also in Sweden, Washington and Philippines.*

Source: <https://www.theheritagelab.in/indian-women-sculptors>

**The above information is for training purposes only and will not be used for any commercial gains*

SINGER

A Singer is an artist or a performer who sings professionally. They may be accompanied by an instrument or an orchestra. Some singers also play a musical instrument such as piano or guitar while they sing.

PERSONALITY TRAITS

- You enjoy singing
- You enjoy performing in front of an audience



The approx. course fee ranges between **INR 10,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's in Music
- Or
- Complete Bachelor's in Music and follow it up with a Master's in the same or related field.
- OR
- Complete a Diploma in Music and Music-related subject

- For getting a licence as a music instructor or teacher, you can train under a Guru or learn from a reputed classical music school in your city.

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Singer ranges between **INR 25,000 - 1,00,000*** per song depending on experience.

Source: bit.ly/3JkPn8u



WHERE WILL YOU WORK

Places of Work: Self-employed, Film and Television Industry, Radio and Broadcasting Industry, Music companies across India, Schools across India

Work Environment: You will typically work 8 to 9 hours everyday for 6 days a week. This may vary from company to company. It is not a desk job and you will not be required to handle a team. Travelling is a part of the job. Part-time work and contractual jobs are available. Work from home option is available. Being self-employed is also an option. Shift system may be applicable.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH



Singer → Master Singer

Search keywords...



*singer, vocal musician
vocalist, playback singer*

WHERE WILL YOU STUDY?

This course is offered by the Department of Music.
This list of Institutes is indicative only

GOVERNMENT INSTITUTES

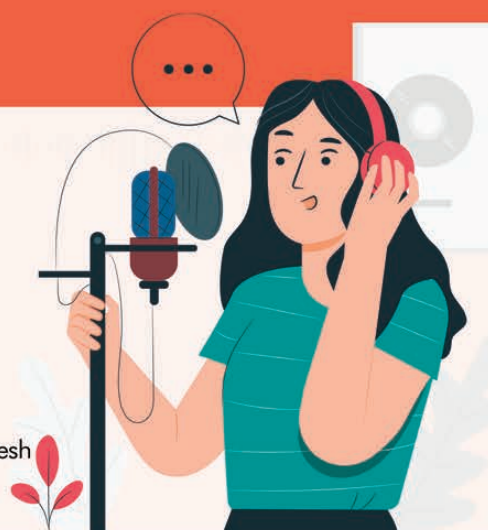
1. Maharaja Sayajirao University, Vadodara, Gujarat
2. Banaras Hindu University (BHU), Varanasi, Uttar Pradesh
3. University of Delhi, New Delhi
4. Savitribai Phule Pune University, Pune, Maharashtra
5. Annamalai University, Chidambaram, Tamil Nadu
6. Chhatrapati Shahu Ji Maharaj University (CSJM), Kanpur, Uttar Pradesh
7. Visva Bharati University, Bolpur, West Bengal
8. Mumbai University, Mumbai, Maharashtra

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. The True School of Music, Jambrung, Maharashtra
2. Swarnabhoomi Academy of Music, Chennai, Tamil Nadu
3. Vishwakarma University, Pune, Maharashtra
4. KM Music Conservatory, Chennai, Tamilnadu
5. Shankar Mahadevan Academy, Bengaluru, Karnataka
6. Lovely Professional University, Jalandhar, Punjab
7. Jain University, Bangalore, Karnataka
8. Banasthali Vidyapith, Banasthali, Rajasthan

Information on Institute rankings is available at -
<https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Shreya Ghosal is one of the most famous Indian playback singers. She has performed several songs for the Bollywood, Regional films and Indian soaps as well. Besides Hindi, she has also sung in Bengali, Kannada, Malayalam, Marathi, Punjabi, Tamil and Telugu. She has done her graduation in English from SIES College of Arts, Science & Commerce, Mumbai.*

Source: <https://www.filmibeat.com/celebs/shreya-ghosal.html#upcoming>

**The above information is for training purposes only and will not be used for any commercial gains*

SOCIAL MEDIA EXECUTIVE

A Social Media Executive operates on social media platforms to maintain brand image, create awareness and ensure sales. A Social media executive is therefore responsible for the regular posting, campaigning, sharing in all the major social media networks.

PERSONALITY TRAITS



- You like to pay attention to details while working
- You are comfortable communicating with others
- You like to have clear instructions to follow
- You are comfortable working with a team



EDUCATIONAL PATHWAY

Minimum Qualification
After completing class 12 and being 18 years of age you can enrol for National Skills Qualification Framework (NSQF)* level 4 Social Media Executive training.

**NSQF is a nationally integrated education and competency-based framework that enables persons to acquire desired competency levels in a chosen field. NSQF includes vocational education, vocational training, general education and technical education which prepares an individual for the job market with competent skills. An individual may return at any time to upgrade skills after gaining experience*



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Social Media Executive ranges between **INR 7,000 - 20,000*** per month

Source - <https://www.ambitionbox.com/profile/social-media-marketing-executive-salary>



A majority of government schemes are free



SCHOLARSHIPS

- Visit the **National Scholarship Portal** for details on ITI registered with NSP: scholarships.gov.in/fresh/onlineInstituteSearchIndex
- Visit **buddy4study.com** for details on scholarships for ITI/Vocational Training: buddy4study.com/article/iti-scholarships
(Availability of these scholarships can vary from time to time)

WHERE WILL YOU WORK?

Places of Work: PR Agencies, NGOs, News Channels, Print Media companies, Electronic Media companies, Schools and so on

Work Environment: You have to work for at least 8 to 9 hours and for 5 to 6 days a week. Shift duties may be there. Overtime is common.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee/ Assistant Social Media Executive
→ Social Media Executive → Social Media Manager

Search keywords... 

social media jobs, social media executive, social media manager

WHERE WILL YOU STUDY?

The course is offered by the Departments of Journalism/ Mass Communication/Management

This list of institutes is indicative only

GOVERNMENT INSTITUTES

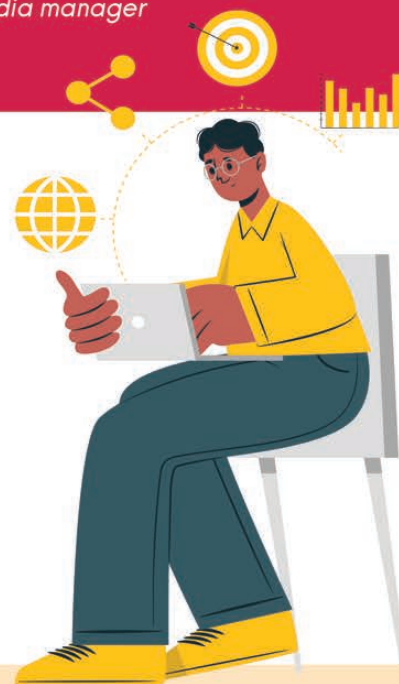
1. Indian Institute of Management, Ahmedabad, Gujarat
2. Indian Institute of Management, Bangaluru, Karnataka
3. Indian Institute of Social Welfare and Business Management, Kolkata, West Bengal
4. Indian Institute of Science and Management, Ranchi, Jharkhand
5. Indian Institute of Management, Indore, Madhya Pradesh
6. Tamil Nadu Open University, Chennai, Tamilnadu
7. Indian Maritime University, Kochi Campus, Kerala
8. Shaheed Sukhdev College of Business Studies, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Bharatiya Vidya Bhavan, Kolkata
2. School of Retails Management, Pune, Maharashtra
3. School of Business, University of Petroleum and Energy Studies, Dehradun, Uttarakhand
4. Ajeenkya DY Patil University, Pune, Maharashtra
5. Jain University, Bangalore, Karnataka
6. Nagindas Khandwala College, Mumbai, Maharashtra
7. MIT University, Shillong, Meghalaya
8. University of Technology, Jaipur, Rajasthan

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Sanskar Singh completed his engineering degree but was passionate about social media. From his first year of engineering he started doing internship with NGOs. He handled their social media communication, as well as ensured participation for events. Gradually he started handling many other aspects of social media like video content, reels, scheduling of events and so on. By the time he graduated, he already had lot of freelancing assignments. Now, he runs his company called Vistaar Webx, which provides complete web solutions and he handles social media part of it.*

Source - Personal interview with Sanskar Singh, Banaras

**The above information is for training purposes only and will not be used for any commercial gains*

SOCIAL MEDIA MANAGER

A Social Media Manager is generally responsible for handling the social image of their clients and suggesting the best ways in which their clients can gain more recognition online. A Social Media Manager therefore 'markets' their client, trying to elicit a favourable response from the audience.

PERSONALITY TRAITS

- You like to work in teams
- You have strong communication skills
- You pay attention to details
- You like to lead



The approx. course fee ranges between **INR 20,000 - 3,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

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**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Advertising/Journalism/Mass Communication or any other similar discipline

OR

Complete Bachelor's degree in Advertising/Journalism/Mass Communication or any other similar discipline followed by Master's degree in Journalism/Mass Communication

OR

Complete Bachelor's degree in Advertising/Journalism/Mass Communication or any other similar discipline followed by Master's degree in Business Administration (MBA) in Media Management

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and indicative and subject to change*

The approx. salary of a Social Media Manager ranges between **INR 30,000 - 54,000*** per month.

Source - <https://bit.ly/3GW6QIY>

WHERE WILL YOU WORK?

Places of Work: Advertising Companies, Media Houses, Publishers, Educational Publishers

Work Environment: It is typically a desk job. You will need to work on computers and smartphones, scheduling posts every week at a time. You are expected to work in a team.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Marketing and Social Media Manager
→ Digital Marketing or Social Media
In-charge → General Manager

Search keywords...



marketing manager, social media manager

WHERE WILL YOU STUDY?

The course is offered by the Departments of Journalism/
Mass Communication/Management
This list of institutes is indicative only

GOVERNMENT INSTITUTES

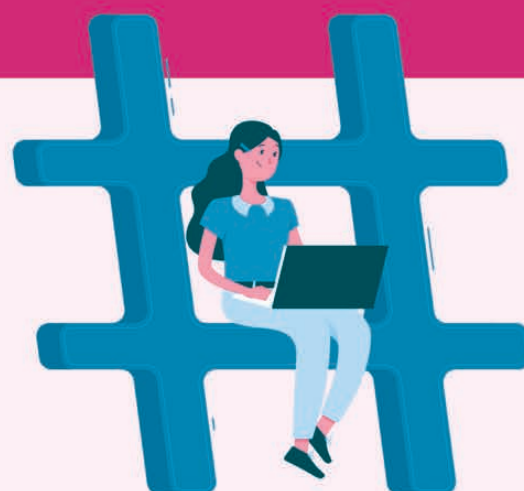
1. Indian Institute of Management, Ahmedabad, Gujarat
2. Indian Institute of Management, Bangaluru, Karnataka
3. Indian Institute of Social Welfare and Business Management, Kolkata, West Bengal
4. Indian Institute of Science and Management, Ranchi, Jharkhand
5. Indian Institute of Management, Indore, Madhya Pradesh
6. Tamil Nadu Open University, Chennai, Tamilnadu
7. Indian Maritime University, Kochi Campus, Kerala
8. Shaheed Sukhdev College of Business Studies, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Bharatiya Vidya Bhavan, Kolkata
2. School of Retails Management, Pune, Maharashtra
3. School of Business, University of Petroleum and Energy Studies, Dehradun, Uttarakhand
4. Ajeenkya DY Patil University, Pune, Maharashtra
5. Jain University, Bangalore, Karnataka
6. Nagindas Khandwala College, Mumbai, Maharashtra
7. MIT University, Shillong, Meghalaya
8. University of Technology, Jaipur, Rajasthan

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>



EXAMPLE FROM THE FIELD

Ankita Gaba is a Social Media Strategist, a lecturer, a consultant, and as well as an entrepreneur by profession. She is the co-founder of SocialSamosa.com, an Indian Social Media Knowledge Storehouse which tends to provide hands-on experienced and professional services running in various social media projects and campaigns by virtue. She is also a founder member of Superchooha which is one of the country's first social media firms. Under her guidance, they have devised and conceptualized various online media solutions and strategies for several brands.*

Source - <https://www.inventiva.co.in/stories/ankita-gaba-the-woman-who-set-benchmarks-in-the-indian-social-media-industry/>

**The above information is for training purposes only and will not be used for any commercial gains*

SOUND RECORDIST

A Sound Recordist is a person who operates electronic equipment which record sound. A Sound Recordist places microphones in position and connects them to recording equipment. Typically, the work of a Sound Recordist is further edited by a sound mixer.

PERSONALITY TRAITS

- You have a creative bent of mind
- You are good with gadgets
- You are comfortable working in groups
- You enjoy working with sounds, music and tunes



The approx. course fee ranges between **INR 25,000 - 18,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Arts (B.A.) in Broadcasting and Digital Media followed by Diploma in TV and Sound Engineering

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are indicative and subject to change*

The approx. salary for a Sound Recordist ranges between **INR 40,000 - 60,000*** per month.

Source: https://www.glassdoor.co.in/Salaries/sound-recordist-salary-SRCH_KO0,15.htm



WHERE WILL YOU WORK?

Places of Work: Media and Entertainment Companies, Radio Stations, Television Channels

Work Environment: Your work hours would typically depend on the shoot hours of the TV show/movie/commercial the crew is working on. It is typically 8 to 9 hours per day with shift system available. You would have to work outdoors often.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Assistant Sound Recordist → Sound Recordist → Senior Sound Recordist

Search keywords...



sound engineering technicians, broadcast and sound engineering technicians, field sound recordist

WHERE WILL YOU STUDY?

This course is offered by the department of Filmmaking

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Film and Television Institute of India, Pune, Maharashtra
2. Biju Pattnaik Film and Television Institute of Odisha, Cuttack, Odisha
3. Pandit Lakhmi Chand State University of Performing and Visual Arts, Rohtak, Haryana
4. Sitabai Arts Commerce and Science College, Akola, Maharashtra
5. Tilak Maharashtra Vidyapeeth, Pune, Maharashtra
6. Government Film & Television Institute, Bengaluru, Karnataka
7. Jamia Millia Islamia, New Delhi
8. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat

PRIVATE INSTITUTIONS

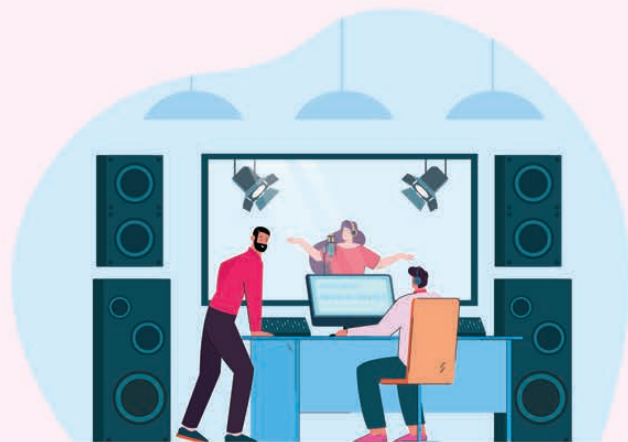
(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Asian Academy of Film and Television (AAFT), Noida, Uttar Pradesh
2. Apeejay College of Fine Arts, Jalandhar, Punjab
3. Sanjeev Agrawal Global Educational University, Bhopal, Madhya Pradesh
4. Whistling Woods International, Mumbai, Maharashtra
5. AAFT University of Media and Arts, Raipur, Chattigarh
6. Annapurna College of Film and Media, Hyderabad, Telangana
7. Bridge Academy College of Media and Fine Arts, Chennai, Tamil Nadu
8. CREO Valley School of Film and Television, Bengaluru, Karnataka

Information on the institute rankings can be found at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

India's ¹⁶⁶ Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

Jubin Raj was a Computer Science Engineer who graduated from Kerala University in 2012. His inclination towards Audio Designing led him to pursue a Diploma course in Audio Recording and Sound Design from Ramoji Academy of Film and Television, Hyderabad from where he graduated in 2013. He was an Associate Sound Editor in Movies Now and then was promoted to a sound engineer. He is currently working for a leading media network company Sony Pictures Networks India, Mumbai as an Audio Designer since December 2017.*

Source : <https://theinterviewportal.com/2020/04/09/sound-designer-engineer-interview/>

**The above information is for training purposes only and will not be used for any commercial gains*

TALENT MANAGER

A Talent Manager is a person who is responsible for guiding the professional career of artists in an entertainment industry. The main job of a Talent Manager is to ensure a successful career for clients by using his/her contacts or media connections. Talent Managers typically represent athletes, actors, models, comedians, singers, bands, musicians, and other performers who work in the entertainment, artistic, sports or business broadcast industries.

PERSONALITY TRAITS

- You have excellent communication skills
- You can work well in a team environment
- You have a keen eye for detail
- You are able to network and maintain professional relationship



The approx. course fee ranges between **INR 1,00,000 - 6,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any discipline
 2. Complete Bachelor's degree in Media Management/ Cinematography/Filmmaking/ Film and Video Design, or any similar discipline
- OR**

Complete Bachelor's degree in Media Management/ Cinematography/Filmmaking/ Film and Video Design, or a related discipline followed by Master's degree in Arts (M.A.)/ Business Administration (MBA) in Public Relations or any related discipline

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Talent Manager ranges between **INR 30,750 - 166,666*** per month.

Source: https://www.payscale.com/research/IN/Job=Talent_Acquisition_Manager/Salary

WHERE WILL YOU WORK?

Places of Work: Talent Management Companies, Self-employment

Work Environment: You are likely to work in an office setting. Working hours are supposed to be 8 to 9 hours, often extra hours are required. You are expected to handle a group of clients.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Talent Coordinator → Talent Manager
→ Head of Talent → Director of Talent

Search keywords...



talent manager, talent acquisition manager

WHERE WILL YOU STUDY?

This course is offered by the Departments of Media Management/Filmmaking
This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Maharani Laxmibai Arts and Commerce College(MLB) Gwalior, Madhya Pradesh
2. International Institute Of Professional Studies, Devi Ahilya University, Indore, Madhya Pradesh
3. Kerala Institute of Tourism and Travel Studies, Thiruvananthapuram, Kerala
4. Indian Institute of Social Welfare and Business Management
5. University of Burdwan, Burdwan, West Bengal
6. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, Madhya Pradesh
7. Punjabi University, Patiala, Punjab
8. Indian Institute Management, Ahmedabad, Gujarat

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Lady Brabourne College, Kolkata, West Bengal
2. KPB Hinduja College of Commerce, Mumbai, Maharashtra
3. Asian Academy of Film and Television, Noida, Uttar Pradesh
4. Vivekanand Education Society's College of Arts, Science and Commerce, Mumbai, Maharashtra
5. School of Broadcasting and Communication, Mumbai, Maharashtra
6. Prin LN Welingkar Institute of Management Development and Research, Welingkar, Mumbai, Maharashtra
7. Hindustan Institute of Technology and Science, Chennai, Tamil Nadu
8. Chitkara Business School, Patiala, Punjab

Information on the institute rankings can be found at
- <https://www.nirfindia.org/Rankings/2023/Ranking.html>

EXAMPLE FROM THE FIELD

Anuj Mehta is in the list of the top celebrity managers in India. He is the founder and owner of the Rapid Kings Talent Management Company, Mumbai, which is one of the leading management companies in India. Rapid Kings Talent Management Company is situated in Maharashtra, Mumbai. Rapid Kings Talent Management Company provides services to leading Bollywood Actors, Actress, Singers, Comedians, TV Artists, and Dancers in the world. Famous Actors like Karishma Kapoor, Mandira Bedi, Dilip Joshi, Sahil Khan, and many more are the clients of Rapid Kings Talent Management Company.*

Source: <https://icytales.com/list-of-top-celebrity-manager-in-india/>

**The above information is for training purposes only and will not be used for any commercial gains*

TATTOO ARTIST

A tattoo artist, or tattooist or body artist, draws images on people's skin using permanent ink.

PERSONALITY TRAITS



- You have a creative bent of mind
- You like to draw
- You pay attention to details while working

EDUCATIONAL PATHWAY

Minimum Qualification

After completing class 10 and being 18 years of age you can enrol for National Skills Qualification Framework (NSQF)* level 5 Tattoo Artist Training

**NSQF is a nationally integrated education and competency-based framework that enables persons to acquire desired competency levels in a chosen field. NSQF includes vocational education, vocational training, general education and technical education which prepares an individual for the job market with competent skills. An individual may return at any time to upgrade skills after gaining experience*



EXPECTED INCOME

**These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Tattoo artist ranges between **INR 16,500 - 40,000*** per month.

Source - <https://bit.ly/3xUailc>



A majority of government schemes are free



SCHOLARSHIPS

- Visit the **National Scholarship Portal** for details on ITI registered with NSP: scholarships.gov.in/fresh/onlineInstituteSearchIndex
- Visit **buddy4study.com** for details on scholarships for ITI/Vocational Training: buddy4study.com/article/iti-scholarships
(Availability of these scholarships can vary from time to time)

WHERE WILL YOU WORK?

Places of Work: Tattoo Studios, Beauty Parlours, Shopping Malls and so on.

Work Environment: You have to work for at least 8 to 9 hours and for 5 to 6 days a week. Shift duties may be there. Overtime is common.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Junior Tattoo Artist → Tattoo Artist → Senior Tattoo Artist → Tattoo Expert

Search keywords... 

tattoo artist, tattoo designer, tattoo stylist

WHERE WILL YOU STUDY?

INSTITUTES

1. Lakmé Academy
Located in multiple cities
2. Government College of Arts
Kolkata, West Bengal
3. Wigan & Leigh College
Located in multiple cities
4. National Institute of Fashion Technology
Located in multiple cities
5. J.J School of Arts
Mumbai, Maharashtra
6. ITI Institute's
Located in multiple cities



EXAMPLE FROM THE FIELD

Nikhil Chekhliya is a Palghar-based tattoo artist and is widely considered to be the best in India. Nikhil has already won two National Awards. "The tattoo industry is always evolving so I am constantly learning new techniques and ideologies. But, my work has a distinct visual identity that people associate with me. I am a specialist in colour realism and black," he says.*

Source - outlookindia.com/topic/nikhil-chekhliya

**The above information is for training purposes only and will not be used for any commercial gains*

TECHNICAL WRITER

A Technical Writer is responsible for conveying a complex information to its target audience in a clear and understandable manner. Their tasks mainly involve creating technical documentation related to applications such as job-aids and user manuals for software applications among others

PERSONALITY TRAITS

- You have excellent writing skills
- You have a creative bent of mind
- You pay attention to details
- You like to teach or train



The approx. course fee ranges between **INR 10,000 - 3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the Institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA).

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any discipline
2. Complete a Bachelor's degree in any subject

OR

Complete a Bachelor's degree followed by a certificate course or a post-graduate diploma in technical writing

OR

Complete a Bachelor's degree followed by a Master's degree (MA/MSc/MMC) in Mass Communication or Journalism

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are taken from NCS are indicative and subject to change*

The approx. salary ranges between **INR 20,000 - 40,000*** per month based on experience.

Source - <https://bit.ly/3CYY2cG>

WHERE WILL YOU WORK?

Places of Work

Heavy Machinery Industry, Software Industry, Automobile Manufacturing Industry, Medical Industry, Healthcare Sector and Education Sector among others

Work Environment

You will be working in an office set up. You are likely to work 5 to 6 days a week, 9 to 10 hours every day. This may vary from company to company.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Technical Writer → Senior Technical Writer → Lead Technical Writer → Manager Technical Documentation → Domain Lead/Offering Lead → Senior Manager, Technical Documentation

Search keywords...



technical communicator, software documentation expert, technical documentation specialist

WHERE WILL YOU STUDY?

The course are offered by the Department of Science/ Engineering/Mass Communications. This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Indian Institute of Science, Bengaluru, Karnataka
2. Maharaja Sayajirao University of Baroda, Vadodara, Gujarat
3. University of Kerala, Thiruvananthapuram, Kerala
4. Utkal University, Bhubaneswa, Odisha
5. Savitribai Phule Pune University, Pune, Maharashtra
6. Indian Institute of Technology, Kharagpur, West Bengal
7. Jadavpur University, Kolkata, West Bengal
8. University of Delhi, New Delhi

**NPTEL - National Programme in Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio - video form.*

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. St. Xavier's College, Mumbai, Maharashtra
2. Symbiosis Institute of Media & Communication, Pune, Maharashtra
3. Department of Media Studies, Christ University, Bangalore, Karnataka
4. Times School of Journalism, New Delhi
5. Manipal Institute of Communications, Manipal, Karnataka
6. Christ University, Bangluru, Karnataka
7. SRM Institute of Science and Technology, Chennai, Tamil Nadu
8. REVA University, Bangluru, Karnataka

Information on institute ranking is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

EXAMPLE FROM THE FIELD



Lisa Melonçon is an assistant professor of professional and technical writing at the University of Cincinnati. Lisa teaches graduate and undergraduate courses with the aim to inculcate love for science and writing at the same time as she considers that "words and their origins make for fascinating explorations".

Source - <https://www.usf.edu/arts-sciences/departments/english/people/bios/meloncon-lisa.aspx>

**The above information is for training purposes only and will not be used for any commercial gains*

TEXTILE DESIGNER

A Textile Designer is an artist who creates unique patterns in textiles or woven clothes. A Textile Designer often conducts extensive research of the market and fashion trends, and works with other professionals when creating designs. They can also use computer designs in their work.

PERSONALITY TRAITS



- You are interested in artistic occupations
- You are good with computers
- You are comfortable working with teams
- You like to pay attention to details while working



The approx. course fee ranges between **INR 30,000 - 5,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree (B.Des.) in Industrial Design

OR

Complete Bachelor's degree (B.Des.) in Industrial Design followed by Master's degree (M.Des.) in the same or related field

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Textile Designer ranges between **INR 16,667 - 80,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Textile_Designer/Salary

WHERE WILL YOU WORK?

Places of Work: Manufacturing and Processing Companies that produce Clothing, Soft Furnishings and other textile-based products.

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Assistant/Junior Textile designer →
Senior Textile Designer → Design
Manager → Design Director

Search keywords...



textile, textile designer, textile technician

WHERE WILL YOU STUDY?

This course is offered by the Department of Design

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Design Ahmedabad, Gujrat
2. National Institute of Design, Jorhat, Assam
3. National Institute of Design, Bhopal, Madhya Pradesh
4. National Institute of Design, Kurukshetra, Haryana
5. National Institute of Design, Amaravati, Andhra Pradesh
6. National Institute of Fashion Technology, Bengaluru, Karnataka
7. National Institute of Fashion Technology, Chennai, Tamil Nadu
8. National Institute of Fashion Technology, Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Apeejay College of Fine Arts, Jalandhar, Punjab
2. International School of Design, Pune
3. Kalinga Institute of Industrial Technology, Bhubaneswar, Odisha
4. Khyati School of Design, Ahmedabad, Gujrat
5. Amity School of Fashion Technology, Noida
6. International School of Design, Belapur, Mumbai
7. International School of Design, Delhi
8. International School of Design, Hyderabad, Telangana

Information on the institute rankings can be found at
- <https://www.nirfindia.org/2022/Ranking.html>



EXAMPLE FROM THE FIELD

Damodar Vithaldas Gajjar is a master craftsman and artist belonging to a family of craftsmen in Pethapur, a village near Gandhinagar, Gujarat. He creates contemporary and traditional designs using tussar silk as his canvas. Mr. Gajjar has completed his study in painting from the faculty of fine arts, M.S. University, Baroda. He gained recognition as a textile designer and master craftsman in textile block making and printing. He was also in the teaching panel in the textile department in the faculty of Fine Arts, M.S. University, Vadodara.*

Source: <https://peoplepill.com/people/d-v-gajjar>

**The above information is for training purposes only and will not be used for any commercial gains*

THEATRE ARTIST

A Theatre Artist is someone who is involved in the process of enacting, rehearsing, conceptualizing, assisting in rehearsing, penning down, directing and staging a play. They usually use the stage for their performance, based on a real or fictional story, which takes place before a live audience.

PERSONALITY TRAITS

- You are a creative person
- You like to lead
- You want to join a course in Fine Arts



The approx. course fee ranges between **INR 50,000 - 8,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

- **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*
- Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI.
- Scholarships are also available in the institutes themselves based on merit.

**(Availability of these scholarships can vary from time to time)*

LOANS

- VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.
- Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.
- All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
 2. Complete Bachelor's degree in Acting/Theatre Arts
- OR
- Complete Bachelor's and then pursue a Master's in Acting/Theatre Arts
- OR
- Complete a Diploma in Acting, Dramatic Arts, Direction, Screenwriting etc.
- OR
- Complete a certificate course in subjects such as Voice Modulation, Body Language, Sound, Cinemascope, Acting Exercises, Diction Exercises, Lip Sync etc.

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are indicative and subject to change*

The approx. salary of a Theatre Artist ranges between **INR 7000 - 83,333*** and more per month.

Source: https://www.payscale.com/research/IN/Job=Actor_%2F_Actress/Salary



WHERE WILL YOU WORK

Places of Work: Theatre groups, Theatre companies, Production houses

Work Environment: It is not a desk job. You will need to work with others. Travelling is a part of this job role. Part-time work and contractual jobs are available. Working hours may be flexible. Shift system may be available.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Junior Artist → Artist → Master Artist/
Director of Plays

WHERE WILL YOU STUDY?

The various relevant courses are offered by the Department of Fine Arts. This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Andhra University College of Arts and Commerce, Visakhapatnam, Andhra Pradesh
2. Pandit Lakhmi Chand State University of Performing and Visual Arts, Rohtak, Haryana
3. Utkal University of Culture, Bhubaneswar, Odisha
4. Rabindra Bharati University, Kolkata, West Bengal
5. Film and Television Institute of India, Pune, Maharashtra
6. North Lakhimpur College, Lakhimpur, Assam
7. National School of Drama, New Delhi
8. Film and Television Institute of Andhra Pradesh, Hyderabad, Telangana

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Kanya Maha Vidyalaya, Jalandhar, Punjab
2. Asian Academy of Film and Television, Mumbai, Kolkata, Noida and New Delhi
3. Shardabai Pawar Mahila Mahavidyalaya, Pune, Maharashtra
4. Wilson College, Mumbai, Maharashtra
5. Mahatma Jyoti Rao Phoole University, Jaipur, Rajasthan
6. Singhanian University, Jhunjhunu, Rajasthan
7. Venkateshwara Open University, Papum Pare, Arunachal Pradesh
8. Whistling Woods International, Mumbai, Maharashtra

Information on Institute rankings is available at - <https://www.nirfindia.org/Rankings/2023/Ranking.html>

Search keywords... 

performer, actor, artist

EXAMPLE FROM THE FIELD

Basharat Hussain is a theatre actor besides being a Paper Mache Artisan, Painter, Teacher, and Set designer. He got his first break in the play 'Shuhul Naar' in 1998 that was staged in Budgam. At that time, he was pursuing his B.A. in Applied Arts from Institute of Fine Arts. He is now the head of the Fine Arts department at Burn Hall School, Srinagar.*

Source: <https://www.thekashmirmonitor.net/from-humble-paper-mache-artisan-to-top-theatre-artist-basharat-hussains-journey-to-fame-has-been-roller-coaster-ride/>

**The above information is for training purposes only and will not be used for any commercial gains*

TOY DESIGNER

A Toy Designer is responsible for designing new toys and coming up with new ideas for the same. They typically implement designs working either on their own or as part of a team at a toy company.

PERSONALITY TRAITS



- You have a creative bent of mind
- You like to build things
- You like to draw
- You are comfortable working in a team



The approx. course fee ranges between **1,00,000 - 10,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete a Bachelor's degree (B.Des) in Toy Design

OR

Complete a Bachelor's degree followed by a Master's degree (M.Des.) in the same discipline

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Toy Designer ranges between **INR 66,700 - 1,17,000*** per month.

Source: <https://www.salaryexpert.com/salary/job/toy-designer/india>

WHERE WILL YOU WORK?

Places of Work: Toy manufacturing companies across India

Work Environment: You have to work for at least 8 to 9 hours and for 5 to 6 days a week. Shift duties may be there. Overtime is common.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Toy Designer → Senior Toy Designer → Process Supervisor

Search keywords... 

toy creator, toy designer, toy maker

WHERE WILL YOU STUDY?

The course is offered by the Department of Design. This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Design, Bengaluru, Karnataka
2. Industrial Design Centre, IIT Bombay, Mumbai, Maharashtra
3. National Institute of Fashion Technology, New Delhi
4. National Institute of Design, Gandhinagar, Gujarat

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Unitedworld Institute of Design, GandhiNagar, Gujarat
2. MIT Art, Design & Technology University, Pune, Maharashtra
3. Srishti Manipal Institute of Art, Design And Technology, Bengaluru, Karnataka
4. School of Design, CMR University, Bengaluru, Karnataka

Information on the institute rankings can be found at <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

Meeta Sharma Gupta is the owner of Shumee Toys, which makes eco-friendly toys made with organic wood and non-toxic watercolours. She completed her BTech from IIT Delhi, and holds a PhD in computer engineering from Harvard University. Before venturing into entrepreneurship, she worked with Bell Labs and IBM TJ Watson Research Labs in the United States. Her startup has been awarded “Best Indian Toy Brand” in 2017 and “Best Infant Toy Brand” in 2019 by Kidsstoppress.

Source: <https://yourstory.com/herstory/2019/10/woman-entrepreneur-harvard-mum-shu-mee-toys>

“The above information is for training purposes only and will not be used for any commercial gains

TRANSLATOR

Translators are professionals who can accurately convert writing from one language to another. Their work is important for making legal, scientific and business texts available to different countries and languages. A good translator would retain the concept and meaning of the original document as much as possible.

PERSONALITY TRAITS



- You like learning/speaking new languages
- You are comfortable communicating with others
- You are a good listener
- You pay attention to details



The approx. course fee ranges between **INR 30,000 – 3,00,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE schemes and state schemes*

• Visit www.buddy4study.com - This is a gateway to scholarships starting from Class XI*

• Scholarships are also made available in institutes based on merit
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA). Students can view, apply and track the education loan applications on the website.

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans.



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's of Art (B.A.) degree in any language of your choice, followed by Master's degree in the same

OR

Complete Bachelor's of Art (B.A.) degree in any language of your choice, followed by Diploma in any foreign language of your choice

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Translator ranges between **INR 12,667 – 80,000*** per month.

Source: <https://www.payscale.com/research/IN/Job=Translator/Salary>

WHERE WILL YOU WORK

Places of Work: Schools, Hospitals, Courtrooms, Meeting Rooms, Conference Centres.

Entrepreneurship: You can set up a private translation company/firm as well as freelancing.

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



Associate Translator → Translator → Senior Translator → Section Head (Translation)

Search keywords...



interpreter, language specialist, language expert

WHERE WILL YOU STUDY?

**This course is offered by the Department of Arts.
This list of Institutes is indicative only**

GOVERNMENT INSTITUTES

1. Anugrah Narayan College, Patna
2. Avvaiyar Government College for Women, Karaikal
3. Asutosh College, Kolkata
4. Dibrugarh Hanumanbax Surajmal Kanoi College, Dibrugarh
5. Dera Natung Government College, Itanagar
6. School of Open Learning, Delhi
7. Ewing Christian College, Allahabad
8. Elphinstone College, Mumbai

PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. Arul Anandar College, Madurai
2. Acharya Jagadish Chandra Bose College, Kolkata
3. Annai College of Arts and Science, Tamil Nadu
4. Apeejay College of Fine Arts, Jalandhar
5. Acharya Institute of Graduate Studies, Bengaluru
6. Acropolis Institute of Management Studies and Research, Indore
7. Andhra Loyola College, Vijayawada

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



Shivani Dev is a Conference Interpreter and Translator. She has completed a Bachelor's degree in commerce from Lady Shri Ram college for women after which she has pursued an M.Phil in French, French Language and Literature, followed by a Doctor of Philosophy in French Language and Literature from the Centre for French & Francophone Studies, Jawaharlal Nehru University (JNU). She is currently involved in working on the Hindi and English translations of Simone de Beauvoir's *Le Deuxième Sexe* (The Second Sex, 1949).*

Source:

<https://jnu.academia.edu/ShivaniDev>

**The above information is for training purposes only and will not be used for any commercial gains.*

VISUAL EFFECTS (VFX) EDITOR

A VFX Editor handles the visual aspect of a film, advertisement, video or tv show. VFX Editors work as the link between the film or TV production team, which shoots the live-action footage, and the VFX studio that does the visual effects.

PERSONALITY TRAITS

- You have a creative bent of mind
- You are good with computers
- You are comfortable working in a team



The approx. course fee ranges between **1,00,000 - 6,79,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Ministry of Education and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10+2 in any stream
2. Complete a Bachelor's degree (B.Sc.) in Animation and VFX

OR

Complete a Bachelor's degree followed by a Master's degree (M.Sc.) in the same discipline

Please check the duration of the course during enrolment



EXPECTED INCOME

**These figures are taken from NCS and indicative and subject to change*

The approx. salary of a VFX Editor ranges between **INR 7,000 - 50,000*** per month.

Source: <https://bit.ly/3IVbUrH>

WHERE WILL YOU WORK?

Places of Work: You can be employed by a VFX studio or directly by the film or TV production company.

Work Environment: You have to work for at least 8 to 9 hours and for 5 to 6 days a week. Shift duties may be there. Overtime is common.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH



VFX Assistant Editor → VFX Editor → VFX Supervisor

Search keywords...



visual effects editor, visual effects artist, visual effects

WHERE WILL YOU STUDY?

The course is offered by the Department of Animation or Film Studies. This list of Institutes is indicative only

GOVERNMENT INSTITUTES

1. Savitribai Phule Pune University, Pune, Maharashtra
2. Institute of Mass Communication and Media Technology, Kurukshetra, Haryana
3. R and R Education Foundation, New Delhi

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC before applying)

1. Asian Academy of Film and Television, Noida, Uttar Pradesh
2. Birla Institute of Technology, Jaipur, Rajasthan
3. HEC Group of Institutions, Haridwar, Uttarakhand
4. ICAT Design and Media College, Hyderabad, Telangana
5. Institute of Technology and Management, Dehradun, Uttarakhand
6. Roorkee College of Engineering, Roorkee Uttarakhand
7. Manipal Institute of Communication, Manipal, Karnataka
8. APEX Institute of Multimedia, Coimbatore, Tamil Nadu

Information on the institute rankings can be found at <https://www.nirfindia.org/Rankings/2023/Ranking.html>

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)



EXAMPLE FROM THE FIELD

Shoban Narayanan is a Visual Effects Supervisor/Compositing Supervisor working for Hollywood feature films and television shows in Vancouver, British Columbia, Canada. He has completed his graduation in Animation and Multimedia from Tamil Nadu Advanced Technical Training Institute.*

Source - davincimediacollege.com/alumni-davinci-media-college-chennai-success-stories/

**The above information is for training purposes only and will not be used for any commercial gains*

VISUAL COMMUNICATION DESIGNER

A Visual Communication Designer is a professional who uses visual elements to deliver information to an audience. Visual Communication Designers often oversee promotional campaigns, and try to attract new consumers or spread awareness about a topic through their work.

PERSONALITY TRAITS



- You are interested in artistic occupations
- You are good with computers
- You are comfortable working with teams
- You like to pay attention to details while working



The approx. course fee ranges between **INR 40,000 - 19,46,000***.

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

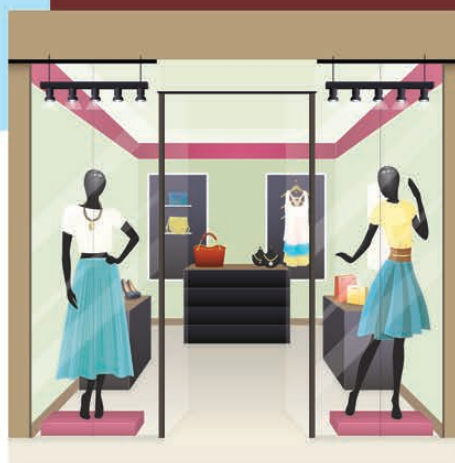
• Scholarships are also available in the institutes based on merit*
*(Availability of these scholarships can vary from time to time)

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete Bachelor's degree in Design (B.Des.) in Visual Communication Design, followed by Master's degree (M.Des.) in the same discipline

OR

Complete Bachelor's degree (B.Des.) in any discipline followed by PG Diploma in Visual Communication

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Visual Communication Designer ranges between **INR 20,100 - 84,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Visual_Designer/Salary

Places of Work: Advertising Agencies, Web Design Firms, Publishing Houses, Marketing Departments, etc.

Entrepreneurship: You can set up your own consulting firm

Work Environment: The work timings are typically 5 to 6 days a week for 8 to 9 hours per day. Shift system is applicable.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Trainee/Assistant Visual
Communication Designer → Visual
Communication Designer → Senior
Visual Communication Designer

Search keywords...



*visual designer, communications designer,
visual technician*

WHERE WILL YOU STUDY?

This course is offered by the Department of Design
This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. Alakh Prakash Goyal Shimla University, Shimla, Himanchal Pradesh
2. Central Institute of Technology, Kokrajhar, Assam
3. Industrial Design Centre, IIT Bombay, Mumbai, Maharashtra
4. National Institute of Design, Guwahati, Assam
5. National Institute of Design, Bhopal, Madhya Pradesh
6. National Institute of Design, Kurukshetra, Haryana
7. National Institute of Design, Vijaywada, Andhra Pradesh
8. Kerala State Institute of Design, Kollam, Kerala

PRIVATE INSTITUTES

(Please check if Institute is affiliated and accredited with UGC and AICTE before applying)

1. Chitkara University, Patiala, Punjab
2. Dhirubhai Ambani Institute of Information and Communication Design, Gandhinagar, Gujarat
3. D J Academy of Design, Coimbatore, Tamil Nadu
4. Hindustan Institute of Technology and Science, Chennai, Tamil Nadu
5. Indian Institute of Art and Design, New Delhi
6. Indian Institute of Crafts and Design, Jaipur, Rajasthan
7. Nirma University, Ahmedabad, Gujarat
8. Symbiosis Institute of Design, Pune, Maharashtra

EXAMPLE FROM THE FIELD

Akshar Pathak is an artist and a graphic designer, as well as a visual communication designer who makes Bollywood films posters. His posters have been extensively recognized in the digital world and featured in more than 90 magazines and newspapers. Akshar is an alumnus of NIFT (National Institute of Fashion Technology) and has completed his B.Des. in the field of Fashion and Lifestyle Accessory. He is known for his work in logo making and his creation of minimal Bollywood pictures.*

Source: <https://www.admecindia.co.in/-graphic-design/10-most-popular-indian-graphic-artists/>

**The above information is for training purposes only and will not be used for any commercial gains*

VISUAL MERCHANDISER

Visual merchandising is the practice of organizing and displaying products in a retail space. The purpose of it is to attract, engage, and motivate the customer towards making a purchase. Visual merchandising is a marketing practice that uses floor plans, colour, lighting, displays, technology, and other elements to attract customer attention.

PERSONALITY TRAITS

- You like to organize things
- You are a creative person
- You have an eye for detail



The approx. course fee ranges between **INR 10,000-2,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes offered by different departments, UGC/AICTE Schemes and State Schemes*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

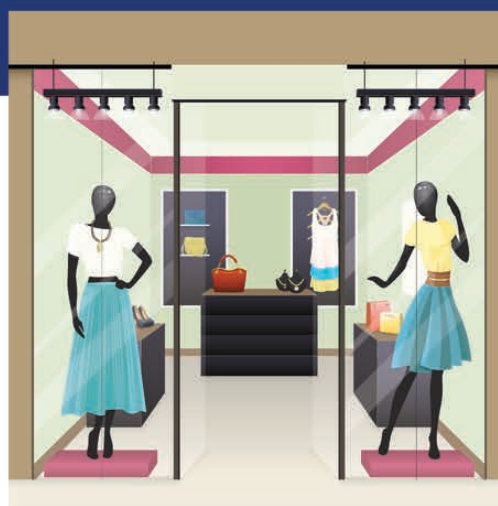
**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• Some states have student credit cards with low interest rates, for instance, West Bengal, Odisha, Bihar, etc.

• All banks give education loans



EDUCATIONAL PATHWAY

1. Complete 10 + 2 in any stream
2. Complete a Bachelor's degree in Retail Management/Marketing/Fashion Design/Fashion Merchandising/Fashion Business Management or any similar subject

OR

Complete a Bachelor's degree followed by a Master's degree in the same or related subject

OR

Complete a Postgraduate Diploma in Retail Design.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of a Visual Merchandiser ranges between **INR 37,500 - 1,06,250*** per month.

Source: <https://in.talent.com/salary?-job=visual+merchandiser>

WHERE WILL YOU WORK?

Places of Work: Retail Stores

Work Environment: You will be handling a team of floor merchandisers. You will have to coordinate with other teams such as designers and buying officials. You will have regular work hour but you may also work evenings or weekends to set up displays. Local travel is not a part of the job profile, however, it can be physically demanding, as you may have to lift and carry heavy boxes of merchandise, climb ladders, and stand for long periods of time.

Opportunities for work exist for differently abled in this field

EXPECTED GROWTH PATH

Floor Merchandisers → Visual Merchandisers → Visual Merchandise Director or Senior Visual Merchandiser → District Visual Manager/Field Visual Manager → Regional Visual Merchandiser

WHERE WILL YOU STUDY?

The course is offered by the Department of Apparel Manufacturing and Merchandising/Fashion Communication.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. National Institute of Fashion Technology, Mumbai
2. National Institute of Fashion Technology, Delhi
3. National Institute of Fashion Technology, Bengaluru
4. National Institute of Fashion Technology, Kolkata
5. National Institute of Fashion Technology, Hyderabad
6. National Institute of Fashion Technology, Shillong
7. National Institute of Fashion Technology, Kannur
8. The Maharaja Sayajirao University of Baroda, Vadodara

PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. JD Institute of Fashion Technology, Bengaluru
2. Pearl Academy, Mumbai
3. Maharshi Karve Stree Shikshan Samstha's School of Fashion Technology, Pune
4. BBK DAV College for Women, Amritsar
5. Parul University, Vadodara
6. Amity University, Noida
7. New Delhi YMCA, Institute for Fashion Technology and Design, Delhi
8. FIDA The Design School, Chennai

Search keywords...



retail merchandising, window dresser, display manager, visual merchandising

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EXAMPLE FROM THE FIELD

Anuraag S is a well-known cartoonist and visual merchandiser. He is the founder of Pencilbox Design, a multidisciplinary design company that serves in the field of designing innovative products, services, and visual merchandising. He has done his Bachelor's in Mathematics from the University of Rajasthan, followed by a Diploma in fashion designing from JD Institute of Fashion Technology and an MBA in sales and marketing from Indian Institute of Materials Management, Pune.*

Source: <https://www.mid-day.com/brand-media/article/meet-indias-15-selfmade-entrepreneurs-to-lookout-for-in-2023-23267576>

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