



# SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

## रचनात्मक लेखक

A creative writer uses imagination to craft original content — stories, poems, novels, plays and more. This writing goes beyond technical or professional writing and rests on imagination and style.



### Scan for everything on this career

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

[career.gsssjethantri.in/#/career/creative-writer](https://career.gsssjethantri.in/#/career/creative-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 creative writer uses imagination to craft original content — stories, poems, novels, plays and more. This writing goes beyond technical or professional writing and rests on imagination and style.

## 2 At a glance

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|                       |                                                     |
|-----------------------|-----------------------------------------------------|
| Minimum qualification | 10+2 + degree in English/Journalism/a related field |
| Average salary        | ₹18,000–50,000 per month                            |
| Work mode             | Media, advertising, publishing, freelance           |
| Key skill             | Imaginative, powerful writing                       |

## 3 What you need

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### INTERESTS

- Being a creative person who enjoys writing
- Interest in human behaviour
- Reading about art and music

### ABILITIES

- Rich imagination and originality
- Discipline and regular writing
- Command of language and style

### KEY SKILLS

- Storytelling and plot-building
- Character creation and dialogue
- Research and observation
- Language, grammar and style
- Editing and rewriting
- Understanding of different forms (poetry, prose)

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## 4 How to get there

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- 1 Pass 10+2 in any stream.
- 2 Do a bachelor's in English/Journalism/a related field.
- 3 Optionally, a master's or a creative-writing course in the same/related field.
- 4 Build a portfolio by writing regularly on blogs, magazines and platforms.
- 5 Start as a content/copy or creative writer.

### MAIN EXAMS

- CUET for university admission (UG/PG)
- Most jobs are based on a writing sample

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## 5 Where to study

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### GOVERNMENT INSTITUTES

- University of Rajasthan — Jaipur, Rajasthan (<https://www.uniraj.ac.in>)
- Jai Narain Vyas University (JNVU) — Jodhpur, Rajasthan
- Indian Institute of Mass Communication (IIMC) — New Delhi (<https://www.iimc.gov.in>)

### PRIVATE INSTITUTES

- NSHM School of Media & Design — Kolkata
- Garden City University — Bengaluru
- Xavier Institute of Communications — Mumbai
- Symbiosis / Ashoka University (Creative Writing) — Pune / Sonipat

### ONLINE

- Coursera – Creative Writing — Online (<https://www.coursera.org>)
- Udemy – Creative Writing — Online (<https://www.udemy.com/topic/creative-writing/>)
- IGNOU (Distance Learning) — Distance learning (<http://www.ignou.ac.in>)

### FEES

Course fees roughly ₹30,000 to ₹4,50,000 (varies by institute; online courses cheaper; figures indicative).

**SCHOLARSHIPS**

- National Scholarship Portal (scholarships.gov.in) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- Vidya Lakshmi Education Loans (<https://www.vidyalakshmi.co.in>)

**6 What the work is like**

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**WHERE YOU WORK**

Advertising agencies, media and entertainment organisations, publishers; or independent writing.

**WORK CULTURE**

Mainly a desk job; hours often 5–6 days, 8–10 hours a day. Multiple projects can be freelanced at once. Opportunities exist for persons with disabilities.

**WHO HIRES**

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| • Publishers (Penguin, HarperCollins) | • Advertising and content agencies  |
| • Media and OTT companies             | • Digital and brand marketing teams |
| • Freelance and self-publishing       |                                     |

**DEMAND (2026)**

Growth in digital content, brand storytelling and self-publishing has increased opportunities for original writers.

**7 Career growth**

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- 1 Trainee / content writer
- 2 Creative writer
- 3 Senior creative writer / author

## EARNINGS

|              |                |
|--------------|----------------|
| Starting     | ₹15,000–22,000 |
| Mid level    | ₹30,000–45,000 |
| Senior level | ₹60,000+       |

Indicative monthly figures; income can rise sharply with freelance work, book royalties and success.

## 8 The good parts · The challenges

### The good parts

- Fully creative, self-expressive work.
- Talent and portfolio matter more than a degree.
- Flexibility of freelance and work-from-home.

### The challenges

- Low, irregular early income.
- Facing rejection and competition.
- Building recognition takes time and patience.

## 9 Real-life journeys

### Sudha Murty

Author, Teacher & Philanthropist

Alongside engineering and social work, Sudha Murty wrote simple, heartfelt stories and gave many popular books in English and Kannada. Her writing is proof that genuine experience and plain language can touch millions of readers.

Goodreads · [https://www.goodreads.com/author/show/577199.Sudha\\_Murty](https://www.goodreads.com/author/show/577199.Sudha_Murty)

### Chetan Bhagat

Novelist (Five Point Someone, etc.)

Chetan Bhagat began writing while working in banking, and with simple-language books like 'Five Point Someone' drew young people back to reading. Several of his books became films — showing how relatable writing in everyday language can bring big success.

chetanbhagat.com · <https://www.chetanbhagat.com/books/fps/>

## 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
- Copywriter
- Scriptwriter

## 11 Sources & further reading

1. Rajasthan Career Guidance – Creative Writer — <https://cg.rajasthan.gov.in/careerguidance/>
2. NIRF Institute Rankings — <https://www.nirfindia.org>
3. UdemY – Creative Writing Courses — <https://www.udemy.com/topic/creative-writing/>
4. Sudha Murty – Goodreads — [https://www.goodreads.com/author/show/577199.Sudha\\_Murty](https://www.goodreads.com/author/show/577199.Sudha_Murty)



### 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)