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करियर मार्गदर्शन पोर्टल · Career Guidance Portal

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मॉडल

A Model is a performer who presents clothes, cosmetics, jewellery, cars, food and countless products attractively to create advertising for brands, fashion designers and photographers. The work takes the form of ramp (fashion...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/model

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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 Model is a performer who presents clothes, cosmetics, jewellery, cars, food and countless products attractively to create advertising for brands, fashion designers and photographers. The work takes the form of ramp (fashion shows), print (magazines, catalogues, hoardings), commercial ads and e-commerce shoots. No fixed degree is required in this profession — the real capital is a strong portfolio, confidence, ease before the camera and a disciplined lifestyle. It looks glamorous, but income is assignment-based and irregular, so patience, hard work and constant self-improvement matter a great deal.

2 At a glance

Minimum qualification	No fixed degree; usually 18+; strong portfolio and fitness
Duration	No course needed; ~3–12 months to build a portfolio and get signed
Starting salary	₹2,000–10,000/assignment (irregular at first)
Work field	Fashion & advertising — ramp, print, commercial and e-commerce shoots

3 What you need

INTERESTS

- Interest in fashion, style and presenting oneself before the camera
- Drive to keep working on fitness, grooming and personal image
- Enthusiasm for meeting new people and the world of shows and shoots

ABILITIES

- Confidence and ease before the camera and on stage
- Physical fitness, good posture and expressive facial control

- Ability to handle rejection, plus patience and discipline

KEY SKILLS

- Ramp walk, posing and understanding of camera angles
- Fitness, skin and hair care, and grooming
- Managing social media and personal branding
- Punctuality and basic understanding of contracts and rates
- Control over facial expressions and body language
- Building and updating a portfolio and comp card
- Professional coordination with designers, photographers and stylists

4 How to get there

- 1 Identify your modelling category — ramp/fashion, print, commercial ads, fitness or e-commerce.
- 2 Do a professional test shoot with a good photographer to build a diverse-look portfolio and comp card.
- 3 Build a strong digital presence on social media like Instagram, where agencies scout fresh faces.
- 4 Sign with a trusted modelling/talent agency and get assignments via verified platforms (e.g. Dazzlerr) and auditions.
- 5 Take part in fashion weeks and casting calls (e.g. Lakmé Fashion Week x FDCI model auditions) and build experience.
- 6 Through steady work, networking and personal branding, grow from a 'new face' to an 'established model'.

5 Where to study

GOVERNMENT INSTITUTES

- राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (NIFT), जोधपुर — Jodhpur, Rajasthan (<https://www.nift.ac.in/jodhpur>)
- लैक्मे फैशन वीक x FDCI – ऑन-इन्क्लूसिव मॉडल ऑडिशन (राष्ट्रीय मंच) — All-India / online audition (<https://lakmefashionweek.co.in/DigitalModelAudition/>)
- फैशन डिज़ाइन काउंसिल ऑफ़ इंडिया (FDCI) – फैशन वीक व इवेंट — New Delhi / All-India (<https://fdci.org/>)

PRIVATE INSTITUTES

- Toabh Talent Management (मॉडलिंग एजेंसी) — Mumbai / All-India (<https://toabh.com/>)
- Inega Model Management (मॉडलिंग एजेंसी) — Mumbai / All-India (<https://www.inega.in/>)
- Elite Model Look India (मॉडल हंट) — All-India (<https://www.elitemodellook.com/>)

ONLINE

- Dazzlerr – मॉडलिंग प्रोफाइल, ऑडिशन व करियर गाइड — Online (<https://www.dazzlerr.com/>)
- स्किल इंडिया डिजिटल हब (गroomिंग/पर्सनैलिटी कोर्स) — Online (<https://www.skillindiadigital.gov.in/>)

FEES

There is no compulsory degree or fee to become a model. The main cost is the initial portfolio/test shoot, which can be roughly ₹5,000–30,000 depending on the photographer. Genuine agencies do not demand large upfront registration fees — they earn a commission (typically 15–20%) on assignments. Private grooming/modelling academy courses can cost around ₹20,000–1,00,000, but are not mandatory. Note: any 'agency' that asks for heavy fees upfront or promises 'guaranteed work' is often a scam.

SCHOLARSHIPS

- Pearl Academy Scholarships (merit and CUET-based tuition waivers for fashion, styling and media programmes) (<https://www.pearlacademy.com/admissions/scholarships>)
- Media and Entertainment Skills Council (MESC) - government-recognised skill training and certification in media, entertainment and performing arts (<https://www.mescindia.org/>)
- Skill India Digital Hub - free Government of India skill courses (grooming, media and entertainment job roles) (<https://www.skillindiadigital.gov.in>)
- National Scholarship Portal - central and state scholarships usable for recognised diploma or degree courses (<https://scholarships.gov.in>)

6 What the work is like

WHERE YOU WORK

Fashion shows and fashion weeks, photo studios, ad shoots, e-commerce company shoots, brand campaigns, events, and increasingly social media/digital shoots even from home.

WORK CULTURE

Work is project-based and irregular — sometimes many assignments, sometimes lean spells. Long shoots, early-morning calls, travel and strict fitness-diet discipline are common. Along with freelance freedom comes instability; safety, proper contracts and choosing a trustworthy agency are important.

WHO HIRES

- Fashion designers, fashion houses and fashion week organisers
- Consumer brands — apparel, cosmetics, jewellery, auto and FMCG
- Modelling and talent agencies (e.g. Toabh, Inega)
- Advertising agencies and production houses
- E-commerce companies (Myntra, Ajio, Amazon Fashion, etc.) for catalogue shoots
- Photographers, magazines and digital/social media campaigns

DEMAND (2026)

The rapid expansion of fashion, e-commerce and digital advertising in India has increased demand for models and fresh faces — opportunities are no longer limited to big cities, as online shoots and social media campaigns open doors for youth from smaller towns too. Even so, competition is intense, sustained income reaches only a few, and careers are usually short, so it is wise to enter with a practical mindset and a 'plan B'.

7 Career growth

- 1 New face / fresher model (test shoots and small assignments)
- 2 Professional model (regular print, ramp and commercial work)
- 3 Established model / supermodel (fashion week showstopper, big campaigns)
- 4 Brand ambassador, actor/influencer, or agency/academy owner

EARNINGS

Starting	₹2,000–10,000/असाइनमेंट (~₹15,000–25,000/माह, अनियमित)
Mid level	₹10,000–30,000/असाइनमेंट
Senior level	₹50,000–1,00,000+/कैंपेन (टॉप मॉडल इससे कहीं अधिक)

Modelling has no fixed monthly salary — earnings are project-based, from photoshoots, fashion shows, ad campaigns and brand collaborations. Early on a shoot may pay ₹2,000–10,000; experienced commercial models can earn ₹30,000–1,00,000+ per day and established models lakhs per campaign. But income is highly uneven and irregular, months without work are common, and careers are usually short (source: Dazzlerr, 2026). So savings, multiple income streams and a backup plan are essential.

8 The good parts · The challenges

The good parts

- No compulsory degree — one can start even from a small town with a portfolio, hard work and confidence
- Attractive earnings, travel, glamour and recognition when good work comes
- Pathways into acting, influencing, brand ambassadorship and the wider fashion industry

The challenges

- Income is irregular and insecure — no fixed salary, and months without work are common
- Careers are usually short; heavy dependence on age, fitness and looks, and frequent rejection
- Risk of fake agencies, upfront-fee scams and exploitation — caution is essential

9 Real-life journeys

Prathamesh Maulingkar

First Asian to win Mister Supranational 2018 (from Goa)

Prathamesh Maulingkar, from the village of Tivim in North Goa, first wanted to be a footballer and rose through Dempo club and India's U-19 camp, but an injury forced him to quit the sport. Instead of giving up, he turned to fitness modelling and training and rebuilt himself through sheer effort — becoming the first footballer in Asia to feature on the cover of Men's Health magazine. In 2017 he won the Peter England Mr. India Supranational title, and in 2018 he made history in Poland as the first Asian to win Mister Supranational, also taking the 'Best Body' award. His journey shows that even from a small village, discipline and dedication can carry you to the world stage.

Business Standard · https://www.business-standard.com/article/news-ians/goa-s-prathamesh-maulingkar-is-india-s-first-mister-supranational-winner-118120900131_1.html

Ujjwala Raut

International supermodel; first Indian face of Yves Saint Laurent

Mumbai's Ujjwala Raut won the 'Femina Look of the Year' title in 1996 at just 17, while studying commerce, and the same year reached the top 15 at the Elite Model Look competition in France. She went on to walk the ramp for the world's biggest designers — Yves Saint Laurent, Roberto Cavalli, Gucci, Valentino and Dolce & Gabbana — became the first Indian face of Yves Saint Laurent, and was among the first Indians to walk the Victoria's Secret Fashion Show in 2002 and 2003. In 2025, Harper's Bazaar India honoured her as a Woman of the Year. Her journey shows that Indian beauty can be established on the world stage entirely on one's own merit.

Harper's Bazaar India · <https://www.harpersbazaar.in/women-of-the-year-awards-2025/story/bazaarwomeninfocus-meet-supermodel-ujjwala-raut-who-showed-the-world-what-indian-beauty-looks-like-1300205-2025-11-08>

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.

- Actor
- Singer
- Choreographer

11 Sources & further reading

1. Rajasthan Career Guidance – Model — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%ae%e0%a5%89%e0%a4%a1%e0%a4%b2-model/>
2. Dazzlerr – How to Become a Model in India (2026 Guide) — <https://www.dazzlerr.com/how-to-become-model-in-india/>
3. Dazzlerr – Model Salary in India (2026) — <https://www.dazzlerr.com/female-model-salary-india-2026/>
4. Lakmé Fashion Week x FDCI – Model Auditions — <https://lakmefashionweek.co.in/DigitalModelAudition/>
5. Fashion Design Council of India (FDCI) — <https://fdci.org/>



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