



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

कॉपीराइटर

A copywriter writes catchy, persuasive words for ads, brands and products. Through taglines, slogans and ad copy they attract and win customers. It is a career built on language, imagination and creativity.



Scan for everything on this career

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

career.gsssjethantri.in/#/career/copywriter

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 copywriter writes catchy, persuasive words for ads, brands and products. Through taglines, slogans and ad copy they attract and win customers. It is a career built on language, imagination and creativity.

2 At a glance

Minimum qualification	Any degree after 10+2; journalism/advertising preferred
Duration	3-yr degree (+ optional 1-2 yr PG)
Starting salary	₹18,000–30,000/month
Work Field	Ad agencies, media, digital marketing

3 What you need

INTERESTS

- Love for writing and playing with words
- Fresh ideas and creative thinking
- Interest in advertising, brands and markets

ABILITIES

- Imagination and keen observation
- Attention to detail
- Command over language and discipline

KEY SKILLS

- Creative writing
- Taglines and slogan writing
- Digital and social media copy
- Hindi and English language skills
- Understanding brands and consumers
- Editing and proofreading

4 How to get there

- 1 Pass 10+2 in any stream
- 2 Complete a degree in journalism/mass comm/advertising/marketing
- 3 Optional: PG diploma/Master's in advertising or copywriting
- 4 Build a strong writing portfolio
- 5 Gain experience via internships or freelancing

MAIN EXAMS

- CUET-UG (for central and state university admission)
- Institute-level entrance test/interview

5 Where to study

GOVERNMENT INSTITUTES

- University of Rajasthan — Jaipur, Rajasthan
- Indian Institute of Mass Communication (IIMC) — New Delhi
- Jamia Millia Islamia — New Delhi

PRIVATE INSTITUTES

- Amity University — Jaipur/Noida
- Christ University — Bengaluru
- MICA (Mudra Institute of Communications) — Ahmedabad

ONLINE

- Udemy – Copywriting — Online (<https://www.udemy.com/topic/copywriting/>)
- Coursera – Copywriting — Online (<https://in.coursera.org/search?query=copywriting>)

FEES

Roughly ₹30,000 in government institutes up to ₹5,00,000 in private ones. Varies by institute.

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

Ad agencies, PR firms, publishing houses, film and TV studios, digital marketing and media companies.

WORK CULTURE

Mostly a desk job, 5-6 days a week, 8-10 hours a day. Freelance option available. Opportunities exist for persons with disabilities.

WHO HIRES

- Ogilvy India
- Wunderman Thompson
- E-commerce and brand companies
- Leo Burnett
- Digital marketing agencies
- Independent/freelance clients

DEMAND (2026)

With the rapid growth of digital advertising and branding, demand for skilled copywriters keeps rising in 2026, especially in social media and e-commerce.

7 Career growth

- 1 Trainee Copywriter
- 2 Copywriter
- 3 Senior Copywriter
- 4 Creative Director

EARNINGS

Starting	₹18,000–30,000/माह
Mid level	₹40,000–70,000/माह
Senior level	₹1,00,000+/माह

Pay depends on experience, city and agency; freelancing can earn more per project.

8 The good parts · The challenges

The good parts

- Full freedom for creativity and fresh ideas
- Freelance and work-from-home opportunities
- In demand across every industry

The challenges

- Pressure of tight deadlines
- Frequent revisions per client's taste
- Low pay at the start

9 Real-life journeys

Alyque Padamsee

Father of modern Indian advertising, Lintas India

Leading Lintas India, Alyque Padamsee shaped over 100 brands. Iconic campaigns like the Liril waterfall girl, Lalitaji for Surf and 'Hamara Bajaj' sprang from his imagination. He was the only Indian inducted into the Clio Hall of Fame and was honoured with the Padma Shri.

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

Anuja Chauhan

Copywriter and author

Anuja Chauhan studied at Miranda House, Delhi and began her career as a copywriter at an ad agency. Iconic lines like 'Yeh Dil Maange More' came from her pen. She later became a successful novelist too.

HarperCollins · <https://harpercollins.co.in/author-details/anuja-chauhan/>

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 – Copywriter — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%95%e0%a5%89%e0%a4%aa%e0%a5%80%e0%a4%b0%e0%a4%be%e0%a4%87%e0%a4%9f%e0%a4%b0-copywriter/>
2. IIMC – Institute of Mass Communication — <https://iimc.gov.in>
3. NIRF Rankings — <https://www.nirfindia.org>



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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