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करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

फूड स्टाइलिस्ट

Food stylists make food look so appealing that it shines in photographs, advertisements, packaging, cookbooks and films. It blends culinary skill, art direction and photography — using colour, texture, light and props to make...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/food-stylist

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

Food stylists make food look so appealing that it shines in photographs, advertisements, packaging, cookbooks and films. It blends culinary skill, art direction and photography — using colour, texture, light and props to make food look irresistible on camera.

2 At a glance

Minimum qualification	Class 12 + course
Work mode	Field / freelance
Demand	Growing
Top earning	₹20L+/yr

3 What you need

INTERESTS

- Working hands-on with materials
- Working with people and teams
- Creating new, creative things

ABILITIES

- Creating fresh designs and patterns
- Operating cameras, lighting and editing tools
- Sense for colour, texture and how things sit together

KEY SKILLS

- Food plating & garnishing
- Photography & lighting
- Patience & attention to detail
- Colour & texture sense
- Prop styling
- Knowledge of ingredients

4 How to get there

- 1 Finish Class 12 (any stream; arts/home-science helps).
- 2 Take a diploma/degree in culinary arts or food design, or a certificate in food styling/food photography.
- 3 Build a portfolio of your styled shots; intern or assist a stylist/studio.

MAIN EXAMS

- NCHMCT JEE (hotel-management route)
- NIFT / NID / UCEED (design route)

5 Where to study

GOVERNMENT INSTITUTES

- Institute of Hotel Management (IHM), Jaipur — Jaipur (<https://nchm.gov.in/node/676>)
- IHM, Jodhpur — Jodhpur (<https://nchm.gov.in/central-government-affiliated-institutes-of-hotel-management>)
- IHM, Udaipur — Udaipur (<https://nchm.gov.in/central-government-affiliated-institutes-of-hotel-management>)
- NIFT — Jodhpur (<https://www.nift.ac.in>)

PRIVATE INSTITUTES

- Culinary Academy of India — Hyderabad
- International Institute of Culinary Arts — Delhi
- Symbiosis School of Culinary Arts — Pune
- Institute of Bakery & Culinary Arts — Jaipur

ONLINE

- IGNOU — Distance (<https://www.ignou.ac.in>)
- Udemy — Online (<https://www.udemy.com>)
- Coursera — Online (<https://www.coursera.org>)

FEES

Roughly ₹50,000 to ₹5 lakh per year (varies by institute/course). Certificates are cheaper; degrees cost more.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Rajasthan SJE scholarships (<https://sje.rajasthan.gov.in>)
- Vidya Lakshmi (education loan) (<https://www.vidyalakshmi.co.in>)
- Buddy4Study (aggregator) (<https://www.buddy4study.com>)

6 What the work is like

WHERE YOU WORK

Food-media companies, ad agencies, restaurants & cafés, packaged-food brands, cookbook publishers, photo/film studios — or freelance.

WORK CULTURE

A field job; shoot days are long (8–9 hrs), ~6 days a week. Freelancing is flexible but income is irregular.

WHO HIRES

- | | |
|------------------------------|------------------------|
| • Ad agencies | • Packaged-food brands |
| • Media & OTT/production | • Cookbook publishers |
| • E-commerce & food delivery | • Restaurants & hotels |

DEMAND (2026)

Demand is rising fast with the boom in social media, food-delivery apps, advertising and OTT cooking shows. Every brand now needs appealing food content — a new, growing and creative field.

7 Career growth

- 1 Assistant Stylist
- 2 Food Stylist
- 3 Senior Stylist / Art Director
- 4 Food Photographer / Consultant
- 5 Studio Owner / Brand Consultant

EARNINGS

Starting	₹2-4 लाख/वर्ष
Mid level	₹5-9 लाख/वर्ष
Senior level	₹10-20+ लाख/वर्ष

Freelance per-shoot ₹8,000-₹50,000+; brand campaigns pay much more. (2026 estimate)

8 The good parts · The challenges

The good parts

- Highly creative and satisfying
- Growing field, freedom to freelance
- Work with big brands and media

The challenges

- Irregular income early on
- Long shoot days on your feet
- Needs a strong portfolio to break in

9 Real-life journeys

Saba Gaziyani

Pioneering food stylist and food photographer, Mumbai

When her dream of becoming a doctor did not work out, Saba joined a hotel management college in Mumbai because she loved the cooking she had learnt from her mother. She worked hard for three years as the only woman in the kitchen of the Leela hotel. In 1995 she got her first styling job, making rotis in front of the camera for an atta advertisement, and that opened the door to food styling. She went on to style food for most of India's food advertisements and became the country's leading food stylist.

Upper Crust India · <https://uppercrustindia.com/oldsite/16crust/sixteen/people1.htm>

Nitin Tandon

Award-winning food stylist and photographer, Mumbai

Nitin Tandon began his career as a chef in the kitchens of the Taj and Oberoi hotels. While running his own dessert shop in Mumbai, advertising agencies started coming to him for food photographs — at a time when fewer than five food stylists existed in all of India. He learnt this new craft and, over more than twenty-five years, styled food for big brands like Amul, Haldiram's and Pizza Hut. In 2016 he won the 'Best Food Stylist' award at the ZEE Living Foodz Powerlist Awards.

Hospitality Lexis · <https://hospitalitylexis.media/assimilate-the-art-of-mesmerizing-food-with-food-stylist-photographer-nitin-tandon/>

Payal Gupta**Food stylist for TV commercials and leading brands**

Payal Gupta grew up in Kolkata and left a well-paying job to move to Mumbai in pursuit of food styling in 2007. After learning the craft as an apprentice for two years, she started working independently in 2010. The first four to five years were very hard — brands did not trust a newcomer, and she got work only when established stylists were unavailable. Slowly her hard work and consistent quality earned recognition, and today she styles food for advertisements of major brands across India, Sri Lanka, Bangkok and Dubai.

Slurp · <https://www.slurp.com/article/can-social-media-help-you-become-a-food-stylist-payal-gupta-weighs-in-1705240633777>

10 Sources & further reading

1. Official Rajasthan career page — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%ab%e0%a5%82%e0%a4%a1-%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a4%be%e0%a4%87%e0%a4%b2%e0%a4%bf%e0%a4%b8%e0%a5%8d%e0%a4%9f-food-styli st/>
2. NCHM — Hotel Management Council — <https://nchm.gov.in>
3. NIFT — design institute — <https://www.nift.ac.in>
4. NIRF — college rankings — <https://www.nirfindia.org>
5. National Career Service — <https://www.ncs.gov.in>

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