



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## कंटेंट लेखक

A content writer creates clear, engaging written material for websites, blogs, social media, newsletters, e-books and brochures. Every digital company needs good content writers, making it a fast-growing, flexible 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/content-writer](https://career.gsssjethantri.in/#/career/content-writer)

## राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

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

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

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A content writer creates clear, engaging written material for websites, blogs, social media, newsletters, e-books and brochures. Every digital company needs good content writers, making it a fast-growing, flexible career.

## 2 At a glance

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|                       |                                         |
|-----------------------|-----------------------------------------|
| Minimum qualification | Degree in English/journalism/mass comm  |
| Duration              | 3-yr degree (+ optional PG)             |
| Starting salary       | ₹15,000–25,000/month                    |
| Work Field            | Digital media, marketing, web companies |

## 3 What you need

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### INTERESTS

- Enjoy creative writing
- Curiosity across varied topics
- Interest in reading and research

### ABILITIES

- Creative and clear expression
- Following briefs and time management
- Attention to detail

### KEY SKILLS

- Creative and informative writing
- SEO and keyword writing
- Editing and proofreading
- Hindi and English grammar
- Research and fact-checking
- CMS and basic digital tools

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## 4 How to get there

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- 1 Pass 10+2 in any stream
- 2 Do a BA in English/journalism/mass comm
- 3 Optional: PG diploma in content/creative writing
- 4 Build a portfolio of your writing samples
- 5 Gain experience via internships or freelancing

### MAIN EXAMS

- CUET-UG (for university admission)
- Institute-level entrance/writing test

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## 5 Where to study

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### GOVERNMENT INSTITUTES

- University of Rajasthan — Jaipur, Rajasthan
- Jamia Millia Islamia — New Delhi
- Banaras Hindu University (BHU) — Varanasi, UP

### PRIVATE INSTITUTES

- Christ University — Bengaluru
- NSHM School of Media & Design — Kolkata/Durgapur
- Amity University — Jaipur/Noida

### ONLINE

- NPTEL SWAYAM — Online (Govt of India) (<https://swayam.gov.in>)
- Udemy - Content Writing — Online (<https://www.udemy.com/topic/content-writing/>)

### FEES

Roughly ₹30,000 in government institutes up to ₹4,50,000 in private ones. Online courses are cheaper.

### 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

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### WHERE YOU WORK

Advertising, media, entertainment and web-based companies; digital marketing agencies; freelance writing.

### WORK CULTURE

Usually flexible hours with daily targets; work-from-home sometimes. Opportunities exist for persons with disabilities.

### WHO HIRES

- Digital marketing agencies
- Media and publishing houses
- Startups and brands
- E-commerce and tech companies
- Advertising agencies
- Freelance clients

### DEMAND (2026)

In 2026 the growth of digital marketing, e-commerce and social media keeps demand for content writers high; it is one of the most accessible entry points for new graduates.

## 7 Career growth

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- 1 Trainee Writer
- 2 Junior Content Writer
- 3 Content Writer
- 4 Senior Content Writer
- 5 Content Manager

## EARNINGS

|              |                    |
|--------------|--------------------|
| Starting     | ₹15,000–25,000/माह |
| Mid level    | ₹35,000–60,000/माह |
| Senior level | ₹80,000+/माह       |

Pay depends on experience, specialisation and company; freelancers are paid per word or per article.

## 8 The good parts · The challenges

### The good parts

- Flexible hours and work from home
- Job opportunities in every industry
- Freelance start without big investment

### The challenges

- Low starting pay
- Daily targets and repetitive work
- Must keep learning (SEO/AI)

## 9 Real-life journeys

### Ankur Warikoo

Author and content creator

Ankur Warikoo won the trust of millions of young people by writing about his failures and lessons in simple, honest words. His book 'Do Epic Shit' became a bestseller, and his daily content shows how clear, sincere writing can create a big impact.

Ankur Warikoo (official) · <https://ankurwarikoo.com/doepicshitbook/>

### Samarpita Mukherjee Sharma

Content writer, blogger and curator

After an MA in Economics, Samarpita Mukherjee Sharma studied mass communication and worked as a journalist at DNA. Today she is a full-time content writer, blogger and curator for lifestyle and travel brands. She has been recognised for her digital contribution to UN volunteer projects.

DDS Reviews · <https://www.ddsreviews.in/2016/12/interview-with-samarpita-mukherjee.html>

## 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
- Scriptwriter
- Creative Writer

## 11 Sources & further reading

1. Rajasthan Govt Career Guidance – Content Writer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%95%e0%a4%82%e0%a4%9f%e0%a5%87%e0%a4%82%e0%a4%9f-%e0%a4%b2%e0%a5%87%e0%a4%96%e0%a4%95-content-writer/>
2. NPTEL SWAYAM (free courses) — <https://swayam.gov.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.

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