



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

व्यापारी

A businessman or trader buys and sells goods or runs their own venture — wholesale, retail, a shop, a mandi, commodities, or online selling. In Rajasthan's Marwari tradition, trade is a deeply respected path. No fixed degree is...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/businessman-trader

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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 businessman or trader buys and sells goods or runs their own venture — wholesale, retail, a shop, a mandi, commodities, or online selling. In Rajasthan's Marwari tradition, trade is a deeply respected path. No fixed degree is required, but accounting, GST and market sense are the keys to success.

2 At a glance

Required degree	None; B.Com/BBA helps
Starting capital	₹20,000 to a few lakh
Key registration	GST, Udyam/MSME, trade licence
Risk level	Medium-high; income varies widely

3 What you need

INTERESTS

- Interest in buying, selling and deal-making
- Curiosity about money, markets and profit
- Desire to build something of one's own

ABILITIES

- Quick with numbers and calculations
- Ability to take risks and decisions
- Building rapport and trust with people

KEY SKILLS

- Bookkeeping and accounting
- GST and basic taxation knowledge
- Negotiation and sales skills
- Cash-flow and capital management
- Digital marketing and online selling
- Inventory and supply-chain management
- Customer relations and network of trust

4 How to get there

- 1 Join a family business to learn hands-on.
- 2 Start small with a shop, stall or wholesale/retail.
- 3 Register for GST, Udyam/MSME and any trade licence.
- 4 Build supplier links in a mandi or wholesale market.
- 5 Sell online as an Amazon/Flipkart seller.
- 6 Boost financial literacy via B.Com/BBA or short courses.

5 Where to study

GOVERNMENT INSTITUTES

- University of Rajasthan (B.Com/BBA) — Jaipur (<https://www.uniraj.ac.in/>)
- Maharshi Dayanand Saraswati University — Ajmer
- Rajasthan Skill & Livelihoods Development Corporation (RSLDC) — Jaipur (<https://livelihoods.rajasthan.gov.in/>)

PRIVATE INSTITUTES

- Amity University (BBA/Commerce) — Jaipur
- Manipal University (BBA/Commerce) — Jaipur

ONLINE

- IGNOU (B.Com, distance) — Online/Distance (<https://www.ignou.ac.in/>)
- Amazon Seller University — Online (<https://sell.amazon.in/>)
- Coursera / Udemy (GST, digital marketing) — Online

FEES

Formal study is optional. B.Com/BBA costs ₹5,000–₹20,000/year in government colleges, ₹50,000–₹2 lakh in private. The real cost is business capital — ₹20,000 to a few lakh.

SCHOLARSHIPS

- Pradhan Mantri Mudra Yojana (business loan) (<https://www.mudra.org.in/>)
- PMEGP (KVIC subsidy scheme) (<https://www.kviconline.gov.in/pmegpeportal/>)
- Stand-Up India (women/SC-ST entrepreneurs) (<https://www.standupmitra.in/>)

- iStart Rajasthan (state startup support) (<https://istart.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Own shop, wholesale godown, mandi, market, factory or a home-run online store. Rajasthan's trade hubs include Jaipur, Jodhpur, Bikaner and Bhilwara.

WORK CULTURE

Independent, self-reliant work with long hours. Profit and loss are both yours. A business built on trust, reputation and networks.

WHO HIRES

- Self-employed — own shop or trading firm
- Wholesale & retail trade (grocery, textiles, hardware)
- Agricultural produce and mandi trade
- E-commerce seller (Amazon, Flipkart, Meesho)
- Handicrafts and export trade
- Commodity and stock trading

DEMAND (2026)

India's rising consumption, e-commerce and MSME sector keep expanding trade opportunities. Rajasthan's strong business tradition offers a supportive environment for new traders.

7 Career growth

- 1 Start with a small shop/stall or as a helper
- 2 Established retail or wholesale trader
- 3 Multiple outlets, distributorship or online brand
- 4 Large enterprise, exports or own company

EARNINGS

Starting	₹10,000–₹25,000/माह
Mid level	₹40,000–₹1,00,000/माह
Senior level	₹2,00,000+/माह

Income varies widely — early days can be low or even loss-making, but a good business can earn a great deal. This is profit, not salary, and carries real risk.

8 The good parts · The challenges

The good parts

- Be your own boss — freedom and unlimited earning potential
- No fixed degree needed; skill drives growth
- Rajasthan's rich trading tradition and networks

The challenges

- Uncertain income; risk of loss and debt
- Needs capital and long working hours
- Pressure from market swings and competition

9 Real-life journeys

Ganga Bhishen 'Haldiram' Agarwal

Founder of Haldiram's, Bikaner bhujia trader

Ganga Bhishen Agarwal started in his father's tiny bhujia shop in Bikaner, opened his own small shop in 1937 and perfected a new bhujia recipe. That humble trade grew into the global Haldiram's snack empire — a model of Rajasthani trading grit.

Wikipedia · https://en.wikipedia.org/wiki/Ganga_Bhishen_Agarwal

Falguni Nayar

Founder of Nykaa, India's self-made billionaire entrepreneur

Falguni Nayar left a successful investment-banking career at Kotak Mahindra and, at age 50 in 2012, launched Nykaa as an online beauty-retail venture with her own capital. When Nykaa listed on the stock market in 2021, she became India's wealthiest self-made woman — proof that a business is built by courage, not by the 'right' age.

Wikipedia · https://en.wikipedia.org/wiki/Falguni_Nayar

10 Sources & further reading

1. GST registration portal — <https://www.gst.gov.in/>
2. Udyam/MSME registration — <https://udyamregistration.gov.in/>
3. iStart Rajasthan — <https://istart.rajasthan.gov.in/>
4. Mudra loan scheme — <https://www.mudra.org.in/>



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