



SAARTHI • सारथी

करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

कंटेंट डेवलपर

Content developers/creators produce digital content — articles, videos, social media posts and YouTube — to reach and grow an audience. It blends creativity, writing and technology, where skills and a portfolio matter more than a...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/content-developer

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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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

Content developers/creators produce digital content — articles, videos, social media posts and YouTube — to reach and grow an audience. It blends creativity, writing and technology, where skills and a portfolio matter more than a specific degree. With Digital India, demand is rising fast in 2026.

2 At a glance

Min. qualification	Class 12 (any stream); mainly skills & portfolio
Work mode	Job, freelance, agency or independent creator; often remote
Demand (2026)	Very high — driven by digital & social media growth
Top earning	Top creators/content heads ₹25L+/yr; big YouTubers earn crores

3 What you need

INTERESTS

- Writing, storytelling and sharing new ideas
- Understanding trends and what audiences like
- Interest in video, photography and social media

ABILITIES

- Expressing ideas clearly and engagingly
- Discipline, consistency and self-motivation
- Creative thinking and originality

KEY SKILLS

- Content writing and copywriting
- SEO and keyword research
- Video shooting and editing
- Social media management (Instagram, YouTube, X)

- Design and graphics (Canva, etc.)
- Using analytics and AI tools
- Storytelling and scriptwriting

4 How to get there

- 1 Finish Class 12 (any stream) and pick a niche you enjoy.
- 2 Build a portfolio via a blog, YouTube channel or Instagram page.
- 3 Learn editing, SEO and design skills online.
- 4 Start with freelance work, an internship, or an agency/brand.
- 5 Grow audience and clients with consistent content and earn.
- 6 Optional: a mass-comm/journalism degree adds depth.

MAIN EXAMS

- Usually no compulsory exam — work is portfolio-based.
- Optional: entrances like IIMC & university tests (CUET) for mass-comm/journalism degrees.

5 Where to study

GOVERNMENT INSTITUTES

- University of Rajasthan — Centre for Mass Communication — Jaipur (<https://masscom.uniraj.ac.in/>)
- Haridev Joshi University of Journalism & Mass Communication — Jaipur (<https://hju.ac.in/>)
- Indian Institute of Mass Communication (IIMC) — New Delhi (<https://www.iimc.gov.in/>)

PRIVATE INSTITUTES

- Jaipur School of Mass Communication, JECRC University — Jaipur (<https://jecrcuniversity.edu.in/>)
- Manipal University Jaipur — School of Media & Communication — Jaipur
- Amity School of Communication, Amity University Rajasthan — Jaipur

ONLINE

- Grow with Google / Google Digital Garage (free) — Online (https://grow.google/intl/en_in/)
- HubSpot Academy (content & marketing, free) — Online (<https://academy.hubspot.com/>)
- YouTube Creators (creator learning) — Online (<https://www.youtube.com/creators/>)

FEES

Most skills can be learned free online (YouTube, Google, HubSpot). A mass-comm degree at government universities costs about ₹10,000–₹40,000/year; private institutes ₹80,000–₹2 lakh/year.

SCHOLARSHIPS

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

6 What the work is like

WHERE YOU WORK

Digital & ad agencies, media houses, startups, edtech and brands; many work remotely from home or as independent creators.

WORK CULTURE

Creative, fast-paced and deadline-driven; constant learning with trends is essential.

WHO HIRES

- | | |
|------------------------------------|---|
| • Digital and advertising agencies | • Brand and company marketing teams |
| • Media houses and news portals | • Edtech and e-commerce companies |
| • Startups | • Self-employed / independent creator (YouTube, Instagram, blogs) |

DEMAND (2026)

Demand is very high in 2026 — every business and brand needs an online presence, so the need for skilled creators keeps growing.

7 Career growth

- 1 Content intern / junior creator
- 2 Content writer / creator
- 3 Senior creator / content lead
- 4 Content head / independent creator-entrepreneur

EARNINGS

Starting	₹15,000–25,000/माह (₹2–4 लाख सालाना)
Mid level	₹5–8 लाख सालाना
Senior level	₹12–25 लाख+ सालाना

Independent creators' income varies widely — low at first, but with a large audience and brand deals it can reach crores.

8 The good parts · The challenges

The good parts

- Creative freedom and flexible/remote work
- Low-cost start; skills and portfolio matter most
- Growing demand and multiple income streams

The challenges

- Irregular income and uncertainty early on
- Must keep adapting to trends and algorithms
- Deadline pressure and risk of burnout

9 Real-life journeys

Gaurav Chaudhary (Technical Guruji)

Tech YouTube creator (Ajmer, Rajasthan)

Born in Ajmer, Rajasthan, Gaurav Chaudhary launched 'Technical Guruji' making tech reviews in Hindi and grew to over 20 million subscribers. From a small town, he showed that useful content in simple language can build a huge audience.

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

Nisha Madhulika

YouTube cooking creator

Starting as a homemaker, Nisha Madhulika began posting kitchen videos on YouTube and is now one of India's most popular cooking creators with millions of subscribers. Her story shows that consistency and passion can build a successful creator career even later in life.

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

10 Sources & further reading

1. Haridev Joshi University of Journalism, Jaipur — <https://hju.ac.in/>
2. University of Rajasthan — Centre for Mass Communication — <https://masscom.uniraj.ac.in/>
3. Indian Institute of Mass Communication (IIMC) — <https://www.iimc.gov.in/>
4. Grow with Google — free digital courses — https://grow.google/intl/en_in/
5. National Scholarship Portal — <https://scholarships.gov.in/>



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