



Webinar on Career Pathways in Creative Sector

Date: 18th October 2025, Saturday

Organised By
**Directorate of Higher
Secondary Education (DHSE)**

In Collaboration with
UNICEF Odisha

Technical Partner



About the Collaboration:

The **Directorate of Higher Secondary Education (DHSE)**, Government of Odisha, in collaboration with the **UNICEF Odisha**, and Identity Foundation Trust, conducts specialised career guidance webinars for Higher secondary school students. These sessions are designed to empower students of Grade 11 and 12 with comprehensive knowledge and confidence to explore diverse career pathways beyond conventional professional options. The initiative focuses on strengthening student awareness about emerging sectors, creative industries, and innovative career opportunities.

About the Webinar Series:

As part of the ongoing career guidance initiative, the 8th session of the webinar series was successfully organised by the Directorate of Higher Secondary Education (DHSE), Government of Odisha. The webinar was conducted via Zoom Live on **18th October 2025, Saturday**, and attended by students and faculty members from schools across the state of Odisha. The session focused on the topic **"Career Pathways in Creative Sectors"**. The webinar emphasised that creative sector careers are not limited to any particular stream and are open to students from Science, Commerce, Arts & Humanities backgrounds alike. Ms. Niyati Pattanaik, Director of the Directorate of Higher Secondary Education, Government of Odisha, provided the opening remarks for the webinar. She welcomed all participants, fostering student awareness about diverse professional pathways that contribute to national development and economic growth.

Descriptions	Boys	Girls	Total
No. of Class XI students who attended the webinar session	3,251	5,282	8,533
No. of Class XII students who attended the webinar session	3,096	5,169	8,265
Number of faculties who attended the webinar session	476	435	911
No. of students & schools attended the webinar session	134		16,798

About the Resource Persons:

Mr. Rajesh Kumar Jha - Director, National Institute of Fashion Technology (NIFT) Bhubaneswar

Mr. Rajesh Kumar Jha is the Director of the National Institute of Fashion Technology, Bhubaneswar, a prestigious central government institute established through an Act of Parliament. With extensive expertise in fashion technology, design, and education, Mr. Jha brings invaluable professional experience and institutional knowledge to career guidance initiatives. His leadership extends across the national NIFT network comprising 19 centres across India. Mr. Jha's vision emphasises that creativity is not an innate gift limited to a few but a learnable skill that can be developed through structured education and practical application. He is a passionate advocate for skill-based

Directorate of Higher Secondary Education, Odisha

unicef for every child

Career Webinar Series, Session - 8
**CAREER PATHWAYS IN
CREATIVE SECTORS**

MR. RITESH PANDA
ASST. PROFESSOR,
Fashion Design, NIFT Bhubaneswar

SHRI RAJESH KUMAR JHA
DIRECTOR,
National Institute of Fashion
Technology (NIFT), Bhubaneswar

Organized by
DHSE
IDENTITY FOUNDATION

SATURDAY
18th October, 2025
12:00 PM to 1:00 PM
ZOOM LIVE

Creative Sectors Include:
Fashion, Digital Media, Graphic Design,
Animation, and Performing Arts.

education and recognizes the pivotal role of creative sectors in India's journey toward becoming a developed nation.

Mr. Ritesh Panda - Assistant Professor, NIFT Bhubaneswar

Mr. Ritesh Panda, Assistant Professor at NIFT Bhubaneswar and his expertise in communicating complex concepts in accessible language made technical information relatable to students from diverse academic backgrounds.

Welcome Note by the Moderator:

Mr. Jasobant Singhlal, Founder and Director of Identity Foundation Trust, moderated the webinar session with warmth and expertise. He extended a special welcome to all students and faculty members participating in the eighth webinar of the 2025 - 2026 career guidance series, emphasising this session's importance as the first dedicated to creative sectors. Mr. Singhlal stressed that the creative sector is not limited to any particular educational stream and is equally accessible to Science, Commerce, and Arts students. He encouraged active participation, notetaking, and engaged listening. He reminded students that when diverse perspectives converge; richer learning happens .



Why Creative Sectors? Addressing Common Misconceptions...

The resource persons initiated the session by addressing fundamental misconceptions about



creativity. Many people incorrectly believe that creativity is exclusively a natural gift available only to select individuals born with artistic talent. This perception leads to the false conclusion that creative careers are accessible only to a small percentage of naturally talented individuals.

Mr. Rajesh Kumar Jha emphasised that this understanding is fundamentally incorrect. Creativity is not merely an inborn talent but a skill that can be systematically learned, taught, and developed through

structured education and deliberate practice. Multiple institutions across India now offer formal programs where students can connect not just traditional art forms like painting, singing, and dancing, but also modern disciplines such as design, technology, multimedia, and digital innovation.

Mr. Jha stated: "Creativity is not confined to any particular field. It means if you take Science, you can also go into creative sectors. If you take Arts or Commerce, you can go into all three. This sector is open for everyone."



The Contemporary Significance of Creative Careers:

Mr. Ritesh Panda highlighted compelling evidence about the contemporary importance of creative industries. He emphasized that we are living through the era of creative careers; a transformative period where creative professionals are unemployed but are actively sought after across multiple industries and geographies.

Mr. Panda reinforced that the creative career sector represents the future. Students who do not pursue creative careers and instead opt for conventional fields may encounter significant job placement challenges. In contrast, those who embrace creative sector careers position themselves advantageously in a rapidly evolving global economy.

"Even if you are at home, you can work from home. This is the best thing," Mr. Panda noted, highlighting the flexibility and accessibility of creative careers in a post-pandemic world.

Creative Sectors and India's Development Vision

An important perspective presented during the webinar linked creative sector careers to India's national development agenda. Mr. Rajesh Kumar Jha highlighted how design, innovation, and creative expression are fundamental drivers of economic growth and technological advancement.

He exemplified this through a contemporary illustration: "Right now we are talking on Zoom—we are talking on Zoom only because of creativity. Otherwise, no one thought that we are sitting here and we are gathering people from all over Odisha."

Mr. Rajesh Kumar Jha emphasised India's current phase of development where the nation is transitioning from a "Developing India" to "Viksit Bharat" (Developed India). In this context, the

creative sector will be a primary contributor. He stated with conviction: "In that scenario, the creative sector will have the biggest contribution. For any child who has chosen the creative sector, it's guaranteed that their career is secure."

Stream Accessibility and Career Pathways

The resource persons addressed a critical concern affecting many students: whether stream selection during Class 11 restricts access to creative careers. Mr. Rajesh Kumar Jha provided an unequivocal answer that creativity is not confined to any particular field. It means if you take Science, you can also go into creative sectors. If you take Arts or Commerce, you can go into all three. The first word that comes in creativity is 'Design.' And if you come to Design, you come to Fashion. All of these are connected. This is all like siblings of one another. So, in 12th, whether you take Science, Arts, or Commerce, you can go into creativity and also into design. This sector is open for everyone. This is a matter of joy!"



Different Orientations by Stream

While emphasising accessibility across streams, the resource persons noted that different streams might approach creative careers with different orientations:

- **For Science Students (with Physics, Chemistry, and Mathematics):** Students can pursue Fashion Technology (Bachelor in Apparel Production), bringing stronger technology and management orientations alongside creative thinking. The technology foundation enables understanding of textile science, production processes, and manufacturing management.
- **For Commerce Students:** Commerce background brings business acumen, financial literacy, and entrepreneurial perspectives to creative careers. This orientation proves valuable for establishing fashion enterprises or managing design businesses.
- **For Arts Students:** Arts backgrounds often provide cultural depth, conceptual understanding, and communication skills that enrich design thinking and creative expression.

However, these differences represent complementary strengths rather than limitations.

Foundation Year Structure

All design students admitted to NIFT begin with a comprehensive Foundation Year where all students study together regardless of their chosen specialization. During this critical first year, students receive foundational input across multiple design verticals and creative disciplines.

Key Feature: Batch sizes remain intentionally small (40-42 students per batch) to ensure individual attention and mentorship. This approach ensures that foundational concepts are thoroughly internalized before students specialize in their chosen domain.

Structure: After the first year, students are divided by department for specialized study during Years 2, 3, and 4.



Design Specialisations Available:

Upon completing the Foundation Year, students can specialize in various domains:

- Fashion Design - Creating clothing collections and fashion concepts
- Textile Design - Innovating within fabric design and material development
- Apparel Design - Designing wearable garments
- Accessory Design - Including spectacles, shoes, and jewellery design
- Interior Design - Shaping physical spaces and environments
- Communication Design - Integrating visual arts with messaging strategy
- UI/UX Design - Creating digital interfaces and user experiences
- Animation and Multimedia - Digital content creation and visual effects
- Fashion Communication - Visual communication and digital marketing

Important Principle: All specialisations carry equal value and prestige. Whether a student specialises in Fashion Design, Interior Design, Textile Design, or Communication Design, career prospects remain equally strong.

Scholarship Opportunities for Creative Career Aspirants:

Multiple scholarship schemes support students from economically disadvantaged backgrounds:

State Government Schemes (Odisha):

- Various state-specific scholarship programs
- Supporting deserving students from economically weaker sections
- Ranging from ₹30,000 to ₹60,000 annually in some cases

Central Government Schemes:

- Various central government scholarship programs

- Merit-based scholarships for exceptional performers
- Category-based scholarships for SC/ST/OBC students

Scholarship Administration:

- Applied through centralised window by Higher Education Department
- Institutional-level verification of eligibility
- Direct crediting to students' bank accounts



Career Opportunities and Salary Expectations

Upon completing their NIFT degree, graduates have multiple career options including corporate employment, entrepreneurship and self-employment, freelance and remote work, teaching and academics, and government and public sector opportunities.

Comprehensive Salary Expectations

Mr. Rajesh Kumar Jha provided extensive salary data based on actual NIFT graduate placements:

Entry-Level Salaries:

- Minimum: ₹4 lakh per annum (LPA)
- Typical Entry Level: ₹5-6 LPA
- Even average to below-average candidates secure minimum ₹4 lakh packages

Performance-Based Progression:

- Moderate Performers: ₹7-10 LPA
- High Performers: ₹15-20 LPA

The Unlimited Potential Principle:

Mr. Rajesh Kumar Jha emphasized an inspiring reality: "The salary package is UNLIMITED. Whatever you invest in your knowledge and skills, whatever fuel (effort) you put in—that's exactly what salary you'll get. This is the truth. It has unlimited salary potential."

This principle fundamentally distinguishes creative sector careers. Unlike rigid corporate hierarchies with fixed pay scales, creative sector compensation directly correlates with demonstrable skill, productivity, and value creation.

Global Salary Opportunities:

International employment substantially elevates earning potential: Geographic Opportunities: United States (highest packages), Canada, United Kingdom, European countries, Middle Eastern nations (especially Dubai), Asia-Pacific regions

Salary Differential: When graduates work internationally, salaries are typically in USD or local currency. The rupee conversion makes these compensation packages exceptionally attractive when assessed in Indian currency terms.

Alternative Institutions and Course Options:

While NIFT remains India's premier design institution, Mr. Rajesh Kumar Jha acknowledged that other quality educational institutions exist for creative sector studies:

Government Institutions:

1. National Institute of Design (NID) - Government of India institution with international reputation, located at multiple centres across India
2. National Institute of Technology (NIT) - Design and technology course offerings distributed across multiple locations



3. Footwear Technology Institute - Specialised in footwear design and technology with locations across India
4. University Programs - Many recognised universities now offer design courses. Critical Consideration: Verify university recognition before admission; degrees from unrecognised institutions can become invalid later in career progression.

Growth in Design Education:

The expansion of design education reflects growing industry demand. Mr. Jha noted: design institutions have proliferated throughout India as both government and private sectors recognise career opportunities in design. While multiple institutions now offer design courses, quality varies significantly.

Short-Term Creative Career Options

For students facing financial constraints or seeking quicker entry into the workforce, NIFT offers Continuing Education Programs (CEP) with flexible duration and accessibility:



Program Durations:

- 3-month intensive programs
- 6-month specialized programs
- 9-month comprehensive programs
- 12-month advanced programs

Key Advantage: Students successfully secure employment through short-term programs, demonstrating that duration does not determine career viability.

Alternative Short-Duration Creative Specialisations

Beyond NIFT, multiple short-term creative specializations exist:

1. UI/UX Design - High current demand with 3–6-month courses and strong job placement prospects
2. Graphic Design - Multiple short-term programs with low investment requirement and quick job entry
3. Illustration - Fine arts knowledge foundation helpful; short-duration specialised courses with growing industry demand
4. App Development - 3–6-month intensive programs in highly current and in-demand fields with direct employment opportunities
5. Web Design - Multiple short-term options with flexible learning modalities and strong salary potential

6. Soft Skills and Professional Development - 6-month comprehensive programs serving as career launching point.

Developing Creative Thinking and Skills:

Foundation for Design Success

Mr. Rajesh Kumar Jha emphasised that success in design careers requires specific foundational skills



that students should develop during their school years:

Essential Skills for Design Success:

1. Drawing and Sketching Practice - Regular practice develops observational ability and strengthens visual communication capacity
2. Creative Thinking Development - Practice imaginative problem-solving, embrace artistic expression, and develop original perspective
3. Mathematical Foundation - Especially important for spatial design and required for technology-oriented design paths
4. Science Knowledge - Important for fashion technology students and provides technical foundation for understanding materials and processes

The Power of Visual Communication

Mr. Jha explained: "You may not understand by writing. You may not understand by reading. But by seeing, you can understand very well!"

Why Drawing Matters: Design fundamentally involves visual thinking and communication. Interior design requires understanding 3D spaces. Fashion design demands visualization capability. Graphic design relies on visual literacy. Communication design integrates art and message.

Students should practice:

- Regular sketching and drawing exercises
- Observation of design in everyday objects
- Visual communication experiments
- Creative problem-solving through visual representation

Message to Parents:

Both resource persons delivered compelling messages to parents watching the webinar, acknowledging that many parents remain unaware of creative sector career opportunities and may inadvertently discourage their children's interests.

The Survival vs. Living Question:

Mr. Rajesh Kumar Jha posed a fundamental question to parents: "Do you want your child to SURVIVE life, or do you want them to LIVE life?"

This distinction captures the essential difference:

- Survival: Grudgingly finding any available job, struggling throughout career
- Living: Thriving in a career aligned with interests and abilities, flourishing professionally and personally

Design Field Advantages Compared to Traditional Fields:

Quick Career Entry: Unlike other professional degrees requiring many years before independent practice, design graduates enter productive careers immediately.

Job Availability: Unlike some fields with questionable placement prospects, design graduates are actively sought by employers.

Income Generation: Unlike traditional fields where income lags years into practice, design professionals earn competitive salaries immediately.

Entrepreneurial Potential: Unlike rigid corporate hierarchies, design enables self-employment and venture creation.

Practical Parental Support:

Mr. Jha advised parents to encourage drawing and creative practice in school years, support exploration of design interests, recognize that creative education provides solid skills foundation, give children courage to pursue creative career choices, and understand that the creative sector represents viable, respectable, and financially rewarding career paths.

Parental Message: "If your child has interest in design, let them practice drawing. Give them space to be creative. Encourage observation. This foundation will help them tremendously in the design field."

Specialised Design: Photography, Cinematography, and Film Making

These careers all come under Creative Sectors:

- Photography - Can specialise in Product Photography, Fashion Photography, Documentary Photography, and Commercial Photography
- Cinematography - Related to Television (different technical interfaces), Cinema (different specifications), Mobile interfaces (different requirements from computer interfaces), and each discipline requiring specialized knowledge

- Film Making & Television Production - At NIFT, the Fashion Communication Department teaches UI/UX design, all aspects of visual communication, specialized subjects, and future Masters program opportunities in multimedia specializations.

Web Designing and UI/UX Careers:

Web Design and UI/UX are closely related fields with tremendous contemporary scope:

Why Web Design Has Huge Scope:

- AI Integration - Lots of opportunity with AI
- Coding aspect - Creativity essential for effective coding
- Content Creation - Need for engaging content
- Audience targeting - Design for different age groups and demographics
- Content customisation - Different strategies for different demographics

Key Skills for Web Design: Understanding user experience, creating engaging interfaces, coding knowledge, creative thinking, and problem-solving.

Conclusion:

The webinar on Career Pathways in Creative Sectors successfully challenged misconceptions, broadened student perspectives, and demonstrated the viability of creative sector careers as primary



professional pathways rather than secondary options. Students learned that Allied and creative professions offer rewarding careers with strong job security, competitive salaries, and opportunities for professional growth.

The webinar successfully dispelled myths about creative careers being inferior to traditional fields and demonstrated that these professions offer meaningful, respected, and financially viable career paths. Students were encouraged to explore their interests, plan their careers proactively, and recognize that building successful careers is not limited to traditional professional streams alone.

The program fostered awareness, and confidence, enabling young learners to embrace creative sector careers while contributing to India's vision of becoming a developed nation with robust creative and design infrastructure.

Queries Addressed by the Resource Person:

How do we manage our students to develop careers in	We can help 11th–12th students build careers in the creative sector by introducing them to different creative fields like design, media,
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the creative sector ?	and performing arts, and offering skill-based workshops such as graphic design, video editing, and creative writing. Schools should create clubs and projects where students can practice and show their talent. Career guidance, industry interactions, and portfolio-building support will help them understand opportunities and prepare professionally. Internships, competitions, and freelancing tasks will boost their confidence and real-world experience.
What is the duration and admission fee for textile design courses ?	The duration and admission fee for textile design courses in India vary widely depending on the level of the course and the institution: • For undergraduate (UG) courses like a bachelor's in textile design: typically 3–4 years duration. The fees can vary; for example, an average UG textile design programme may cost around ₹1 lakh–₹2.5 lakh per year. • For diploma/certificate courses: they can be as short as 4 weeks to 1 year for certificates, or 1–2 years for diploma programmes. Fees for these shorter courses can range broadly – e.g., a diploma may cost from around ₹50,000 to ₹1 lakh or more depending on the institute.
What is the career scope in web designing ?	Web designing has a strong career scope as every business and organization now needs a website and online presence. Students can work as web designers, UI/UX designers, front-end developers, graphic/UI artists, or freelancers. With skills in HTML, CSS, JavaScript, and design tools, they can get jobs in IT companies, startups, media firms, and digital agencies. Freelancing, creating websites for clients, and starting a digital design studio are also great opportunities. The field continues to grow with e-commerce, online services, and digital marketing.
What type of creative career are there in local or village areas?	In local or village areas, students can build creative careers in fields like handicrafts, handloom weaving, textile and embroidery work, pottery, terracotta art, and bamboo/cane craft. They can also pursue photography, local event designing, folk music and dance, and traditional painting. Digital skills like graphic design, social-media content creation, and website design for local businesses are also growing opportunities. Agro-based product branding, homemade food packaging, and boutique/fashion tailoring can lead to small creative startups in rural areas.

Attendees Details:

District	No. of Schools	Class XI		Class XII		Faculties		Students Total
		Boys	Girls	Boys	Girls	Male	Female	
Grand Total		8,533		8,265		911		
Total	134	3,251	5,282	3,096	5,169	476	435	
Angul	9	184	333	159	289	19	27	965
Balasore	6	197	235	182	208	16	16	822
Baragarh	4	68	179	51	121	21	10	419
Bhadrak	4	193	201	201	230	10	8	825
Bolangir	10	346	505	282	489	39	26	1622
Cuttack	7	102	227	99	218	25	25	646
Deogarh	2	35	42	25	47	6	8	149
Dhenkanal	3	37	53	42	84	13	7	216
Gajapati	3	43	107	44	73	10	7	267
Ganjam	7	147	265	103	177	34	28	692
Jagatsinghpur	5	87	235	70	486	21	28	878
Jajpur	3	42	71	28	47	16	2	188
Jharsuguda	3	43	60	72	70	4	9	245
Kalahandi	6	187	215	201	185	26	11	788
Kandhamal	3	95	234	69	197	11	10	595
Kendrapara	1	1	4	2	6	1	0	13
Keonjhar	9	160	446	195	442	27	19	1243
Khurda	9	297	319	304	264	30	40	1184
Koraput	7	104	246	111	221	14	21	682
Malkangiri	3	60	140	64	130	13	9	394
Mayurbhanj	6	290	284	274	355	44	33	1203
Nayagarh	2	20	97	10	59	7	10	186
Nuapada	1	20	25	27	23	5	2	95
Puri	1	109	119	79	43	3	9	350
Rayagada	2	55	54	45	62	5	3	216
Sambalpur	5	15	77	43	102	14	17	237
Sonepur	1	97	123	102	152	20	5	474
Sundargarh	12	217	386	212	389	22	45	1204
Total	134	3,251	5,282	3,096	5,169	476	435	16,798
Grand Total		8,533		8,265		911		

Photos from the Ground:

