



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

हस्तशिल्प रिटेल स्टोर प्रबंधक

A Handicraft Retail Store Manager runs a craft emporium, art gallery or craft boutique, handling inventory, supervising sales, visual display and customer satisfaction. It is a practical career for Rajasthan's craft economy of...



Scan for everything on this career

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

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

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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 Handicraft Retail Store Manager runs a craft emporium, art gallery or craft boutique, handling inventory, supervising sales, visual display and customer satisfaction. It is a practical career for Rajasthan's craft economy of blue pottery, block-print, jewellery and leather.

2 At a glance

Field	Retail & Handicraft
Minimum qualification	12th + diploma/degree or retail certificate
Salary	Rs 2-6 LPA
Work	Store + field, 6 days/week

3 What you need

INTERESTS

- Organising and planning things
- Interest in craft, art and display
- Working with and for people

ABILITIES

- Leadership and team management
- Sense of shape and space for display
- Understanding of numbers, data and graphs

KEY SKILLS

- Inventory and stock management
- Visual merchandising and store display
- Basic accounting and POS billing
- Team leadership
- Sales and customer service
- Knowledge of Indian crafts
- Digital marketing and online selling

4 How to get there

- 1 Complete Class 12 in any stream.
- 2 Do a degree in Retail Management/BBA, or Arts/Craft/Fashion/Textile Design.
- 3 Or take a certificate course in retail, supply-chain or customer service.
- 4 Take a short-term handicraft course from institutes like IICD Jaipur.
- 5 Take retail/entrepreneurship training from an RSLDC skill centre.
- 6 Under entrepreneurship, start your own craft store.

MAIN EXAMS

- University entrance test for BBA/design admission
- IICD entrance exam (for design/craft programmes)

5 Where to study

GOVERNMENT INSTITUTES

- Rajasthan Institute of Craft & Design (RICD) — Jaipur
- Indian Institute of Crafts & Design (IICD) — Jaipur (<https://www.iicd.ac.in>)
- RSLDC Skill Centres — Across Rajasthan
- NIFT Jodhpur — Jodhpur (<https://www.nift.ac.in/jodhpur>)
- University of Rajasthan (Business Administration) — Jaipur

PRIVATE INSTITUTES

- ARCH College of Design & Business — Jaipur
- Vanasthali Vidyapith — Tonk
- Poornima University — Jaipur
- Rajasthali & state emporium training programmes — Jaipur

ONLINE

- VMOU (distance learning) — Kota (<https://www.vmou.ac.in>)
- IGNOU — National (<https://www.ignou.ac.in>)
- Skill India Digital / NSDC — Online (<https://www.skillindiadigital.gov.in>)

FEES

Degree courses cost roughly Rs 90k-2.7 lakh per year (2026 estimate). Government institutes and RSLDC skill centres are far cheaper or free. Short-term certificates cost Rs 5k-40k.

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)
- Rajasthan SJE Scholarship Portal (<https://sje.rajasthan.gov.in>)
- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)

6 What the work is like

WHERE YOU WORK

Handicraft stores, online retail, art galleries, design showrooms, boutiques and emporiums.

WORK CULTURE

A field job with local travel and busy festive seasons. Usually 6 days a week, about 9 hours a day.

WHO HIRES

- Rajasthali and state handicraft emporiums
- Art galleries and boutiques
- Artisan cooperatives and self-help groups
- Government handicraft boards & emporiums (Rajasthali, DC-Handicrafts, EPCH)
- Craft retail chains and lifestyle stores (Fabindia, Anokhi)
- Online marketplaces (Amazon Karigar, Flipkart Samarth)
- Retail arms of export houses

DEMAND (2026)

Rajasthan's tourism and craft economy keep steady demand for skilled store managers in emporiums, boutiques and online craft brands. ONDC and e-commerce are expanding opportunities.

7 Career growth

- 1 Store Manager

- 2 Regional Manager
- 3 Operations Manager
- 4 Buying & Merchandising Manager
- 5 Divisional Manager

EARNINGS

Starting	₹2-3 लाख/वर्ष
Mid level	₹3.5-5 लाख/वर्ष
Senior level	₹6-10 लाख/वर्ष

Pay depends on employer, city and experience; a successful own craft store can earn much more.

8 The good parts · The challenges

The good parts

- Accessible, practical career in Rajasthan's craft economy
- Strong scope for entrepreneurship and self-employment
- Connects you with art, culture and people

The challenges

- Long hours and weekend duty in festive seasons
- Pressure of sales targets
- Modest starting salary

9 Real-life journeys

Purnima Singh

Co-founder, Shubham Crafts

Jaipur engineer Purnima Singh left her corporate job and, with husband Chinmay Banthia, founded 'Shubham Crafts', training rural women in papier-mache and grass baskets and selling to Europe, USA and Australia, reaching roughly Rs 1 crore turnover.

YourStory · <https://yourstory.com/hindi/woman-entrepreneur-handicrafts-empowerment-shubham-crafts-make-in-india>

Chinmay Banthia

Co-founder, Shubham Crafts

An NIT Kurukshetra engineer, Chinmay Banthia started with Rs 5 lakh alongside wife Purnima and scaled to 35 skilled women artisans across 5 villages in about 18 months, taking their handicrafts to international retail.

YourStory · <https://yourstory.com/hindi/woman-entrepreneur-handicrafts-empowerment-shubham-crafts-make-in-india>

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.

- Handicraft Designer
- Handicraft Digital Content Creator
- Handicraft Exporter

11 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b9%e0%a4%b8%e0%a5%8d%e0%a4%a4%e0%a4%b6%e0%a4%bf%e0%a4%b2%e0%a5%8d%e0%a4%aa-%e0%a4%b0%e0%a4%bf%e0%a4%9f%e0%a5%87%e0%a4%b2-%e0%a4%b8%e0%a5%8d%e0%a4%9f%e0%a5%8b%e0%a4%b0-%e0%a4%aa%e0%a5%8d/>
2. Indian Institute of Crafts & Design (IICD), Jaipur — <https://www.iicd.ac.in>
3. Office of the Development Commissioner (Handicrafts), Govt. of India — <https://handicrafts.nic.in>
4. National Scholarship Portal — <https://scholarships.gov.in>

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