



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

ब्लॉगर

A blogger writes regularly online on topics they love and builds a community of readers. Popular blogs earn through ads, sponsorships and affiliate income. It is an accessible, independent internet career.



Scan for everything on this career

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

career.gsssjethantri.in/#/career/blogger

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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

www.gsssjethantri.in · 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 blogger writes regularly online on topics they love and builds a community of readers. Popular blogs earn through ads, sponsorships and affiliate income. It is an accessible, independent internet career.

2 At a glance

Minimum qualification	No formal degree needed; writing skill matters most
Start	Instantly, via a free blog/website
Starting salary	₹15,000–25,000/month (variable)
Work Field	Independent, from home; digital media

3 What you need

INTERESTS

- Interest in varied and unique topics
- Enjoy networking and marketing
- Love for writing and sharing

ABILITIES

- Excellent writing and editing
- Basic tech (HTML/SEO) understanding
- Self-discipline and consistency

KEY SKILLS

- Content writing
- Social media promotion
- Photos/videos and graphics
- SEO and keyword research
- Basic website management
- Audience analytics

4 How to get there

- 1 10+2 in any stream (degree optional)
- 2 Choose your interest area (niche)
- 3 Create a free or paid blog/website
- 4 Publish quality posts regularly
- 5 Grow readers via SEO and social media
- 6 Start earning via ads/affiliates

MAIN EXAMS

- No mandatory entrance exam
- Optional: digital marketing/blogging certificates

5 Where to study

GOVERNMENT INSTITUTES

- IGNOU - पत्रकारिता व जनसंचार — Distance learning, All-India
- University of Rajasthan - पत्रकारिता — Jaipur, Rajasthan

PRIVATE INSTITUTES

- Christ University — Bengaluru
- Symbiosis College of Arts & Commerce — Pune

ONLINE

- Udemy - Blogging — Online (<https://www.udemy.com/topic/blogging/>)
- Coursera - Blogging & Content — Online (<https://in.coursera.org/search?query=blogging>)
- Google Digital Garage — Online (https://grow.google/intl/en_in/)

FEES

Blogging itself is nearly free; domain+hosting costs ₹2,000–8,000 a year. Formal courses cost ₹60,000–1,92,000.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)

- Buddy4Study (<https://www.buddy4study.com>)
- Vidya Lakshmi Education Loan (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Mostly from home or anywhere; companies, media and brands seeking a digital presence.

WORK CULTURE

Flexible hours, usually ~40 a week; overtime during projects. Well-suited for persons with disabilities.

WHO HIRES

- Own blog/website
- Brands and marketing agencies
- Affiliate and sponsorship partners
- Digital media companies
- News and lifestyle portals

DEMAND (2026)

In 2026 every business needs an online presence, so good bloggers and content creators are in strong demand; it is among the most accessible digital careers for youth.

7 Career growth

- 1 Intern/hobby blogger
- 2 Blogger
- 3 Senior blogger/editor
- 4 Web content manager/entrepreneur

EARNINGS

Starting	₹15,000–25,000/माह
Mid level	₹40,000–80,000/माह
Senior level	₹1,50,000+/माह

Blogging income is highly variable—depends on traffic, ads and affiliates; successful bloggers can earn far more.

8 The good parts · The challenges

The good parts

- Work from home, on your own terms
- Start without big investment
- Turn passion into income

The challenges

- Income uncertain and slow at first
- Success needs time and patience
- Constant pressure to create new content

9 Real-life journeys

Amit Agarwal

India's first professional blogger, founder of Labnol.org

Amit Agarwal from Agra, an IIT Roorkee graduate, quit a good job to blog full-time in 2004 and became India's first professional blogger. His tech blog Labnol is read worldwide and he is a Google Developer Expert.

YourStory · <https://yourstory.com/2015/07/techie-tuesdays-amit-agarwal-labnol>

Uma Raghuraman

Food blogger, founder of 'MasterChefMom'

Uma Raghuraman is a chef and blogger. Her passion for food and healthy eating led her to start 'MasterChefMom', full of recipes, photos and tips. She is counted among India's top food bloggers and also runs workshops.

myHQ Digest · <https://digest.myhq.in/top-food-bloggers-in-india/>

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.

- Proofreader
- Creative Writer
- Scriptwriter

11 Sources & further reading

1. Rajasthan Govt Career Guidance – Blogger — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%ac%e0%a5%8d%e0%a4%b2%e0%a5%89%e0%a4%97%e0%a4%b0-blogger/>
2. Google Digital Garage (free courses) — https://grow.google/intl/en_in/
3. IGNOU — <https://www.ignou.ac.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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