



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

विजुअल मर्चेन्डाइज़र

A Visual Merchandiser makes a retail store's window displays, in-store displays and layout so attractive that customers walk in and buy. It is a career blending creativity, fashion sense and an understanding of selling.



Scan for everything on this career

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

career.gsssjethantri.in/#/career/gen-6733

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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

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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

A Visual Merchandiser makes a retail store's window displays, in-store displays and layout so attractive that customers walk in and buy. It is a career blending creativity, fashion sense and an understanding of selling.

2 At a glance

Minimum qualification	Degree or PG diploma in retail/fashion design after Class 12
Work mode	Physically active on the store floor, some evenings/weekends
Demand	Growing with expansion of malls, brand stores and D2C retail
Top earning	₹1,00,000+/month at Regional VM/VM Head level

3 What you need

INTERESTS

- Enjoy decorating and arranging things
- A keen eye for detail
- Deep interest in colour, fashion and design

ABILITIES

- Creative thinking and aesthetic sense
- Physical stamina - lifting stock, climbing ladders, standing long
- Leading and coordinating a floor-merchandiser team

KEY SKILLS

- Window and in-store display design
- Colour schemes, lighting and store layout (planograms)

- Understanding fashion trends and customer psychology
- Budget and inventory coordination
- Sketching and design software (Photoshop/SketchUp) basics
- Communicating with designers and buying teams

4 How to get there

- 1 Pass Class 12 in any stream.
- 2 Graduate in retail management/fashion design/fashion merchandising (take the NIFT entrance).
- 3 Or do a PG diploma in retail design/VM after graduation.
- 4 Start as a VM intern/floor merchandiser at a brand store.
- 5 Build a portfolio and become a Visual Merchandiser with a big retail brand.

MAIN EXAMS

- NIFT Entrance Exam (GAT/CAT)
- CUET-UG (for design/fashion-related courses)

5 Where to study

GOVERNMENT INSTITUTES

- राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (निफ्ट) — Jodhpur, Rajasthan (<https://www.nift.ac.in/jodhpur/>)
- राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (निफ्ट) — New Delhi
- महाराजा सयाजीराव यूनिवर्सिटी ऑफ बड़ौदा — Vadodara, Gujarat

PRIVATE INSTITUTES

- Pearl Academy — Jaipur, Rajasthan (<https://pearlacademy.com/>)
- ARCH College of Design & Business — Jaipur, Rajasthan
- JD Institute of Fashion Technology — Jaipur/Bengaluru

ONLINE

- इग्नू (IGNOU) - दूरस्थ शिक्षा — Online/Distance (<https://www.ignou.ac.in/>)
- Udemy - Visual Merchandising कोर्स — Online

FEES

Course fees range roughly from ₹10,000 to ₹2,00,000 per year - lower in government institutes (NIFT) and higher in private design colleges.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com/>)
- सामाजिक न्याय एवं अधिकारिता विभाग, राजस्थान छात्रवृत्ति (<https://sje.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Retail stores, shopping malls, brand showrooms, e-commerce studios and design agencies.

WORK CULTURE

You will manage a floor-merchandiser team and coordinate with designers and buyers. Evening/weekend work for display setups and physical effort (lifting boxes, ladders, long standing) are common; opportunities exist for persons with disabilities.

WHO HIRES

- Large fashion retail brands (Shoppers Stop, Lifestyle, Westside)
- International brands (Zara, H&M, IKEA)
- Photo/display studios of e-commerce and D2C brands
- Retail companies like Reliance Retail and Aditya Birla Fashion
- Furniture and home decor stores
- Retail design and VM consultancies

DEMAND (2026)

In 2026, India's organised retail and mall culture is spreading to smaller cities, so every new store needs visual merchandisers. With brand stores and design agencies growing in cities like Jaipur, opportunities in Rajasthan are rising too.

7 Career growth

- 1 Floor Merchandiser
- 2 Visual Merchandiser

- 3 Senior Visual Merchandiser
- 4 District/Field Visual Merchandiser
- 5 Regional Visual Merchandiser / VM Head

EARNINGS

Starting	₹18,000-30,000
Mid level	₹40,000-70,000
Senior level	₹80,000-1,50,000

Per the Rajasthan career portal (talent.com source), experienced visual merchandisers earn about ₹37,500-1,06,250 per month; entry floor-level pay is lower. Big brands and metro cities pay more.

8 The good parts · The challenges

The good parts

- Chance to use creativity in daily work
- Fast-growing demand in the expanding retail sector
- Networking in the fashion, design and brand world

The challenges

- Evening/weekend work during display changes
- Physically tiring work
- Pressure to lift sales - displays must show results in numbers

9 Real-life journeys

Surender Gnanaolivu

Retail experience and visual merchandising expert, curator of In-Store Asia

Surender Gnanaolivu is counted among the pioneers who shaped visual merchandising and retail design in India, with decades of store-experience work for large retail brands like Shoppers Stop. In 2026, EuroShop (the world's biggest retail trade fair) published a special interview with him on Indian retail design from kirana to concept stores - proof that Indian professionals in this field can reach world level.

EuroShop mag · <https://www.euroshop-tradefair.com/en/media-news/euroshopmag/shopfitting-store-design/from-kirana-to-concept-store-indian-retail-design-in-transition>

Tasneem Bharmal**Visual Merchandiser - window and in-store display designer**

Raised in Chennai, Tasneem Bharmal loved painting and making her own clothes since childhood; she did a BSc in fashion designing and chose visual merchandising as her career. She now creates windows and in-store displays that define a brand's look, and tells The Interview Portal that the creative freedom to experiment with colours, themes and new retail ideas is the real joy of this work.

The Interview Portal · <https://theinterviewportal.com/2020/07/17/visual-merchandiser-interview/>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Sales Representative
- Customer Care Executive
- Business Development Coordinator

11 Sources & further reading

1. Rajasthan Career Guidance - Visual Merchandiser — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%a6%e0%a5%83%e0%a4%b6%e0%a5%8d%e0%a4%af-%e0%a4%b5%e0%a4%bf%e0%a4%95%e0%a5%8d%e0%a4%b0%e0%a5%87%e0%a4%a4%e0%a4%be-%e0%a4%b5%e0%a4%bf%e0%a4%9c%e0%a4%bc%e0%a5%81%e0%a4%85%e0%a4%b2-%e0%a4%ae/>
2. NIFT Jodhpur — <https://www.nift.ac.in/jodhpur/>
3. National Career Service (NCS) — <https://www.ncs.gov.in/>
4. NIRF Rankings — <https://www.nirfindia.org/>

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