



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## कैलीग्राफर

A calligrapher writes letters artistically to design wedding invitations, logos, certificates, book covers and branding material. It is a creative fine-arts career built on mastery of scripts like Devanagari, Roman and Urdu.



### 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-6755](https://career.gsssjethantri.in/#/career/gen-6755)

### राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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

[www.gsssjethantri.in](http://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

A calligrapher writes letters artistically to design wedding invitations, logos, certificates, book covers and branding material. It is a creative fine-arts career built on mastery of scripts like Devanagari, Roman and Urdu.

## 2 At a glance

|                       |                                                               |
|-----------------------|---------------------------------------------------------------|
| Minimum qualification | 10+2 in any stream plus a calligraphy certificate course      |
| Work mode             | Studio/desk work; plenty of freelance options                 |
| Demand                | Moderate — rising in weddings, branding and digital lettering |
| Top earning           | ₹80,000+/month                                                |

## 3 What you need

### INTERESTS

- Interest in fine arts and beautiful writing
- Attention to detail
- Enjoying creative work

### ABILITIES

- Steady hand and patience
- Capacity for long practice
- Artistic and aesthetic sense

### KEY SKILLS

- Lettering in Devanagari, Roman and Urdu scripts
- Understanding typography and layout
- Client communication and understanding briefs
- Using nibs, brushes, inks and pens
- Digital calligraphy (Photoshop/Illustrator/iPad)
- Portfolio building and social media marketing

## 4 How to get there

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- 1 Complete 10+2 in any stream; keep practising drawing.
- 2 Optionally do a BFA or any degree (fine arts helps).
- 3 Do basic and advanced calligraphy certificate courses/workshops.
- 4 Practise daily and build a strong portfolio of styles.
- 5 Showcase work on Instagram/Behance and take small orders.
- 6 Join a design firm, freelance, or teach calligraphy.

## 5 Where to study

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### GOVERNMENT INSTITUTES

- राजस्थान स्कूल ऑफ आर्ट — Jaipur, Rajasthan
- इंदिरा गांधी राष्ट्रीय कला केंद्र (आई.जी.एन.सी.ए.) — New Delhi
- सर जे.जे. इंस्टीट्यूट ऑफ अप्लाइड आर्ट — Mumbai, Maharashtra

### PRIVATE INSTITUTES

- अच्युत पलव स्कूल ऑफ कैलीग्राफी — Mumbai, Maharashtra
- कैलीग्राफी इंडिया — New Delhi
- कलमकारी क्रिएटिव कैलीग्राफी ट्रस्ट — Delhi

### ONLINE

- द कैलीग्राफी रेवेन (ऑनलाइन कोर्स) — Online
- उडेमी/स्किलशेयर कैलीग्राफी कोर्स — Online

### FEES

Certificate courses cost about ₹2,000-30,000; BFA fees at government art colleges are low.

### SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल / National Scholarship Portal (<https://scholarships.gov.in>)
- विद्यालक्ष्मी शिक्षा ऋण / Vidya Lakshmi Education Loan (<https://www.vidyalakshmi.co.in>)
- Buddy4Study (<https://www.buddy4study.com>)

## 6 What the work is like

### WHERE YOU WORK

Graphic design firms, ad agencies, educational institutes, wedding planners, publishers and tattoo studios.

### WORK CULTURE

Desk-based creative work; fixed hours in a company (5-6 days a week), flexible but irregular hours as a freelancer. Opportunities exist for persons with disabilities.

### WHO HIRES

- Graphic and branding design studios
- Publishing houses and stationery brands
- Educational institutes and workshops
- Wedding and event companies
- Advertising agencies
- Own studio/freelancing

### DEMAND (2026)

It is a niche field, but in 2026 demand for hand-lettering is rising in wedding invites, logos, packaging and digital lettering; tourist cities like Jaipur have a good market for personalised art.

## 7 Career growth

- 1 Junior calligrapher/designer
- 2 Senior designer
- 3 Art director/creative director
- 4 Calligraphy instructor or studio owner

### EARNINGS

|              |                |
|--------------|----------------|
| Starting     | ₹15,000-25,000 |
| Mid level    | ₹30,000-60,000 |
| Senior level | ₹80,000+       |

Freelance income depends on projects and reputation; base source: Rajasthan career portal, 2026 levels.

## 8 The good parts · The challenges

### The good parts

- Low-cost start possible
- Creative satisfaction and recognition
- Freelance and work-from-home flexibility

### The challenges

- Irregular income initially
- Limited, niche market
- Years of practice needed for mastery

## 9 Real-life journeys

### Achyut Palav

Renowned calligrapher; Padma Shri awardee

Mumbai's Achyut Palav studied at Sir J.J. Institute of Applied Art and took Devanagari calligraphy to the world stage, even creating art with everyday tools like toothbrushes. He received the Padma Shri in 2025.

Wikipedia · [https://en.wikipedia.org/wiki/Achyut\\_Palav](https://en.wikipedia.org/wiki/Achyut_Palav)

### Qamar Dagar

Pictorial calligraphy artist; Nari Shakti Puraskar winner

Delhi's Qamar Dagar, from a family of Dhrupad musicians, developed her own style of pictorial calligraphy and preserves the art through her Qalamkaari Trust. In 2016 the President of India honoured her with the Nari Shakti Puraskar.

Wikipedia · [https://en.wikipedia.org/wiki/Qamar\\_Dagar](https://en.wikipedia.org/wiki/Qamar_Dagar)

## 10 Sources & further reading

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1. Rajasthan Career Guidance portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%95%e0%a5%88%e0%a4%b2%e0%a5%80%e0%a4%97%e0%a5%8d%e0%a4%b0%e0%a4%be%e0%a4%ab%e0%a4%b0-calligrapher/>
2. National Career Service (NCS) — <https://www.ncs.gov.in>
3. National Scholarship Portal — <https://scholarships.gov.in>
4. Wikipedia: Achyut Palav (Padma Shri calligrapher) — [https://en.wikipedia.org/wiki/Achyut\\_Palav](https://en.wikipedia.org/wiki/Achyut_Palav)



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

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