



SAARTHI • सारथी

करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

प्रचारक

A publicist promotes a person, product or organisation through advertising, marketing and public relations, building a positive image in the media.



Scan for everything on this career

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

career.gsssjethantri.in/#/career/publicist

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 publicist promotes a person, product or organisation through advertising, marketing and public relations, building a positive image in the media.

2 At a glance

Minimum qualification	Bachelor's in Journalism/Mass Comm; PG Diploma in PR
Starting salary	₹22,000–35,000/month
Work area	PR agencies, media, film & events
Key skill	Communication & social media

3 What you need

INTERESTS

- Communication and connecting with people
- Planning events
- Social media and current affairs

ABILITIES

- Excellent communication skills
- Event planning and management
- Up-to-date with current events

KEY SKILLS

- Press releases and writing
- Social media management
- Crisis management and quick thinking
- Building media relationships
- Event management
- Networking and negotiation

4 How to get there

- 1 Pass 10+2 in any stream
- 2 Earn a bachelor's in Journalism/Mass Communication
- 3 Do a master's or PG Diploma in PR or Advertising Management
- 4 Intern at a PR agency or media house

MAIN EXAMS

- Merit or college-level entrance test (bachelor's)
- CAT, MAT, SNAP, MAH CET (for PG diploma)

5 Where to study

GOVERNMENT INSTITUTES

- राजस्थान विश्वविद्यालय — Jaipur, Rajasthan
- भारतीय जनसंचार संस्थान (IIMC) — New Delhi
- IIPS, देवी अहिल्या विश्वविद्यालय — Indore
- जादवपुर विश्वविद्यालय (पी.जी. डिप्लोमा) — Kolkata

PRIVATE INSTITUTES

- एशियन एकेडमी ऑफ फिल्म एंड टेलीविजन (AAFT) — Noida
- सेंट जोसेफ कॉलेज — Bangalore
- हिंदुजा कॉलेज — Mumbai

ONLINE

- स्वयम - MJM029 विज्ञापन व जनसंपर्क — Online/Distance (<https://onlinecourses.swayam2.ac.in>)
- यूडेमी - पब्लिक रिलेशंस कोर्स — Online/Distance (<https://www.udemy.com>)
- इग्नू - पत्रकारिता व जनसंचार में पीजी डिप्लोमा — Online/Distance (<https://www.ignou.ac.in>)

FEES

Bachelor's fees about ₹1,000–5,00,000; PG Diploma ₹3,00,000–7,00,000. Government institutes are cheaper.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in>)

- Buddy4Study (<https://www.buddy4study.com>)
- विद्यालक्ष्मी शिक्षा ऋण (Vidya Lakshmi) (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Magazines, newspapers, businesses, actors, athletes, and state/central government and private sector. Self-employment is also possible.

WORK CULTURE

Requires constant alertness; local travel and team management are common. Working hours can be long (10–12 hours), 6–7 days a week.

WHO HIRES

- Adfactors PR
- Ketchum Sampark
- Rajasthan event & PR firms (Jaipur)
- Weber Shandwick India
- Film & entertainment PR agencies
- Corporate communication departments

DEMAND (2026)

Expansion of digital and social media is boosting brand, film and event promotion; demand for skilled publicists is rising.

7 Career growth

- 1 Publicity Officer
- 2 Senior Publicity Officer
- 3 Team Lead, Publicity
- 4 Head of Publicity
- 5 General Manager
- 6 Company Head/CEO

EARNINGS

Starting	₹22,000–35,000
Mid level	₹45,000–75,000
Senior level	₹1,00,000+

Figures are per month and indicative; they vary with experience, clients and city.

8 The good parts · The challenges

The good parts

- Creative and dynamic work
- Network with film, media and celebrities
- Opportunity for self-employment

The challenges

- Long and irregular hours
- Constant pressure and alertness
- Stress during crises

9 Real-life journeys

बेला राजन

Founder & Director, Ketchum Sampark PR

A postgraduate in law and journalism, Bela Rajan has over two decades in media and communications. She started 'Sampark' in 1994, which later became 'Ketchum Sampark' through a joint venture with Ketchum Inc., serving major corporate clients.

SCoRe - School of Communications and Reputation · <https://scoreindia.org/blog/womeninpr-bela-rajan/>

डेल भगवागर

Bollywood Publicist & Founder, Dale Bhagwagar Media Group

Dale Bhagwagar is a well-known Bollywood celebrity publicist, often called the 'father of Bollywood PR'. He has handled publicity and media management for many films and celebrities.

Business Today · <https://www.businesstoday.in/impact-feature/story/why-the-father-of-bollywood-pr-is-indias-top-publicist-in-the-digital-era-462157-2025-01-27>

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.

- VFX Editor
- Animator
- Journalist

11 Sources & further reading

1. Rajasthan Career Guidance (source) — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%9a%e0%a4%be%e0%a4%b0%e0%a4%95-publicist/>
2. National Scholarship Portal — <https://scholarships.gov.in>
3. SWAYAM Advertising & PR course — <https://onlinecourses.swayam2.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.gsssjethantri.in