



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## उद्यमी

An entrepreneur is someone who starts their own business or startup, takes calculated risks, and creates jobs and value from new ideas. Instead of seeking a job, you become a job creator.



### Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

[career.gsssjethantri.in/#/career/entrepreneur](https://career.gsssjethantri.in/#/career/entrepreneur)

### राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

[www.gsssjethantri.in](https://www.gsssjethantri.in) · [career.gsssjethantri.in](https://career.gsssjethantri.in)



#### सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर  
Principal, GSSS Jethantri · Master Trainer



#### श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर  
Principal, DIET Barmer



#### श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)  
Sr. Lecturer, DIET Barmer (Support)



#### भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)  
Designed & developed · Lecturer (History)

### विशेष धन्यवाद · SPECIAL THANKS



#### सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



#### सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित  
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

## 1 About this career

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An entrepreneur is someone who starts their own business or startup, takes calculated risks, and creates jobs and value from new ideas. Instead of seeking a job, you become a job creator.

## 2 At a glance

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|                    |                                        |
|--------------------|----------------------------------------|
| Min. qualification | No fixed minimum (10th/12th helps)     |
| Work mode          | Self-employed, flexible, your own boss |
| Demand (2026)      | High — India's startup wave            |
| Top earning        | Unlimited (lakhs to crores)            |

## 3 What you need

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### INTERESTS

- Interest in new ideas and solving problems
- Curiosity about business, money and markets
- Desire to work independently and lead

### ABILITIES

- Ability to take risks and learn from failure
- Decision-making and problem-solving
- Patience, confidence and persistence

### KEY SKILLS

- Financial management and budgeting
- Marketing and sales skills
- Communication and networking
- Team building and leadership
- Digital and social media know-how
- Planning and time management
- Understanding customer needs

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## 4 How to get there

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- 1 While in school, turn a hobby or skill into a business idea and test it small.
- 2 Start small with low capital — e.g. a home-made product, tutoring, or online selling.
- 3 Take free online courses in basics of business, marketing and finance (Startup India Learning).
- 4 Register the business free on the Udyam/MSME portal and get needed licences.
- 5 Join iStart Rajasthan or an incubator for mentoring, space and network.
- 6 Raise capital via government schemes and seed funds, then scale gradually.

### MAIN EXAMS

- No compulsory exam for entrepreneurship; BBA/B.Com or commerce study is useful.
- Optional exams like CAT/JEE for entrepreneurship programs at IIMs/IITs.

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## 5 Where to study

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### GOVERNMENT INSTITUTES

- iStart Rajasthan (DoIT&C) — Jaipur (<https://istart.rajasthan.gov.in/>)
- MNIT Innovation & Incubation Centre (MIIC) — Jaipur (<https://miic.mnit.ac.in/>)
- RIICO (Rajasthan State Industrial Dev. Corp.) — Jaipur (<https://riico.rajasthan.gov.in/>)
- Startup India (DPIIT) — National (<https://www.startupindia.gov.in/>)
- NSRCEL, IIM Bangalore — Bengaluru (<https://nsrcele.org/>)

### PRIVATE INSTITUTES

- Startup Oasis — Sitapura, Jaipur (<https://startupoasis.in/>)
- JECRC Incubation Centre (JIC) — Jaipur (<https://jecrcincubation.com/>)

### ONLINE

- Startup India Learning & Development Program — Online (free)  
([https://www.startupindia.gov.in/content/sih/en/learning-and-development\\_v2.html](https://www.startupindia.gov.in/content/sih/en/learning-and-development_v2.html))
- Coursera — Entrepreneurship courses — Online (<https://www.coursera.org/>)

**FEES**

No fixed fee to become an entrepreneur; many government courses and Udyam registration are completely free. Starting capital depends on the idea — from a few thousand to several lakh rupees.

**SCHOLARSHIPS**

- Startup India Seed Fund Scheme (SISFS) (<https://seedfund.startupindia.gov.in/>)
- iStart Rajasthan — grants & support (<https://istart.rajasthan.gov.in/>)
- Rajasthan State Startup Policy (<https://www.startupindia.gov.in/content/sih/en/state-startup-policies/Rajasthan-state-policy.html>)

## 6 What the work is like

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**WHERE YOU WORK**

Home, co-working spaces, incubators, a shop/factory, or fully online — an entrepreneur can work from anywhere.

**WORK CULTURE**

Independent but uncertain; long hours and high responsibility, yet the decisions and profits are yours. Constant learning and change.

**WHO HIRES**

- Retail & e-commerce (online stores, D2C brands)
- Agriculture & food processing (agri-startups)
- Handicrafts, textiles & tourism (Rajasthan's strength)
- Technology and app/software services
- Education, coaching & edtech
- Services — events, beauty, health, logistics

**DEMAND (2026)**

India is among the world's largest startup hubs and Rajasthan's iStart policy actively promotes new founders — demand is rising fast in 2026.

## 7 Career growth

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- 1 Idea & learning — spotting a problem
- 2 Side hustle — testing on a small scale

- 3 Registered MSME/startup — a formal business
- 4 Scaling — funding, team and market expansion
- 5 Established business or multiple ventures/investor

**EARNINGS**

|              |                                     |
|--------------|-------------------------------------|
| Starting     | ₹0-20,000/माह (शुरुआती, अनिश्चित)   |
| Mid level    | ₹50,000-2 लाख/माह (स्थापित होने पर) |
| Senior level | ₹5 लाख+/माह से करोड़ों तक           |

An entrepreneur has no fixed salary — income depends on business profit, which can be low/zero early and unlimited later.

## 8 The good parts · The challenges

**The good parts**

- Be your own boss — freedom and flexibility
- No upper limit on earnings
- Create jobs and make a social impact

**The challenges**

- Uncertain income; early risk and possible losses
- Long hours, heavy responsibility and stress
- Most startups fail in the early years

## 9 Real-life journeys

**Ruma Devi**

Rural handicraft entrepreneur, Barmer (Rajasthan)

Ruma Devi from Barmer, Rajasthan studied only up to Class 8, yet she turned traditional embroidery into a business that made thousands of women across 75 villages self-reliant. Today her designs reach national and international fashion stages, and she has received the Nari Shakti Puraskar.

Wikipedia · [https://en.wikipedia.org/wiki/Ruma\\_Devi](https://en.wikipedia.org/wiki/Ruma_Devi)

**Karsanbhai Patel****Founder of Nirma**

Born into a farmer's family, Karsanbhai Patel began making detergent powder in his backyard and selling it door-to-door on a bicycle. Through low pricing and hard work he grew 'Nirma' into a multi-thousand-crore empire that challenged the biggest brands.

Wikipedia · [https://en.wikipedia.org/wiki/Karsanbhai\\_Patel](https://en.wikipedia.org/wiki/Karsanbhai_Patel)

**Kalpana Saroj****Chairperson, Kamani Tubes**

Growing up in an extremely poor Dalit family and facing child marriage and hardship, Kalpana Saroj started with a small tailoring job on a few rupees. With sheer grit she revived the shut-down Kamani Tubes company and became a multi-crore entrepreneur.

Wikipedia · [https://en.wikipedia.org/wiki/Kalpana\\_Saroj](https://en.wikipedia.org/wiki/Kalpana_Saroj)

## 10 Sources & further reading

1. Startup India (DPIIT) official portal — <https://www.startupindia.gov.in/>
2. iStart Rajasthan — <https://istart.rajasthan.gov.in/>
3. Udyam/MSME registration — <https://udyamregistration.gov.in/>
4. National Career Service (NCS) — <https://www.ncs.gov.in/>
5. Startup India Seed Fund Scheme — <https://seedfund.startupindia.gov.in/>

**And 770+ more careers — the whole portal**

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

[career.gsssjethantri.in](https://career.gsssjethantri.in)