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स्व-नियोजित ई-टेलर

A Self-Employed E-Tailer is an entrepreneur who runs their own online retail business — selling products on Amazon, Flipkart, Meesho or their own website, without renting a big physical shop. They decide what to sell, source...



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प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

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विशेष धन्यवाद • SPECIAL THANKS



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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 Self-Employed E-Tailer is an entrepreneur who runs their own online retail business — selling products on Amazon, Flipkart, Meesho or their own website, without renting a big physical shop. They decide what to sell, source goods cheaply, create product photos and listings, attract customers through online marketing, get orders packed and shipped, and handle customer service. Instead of working on a salary for an employer, they work for themselves and earn a profit. With low start-up costs and just a smartphone, even young people from small towns and villages of Rajasthan can now reach customers across all of India — this is an entrepreneurial career built for the Digital India era.

2 At a glance

Minimum qualification	Class 10 pass + age 18 (no degree mandatory)
Course duration	About 1–6 months (digital-commerce / e-tailer skill course)
Starting salary	₹8,000–15,000/month (early months, grows later)
Work mode	Self-employed / own online business

3 What you need

INTERESTS

- Interest in building your own business and becoming an entrepreneur
- Curiosity about customer preferences and new market trends
- Enjoy working with the internet, smartphone and online marketplaces

ABILITIES

- Good communication and customer-handling ability
- Problem-solving mindset and the patience to keep working hard
- Basic maths, bookkeeping and understanding profit vs cost

KEY SKILLS

- Product sourcing — deciding what to sell and where to buy it cheap and good
- Digital marketing — attracting customers via social media and marketplace ads
- Customer service — handling reviews, returns and complaints well
- Reading data to make decisions on sales, pricing and stock
- Listing & SEO — attractive photos, titles and keywords to rank the product higher
- Packaging & logistics — safe packing and timely shipping/delivery
- Basic accounting, GST and online payments knowledge

4 How to get there

- 1 Complete Class 10 and turn 18; no expensive degree is required.
- 2 Take the NSDC/RASCI 'Self-Employed E-Tailer' or digital-commerce skill course (NSQF Level 4).
- 3 Choose a product category, source stock, and get GST/Udyam registration done.
- 4 Open a free seller account on Amazon Seller, Flipkart, Meesho or ONDC and list your products.
- 5 Add good photos, descriptions and pricing; fulfil early orders to build good reviews and ratings.
- 6 Reinvest profits to scale across multiple marketplaces and your own website/D2C brand.

5 Where to study**GOVERNMENT INSTITUTES**

- राष्ट्रीय कौशल विकास निगम (NSDC) – प्रशिक्षण केंद्र खोजें — All-India network incl. Rajasthan (<https://www.nsdcindia.org/find-nsdc-training-centre>)
- रिटेलर्स एसोसिएशन स्किल काउंसिल ऑफ इंडिया (RASCI) — All-India (E-Tailer / Retail skills) (<https://www.rasci.in/>)
- राजस्थान कौशल एवं आजीविका विकास निगम (RSLDC) — Jaipur, Rajasthan (<https://livelihoods.rajasthan.gov.in/rsldc/>)
- एमएसएमई विकास कार्यालय / उद्यमिता प्रशिक्षण (MSME-DFO) — Jaipur, Rajasthan (<https://msme.gov.in/>)

PRIVATE INSTITUTES

- अमेज़न सहली / अमेज़न सेलर यूनिवर्सिटी (निःशुल्क प्रशिक्षण) — Online (Hindi available) (<https://sell.amazon.in/grow-your-business/amazon-saheli>)
- फ्लिपकार्ट समर्थ सेलर सपोर्ट व प्रशिक्षण — Online / Rajasthan (<https://seller.flipkart.com/sell-online/flipkart-samarth>)

ONLINE

- स्किल इंडिया डिजिटल हब — Online (<https://www.skillindiadigital.gov.in/>)
- मीशो सप्लायर – निःशुल्क ऑनलाइन सेलर पंजीकरण व गाइड — Online (<https://supplier.meesho.com/>)

FEES

Most government skill schemes (NSDC, RASCI, RSLDC, PMKVY) are free. Opening a seller account on Amazon, Flipkart or Meesho is free — they charge a commission/fee on sales. The real start-up cost is initial stock, packaging and marketing, which can be started with just a few thousand rupees.

SCHOLARSHIPS

- प्रधानमंत्री मुद्रा योजना (PMMY) – छोटे कारोबार हेतु ₹10 लाख तक ऋण (<https://www.mudra.org.in/>)
- स्टार्टअप इंडिया – सीड फंड व सहायता (<https://www.startupindia.gov.in/>)
- उद्यम पंजीकरण (MSME) – योजनाओं व ऋण तक पहुँच (<https://udyamregistration.gov.in/>)
- राष्ट्रीय छात्रवृत्ति पोर्टल (कौशल प्रशिक्षण हेतु) (<https://scholarships.gov.in/>)

6 What the work is like

WHERE YOU WORK

Your own home or a small warehouse/storeroom, working from a laptop or smartphone. Sales happen on e-commerce platforms (Amazon/Flipkart/Meesho/ONDC) and your own website; sourcing, packaging and courier pickups run from home or a nearby market.

WORK CULTURE

This is mainly entrepreneurial, self-disciplined work — no fixed boss or shift, but sale seasons (festivals, Big Billion Days, Great Indian Festival) get very busy. It requires constant coordination between suppliers, couriers, banks and customers. Because it can be run from home, it offers an excellent opportunity for women and persons with disabilities too.

WHO HIRES

- | | |
|--|--|
| • Marketplaces: Amazon (Saheli/Karigar), Flipkart (Samarth), Meesho and the ONDC network | • Customers: online buyers across India — the real 'employer' who pays your income |
| • Suppliers and manufacturers/artisans from whom you source products to resell | • Logistics and courier services (delivery partners) and warehousing |
| • Payment gateways and banks (UPI, payment settlement, business loans) | • Enablers: NSDC/RASCI, MSME, Startup India and state skill missions |

DEMAND (2026)

India's e-commerce market is growing rapidly and is projected to reach several hundred billion dollars by 2030; cheap internet, UPI and open networks like ONDC have opened the door for small sellers from tier-2/tier-3 cities and villages. Programmes such as Amazon Saheli and Flipkart Samarth focus specifically on bringing women, artisans and new sellers online, so demand and opportunity keep rising for Rajasthan's handicraft, textile and home-product sellers.

7 Career growth

- 1 Solo seller — starting with a few products on one marketplace
- 2 Multi-marketplace brand — selling across Amazon, Flipkart and Meesho together
- 3 Own D2C brand — your own website and a recognised brand
- 4 Team-run enterprise — staff, warehouse and pan-India operations

EARNINGS

Starting	₹8,000–15,000/माह
Mid level	₹25,000–60,000/माह
Senior level	₹1,00,000+/माह

This is not a salary but business income (profit) and depends on sales, margins and season. Earnings are low and unstable in the early months, but with good reviews, the right products and reach across multiple marketplaces, income can rise sharply. Successful Rajasthani handicraft e-sellers have grown to crores of rupees in annual turnover. Figures are indicative and subject to change.

8 The good parts · The challenges

The good parts

- Freedom to start your own business from home at very low cost
- Customers across all of India; no upper limit on income
- Flexibility for women and new entrepreneurs, with government/marketplace support

The challenges

- Early income is uncertain; profit can take time to arrive
- Tough competition, returns, commissions and pricing pressure
- You personally bear the full risk of stock, advertising and losses

9 Real-life journeys

Dheerendra Singh

Founder, Shree Nagnechi Arts — handicraft e-seller from Jodhpur, Rajasthan

Raised in a village about 100 km from Jodhpur, Dheerendra Singh balanced sales work with college and, in 2018, invested his sole savings of ₹1.5 lakh to launch 'Shree Nagnechi Arts' — with no co-founder or investor. He personally painted the products at first. After joining Flipkart Samarth he received account-management support, and his listings of wood-and-iron diyas, jharokhas and wall hangings grew from 20 to 200+, drawing 30–35 orders a day. His business now reaches roughly ₹2 crore in annual revenue; he gives work to Gadaria-community artisans and women, bought his own home and put his children in good schools. His journey is a powerful inspiration for first-generation online sellers from Rajasthan's small towns and villages.

Flipkart Stories · <https://stories.flipkart.com/handicrafts-flipkart-samarth-seller-rajasthan>

Richa Shukla

Founder, Scarlet Blinks — Flipkart Samarth woman e-seller, Kanpur/Bithoor

From Bithoor near Kanpur, Richa Shukla — moved by the hardship of her domestic help Moni, a single mother of three — used her aromatherapy training to launch the luxury handcrafted-candle brand 'Scarlet Blinks' from home. She won her first order by persistently approaching a five-star hotel in Kanpur, and after joining Flipkart Samarth and the ODOP programme in 2022 her sales grew steadily. Today she directly employs five marginalised women from her community and extends livelihoods to potters in Bithoor and ten families tied to Kannauj's essential-oil distilleries; she also won the UNDP Youth Co:Lab award for youth-led social entrepreneurship. Her story shows how a woman can build an online business from home, become self-reliant and create jobs for others too.

Flipkart Stories · <https://stories.flipkart.com/richa-shukla-ecommerce-flipkart-samarth/>

10 Sources & further reading

1. Rajasthan Career Guidance – Self-Employed E-Tailer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%8d%e0%a4%b5-%e0%a4%a8%e0%a4%bf%e0%a4%af%e0%a5%8b%e0%a4%9c%e0%a4%bf%e0%a4%a4-%e0%a4%88-%e0%a4%9f%e0%a5%87%e0%a4%b2%e0%a4%b0/>

2. Retailers Association's Skill Council of India (RASCI) — <https://www.rasci.in/>
3. Amazon Saheli – for women entrepreneurs — <https://sell.amazon.in/grow-your-business/amazon-saheli>
4. Flipkart Samarth – artisans & small sellers — <https://seller.flipkart.com/sell-online/flipkart-samarth>
5. ONDC – Open Network for Digital Commerce — <https://ondc.org/>
6. Pradhan Mantri MUDRA Yojana (business loans) — <https://www.mudra.org.in/>

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