



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

मेकअप आर्टिस्ट

A makeup artist creates specialist looks for brides, film-TV and fashion — an artistry-based specialist path that goes beyond general beautician salon services. Thanks to India's huge wedding industry and Rajasthan's destination...



Scan for everything on this career

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

career.gsssjethantri.in/#/career/makeup-artist

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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 makeup artist creates specialist looks for brides, film-TV and fashion — an artistry-based specialist path that goes beyond general beautician salon services. Thanks to India's huge wedding industry and Rajasthan's destination weddings, good artists are in demand from big cities to small towns. With a short course and training under a senior artist, you can start this career from your own town.

2 At a glance

Minimum qualification	Class 10 pass is enough — plus a 3 to 12 month professional makeup course or government skill training
Work mode	Freelance or salon-studio based; travel to wedding venues, shoot sets and clients' homes; busiest in the wedding season
Demand	High — India's wedding industry is worth lakhs of crores; destination weddings in Udaipur, Jaipur and Jodhpur create special opportunities in Rajasthan
Top earning	Established bridal artists charge ₹15,000 to ₹1,00,000+ per bride; ₹1 lakh+ per month is possible in season

3 What you need

INTERESTS

- Deep interest in makeup, hairstyling and creating new looks
- Enjoy meeting people and making them feel special
- A liking for fashion, colours and photography

ABILITIES

- Steady hands, attention to detail and a good eye for colour
- Ability to handle nervous clients with calm and courtesy
- Stamina for 4-5 AM call times and long hours of standing work

KEY SKILLS

- Bridal, HD and airbrush makeup techniques
- Skin analysis, prep and product knowledge
- Building a portfolio and marketing your work on social media
- Understanding makeup for camera and lighting
- Hairstyling and saree-dupatta draping
- Hygiene and care of tools and kit
- Managing clients, time and bookings

4 How to get there

- 1 Complete class 10 or 12 — no particular subject is required
- 2 Do a certificate or diploma course in makeup artistry (3 to 12 months) — or a free PMKVY/RSLDC/ITI beauty course
- 3 Assist a senior makeup artist or work in a salon for 1-2 years — this is where the real learning happens
- 4 Build a portfolio — practise on friends and family, photograph your looks and start an Instagram page
- 5 Start freelance bridal work in your own town and take wedding-season bookings
- 6 To grow further, take advanced courses in airbrush, film-TV or fashion makeup

5 Where to study

GOVERNMENT INSTITUTES

- Rajasthan Skill and Livelihoods Development Corporation (RSLDC) – beauty and wellness skill training — Jaipur (district-level training centres) (<https://livelihoods.rajasthan.gov.in/>)
- Beauty & Wellness Sector Skill Council (B&WSSC) – PMKVY makeup and beauty job-role courses — New Delhi (training centres across India) (<https://www.bwssc.in/>)
- Government Women ITI – Basic Cosmetology trade — Jaipur and district headquarters, Rajasthan

PRIVATE INSTITUTES

- VLCC School of Beauty — Jaipur (Gopalpura) and 75+ cities (<https://vlccinstitute.com/>)
- Lakme Academy powered by Aptech — Many cities across India including Jaipur
- Meribindiya International Academy — Noida and Delhi (<https://meribindiya.com/>)
- Namrata Soni Makeup Academy — Mumbai (<https://www.namratasoniacademy.com/>)

ONLINE

- Skill India Digital Hub – free beauty and wellness courses — Free, online (government) (<https://www.skillindiadigital.gov.in/>)

FEES

Government PMKVY and RSLDC courses are free; government ITI cosmetology fees are nominal. Private academy certificate courses cost ₹25,000 to ₹1,00,000, and advanced courses at celebrity academies range from ₹1,00,000 to ₹3,00,000+. Budget separately ₹30,000 to ₹1,00,000 for a starter professional makeup kit.

SCHOLARSHIPS

- PMKVY free skill training – Skill India Digital (<https://www.skillindiadigital.gov.in/>)
- RSLDC free training schemes, Rajasthan (<https://livelihoods.rajasthan.gov.in/>)

6 What the work is like

WHERE YOU WORK

Wedding venues and marriage gardens, salons-studios, film-TV sets, fashion shows, photo shoots and clients' homes; travel for destination weddings is common

WORK CULTURE

In wedding season, work runs from 4-5 AM till late night; intense rush in season and lean months otherwise; freelancing gives freedom, but you handle your own marketing, accounts and clients

WHO HIRES

- | | |
|---|---|
| • Freelance bridal makeup — self-employment | • Bridal studios and large salon chains |
| • Film and TV production houses | • Fashion designers, fashion shows and modelling agencies |
| • Beauty brands — jobs as counter artist or trainer | • Wedding planners and event companies |

DEMAND (2026)

India's wedding industry is among the world's largest — lakhs of weddings and business worth lakhs of crores of rupees every year. Because of social media, brides even in small towns now want specialist makeup artists, not just a general beautician. Destination weddings in the palaces of Udaipur, Jaipur and Jodhpur are a big opportunity for Rajasthan's artists. Keep in mind — the work is seasonal and competition in the early years is tough.

7 Career growth

- 1 Assistant makeup artist — learning under a senior artist
- 2 Junior or salon makeup artist
- 3 Independent bridal makeup artist — your own bookings and brand
- 4 Senior film-fashion or celebrity makeup artist
- 5 Own studio-academy or product brand — owner and trainer

EARNINGS

Starting	₹10,000–25,000
Mid level	₹30,000–80,000
Senior level	₹1,00,000–3,00,000+

Monthly estimates (2026). Freelance income is seasonal and uneven — most of the year's earnings come in the 4-5 wedding months. Per-bride charges start at ₹3,000 to ₹8,000 and rise to ₹15,000 to ₹1,00,000+ once established. Kit, products and travel costs come out of your earnings; city and reputation make a big difference.

8 The good parts · The challenges**The good parts**

- Quick start with a short course and no degree — you can build a business from your own town
- High per-day earnings in wedding season and independence in work
- Creative work with pathways into the film and fashion world

The challenges

- Low, seasonal income in early years; expensive kit costs
- Early-morning call times, long hours on your feet and constant travel
- Stiff competition — you must keep marketing yourself on social media constantly

9 Real-life journeys

Namrata Soni

Celebrity makeup artist and beauty brand founder — Mumbai

Namrata Soni started as an assistant to a hairstylist after college and then studied professional makeup in London. Over 25 years of hard work she became one of India's top makeup artists — creating memorable film looks, being featured in magazines like Vogue and winning awards such as Makeup Artist of the Year. She has also launched her own makeup academy and a sustainable beauty brand. Her lesson — makeup exists to enhance real beauty, not to hide the face.

ELLE India · <https://elle.in/namrata-soni-on-her-journey-inspiration-future-of-makeup/>

Elton J Fernandez

Makeup artist — a journey from Hyderabad to Mumbai

Elton J Fernandez grew up in Hyderabad and learned the basics of makeup and hair from a friend during college. For years he held an office job while practising through small weekend makeup assignments. Listening to his restlessness, he quit, moved to Mumbai with modest savings and started again from a makeup counter. Today he is a Vogue Beauty Awards winner and has served as a leading beauty brand's makeup expert in India — his mantra: dream, believe and stay humble.

Branding in Asia · <https://www.brandinginasia.com/interview-elton-fernandez/>

10 Sources & further reading

1. Makeup artist salary in India (Indeed, 2026) — <https://in.indeed.com/career/makeup-artist/salaries>
2. The honest year-by-year income of bridal makeup artists in India (2026) — <https://shivangivermamakeupstudioandacademy.com/bridal-makeup-artist-income-india-year-by-year/>
3. Beauty & Wellness Sector Skill Council (B&WSSC) — <https://www.bwssc.in/>
4. Namrata Soni on her journey — ELLE interview — <https://elle.in/namrata-soni-on-her-journey-inspiration-future-of-makeup/>



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