

Embracing The Extraordinary: 14 Unconventional Careers for A Changing Job Market

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Abstract

In an ever-evolving landscape of technological advancements and opportunities, the traditional notions of career paths and success have undergone a significant transformation. The changing landscape of career pathways has ushered in a new era, where unconventional and off-beat professions are taking centre stage. As individuals seek fulfilling and financially rewarding careers, the importance of Return on Investment (ROI) and cost-effectiveness has become increasingly prominent in their decision-making process.

Gone are the days when the pursuit of careers was confined to well-trodden paths of medicine and engineering, accompanied by hefty tuition fees and prolonged educational journeys. Today, a paradigm shift has occurred, as individuals recognise the immense potential and benefits of exploring alternative career choices that offer not only high demand and good scope but also remarkable ROI.

The purpose of this white paper is to provide a comprehensive and insightful exploration of 15 unconventional careers that offer a breath of fresh air in the changing landscape of professional pursuits. It aims to equip readers with an in-depth understanding and valuable insights into a range of non-traditional professions that not only captivate the imagination but also provide promising opportunities for growth and financial stability.

Furthermore, this white paper seeks to shed light on the changing dynamics of career pathways and emphasise the significance of considering ROI and cost-effectiveness in career choices. It aims to challenge the prevailing notions of success and encourage individuals to discover and explore unconventional career paths that not only align with their passions but also offer a remarkable return on their investment, both in terms of time and money.

By presenting a wealth of information, statistical data, testimonials, and success stories, this white paper endeavours to empower readers to make informed decisions about their educational and professional journeys. It serves as a guiding beacon, showcasing the potential of unconventional careers and dispelling the notion that a costly degree is the only pathway to success.

In the following sections, we will delve into the details of 15 unconventional careers, explore the universities and educational institutions offering relevant courses, and examine the countries that exhibit a high demand for these jobs. Our aim is to equip readers with the knowledge and insights needed to join an exciting and rewarding career journey that breaks free from conventional norms.

As we explore these unconventional career paths, let us challenge the status quo, embrace the evolving dynamics of the job market, and set our sights on fulfilling and financially viable professional pursuits. Together, let's create a journey of discovery, where passion and profitability intersect in extraordinary ways.

Keywords: Unconventional careers, career path, career journey, Archivist, Fragrance Evaluator, Flavourist, Sustainable Product Designer, Ethical Apparel/Fashion Designer, Cultural Trend Analyst, Experiential Event Planner, Urban Farmer, Brewmaster, Professional Organiser, Personal Branding Consultant, Drone Photographer/Videographer, Environmental consulting, Artisanal Food Producer

1. Understanding Unconventional Careers

Defining Unconventional Careers and their Appeal

Unconventional careers encompass a diverse range of professions that deviate from the traditional and well-established paths. These career choices are characterised by their uniqueness, non-traditional nature, and departure from mainstream professions like medicine or engineering. They offer individuals the opportunity to pursue their passions and interests in fields that may have previously been considered unconventional but are now gaining prominence in the modern job market.

The appeal of unconventional careers lies in their ability to break free from societal norms and provide individuals with a sense of fulfilment and purpose in their work. These careers often allow individuals to unleash their creativity, explore their unique talents, and make a meaningful impact in areas that resonate with their personal values and interests.

Benefits of Exploring Off-Beat Career Options

A significant challenge faced by many young individuals is their limited awareness of the diverse range of career opportunities available to them. This lack of information creates difficulties during the career selection process, as students tend to rely on peer opinions to drive their decision-making when it comes to choosing a career. In addition, due to parental push and influenced opinions, peer pressure, and the general perception of pursuing a conventional career as the safest option, the candidate's interest tends to divert at various points in their decision-making journey [*Kunnen (2013)*]. It is widely acknowledged that effective career planning plays a crucial role in achieving success in life. Choosing an off-beat career path can be a transformative decision that brings numerous benefits and enriches one's professional and personal life. By venturing beyond the conventional and exploring non-traditional careers, individuals open themselves up to a world of opportunities and advantages that go beyond the confines of traditional professions. Let's delve into the key benefits of embracing off-beat career options:

Fulfilment and Passion:

The limited awareness of career options can hinder students from exploring unconventional or off-beat careers that align with their passions and talents. Many individuals are not exposed to information about non-traditional career paths, leading them to overlook potential opportunities that could provide greater fulfilment and satisfaction. By expanding their knowledge and understanding of the vast array of career possibilities, individuals can make more informed decisions that align with their interests and aspirations. It is crucial to address this lack of information and promote the exploration of off-beat career options. By doing so, we can empower individuals to pursue paths that resonate with their passions and unique skill sets. By breaking free from the confines of traditional career choices, individuals can unlock new avenues for personal and professional growth, allowing them to truly thrive in their chosen fields [*Vikram Mittal, MAVI's Pantry, Mumbai*].

Off-beat careers offer individuals the chance to pursue their true passions and align their work with their interests and values. When you have a genuine passion for what you do, work becomes more than just a

means to earn a living—it becomes an avenue for personal fulfilment and self-expression. Whether it's pursuing a career in the arts, artisanal food production, sustainable fashion, or environmental conservation, unconventional careers provide a platform to pursue what truly resonates with you. The satisfaction derived from pursuing your passions brings a deep sense of fulfilment and purpose, making each day at work meaningful and enjoyable.

Job Satisfaction and Autonomy:

Conventional careers often come with predefined roles, structures, and limited scope for creativity. In contrast, off-beat careers provide greater autonomy, allowing individuals to shape their roles and make decisions that align with their unique perspectives. This autonomy fosters a sense of ownership and satisfaction in one's work. Whether it's being an Artisanal Food Producer, Flavourist, Ethical Fashion Designer, Archivist, or any of the fields mentioned in this paper, off-beat careers offer the freedom to create, innovate, and adapt to changing circumstances. The ability to express yourself creatively and have control over your work brings a higher level of job satisfaction and a sense of personal accomplishment.

Growth and Personal Development:

Choosing an off-beat career often involves navigating uncharted territories, which inherently comes with a learning curve. This continuous learning process fosters personal growth and development as individuals acquire new skills, expand their knowledge base, and adapt to evolving trends and technologies. In unconventional careers, individuals are often encouraged to think outside the box, push boundaries, and embrace a growth mindset. Whether it's learning new trends in fashion or food industries, honing negotiation skills as an environmental consultant, or mastering the art of storytelling as a creative individual, off-beat careers provide ample opportunities for professional growth and self-improvement [*Mukund Naidu, Artisanal Cheesemaker*].

Unique Opportunities and Niche Markets:

Off-beat careers often present unique and niche opportunities that are less saturated compared to conventional fields. These opportunities allow individuals to stand out from the crowd, leveraging their distinctive skill sets and experiences. Whether it's becoming a sustainability consultant, a drone cinematographer, or an archivist, off-beat careers enable individuals to tap into emerging trends and capitalise on niche markets around these boundary-less careers that don't necessarily stick to the corporate regime [*Sullivan, S. E. (1999)*]. By focusing on a specialised area, individuals can carve out their own unique space, attracting clients or employers seeking their particular expertise.

Work-Life Balance and Flexibility:

Many off-beat careers offer greater flexibility and work-life balance compared to traditional professions. With advancements in technology and the rise of remote work, individuals have the freedom to design their schedules and work from anywhere. This flexibility enables individuals to pursue their passions while maintaining a healthy integration of work and personal life. No matter the field, off-beat careers provide the freedom and flexibility to achieve a better work-life balance, allowing individuals to prioritise their personal needs and responsibilities.

Impact and Contribution:

Off-beat careers often involve work that has a direct and tangible impact on individuals, communities, or the environment. Whether it's working in the nonprofit sector, social entrepreneurship, or sustainable design, unconventional careers provide the opportunity to make a meaningful difference in the world. This sense of purpose and contribution adds a deeper layer of fulfilment to one's professional journey. Knowing that your work has a positive impact on others and contributes to the betterment of society can be incredibly rewarding and provide a strong sense of satisfaction and meaning in your career. As an Environmental Educator and Consultant, *Dhvani Dhamani*, states that this is time to think and act wisely, given the rise in alarming pace of decline of nature's offerings due to human intervention. This comes to prove that unconventional careers are not only fulfilling, but also create an impact and contribute to social growth. By embracing off-beat careers, individuals can forge their own unique paths to success and find a sense of purpose in their professional lives.

Overview: How Career Choices Have Evolved

The landscape of career choices has undergone significant transformations in recent years, influenced by various factors such as technological advancements, changing societal dynamics, and evolving market demands. This section explores the evolving nature of career choices and highlights the key trends that have shaped this transformation.

Technological Advancements and Digital Transformation:

The rapid advancement of technology has revolutionised the job market and created new career opportunities that were unimaginable just a decade ago. Automation, artificial intelligence, and digitalisation have disrupted traditional industries, leading to the emergence of novel professions and the obsolescence of others. Careers such as trend analyst, professional land surveying, and advancements in the food industry have gained prominence, reflecting the growing demand for skills related to technology, data analysis, and digital innovation.

Entrepreneurship and Start-up Culture:

The entrepreneurial spirit has surged, with more individuals embracing the idea of starting their own ventures. The ease of access to technology, crowdfunding platforms, and mentorship networks has lowered barriers to entry and fostered a culture of innovation and risk-taking. Entrepreneurship has become a viable career choice, offering individuals the chance to turn their ideas into reality and build scalable businesses. Start-ups have gained traction across industries, including technology, sustainability, healthcare, and e-commerce, creating a dynamic and ever-evolving ecosystem. Artisanal Food Producer *Vikram Mittal* states that his line of work is growing in terms of following the start-up culture, as a result of which there is a slow rise in more artisanal food pop ups in the market. But the concerning factor about having an entrepreneurial mindset is that due to lack of resources and mentorship, the organisation would be prone to unprecedented downfall.

Focus on Sustainability and Green Careers:

The growing awareness of environmental issues and the need for sustainable practices have led to the rise of green careers. As organisations and governments prioritise sustainability, there is an increased demand for professionals with expertise in renewable energy, sustainable architecture, waste management,

environmental policy, and conservation [De Vos, A., Akkermans, J., & Van der Heijden, B. (2019)]. The emphasis on sustainability has opened up new avenues for individuals passionate about making a positive impact on the planet and society.

Shift in Workforce Diversity and Inclusion:

There has been a significant shift towards embracing diversity and inclusion in the workforce. Companies are recognising the value of diverse perspectives and experiences, leading to the demand for professionals specialising in diversity and inclusion initiatives, cultural competency training, and inclusive leadership. Career paths such as diversity consultants, inclusive HR specialists, and cultural intelligence trainers have emerged, reflecting the evolving dynamics of the modern workplace. *Mahalaxmi Krishnan*, a Personal Branding Consultant, says that the latest advancements in the field of personal branding is that the services are not only to big business owners but also to politicians, teachers, job aspirants, actors, homemakers, and whoever is in need to improve their personal brand, thereby highlighting an important factor of how there's been a recent shift with respect to including people from all areas.

Interdisciplinary and Hybrid Careers:

The boundaries between different fields are becoming increasingly blurred, giving rise to interdisciplinary and hybrid careers. The demand for professionals who can integrate knowledge and skills from multiple disciplines is growing. Unconventional careers require individuals to possess a diverse skill set and the ability to apply cross-functional expertise to solve complex problems. It is important to note that these trends are not exhaustive, and the career landscape continues to evolve at a rapid pace. As technology advances, industries transform, and societal priorities shift, new career paths will emerge, and existing ones will continue to adapt. Staying abreast of the latest trends, honing transferable skills, and being open to embracing change will be key to navigating the evolving world of careers successfully.

2. Factors Driving the Demand for Unconventional Careers

The modern job market is undergoing a transformation, driven by various factors that have fueled the increasing demand for unconventional careers. These factors have disrupted traditional career paths and created new opportunities for individuals seeking alternative avenues for professional success. In this section, we will delve into three significant factors that are driving the demand for unconventional careers: technological advancements and digital transformation, changing consumer behaviour and market trends, and the rise of the gig economy and remote work opportunities.

Technological Advancements and Digital Transformation:

In today's digital age, technology plays a pivotal role in shaping industries and driving innovation. The rapid advancement of technology has not only created entirely new career fields but has also transformed existing industries [Sullivan, S. E. (1999)]. As businesses embrace digital transformation to stay competitive, there is a growing demand for professionals who possess the necessary skills to navigate and leverage technology effectively.

Technological advancements, such as artificial intelligence (AI), machine learning, data analytics, blockchain, and cybersecurity, have become integral to many industries. Automated tools have saved a tremendous amount of time when it comes to generating content, be it visuals or text. The once creative jobs like content writing, graphic design, illustration, and editing have almost completely been taken over by AI that several organisations have switched to virtual assistants and tools to optimise their process and

cut costs on manpower. In a blog posted by [HubSpot](#), the importance of staying ahead of AI in this competitive venue between man and machine has been emphasised when it comes to blogging and content writing. Employees now need to switch to organic methods of optimisation that AI can find challenging, like improving SEO ranks, providing quality backlinks, and optimised visuals. Companies are now seeking experts who can harness these technologies to optimise processes, gain insights from data, enhance security measures, and drive innovation. Consequently, unconventional careers in areas such as cultural trend analyst, sustainable product designer, and archivist have witnessed a surge in demand. Furthermore, the rise of automation and robotics has led to a shift in the nature of work, with routine tasks being automated, and more emphasis being placed on complex problem-solving, creativity, and human interaction. Unconventional careers that require a unique blend of technical skills, creativity, and adaptability, such as fragrance evaluator, flavourist, ethical fashion designing, brewing, professional organising, and personal brand consulting, have emerged as attractive options for individuals seeking dynamic and future-proof career paths.

Changing Consumer Behaviour and Market Trends:

Consumer behaviour and market trends are constantly evolving, influenced by factors such as shifting demographics, cultural changes, and emerging societal values [*Humayon, A. A., Raza, S., & Khan, R. A. (2018)*]. As consumers become more discerning and demand personalised experiences, unique products, and socially responsible choices, there is a growing need for professionals who can meet these evolving demands.

Unconventional careers that cater to changing consumer preferences have also gained prominence over the years. For instance, sustainable product designers like [Edi Style](#), ZeroEnergy Design, Millers, and CannonDesign are creating eco-friendly alternatives by incorporating recycled materials, renewable energy sources, and sustainable production practices [*Ceschin, F., & Gaziulusoy, I. (2016)*]. Ethical fashion designers are prioritising fair trade, ethical sourcing, and cruelty-free manufacturing processes. Cultural trend analysts are deciphering consumer behaviour and societal shifts to guide companies in developing products and marketing strategies that resonate with their target audience.

Additionally, the demand for artisanal and handcrafted products has seen a resurgence, with consumers valuing authenticity, craftsmanship, and unique experiences. Artisanal food producers, brewmasters, and ethical fashion designers are finding success in catering to this niche market. These unconventional careers offer individuals an opportunity to express their creativity, work with their hands, and connect with consumers who appreciate the artistry and uniqueness of their offerings.

Rise of the Gig Economy and Remote Work Opportunities:

The gig economy is rapidly gaining momentum in India, providing a much-needed source of employment for millions of individuals. This evolving economic model revolves around temporary and flexible jobs, with companies opting to hire independent contractors and freelancers instead of traditional full-time employees for their short-term projects. In contrast to the conventional workplace with fixed working hours, gig workers enjoy the freedom to work for multiple employers simultaneously while retaining their independence. They have the autonomy to determine their own remuneration and can choose projects that align with their skills and interests. While the concept of a gig economy is already gaining popularity, there remains significant untapped potential for its further growth and expansion in India.

India is currently positioned as one of the fastest-growing gig economies in the world, and this trend can be attributed, in part, to the wider adoption of e-commerce and online retailing. The Economic Survey 2020-21 revealed that the country has become one of the largest markets for flexible staffing, as digitalisation continues to reshape the employment landscape. Although developed economies like the United States have been early adopters of the gig economy due to their advanced rates of digitisation and economic development, India's gig economy has thrived due to its unique market dynamics and the increasing prevalence of online platforms.

The rise of the gig economy in India has been evident for quite some time. A report on the gig economy highlighted that in 2018, approximately 70 percent of hiring-side respondents had utilised gig workers at least once or twice to address organisational challenges. Furthermore, around 45 percent of human resource (HR) heads surveyed expressed a desire to hire gig workers to supplement the existing skills of their workforce. These findings underline the growing recognition of gig workers' value in enhancing organisational flexibility and efficiency.

Interestingly, the gig economy has witnessed a significant shift in gender representation compared to traditional workforces. The report titled 'The Future of Work is Anywhere - Gig Workforce' revealed that in 2018, men and women were almost equally engaged in the gig economy, with a split of approximately 50:50. This stands in contrast to the traditional workforce, where the ratio tends to be around 70:30. The gig economy, with its flexible work arrangements and equal opportunities, has provided a platform for women to actively participate in the workforce and achieve work-life balance.

At present, India is estimated to have around 15 million gig workers engaged in various sectors such as information technology, human resources, design, and more. The gig economy has opened up avenues for individuals to leverage their skills and expertise on a project-by-project basis, enabling them to diversify their income sources and explore different industries. Moreover, gig work offers opportunities for upskilling and career advancement, as workers gain exposure to diverse projects and build a versatile professional portfolio.

The growth of the gig economy in India has been supported by government initiatives such as Start-up India, Skill India, and Digital India. These programmes have fostered an environment conducive to entrepreneurship, digitalization, and skill development, thereby creating a favourable ecosystem for gig workers and freelancers. The government's efforts to promote a culture of innovation and entrepreneurship have further catalysed the growth of gig-based employment opportunities across the country.

Looking ahead, the gig economy in India is expected to continue its upward trajectory. As technology advances and digital platforms evolve, new avenues for gig work are likely to emerge. Additionally, the ongoing COVID-19 pandemic has further accelerated the adoption of remote work and gig-based employment, as companies seek flexible workforce solutions amidst uncertain times. This has opened up new possibilities for individuals to embrace gig work and for businesses to tap into a diverse pool of talent.

In conclusion, the gig economy has emerged as a transformative force in India's employment landscape, offering individuals the flexibility, autonomy, and diverse opportunities they seek in their professional pursuits [*Mehta, B. S. (2020)*]. With its rapid growth and the government's support, the gig economy is set to play a crucial role in shaping the future of work in India, empowering individuals and driving economic growth in the years to come.

3. 14 Unconventional Careers in High Demand

Archivist

A professional who gathers, manages, and preserves records is known as an archivist. They work in a range of places, such as corporations, libraries, and museums in addition to government institutions. To make sure that records are available for future generations, archivists employ their expertise in history, information science, and preservation methods. Records are found, acquired, and valued by archivists. This involves understanding the many kinds of documents that are available, estimating their worth, and haggling with contributors to obtain them.

Following the collection of records, archivists organise and describe the records. This involves logically organising the records and developing finding aids that help researchers locate the data they require. Archivists maintain records by taking precautions to stop them from deteriorating when it comes to preservation. Utilising specialised storage facilities, carrying out conservation procedures, and digitising records may all be necessary to achieve this.

In 2020, the global volume of digital data was estimated to be 59.4 zettabytes (*Global Volume of Digital Data by Year*), and the global volume of digital data is expected to reach 181 zettabytes by 2025 (*Cisco Visual Networking Index: Forecast and Methodology, 2021-2026*). Only 20% of digital records are currently being preserved.

In India, the recognition and popularity of the archivist career are gradually growing due to the increased awareness of its significance (*Vrunda Pathare, Archivist*). The number of archivist jobs in India is expected to grow by 15% from 2022 to 2032, according to the Bureau of Labor Statistics. This growth is being driven by the increasing demand for archival services from businesses, governments, and individuals.

Other nations are also anticipated to add more archivist positions in the upcoming years. For instance, from 2020 to 2030, there will be a 10% increase in the number of archivist employment in the United States. As more organisations realise the value of knowledge management, archives are becoming increasingly important in protecting important organisational knowledge through a variety of channels, including documents, physical items, oral histories, and digital assets. Because of this rising awareness, archives are being established at a steadily increasing rate in a variety of industries, including business.

Organisations are now aware of the importance of their historical records and the potential advantages they may provide for data analysis, educational initiatives, brand development, and public relations campaigns. Professional archivists who can efficiently maintain and utilise these historical resources are in higher demand as a result. Archivists are seen as crucial knowledge and information management facilitators who bridge the gap between the use of data-driven processes and the preservation of historical assets.

The part of archivists goes beyond the bare preservation of documents and artefacts. They play a pivotal part in organising, classifying, and making these resources accessible to relevant stakeholders. By doing so, archivists enable organisations to unlock priceless insights, make informed opinions, and effectively communicate their heritage and historical significance. The demand for professed archivists is anticipated to continue rising as further organisations recognise the strategic significance of managing and utilising their archival resources.

This career is gaining recognition and popularity in India as organisations increasingly value the preservation and utilisation of their historical records. The role of archivists as knowledge and information managers is becoming more pivotal, as they bridge the gap between historical preservation and data-

driven practices. As the demand for archival services grows, there's a need for skilled professionals who can effectively manage and leverage organisational knowledge for strategic purposes.

In a comprehensive study conducted by *Singh(2018)*, an in- depth analysis was accepted to assess the state of preservation of archival records in the National Archives of India(NAI). The researcher meticulously delved and analysed the available data to gain insights into the efforts made by NAI in conserving and conserving the invaluable public heritage records.

The findings of the study revealed that NAI has made significant benefactions in the preservation of public heritage records. Still, it was also linked that there's room for enhancement in several crucial areas. One of the areas that require attention is the complete cataloguing of archival materials. A comprehensive and accurate cataloguing system is essential for efficient retrieval and accessibility of these records, enabling researchers and scholars to explore and study our rich social and cultural heritage.

Financing arose as another critical viewpoint that needs improvement. NAI's preservation efforts cannot be supported without adequate financial resources. This includes making investments in cutting-edge storage facilities, developing cutting-edge methods of preservation, and acquiring the equipment and technologies that are required. NAI can guarantee the long-term preservation of these priceless and irreplaceable records by allocating sufficient funds.

In addition, the study emphasised the significance of having staff members who are dedicated and have received professional training to oversee the care and management of these records. Best practices, preventative measures, and conservation strategies are all carried out by archivists and preservation specialists. By utilising talented experts who have a profound comprehension of documented standards and methods, NAI can guarantee the legitimate dealing with, stockpiling, and conservation of these records, eventually protecting our country's legacy for people in the future.

It is essential to perceive that the chronicled records housed inside NAI address a storehouse of our country's aggregate memory, exemplifying the lavishness of our social and social legacy. These records act as important assets for examination, training, and verifiable documentation. Nonetheless, if these records are not satisfactorily safeguarded from the inconvenient impacts of climate and vermin, the important information and bits of knowledge they contain may slowly deteriorate after some time.

The study suggests that NAI should take proactive measures to safeguard our national heritage records to address these issues. This includes the execution of complex protection techniques and the reception of remedial measures to address any current holes in the ongoing safeguarding rehearses. NAI can boost its preservation efforts and guarantee the records' long-term survival and accessibility by utilising cutting-edge technologies, investigating novel preservation methods, and collaborating with experts in the field.

All in all, the review stresses the need for NAI in protecting and moderating our public legacy records. While exemplary work has been finished, there is a requirement for consistent improvement in different perspectives, for example, listing, financing, stockpiling, and safeguarding methods. By perceiving the meaning of these records and going to proactive lengths to safeguard them, NAI can satisfy its liability of saving our social inheritance and sending it to people in the future for study, learning, and a more profound comprehension of our aggregate past.

In the advanced age, as associations progressively perceive the worth of their records and the requirement for a robust knowledge management system, the interest for talented archivists is supposed to develop. The developing scene of innovation and data the board requires archivists who can adjust to the advanced period and successfully oversee both physical and computerised records. This developing interest

highlights the significance of files in working with authoritative development, saving social legacy, and keeping up with consistency with lawful and administrative systems.

The growth of information management techniques and recent advancements in digital technologies have had a significant impact on the field of archiving. Due to the impact that the switch to digital records has had on archiving practices, archivists now have to deal with handling vast amounts of digital data, including born-digital records and digitised materials. To ensure the long-term integrity and accessibility of digital archives, archivists presently employ metadata management techniques, data organisation strategies, and digital preservation techniques.

The advent of digital media has dramatically enhanced access to historical materials. Archivists have embraced websites, online directories, and digital repositories to provide public access to historical documents, images, manuscripts, and audiovisual artefacts. They have also used social media and online exhibitions to effectively engage a range of audiences and promote their collections.

Archivists are using data analysis techniques more frequently now to glean insightful information from archived materials. Aiming to connect and integrate archival descriptions with other pertinent resources, archivists are investigating the use of linked data and semantic web technologies in order to improve the discoverability and contextual understanding of archival information.

However, the digitisation of records and the easier access to private data in archives have raised important ethical and privacy concerns. Archivists are now actively addressing these issues by implementing privacy safeguards, restricting access, and ensuring compliance with data protection legislation. This proactive approach seeks to strike a balance between protecting individuals' right to privacy and conserving historical information.

Archivists are also in close collaboration with researchers, historians, data scientists, and technologists to examine cutting-edge techniques for archive research, preservation, and access. They have opted for this approach because they understand how advantageous interdisciplinary collaborations can be. Besides, Archivists are also incorporating sustainable practices into their workflows, including eco-friendly preservation techniques, using energy-efficient storage systems, and utilising digital preservation techniques, in an effort to reduce their dependence on physical storage space and resources.

According to Vrunda Pathare, a renowned Archivist the following skills are essential to be successful in this field:

In addition to these fundamental skills, here are some necessary skills to succeed in the archival field:

- 1. Understanding of archive concepts:** It's crucial to have a solid grasp of archive standards, procedures, and concepts. This comprises understanding of records management, preservation, access, and archival evaluation, organisation, and description.
- 2. Digital Archiving Skills:** Competency in digital archiving procedures is essential as the industry increasingly embraces digital records and technology. Metadata management, digital tool and programming expertise, and understanding of digital preservation are required for this.
- 3. Information Management:** Archivists need to be able to organise and handle massive amounts of information. To make archive resources easier to access, this involves knowledge of cataloging, indexing, and finding aid creation techniques.
- 4. Research and Analytical Skills:** Strong research and analytical skills are necessary for archival work. Archivists need to conduct thorough research to contextualise and interpret records, identify historical significance, and respond to research inquiries from users.

5. **Communication and Collaboration:** Archivists often interact with researchers, colleagues, and stakeholders. Excellent communication skills, both written and verbal, are vital for conveying information, providing guidance, and collaborating with others in the field.
6. **Technological Aptitude:** Archivists should be comfortable using digital tools and technology relevant to the field. This includes proficiency in databases, digital asset management systems, online platforms, and software for data analysis, digitization, and preservation.
7. **Critical Thinking and Problem-Solving:** Archivists encounter complex challenges in their work, such as dealing with fragile materials, identifying and resolving preservation issues, and handling ethical considerations. Strong critical thinking and problem-solving abilities are crucial for finding effective solutions.
8. **Adaptability and Flexibility:** The archival field is constantly evolving, and archivists need to adapt to new technologies, changing user needs, and emerging best practices. Being flexible and open to learning new approaches is essential.
9. **Ethical Awareness:** Archivists must adhere to ethical standards and principles of professional conduct. They need to understand and uphold issues related to privacy, confidentiality, copyright, and intellectual property rights.
10. **Customer Service Orientation:** Archivists often work with researchers, scholars, and the public. Having a customer service orientation and a willingness to assist and engage with users is important for providing a positive archival experience.

Developing these skills through formal education, practical experience, and continuous professional development can greatly contribute to success in the archival field. While the field of archives is continuously evolving, several trends are likely to emerge in India over the next five years. The digital transformation of archives will continue to accelerate. More organisations and institutions will focus on digitising their archival collections, making them accessible online and enhancing their preservation through digital technologies.

With the growing volume of born-digital records, archivists will focus on developing robust strategies and techniques for the long-term preservation and access of digital materials. This will include addressing challenges related to digital obsolescence, file formats, metadata management, and data security. Archivists will increasingly harness the power of data analysis and data-driven practices. They will explore innovative ways to extract insights, patterns, and connections from archival records, contributing to interdisciplinary research and evidence-based decision-making.

Collaboration among archives, libraries, museums, and other cultural institutions will strengthen. Partnerships will be forged to share resources, expertise, and technologies, leading to the creation of comprehensive and interconnected information ecosystems.

There will be a greater emphasis on user-centric approaches to archival access. Archivists will adopt user experience (UX) design principles, enhance online platforms and interfaces, and tailor services to meet the needs of diverse user groups, including researchers, educators, and the general public. Artificial intelligence (AI) and automation technologies will be increasingly integrated into archival workflows. AI tools can aid in tasks such as metadata extraction, language processing, and content analysis, thereby streamlining archival processes and enhancing efficiency.

Archivists will grapple with ethical and legal considerations related to privacy, intellectual property rights, and data protection. They will navigate these complexities while balancing the need for access, transparency, and responsible archival practices.

The need for continuous professional development and training for archivists will grow. Training programmes and workshops will focus on enhancing digital skills, data management, ethical considerations, and emerging technologies to equip archivists with the knowledge and competencies required in the evolving archival landscape.

As the field of archives continues to evolve, several new roles are likely to emerge in India over the next five years:

1. Digital Archivist: With the increasing focus on digital transformation, there will be a demand for professionals specialising in managing digital archives. Digital archivists will be responsible for preserving and providing access to born-digital records, implementing digital preservation strategies, managing digital repositories, and ensuring the long-term usability of digital materials. There will be a need for professionals who specialise in managing and organising digital collections. Digital Archivist will oversee the organisation, metadata management, and retrieval of digital assets, ensuring their discoverability and accessibility.

2. Data Analyst: As archives embrace data-driven practices, the role of a data analyst or data curator will become crucial. These professionals will be responsible for analysing archival data, extracting meaningful insights, and curating datasets for research purposes. They will possess skills in data analysis, data visualisation, and data management techniques.

3. Outreach Manager: Archives are increasingly recognising the importance of engaging with their communities and promoting their collections. Outreach managers will be responsible for developing outreach strategies, organising events and exhibitions, facilitating educational programmes, and fostering collaborations with educational institutions, researchers, and the public.

4. Digital archiving specialists: With the rapid digitisation of records and information, archivists specialising in digital archiving will be in high demand. They will be responsible for managing and preserving born-digital materials, implementing digital preservation strategies, and ensuring long-term access to digital collections.

5. Records management consultants: Archivists can pursue careers as records management consultants, assisting organisations in developing efficient records management systems, policies, and procedures. They will help organisations comply with regulatory requirements, streamline information governance, and optimise records workflows.

6. Cultural heritage preservation: Archivists can work in cultural heritage institutions, such as museums, libraries, and historical societies, preserving and managing archival materials and collections. They will play a critical role in cataloguing, digitising, and making these resources accessible to researchers, scholars, and the public.

7. Corporate archivists: Many corporations recognise the value of their historical records and archives for brand identity, historical research, and legal compliance. Archivists can find employment in corporate settings, managing and curating corporate archives, conducting research, and supporting business operations with historical knowledge.

8. Independent archival consultants: Archivists can establish their own consulting firms, providing specialised archival services to organisations in need of expertise in records management, preservation, and archival practices. They can offer services such as archival assessments, collection development, and archival training.

9. Online archival platforms: Archivists can develop online platforms and digital repositories to offer archival services, including digitisation, cataloguing, and online access to archival materials. Such

platforms can cater to niche audiences, researchers, or specific industries, providing valuable archival resources.

10. Archival app development: With the increasing use of mobile technology, archivists can explore opportunities in developing archival apps that facilitate access to archival collections, provide virtual tours of historical sites, or offer interactive educational experiences centred around archives and history.

11. Archival content creators: Archivists can leverage their knowledge and expertise to create educational content related to archival research, preservation techniques, and historical topics. They can develop podcasts, YouTube channels, or online courses, catering to audiences interested in archives and history.

Apart from creating these specialised roles, archives have to work in collaboration with Digital Preservation Specialist - an IT professional who play a key role in developing and implementing strategies for the long-term preservation of digital materials, and help in addressing challenges related to file formats, digital obsolescence, data migration, and metadata preservation etc.

Archivists may also have to work closely with User Experience (UX) Specialists to enhance user-centric access, UX specialists will be in demand. These professionals will focus on designing intuitive and user-friendly interfaces for online platforms, ensuring that users can easily navigate and engage with archival collections.

With increasing concerns around copyright, intellectual property, and data privacy, archivists may also have to seek consultation from a digital rights manager who can navigate the legal and ethical considerations related to the use, reproduction, and dissemination of digital archival materials. They can help the archivist to ensure compliance with relevant laws and develop policies for responsible use of digital assets.

As archives transition to digital platforms and employ sophisticated metadata management systems, traditional cataloguers, records managers, and conservators will need to upgrade their skills to adapt to technological changes.

In the archival profession, it is essential to prioritise the preservation and accessibility of historical records over personal biases or preconceived notions. Archivists serve as custodians of information, tasked with maintaining the integrity and authenticity of the records they handle. This requires a commitment to impartiality and a willingness to embrace diverse perspectives. This objectivity enables archivists to present a balanced view of history, providing researchers, scholars, and the public with a reliable foundation for their studies and interpretations (*Vrunda Pathare*).

Universities and Institutions Offering Courses In This Career

We have curated a list of ten institutions that offer courses in the field of Archives:

- University Of London - UK: Master Of Archives And Records Management (MARM)
- University Of Texas At Austin - USA: Master Of Science In Information Studies (Archives And Records Management)
- Jawaharlal Nehru University - India: Master Of Library And Information Science (Archives And Manuscript Keeping)
- Jawaharlal Nehru University - India: Master Of Library And Information Science (Archives And Manuscript Keeping)
- University Of Michigan - USA: Master Of Science In Information (Archives And Records Management)
- National Archives Of India - India: Diploma In Archives And Records Management

- University Of British Columbia - Canada: Master Of Archival Studies
- Aligarh Muslim University - India: Master Of Library And Information Science (Archival Studies)
- University Of California, Los Angeles - USA: Master Of Library And Information Science (Archival Studies)
- University Of Cape Town - South Africa: Master Of Philosophy In Archives And Records Management
- University Of Toronto - Canada: Master Of Information (Archives And Records Management)

In India, there are a few institutions and universities that offer courses specifically catering to the field of archival science. One notable institution is the School of Archival Studies at the National Archives of India, located in New Delhi. They offer a One Year Diploma Course in Archives and Records Management, along with short-term certificate courses in various areas such as Archives Management, Records Management, Reprography, and Care and Conservation of Records. The eligibility criteria for the Diploma course at the National Archives of India require a minimum of a second-class M.A. degree in History with an optional paper in Modern Indian History (Post 1750 period) from a recognised university. Alternatively, candidates with M.A. degrees in other streams of Social Sciences or M.Sc. degrees in Applied/Physical Sciences may also be eligible.

It's important to note that the availability of courses specifically focused on archival science may vary across different institutions and universities in India. Some universities offering courses in Library and Information Science may also include modules or specialisations related to archival science. For example, SNDT University in Mumbai offers courses in Library and Information Science that include a module on archival science.

If you're considering pursuing archival science education abroad, there are various graduate and post-graduate programmes available in Library and Information Science as well as Archival Science. Tuition fees for these programmes typically range from \$15,000 to \$30,000, depending on the institution and the specific programme.

It's advisable to visit the websites of the respective institutions or universities offering these courses for detailed information on admission requirements, course curriculum, and any additional eligibility criteria.

Fragrance Evaluator

A Fragrance Evaluator plays a crucial role in the fragrance industry by creating, evaluating, and developing new fragrances for various products. Their expertise lies in understanding and manipulating the complexities of scent compositions, blending different aromatic ingredients to achieve unique and captivating fragrances. These professionals possess a deep understanding of olfactory science, artistic creativity, and market trends, allowing them to create fragrances that appeal to consumers.

According to *Candice Midde, Fragrance Evaluator*, Fragrance Evaluators/Perfumers are responsible for conceptualising and crafting fragrance formulas that align with the brand identity and target market. They collaborate closely with product development teams, marketing professionals, and clients to ensure the fragrances they create align with the desired vision and objectives. Their work involves conducting extensive research on market trends, consumer preferences, and cultural influences to create fragrances that resonate with specific target demographics.

One of the primary tasks of a Fragrance Evaluator is the evaluation of raw materials and fragrance samples. They meticulously analyse individual scent notes and assess their compatibility and harmonious blending potential. Through a combination of scientific knowledge and artistic intuition, they create fragrance

compositions that evoke specific emotions, capture brand narratives, and cater to the preferences of the intended audience.

To achieve the desired fragrances, Fragrance Evaluators/Perfumers possess a profound understanding of the olfactory pyramid and the different scent families. They are well-versed in the properties of various fragrance ingredients, such as essential oils, aroma chemicals, and natural extracts, and can expertly combine these elements to achieve a balanced and captivating fragrance profile.

In addition to fragrance creation, Fragrance Evaluators/Perfumers are also involved in quality control and testing processes. They conduct rigorous sensory evaluations to ensure the consistency and stability of fragrances throughout their shelf life. These professionals work closely with analytical chemists and sensory panels to assess factors such as longevity, projection, and overall scent performance.

Furthermore, they remain abreast of emerging trends, new ingredients, and technological advancements in the fragrance industry. They actively participate in industry events, attend trade shows, and collaborate with suppliers to stay updated on the latest innovations. This continuous learning enables them to experiment with novel fragrance concepts, push the boundaries of creativity, and adapt to changing consumer preferences.

To excel in this career, Fragrance Evaluators/Perfumers require a combination of technical skills, artistic sensibility, and a deep passion for fragrances. They must possess a keen sense of smell, the ability to distinguish between subtle scent nuances, and the patience to endure extensive sensory evaluations. Strong communication and collaboration skills are also essential, as they often work in multidisciplinary teams, coordinating efforts with marketing, product development, and manufacturing departments.

Fragrance Evaluators/Perfumers can find employment in various sectors of the fragrance industry, including perfume houses, cosmetic companies, personal care product manufacturers, and fragrance development laboratories. They may work as in-house evaluators for established brands or as independent consultants, offering their expertise to multiple clients.

In conclusion, a career as a Fragrance Evaluator is a unique and rewarding path within the fragrance industry. These professionals play a vital role in creating captivating and marketable fragrances that evoke emotions, enhance personal care products, and contribute to the overall sensory experience of consumers. Their ability to combine scientific knowledge, artistic creativity, and a deep understanding of market trends makes them invaluable contributors to the fragrance industry's innovation and growth.

According to Candice Midde, A Fragrance Evaluator, the career of Fragrance Evaluator holds a growing popularity in India, particularly in the modern age where there is a heightened need for sensory experiences in consumer products. With the rise of e-commerce and the influence of fragrance on purchase decisions, coupled with increased disposable income, this career is witnessing an upward trajectory.

There is indeed a significant demand for professionals in the fragrance evaluation and perfumery field. The sense of smell, often taken for granted, plays a vital role in our daily lives. Fragrance is a key requirement in various products that are integral to every household, ranging from personal care items to household cleaners. The need to create appealing and distinctive scents to captivate consumers drives the demand for experts in this field.

In recent years, there have been notable advancements in the fragrance evaluation and perfumery field. One significant development is the growth of digital media, which has revolutionised marketing strategies and consumer engagement. Brands are leveraging digital platforms to promote and showcase their fragrances, enhancing their reach and visibility. Additionally, there is an increasing variety of brands and product formats available, catering to diverse consumer preferences and demands.

To succeed in this field, certain skills are essential. A keen sense of smell is paramount, as it forms the foundation for evaluating and creating fragrances. Professionals also benefit from undertaking specialised courses in perfumery, which provide in-depth knowledge and practical training on fragrance creation and evaluation. Institutions such as ISIPCA and Kelkar Institute offer courses specifically tailored to the fragrance industry, equipping individuals with the necessary skills and expertise.

While pursuing a career as a Fragrance Evaluator requires some initial investment, it is considered a pocket-friendly option in comparison to conventional fields. The pay scale in this profession can be lucrative as one progresses and gains experience. However, the exact salary figures vary based on factors such as the level of expertise, job position, and the employing company.

The field of fragrance evaluation and perfumery has also experienced certain changes due to the impact of the pandemic. With consumers becoming more conscious about personal care and well-being, there is a greater emphasis on understanding their preferences and desires. This shift necessitates a deeper understanding of consumer needs and the drivers behind their choices. Fragrance professionals are adapting to these changes, focusing on creating scents that resonate with consumers and cater to evolving trends.

Common concerns and misconceptions about this career often revolve around the assumption that individuals must possess exceptional smelling skills. While having a well-developed sense of smell is advantageous, it can be further honed through training and experience. Additionally, some may perceive this career as too niche, overlooking the wide range of opportunities available within the fragrance industry, such as research and development, marketing, and product management.

Over the next five years, it is expected that trends in the fragrance industry will revolve around a deeper exploration of fragrance nuances and intensities. This understanding will enable professionals to design and develop better products that cater to specific consumer preferences. New roles are also expected to emerge in the field, particularly in perfumery and fragrance evaluation, as companies strive to create unique and captivating scents to differentiate their offerings in the market.

In conclusion, the career of Fragrance Evaluator in India is witnessing growth and demand in the modern age. Advancements in digital media, a wide variety of brands and product formats, and the need to understand consumer preferences are shaping this field. Skills such as a keen sense of smell and specialised training in perfumery are essential for success. While there may be initial investment costs, the potential for a rewarding career and the opportunity to create captivating scents make this field an attractive option. Some food for thought by our contributor, *Candice Midde*: “Inspire to Aspire, keep learning and exploring there’s no age. The more you step out to travel, meet people and look for various experiences that lifts you up, that’s where a career you love will never tire you”.

Universities and Institutions Offering Courses In This Career

- Grasse Institute Of Perfumery - France: Advanced Perfumery Techniques
- International flavours & Fragrances (IFF) - USA: Perfumery Programme
- International Perfume Foundation - India: Certified Fragrance Evaluator
- Ecole Supérieure Du Parfum - France: Master's in Fragrance Evaluation and Perfume Creation
- The Fragrance Foundation - USA: The Fragrance Evaluation Course
- Université Côte d'Azur - France: Master of Science in Fragrance Design and Creation
- International Perfume Academy - India: Certified Perfumer Course

- International Perfume Academy - India: Certified Perfumer Course
- Givaudan Perfumery School - France: Professional Perfumery Training Programme
- Technological University Dublin - Ireland: Bachelor of Science in Cosmetic Science with Business
- Institute For Art And Olfaction - USA: Artisan Perfumery Course

Flavourist

The career of a Flavourist is gaining popularity and recognition in India, although it is still relatively unknown compared to the Western countries. *Bharti Rawat*, a Flavourist with significant years of experience in the field, propagates an idea of 100 Flavourists in India, and a similar situation existing in the United States where there are approximately 500 Flavourists. The limited number of professionals in this field contributes to its high demand and competitiveness, resulting in favourable pay scales for Flavourists in India.

In the modern age, the need for sensory experiences in consumer products has increased significantly. This demand is driven by various factors such as the rise of e-commerce platforms, which has led to increased purchase decisions and disposable income. Consumers are now more inclined to explore different tastes and flavours, seeking unique and innovative sensory experiences. As a result, the field of Flavourist has seen steady growth as it caters to the evolving preferences and demands of consumers.

While the demand for Flavourists is currently not categorised as "huge," it is steadily increasing as awareness about this profession grows. Many people are unaware that a profession called "Flavourist" exists, and it is essential to evoke interest and educate individuals about the opportunities and potential in this field. Flavourists play a crucial role in the food industry as they are responsible for developing flavours that enhance the taste and appeal of various consumer products. With the expanding food and beverage industry and the growing trend of DIY ingredients and recipes, the demand for Flavourists is expected to rise further.

According to *Bharti*, the field of Flavourist has witnessed various advancements in recent years. Technological innovations have played a significant role in enhancing the work of Flavourists. In the past, Flavourists relied on their sensory abilities, such as their sense of smell and taste, to match specific flavour notes. However, with the advent of advanced equipment like Gas Chromatography-Mass Spectrometry (GCMS), Solid Phase Microextraction (SPME), and Gas Chromatography-Olfactometry (GCO), the process of flavour matching and creation has become more precise and efficient. These technological tools aid Flavourists in identifying and replicating specific flavours, improving the overall quality of their work. Moreover, the field of flavours and fragrances is constantly evolving, with new and innovative raw materials being introduced regularly. These new ingredients offer Flavourists greater flexibility and creativity in their flavour creations. They allow Flavourists to experiment with unique combinations and develop novel and enticing flavours that cater to changing consumer preferences. The continuous introduction of specialty raw materials adds to the dynamic nature of the Flavourist profession, ensuring ongoing growth and innovation in the field.

To succeed as a Flavourist, certain essential skills are required. A passion for food, a curiosity about the composition and chemistry of flavours, and an understanding of the relationship between food and flavour are crucial. Additionally, patience, perseverance, and attention to detail are vital qualities that contribute to a Flavourist's success. Building a comprehensive knowledge of various flavour profiles, understanding the impact of different ingredients, and being able to balance flavours effectively are also key skills that Flavourists need to develop.

In terms of education and training, individuals interested in becoming Flavourists typically come from backgrounds such as chemical engineering, chemistry, or food technology. There are specific courses and programmes available that cater to the development of Flavourists. For example, *Bharti* suggests institutions like ISIPCA and the Kelkar Institute which offer specialised courses in flavour technology. These programmes provide theoretical knowledge and practical training to equip aspiring Flavourists with the necessary skills and expertise to excel in their careers.

When considering the financial aspect, the Flavourist profession can be considered pocket-friendly compared to conventional fields such as paramedical, hoteliers, or engineering. While the exact salary scales may vary depending on factors such as qualifications, experience, and the employing company, Flavourists can earn attractive remuneration as they progress in their careers. Entry-level positions for Flavourists with a bachelor's degree in food science or technology can offer salaries ranging from 5 to 7 lakhs per annum. With a postgraduate degree from renowned institutions like CFTRI or ICT, the salary range can increase to 7 to 10 lakhs per annum. However, it is important to note that becoming a senior Flavourist may take 15 to 30 years, with corresponding increases in salary. While mentioning top-rated colleges, *Bharti* suggests institutions like ICT, FFDC AND CFTRI that offer specialised courses in food and flavour technology.

The pandemic has brought certain changes to the daily routines of Flavourists. For instance, during the pandemic, there were limitations on tasting activities due to safety concerns. Smelling was limited to individual assessments, and the sharing of sniffed blotters was restricted. However, on a broader scale, the impact of the pandemic on the profession has been relatively minimal. Given the limited number of Flavourists in India, the demand for their expertise has remained steady, and the profession has not witnessed significant disruptions.

Common concerns and misconceptions surrounding the Flavourist career include the belief that it may become saturated or too niche. Some individuals may worry about the potential impact of emerging technologies, such as artificial intelligence, on the role of Flavourists. However, it is important to recognise that the expertise and creativity of Flavourists cannot be easily replaced by technology. The human element in understanding consumer emotions, preferences, and the ability to create unique flavour experiences remains invaluable.

Looking ahead, several trends are expected to emerge in the field of flavours over the next five years. Fusion flavours combining unexpected combinations, such as peach and orange or honey and chilli, are likely to gain popularity. Cross-category flavours that blend different food and beverage categories, such as chocolate brownie drinks or savoury-infused ice creams, may also emerge as consumer favourites. The focus on freshness, indulgence without guilt, and the incorporation of savoury elements into various categories are anticipated trends that will shape the future of the Flavourist profession.

In terms of new roles, one potential position that may arise is that of a Flavour Ideation Specialist. This role would involve working closely with Flavourists to develop innovative flavour concepts based on trending market demands and consumer preferences. Additionally, there are opportunities for sensory specialists who specialise in evaluating flavours and ensuring their quality and appeal. And on the bright side, there are no roles that are likely to become redundant or irrelevant as per *Bharti and Candice Midde's* observation. Each role within the industry, including quality control, quality assurance, production, research and development, and sensory evaluation, plays a crucial part in the overall success of flavour creation and product development. The collaboration and synergy among these roles contribute to the

creation of exceptional flavours and the satisfaction of consumer preferences. Therefore, all roles are essential and contribute to the collective effort of delivering high-quality flavours to the market.

From a conversation with *Bharti Rawat*, she shared her story of how she began her journey in the flavour industry in 2010. She initially joined as a production role but soon found herself drawn to the research and development aspect. The head of the R&D department recognised her potential and transferred her to the flavour creation team. Since then, she has been continuously exploring and creating flavours across various categories, including confectionery, beverages, dairy, nutraceuticals, and veterinary products.

Throughout her career, she has emphasised the importance of contributing to the growth of the organisations she has worked with. In her current role at Norex Flavours Private Limited, she has led a team of seven passionate Flavourists and together, they have built a library of over 3,000 flavours. Collaborating with her team members, she has successfully developed flavours for the pharmaceutical, tea, and dairy industries, contributing to the profitability and success of the company.

Bharti firmly believes that success in the Flavourist profession is a result of mutual growth between an individual and their employer. By being honest, loyal, and dedicated to our work, we can achieve remarkable outcomes. It is essential to nurture teamwork and encourage each team member to contribute their unique skills and perspectives. Through continuous learning, staying updated with the latest trends, and maintaining a customer-centric approach, Flavourists can excel in their careers and make a significant impact in the flavour industry.

Candice Midde, an experienced Flavourist and expert in the industry, shared valuable insights into the career of a Flavourist and its growth in the modern age. According to her, the popularity of this career in India is on the rise, driven by the fact that the food and beverage industry will never go out of business. The demand for flavours is fueled by the ever-changing tastes of consumers, the trend of DIY ingredients and recipes, and the desire to co-create cultural flavours and modernise traditional dishes.

The field of Flavourist has seen several advancements in recent years. Candice emphasises that innovation and familiarity with consumers' preferences are crucial factors in this industry. Flavourists strive to create new and exciting flavour profiles that resonate with consumers and keep up with emerging trends. By understanding consumer preferences and leveraging their creativity, Flavourists can develop flavours that capture attention and meet the evolving demands of the market.

To succeed in this field, Candice highlights the importance of having well-developed taste buds, extensive practice, and exposure to various flavours. Flavourists need to be skilled in balancing different flavour components to create harmonious and appealing taste experiences.

In terms of education, there are courses available in flavours technology offered by colleges. These courses provide aspiring Flavourists with the necessary knowledge and technical skills to excel in their careers. Diplomas in flavours technology can be a cost-effective option compared to traditional degree programs, making the field more accessible to interested individuals.

The payscale in the Flavourist profession varies depending on the level, role, and organisation. Salaries can differ significantly based on factors such as experience, qualifications, and the employing company. As Flavourists progress in their careers and take on higher-level positions, their earning potential increases accordingly.

Since the pandemic, the field of flavours has experienced certain changes. Flavours have the power to create nostalgia and evoke memories or reference points for consumers. While individuals seek novelty and new experiences, there is also a desire for a hint of familiarity in flavours. Flavourists have the task of striking a balance between new and familiar taste profiles to meet consumers' evolving preferences.

Common concerns and misconceptions about the Flavourist career include the notion that it may become saturating and highly specialised. However, Candice believes that with the continuous demand for new and exciting flavours, the field will continue to offer opportunities for growth and innovation.

Looking ahead, Candice predicts that trends in the next five years will include a focus on freshness in desserts, comforting tastes in cultural cuisines, and indulgence without guilt. Consumers are increasingly seeking flavours that provide both sensory satisfaction and align with their desire for healthier options.

Regarding new roles in the Flavourist career, Candice envisions an increasing demand for sensory experts specialised in flavours and food science. These professionals would play a crucial role in evaluating flavours and ensuring their quality and appeal.

When asked for industry insights about this field, Candice encourages Flavourists to keep experimenting and innovating. She advises them to explore and play with colours, textures, and consistencies to bring novelty, passion, and relevance to their creations. By embracing unconventional ideas and pushing the boundaries of flavour development, Flavourists can make a lasting impact in the industry.

Overall, the insights provided by Candice Midde shed light on the popularity and growth of the Flavourist career in India. The profession is driven by the dynamic nature of consumer preferences and the constant pursuit of innovation. With the right skills, education, and passion for flavours, individuals can thrive in this field and contribute to the exciting world of taste experiences.

All in all, the field of Flavourist is gaining traction in India, although it is still relatively unknown compared to Western countries. The demand for Flavourists is growing as consumers seek unique taste experiences and innovative flavour combinations. Advancements in technology, such as GCMS and SPME, have enhanced the precision and efficiency of flavour creation processes. Essential skills for Flavourists include a passion for food, curiosity, and a strong foundation in chemistry. There are specific courses and training programmes available to develop Flavourists' expertise.

Pursuing a career as a Flavourist is considered pocket-friendly compared to conventional fields, and the salary scales increase with experience and qualifications. The pandemic has had a limited impact on the profession, and Flavourists continue to play a vital role in creating flavours that resonate with consumers' preferences. Concerns and misconceptions include the potential saturation of the field and the misconception that Flavourists add harmful chemicals to food products. However, Bharti contradicts these misconceptions because the market is not only calling for more demand for flavourists, but is also encouraging aspirants to marvel at the scope of this career.

Looking ahead, fusion flavours, cross-category flavours, and the incorporation of savoury elements are expected trends in the industry. New roles such as Flavour Ideation Specialists and sensory experts may emerge to enhance the flavour creation process. Each role within the field of Flavourist is significant and contributes to the overall success of flavour development. Through dedication, teamwork, and continuous learning, Flavourists can achieve remarkable success and contribute to the growth of the flavour industry. According to *Amandeep Singh*, a Flavourist with expertise in the field, there are several emerging trends that are set to make a significant impact in the coming years. One notable trend is the rise of vegan and plant-based alternatives. As more consumers embrace a plant-based lifestyle for ethical, environmental, and health reasons, the demand for innovative and delicious plant-based meat alternatives is expected to skyrocket. Additionally, the growing interest in health and wellness has led to the popularity of protein-based products. Consumers are seeking high-protein options that cater to their fitness goals and dietary preferences. Another noteworthy trend is the increasing demand for sugar-free products. With rising concerns about the negative health effects of excessive sugar consumption, there is a growing market for

flavorful alternatives that provide sweetness without the use of traditional sugar sources. These emerging trends present exciting opportunities for flavorists to create innovative and delicious solutions that cater to evolving consumer preferences and contribute to the development of a more sustainable and health-conscious food industry.

Universities and Institutions Offering Courses In This Career

- Flavor Research And Education Center (FREC) - USA: Professional Flavorist Training Programme
- Le Cordon Bleu - France: Diploma In Culinary Arts
- Central Food Technological Research Institute (CFTRI) - India: Certificate Course In Flavourist Techniques
- Central Food Technological Research Institute (CFTRI) - India: Certificate Course In Flavourist Techniques
- University Of Reading - United Kingdom: MSc Programme
- The Flavor Factory - USA: Professional Flavorist Certification Programme
- National Institute Of Food Technology Entrepreneurship And Management (NIFTEM) - India: B.Tech Programme In Food Technology And Management
- University Of California, Davis - USA: Flavor Chemistry Programme
- University Of Gastronomic Sciences - Italy: Programme In Food Culture And Communications
- International Flavors And Fragrances (IFF) - Global: Training Programmes
- International Union Of Food Science And Technology (IUFoST): Development Opportunities

Sustainable Product Designer

Choosing a career in sustainable product design offers a fulfilling and rewarding path for individuals interested in creating environmentally friendly products with a low impact on the planet. The growing demand for sustainable products presents numerous opportunities for qualified sustainable product designers to secure well-paying jobs in this field.

The manufacturing sector has often been criticised for its contribution to pollution and environmental degradation. When setting up an industry, obtaining approval from environment conservation boards is essential to ensure compliance with green standards. It is widely recognised that a country's true development relies heavily on its industrial progress, as manufacturing technologies provide goods and services for further growth. However, it is equally crucial to prioritise environmental protection alongside industrial development.

To strike a balance between industrial growth and environmental preservation, adopting smart manufacturing technologies becomes imperative. Smart manufacturing is considered the key to sustainable development, promoting progress while preserving the natural equilibrium. By implementing smart manufacturing technologies that support the environment's well-being, we can ensure a harmonious and sustainable path of development [*Chatare, R. D. (2022)*].

The field of Sustainable Product Design is experiencing rapid growth due to the increasing emphasis on sustainability by companies and consumers. According to the Bureau of Labor Statistics, the employment of industrial designers, including sustainable product designers, is expected to grow by 4% from 2020 to 2030. This demand is driven by the need for professionals who can create environmentally friendly products, implement sustainable practices, and reduce waste. With a focus on creativity, innovation, and

sustainability, Sustainable Product Design offers diverse career paths and opportunities to make a positive impact on the environment.

The youth of India have a significant opportunity in the field of sustainable development and decent work, particularly in an environmentally conscious economy. The country's job landscape is evolving, with traditional sectors witnessing a slowdown in employment, while new engines of job creation emerge [*Future Jobs In India, NASSCOM, FICCI, EY*]. Factors such as increased infrastructure and construction activities fueled by government initiatives, innovative self-employment models, and advancements in technology aggregator platforms are reshaping the job market.

Several factors will determine the future of jobs in India in 2022, and these include the level of exports from India-based companies, the influence of Industry 4.0 exponential technologies on offshoring in advanced markets, fluctuations in the overseas job market for the Indian workforce, and the inflow of Foreign Direct Investment (FDI) into India. Additionally, the adoption of emerging technologies, demands for environmental sustainability, the growth of the middle class, and the abundance of young population will also play crucial roles in shaping the job landscape in India.

In India, the sustainable product design industry is experiencing significant growth and opportunities. With the country's focus on sustainability and environmental conservation, there is a rising demand for skilled Sustainable Product Designers. Companies and organisations are actively seeking professionals who can design and develop sustainable products that minimise environmental impact. The payscale for Sustainable Product Designers in India is influenced by factors such as experience, location, and the organisation's size. Entry-level designers can expect competitive salaries, and as they gain expertise and experience, their earning potential increases. Entry-level designers can expect a salary range of INR 3,00,000 to INR 6,00,000 per year, while mid-level designers earn around INR 6,00,000 to INR 12,00,000 per year. Senior-level designers with extensive experience can earn INR 12,00,000 or more annually.

In the era of Industrial Revolution 4.0, the adoption of smart manufacturing technologies became crucial to achieving a balance between industrial growth and sustainable development. These digital technologies not only enhance manufacturing productivity but also play a significant role in promoting sustainable practices for a better future.

Universities and Institutions Offering Courses In This Career

- National Institute Of Design (NID), India
- Rhode Island School Of Design (RISD), USA
- Royal College Of Art (RCA), UK
- Delft University Of Technology, Netherlands
- Politecnico Di Milano, Italy
- Lund University, Sweden
- Fashion Institute Of Technology (FIT), US
- Aalto University, Finland
- Queensland University Of Technology (QUT), Australia
- Indian School of Design And Innovation (ISDI), India

Ethical Apparel/Fashion Designer

The fashion industry has evolved into a global powerhouse, exerting a significant impact on the environment and society. Fast fashion and just-in-time production dominate the industry, leading to frequent seasonal changes and the introduction of new low-priced items almost daily. This trend-driven

culture fuels consumer desires for constant novelty, leading to overconsumption and, ultimately, fashion waste. Tragically, the supply chain also grapples with issues such as worker exploitation, with low wages, unpaid overtime, and hazardous chemical use, causing environmental pollution.

The fashion industry's scale is massive, boasting a staggering 1.3 trillion dollars in global business and employing over 300 million people worldwide. It wields significant economic power and contributes substantially to the global GDP. Despite challenges like financial crises, the fashion industry has witnessed remarkable growth and transformative changes. Global brands dominate the highly competitive market, where agility and adaptability are paramount. Given the industry's potential for exponential growth due to shifting trends and consumer behaviour, the employment opportunities are vast.

Market analyses by prominent consultancy firms, including McKinsey, Deloitte Group, and BCG, reveal the dynamic nature of the fashion industry, marked by sudden shifts and increased uncertainty [*Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020)*]. With advancements in the medical sector and rising life expectancy, the fashion industry now has a unique opportunity to cater to both young and old generations simultaneously.

In 2019, the Indian textile and apparel market boasted a value exceeding \$100 billion. However, the outbreak of Covid-19 led to a significant 30% decline in 2020. Nevertheless, the market is poised for recovery and projected to grow, reaching an impressive US\$ 190 billion by 2025-26.

The Indian textiles and apparel industry holds substantial significance, contributing 2% to the country's GDP, accounting for 15% of export earnings, and representing 5% of global trade in textiles and apparel as of 2018-19. The domestic market alone was estimated at US\$ 75 billion, with an export market worth US\$ 35 billion, while imports accounted for US\$ 8.3 billion.

India stands as one of the world's largest textile and garment markets, valued at over US\$ 100 billion, with a majority of revenue generated from domestic consumers and a significant quarter from exports. This positions India to play a pivotal role in supporting the global fashion industry's pursuit of net-zero sustainability goals. Numerous British brands rely on India as a production base, and many are establishing retail presence to tap into the vast Indian consumer market, which exceeds 600 million individuals.

Both the Indian and UK fashion industries follow a linear growth production model, utilising virgin materials to create garments that often end up in landfills or are incinerated after use. This approach has led to overproduction and the consumption of low-cost apparel with little consideration for the environmental and social impacts. However, there is a growing concern among consumers and industry players about this model's negative effects, prompting a desire to adopt stronger sustainability principles in the fashion sector.

Due to this, a concept of circular fashion has been studied in recent years. There is a growing interest in establishing circular fashion production and consumption models in India. However, there are notable infrastructure challenges related to collecting and processing post-consumer garments in both countries, and addressing these hurdles requires increased investment [*Global Expert Mission: Sustainable Fashion In India*]. There have also been several approaches in revising the curriculum at fashion colleges, where learning game-changing digital and computer technologies are making a significant impact. These include cutting-edge advancements like machine learning (AI), robotics, blockchain, non-fungible tokens (NFTs), augmented reality, computer visualisation, and e-commerce.

In an interview conducted by Lifestyle Asia with Anita Dongre, renowned fashion designer and entrepreneur, shared her views and insights on sustainability in the fashion industry. Dongre emphasised the need for balance in material success to combat sustainability issues. She pointed out that countries

with significant material success often face greater sustainability challenges. In contrast, many Indian villages remain sustainable, making up 80% of the country's regions.

Regarding her own business practices, Dongre outlined several ways she incorporates sustainability. Through the Anita Dongre Foundation, economic empowerment programs are established in villages near Mumbai, providing employment opportunities for tribal women and discouraging migration to cities. Dongre also stressed the importance of sourcing fabrics responsibly, and her collaboration with the Lenzing Group incorporates Tencel fibres derived from renewable raw material, wood, through natural photosynthesis.

To address water usage, Dongre's business ensures that the water taken from the lake is returned after purification, maintaining a commitment to water conservation. The company also takes eco-conscious actions, such as planting 25,000 trees in the Bassi Wildlife Sanctuary in Rajasthan, as part of their Earth Day celebration in 2018. At their headquarters in Mumbai, they prioritise energy conservation and reducing the carbon footprint.

When asked about Indian fashion and sustainability, Dongre highlighted the vastness of India's textile industry and the need to nurture craft clusters and support the livelihoods of weavers and craftsmen. She emphasised the significance of observing and assessing every aspect of the industry, from fabric dyeing to water management near textile mills.

Dongre finds inspiration in India's villages, where sustainable practices, including waste composting and water conservation, are prevalent. She believes that educating the youth, as demonstrated by organisations like CMCA, plays a crucial role in promoting social hygiene and sustainability in the country's fashion industry.

In the ever-evolving world of fashion, ethical and sustainable practices are taking centre stage. In an insightful conversation with Gaana Bhat, a South Indian actress and ethical fashion designer and owner of Edi Style, to gain valuable insights into this burgeoning industry. A concept relatively new to smaller Indian cities, ethical fashion has made remarkable strides in metropolitan areas and tourist destinations. Gaana emphasises that even in smaller cities, this novel approach to fashion is not met with rejection. Small businesses like Edi Style are playing a pivotal role in educating consumers about the merits of ethical fashion. This trend signals a promising start for the industry.

As for the growing awareness of this industry, India is witnessing a growing demand for ethical fashion. This surge is propelled by an increasing number of individuals embracing sustainability in their clothing choices. Gaana highlights that the United Nations' sustainability initiatives, coupled with support from European countries, have significantly contributed to this shift. As people become more aware of their environmental impact, the demand for sustainable fashion is expected to surge in the coming years. As for recent advancements, a notable shift towards made-to-order slow fashion is gaining prominence. This marks a departure from the fast-fashion culture, focusing instead on quality, sustainability, and minimising waste. Gaana suggests that consumers are increasingly valuing unique, high-quality pieces over mass-produced, disposable fashion.

When asked about pursuing a career in this field, Gaana recommends individuals to possess a diverse skill set. She recommends basic computer skills, proficiency in product designing, a fundamental understanding of business operations, and strong leadership skills as essential attributes for success in this field. While specialised courses in ethical fashion are not mandatory, Gaana's journey from engineering to fashion exemplifies that one's educational background need not be a barrier to entry. With a passion for sustainability and learning, individuals from diverse backgrounds can make their mark in this industry.

Starting an ethical fashion venture can be cost-effective, requiring an initial investment of less than 10 lakhs. Income levels can vary, with designers earning between 18,000 to 25,000 INR per month and unit managers, especially freelancers, earning approximately 20,000 INR per month. And despite the effects of the COVID-19 pandemic, the situation has only accelerated the growth of ethical fashion in India. Increased online shopping and reduced visits to physical stores have prompted consumers to explore sustainable and ethical fashion brands. This shift in consumer behaviour has been a boon for businesses in this sector.

For someone in the entertainment and fashion industry, two common misconceptions about ethical fashion according to Gaana are the perception of a substantial upfront investment and the belief that individuals lack the necessary skill set to start a business in this field. She suggests that with careful planning and education, these barriers can be overcome. And over the next five years, Gaana anticipates a surge in eco-conscious small business owners and an increase in educated consumers who prioritise sustainability. This trend is likely to reshape the industry, driving innovation and responsible practices.

The future of ethical fashion may witness the emergence of various roles, including designers, content creators, digital marketers, and affiliate marketers. Brands are seeking innovative ways to engage with conscious consumers, paving the way for diverse career opportunities. Ethical fashion is gaining recognition, particularly among corporates that value inclusivity, diversity, and eco-consciousness. Large companies are increasingly seeking vendors who align with their ethical values. Edi Style, Gaana's brainchild, has engaged in discussions with industry giants who appreciate their ethical approach. This underscores the growing importance of values in business partnerships. Gaana Bhat's journey as an ethical fashion designer and business owner offers a glimpse into the thriving world of ethical fashion in India. With increasing awareness and support from both consumers and global initiatives, ethical fashion is poised for substantial growth in the coming years. The industry's future holds promise, fueled by innovative trends and a commitment to sustainable practices.

Universities and Institutions Offering Courses In This Career

- National Institute Of Fashion Technology (NIFT), India
- London College Of Fashion, United Kingdom
- Fashion Institute Of Technology (FIT), United States
- Royal Academy Of Fine Arts, Belgium
- Istituto Marangoni, Italy
- Parsons School Of Design, United States
- Central Saint Martins, United Kingdom
- Antwerp Fashion Academy, Belgium
- Esmod International, France
- DSK Supinfocom, India

Trend Analyst

Trend Studies is a dynamic and fascinating field that goes beyond the boundaries of individual disciplines, integrating concepts, perspectives, and methodologies from a diverse range of fields, including Culture Studies, Anthropology, Marketing, and Design [*Gomes, N. P., de Mendonça Cohen, S. A., & Flores, A. M. M. (2018)*]. This transdisciplinary approach allows Trend Studies to explore and analyse various aspects of contemporary society and culture, seeking to identify and understand the changes in mindsets and behaviours that shape our social environments.

At its core, Trend Studies seeks to unravel the complex interplay between culture, society, and human behaviour. By closely examining and interpreting cultural phenomena, trends, and emerging patterns of thought, Trend Studies aims to capture the essence of societal transformation. These changes can encompass everything from shifts in consumer preferences and purchasing habits to changes in lifestyle choices, cultural norms, and values.

One of the key objectives of Trend Studies is to provide valuable insights into the spirit of the time. By studying and analysing practices, rituals, representations, and discourses connected to certain artefacts, Trend Studies illuminates the underlying currents that influence the collective consciousness. This deeper understanding of emerging mindsets and behaviours enables businesses, organisations, and policymakers to make informed decisions, develop innovative strategies, and anticipate future shifts in their respective industries and markets.

Trend Studies operates across various social systems, recognizing the diversity and dynamics inherent in each [*Haralayya, B. (2021)*]. The study seeks to deconstruct these systems, uncovering the underlying drivers of change and identifying opportunities for growth and development. By presenting strategic-level solutions and directions, Trend Studies helps stakeholders navigate the complexities of the contemporary world and capitalise on emerging opportunities. Through applied methodologies, Trend Studies goes beyond merely observing trends; it investigates the root causes and implications of sociocultural shifts. By analysing the factors behind these changes, researchers and practitioners gain a comprehensive understanding of their potential impacts on society, economy, and human behaviour.

This field is a powerful tool that empowers us to comprehend the multifaceted nature of our ever-changing world. By staying attuned to the emerging trends and mindsets, we can foster creativity, adaptability, and innovation across industries and societies. This invaluable knowledge helps individuals and organisations to stay ahead of the curve, capitalise on opportunities, and create a positive impact in an ever-evolving global landscape.

Trend analysis is a valuable and sophisticated process used to gain insights into the present and anticipate what the future might hold. It involves meticulously examining current trends, patterns, and behaviours across various industries and sectors to make well-informed predictions about potential developments in the days to come [*Haralayya, B. (2021)*]. By analysing the prevailing market conditions and identifying patterns, trend analysts strive to understand how different factors interact and influence each other, seeking to unveil the underlying dynamics shaping our world.

One of the key objectives of trend analysis is to determine the continuity of existing trends. For instance, if a particular market sector is experiencing significant growth now, trend analysts explore whether this upward trajectory is likely to continue in the near future or if it might plateau or even decline. This knowledge is crucial for businesses and investors to make informed decisions about resource allocation, product development, and investment strategies.

Moreover, trend analysis goes beyond single-market focus. It takes a holistic approach, recognising the interconnectedness of various sectors and industries. Analysts consider how trends in one domain could potentially spill over or trigger trends in another. By connecting the dots between seemingly unrelated trends, experts can unveil exciting opportunities and potential risks for businesses and economies.

In the fast-paced and ever-changing world we live in, trend analysis is an essential tool to understand the ever-evolving landscape of consumer behaviour, technological advancements, economic shifts, and societal changes. This process provides a valuable roadmap for businesses to navigate uncertainties, seize opportunities, and stay ahead of the competition. Economists use it to make forecasts about the overall

health of economies, policymakers use it to craft effective strategies, and individuals use it to make informed choices in their personal and professional lives. By mastering trend analysis, we gain the ability to anticipate potential disruptions, identify emerging markets, and adapt to the evolving needs of our society. It empowers us to be proactive rather than reactive, helping us to shape our destinies and build a more resilient and sustainable future.

Trend forecasting or trend analysis hold tremendous scope due to the changing trends in various industries. According to Glassdoor statistics, trend analysts can make anywhere from 15,000/- per month to 20 lakhs a year [6figr.com]. And while trend analysis and data analysis have a similar background of work processes, there is a distinct point of difference among the two. Trend analysis is the process of identifying and tracking trends over time. This can be done by looking at historical data, such as sales figures or social media trends. Trend analysts use this information to identify emerging trends and to predict future trends. On the other hand, data analysis is the process of extracting meaning from data. This can be done by using statistical methods, machine learning algorithms, or other data mining techniques. Data analysts use this information to make decisions, solve problems, and improve business performance.

The pay scale for a trend analyst and data analyst is quite similar, but the demand for trend analysts is on the rise in recent years due to the rapid changes in trends, consumer preferences, and advancements in technology in various industries. India's journey into the world of analytics is still at a relatively early stage, but it holds tremendous potential for growth. The country boasts a wealth of talented individuals with expertise in analytics, supported by a well-established infrastructure and a mature ecosystem. As a result, India is steadily emerging as a global centre for analytics.

Within the Indian business landscape, there is a noticeable shift towards embracing big data opportunities. This comes at a time when technology is rapidly evolving, and disruptive forces are constantly shaping the way data is generated and utilised. With this changing landscape, businesses are recognising the value of data liberation – the process of making data accessible and usable. As data becomes more accessible, new technologies and approaches are emerging to process and analyse it effectively. This is giving rise to exciting possibilities in the realm of data-driven decision-making and operational efficiency. Insights that were once hidden are now being extracted from the data, leading to new business scenarios and strategies. The integration of analytics in the Indian market is paving the way for organisations to make informed decisions like never before. As businesses harness the power of data to understand trends in the industry, they can gain a competitive edge and stay ahead in an increasingly dynamic and fast-paced environment. Furthermore, this transformation is not limited to a particular industry. Across sectors, from finance to healthcare, from marketing to manufacturing, companies are leveraging analytics to drive growth, optimise processes, and enhance customer experiences. With the government's push towards digitalization and the increasing availability of data, the analytics landscape in India is only set to expand further. This presents numerous opportunities for businesses and individuals alike to capitalise on the data revolution. In conclusion, India's analytics journey is underway, and the nation is poised to become a global analytics hub. With a talented workforce, robust infrastructure, and a thriving ecosystem, India is well-positioned to embrace the transformative power of data and trend analytics. As data liberation continues to unlock new possibilities, businesses in India are harnessing the insights derived from trend analytics to shape their future success. The potential for growth and innovation is immense, making India an exciting frontier in the world of analytics.

Universities and Institutions Offering Courses In This Career

- Indian Institute Of Trend Research (IITR)

- London College Of Fashion, University Of The Arts London
- Fashion Institute Of Technology (FIT), New York
- Central Saint Martins, University Of the Arts London
- School Of Visual Arts (SVA), New York
- International Institute Of Fashion Design (INIFD)
- Parsons School Of Design, The New School
- Amsterdam Fashion Institute (AMFI)
- Antwerp Fashion Academy, Royal Academy Of Fine Arts
- Rhode Island School Of Design (RISD)

Experiential Event Planner

Events hold a significant place in our lives, as they are special moments that we cherish and appreciate. The study of event management began to take shape in the 1990s, evolving from academic interests in various fields such as leisure, tourism, hospitality, and sports [*Berridge, G. (2015).*]. While events had been subjects of interest for disciplines like sociology, anthropology, psychology, and cultural history, among others, only a few academics had dedicated substantial research to what we now recognise as event management.

In the modern era, event management has transformed into a fascinating realm centred around the delivery of unique experiences or opportunities to experience something truly remarkable. Events offer attendees the chance to engage in collective experiences that are both novel and rare, as they occur infrequently and at different times. These distinctive experiences hold great value in our lives, providing us with moments of joy, excitement, and profound connections with others.

As a part of the broader experience industry, events play a vital role in shaping human experiences and creating memories that last a lifetime. The experience industry focuses on providing people with memorable and meaningful encounters, and events are at the heart of this endeavour. Whether you actively participate in an event or are touched by it in some way, the impact can be profound.

Events are more than just gatherings; they are carefully planned and orchestrated occasions that bring people together for shared enjoyment and enrichment. They allow individuals to immerse themselves in various aspects of culture, art, entertainment, and other dimensions of human life. Attending an event becomes an opportunity to explore new perspectives, celebrate diversity, foster creativity, and engage in two-way interactions that strengthen social connections.

The scope of human experiences associated with attending or being involved in a planned event makes event management a dynamic and thriving sector within the experience industry. Event organisers strive to create unforgettable moments by curating unique and exciting experiences for attendees. Through meticulous planning, attention to detail, and creative execution, event managers have the power to leave a lasting impact on participants, making events cherished memories that people carry with them for years to come.

An event is like a well-crafted, live multimedia package designed with a specific purpose in mind. It can be tailored or adapted to achieve the client's goals of effectively connecting with a carefully selected and engaged audience [*<http://www.ijcrt.org/> - The Scope and Benefits of Event Management in the Modern Context.*]. Events offer a complete sensory experience and create opportunities for interactive communication between participants. Events hold great importance as they bring people together, allowing them to connect, celebrate, and experience diverse cultures. They also encourage creativity and

innovation, providing a platform for new ideas and experiences to flourish. By fostering community building and enhancing leisure activities, events play a significant role in shaping lifestyles.

Managing an event involves a wide range of tasks, from initial planning to evaluation. It includes everything from choosing the perfect venue and designing the stage to arranging all the necessary facilities. Event organisers also liaise with artists and performers and collaborate with other professionals in areas like advertising, public relations, and ticket sales to ensure a successful event. In essence, events serve as powerful tools to create memorable and impactful experiences, bringing people together and leaving a lasting impression on both attendees and organisers.

Dafnal Jonas, an Experiential Event Planner who has been successfully running his event management venture “Exotica Events” for more than a decade, shared his insight on recent trends in the industry. The field of wedding planning and event planning in India is experiencing remarkable popularity and growth in the modern age. The market for these services is expanding at an impressive rate of approximately 16 to 20 percent each year, reflecting the increasing demand for well-organised and memorable events. As people's lifestyles evolve and social gatherings become more significant, the need for skilled event planners who can create exceptional experiences is becoming more evident.

Dafnal believes that the immense demand for event planning services is primarily driven by people's desire to celebrate their success and special moments in a unique and exceptional way. Events have become more than just gatherings; they are opportunities to create lasting memories and meaningful experiences. Clients now seek personalised and well-crafted events that resonate with their vision and reflect their personalities. With the growing significance of events, the role of event planners has evolved from mere logistical organisers to experienced curators.

In recent years, the event planning industry has witnessed significant advancements, particularly in terms of technology. These technological innovations have revolutionised event production and management. Advanced event management software, virtual reality tools, and augmented reality applications are now utilised to enhance event experiences and streamline organisational processes. The integration of technology has led to more efficient event planning, seamless communication with clients and vendors, and the ability to visualise event setups before execution.

To thrive in the field of event planning, Dafnal highlights the necessity of possessing a diverse skill set. He emphasises that successful event planners must be patient, creative, and quick-thinking. Patience is crucial when dealing with clients, vendors, and unexpected challenges that may arise during event planning and execution. Creativity is a key aspect that allows event planners to envision unique concepts and design innovative event experiences. Quick thinking and problem-solving abilities enable event planners to handle last-minute changes and ensure the smooth flow of events.

Apart from soft skills, technical knowledge is essential for effective event planning. Event planners must be well-versed in logistics, audio-visual setups, lighting, and other technical aspects that contribute to the success of an event. Additionally, adept money management skills are vital to navigate event budgets effectively and ensure cost-effective solutions for clients.

Dafnal notes that there are various courses and internships available in India and globally, catering specifically to event management. These educational programmes equip aspiring professionals with the necessary knowledge and expertise to excel in the industry. A combination of theoretical learning and practical experience through internships allows individuals to gain a comprehensive understanding of event planning processes and industry best practices.

Event management can be pocket-friendly, especially for those solely involved in event coordination. However, for those venturing into event production, significant investments are required for equipment purchase, maintenance, and rentals. Proper financial planning and resource management are crucial to maintain profitability and sustain growth in the event management business.

The event planning industry experienced unprecedented challenges during the pandemic. As large gatherings were restricted, events were postponed or cancelled, leading to financial losses for event planners. However, Dafnal points out that the pandemic also prompted people to prioritise saving for unforeseen circumstances. In response to the challenges, industry associations were formed to seek government grants and support for event planners. The industry demonstrated resilience and adaptability, bouncing back from setbacks and redefining event experiences to meet the new norms and safety protocols.

While the event planning industry is flourishing, it is not without its concerns and misconceptions. Dafnal notes that a common concern among event planners is the unpredictability of daily work. Event schedules may not always be consistent, leading to fluctuating workloads. Additionally, there is a misconception that event planning is effortless and requires minimal effort. In reality, successful event planning demands dedication, hard work, and meticulous attention to detail.

Dafnal anticipates several trends that will shape the event planning industry over the next five years. The industry is highly dynamic, with trends constantly evolving to meet changing client preferences. People now seek more intimate and detail-oriented events, favouring quality over quantity. Large-scale gatherings may give way to smaller, exclusive events that offer a deeper level of personalization and engagement. Regarding new roles in the industry, Dafnal envisions the emergence of AI design production managers. As technology continues to advance, artificial intelligence is likely to play a more significant role in event planning processes, optimising event setups and enhancing attendee experiences.

In conclusion, Dafnal's journey in event planning showcases the creative and entrepreneurial spirit required to thrive in this industry. His early fascination with events led him to venture into event management at a young age, and he has learned from every experience along the way. He emphasises that event planning is not just a profession; it is an art that requires patience, creativity, and dedication. Despite challenges, the industry continues to grow and evolve, offering promising career opportunities for aspiring event planners who are willing to embrace innovation and adapt to changing trends.

Universities and Institutions Offering Courses In This Career

- [Event Management Development Institute \(EMDI\)](#)
- [New York University \(NYU\)](#)
- [International School Of Hospitality \(TISOH\)](#)
- [George Washington University](#)
- [National Institute Of Event Management \(NIEM\)](#)
- [University Of California, Los Angeles \(UCLA\) Extension](#)
- [International Institute Of Event Management \(IIEEM\)](#)
- [University Of Technology Sydney \(UTS\)](#)
- [University Of Nevada, Las Vegas \(UNLV\)](#)
- [Singapore Institute Of Management \(SIM\)](#)

Urban Farmer

In India, the popularity of urban farming is steadily growing in this modern age, as more individuals and communities recognise the importance of sustainable food production and the need for locally sourced, fresh produce. The demand for urban farming is significant, driven by various factors such as the desire for organic, pesticide-free food, the need to reduce the carbon footprint of food production and transportation, and the growing interest in self-sufficiency and community-based agriculture.

Vikas Ghumare, an experienced Urban Farmer, provided valuable insights into the field and its future prospects. The latest advancements in urban farming have seen the integration of technology to enhance sustainability and efficiency. The use of Internet of Things (IoT) devices and drones has revolutionised urban farming practices. These technologies enable urban farmers to monitor and control various factors such as soil moisture, temperature, and nutrient levels remotely. By utilising data-driven insights and automation, urban farmers can optimise crop growth and resource utilisation, resulting in higher yields and reduced environmental impact.

To succeed in the field of urban farming, a range of skills is essential. Knowledge in agronomy, entomology, pathology, soil science, and plant physiology is crucial for understanding the intricate workings of urban ecosystems and optimising crop growth. Additionally, a strong understanding of sustainable farming practices and the ability to adapt to evolving technologies and techniques is vital for long-term success in this dynamic field.

There are several new courses available that cater specifically to urban farming and related disciplines. These courses cover topics such as organic farming, regenerative agriculture, and hydroponics, providing aspiring urban farmers with specialised knowledge and practical skills. These educational opportunities enable individuals to develop a solid foundation in urban farming and gain insights into innovative approaches for sustainable food production in urban environments.

In terms of course affordability, urban farming offers a pocket-friendly alternative compared to conventional agricultural practices. By utilising small spaces and employing efficient resource management techniques, urban farmers can achieve higher yields while minimising costs associated with land and water usage. Furthermore, the potential for direct marketing and selling produce within local communities allows urban farmers to establish profitable ventures and build strong consumer relationships.

Regarding the pay scale in India, the income potential in urban farming can vary based on factors such as the scale of operations, market demand, and location. Entry-level positions in urban farming may start around 20,000 INR per month, while experienced professionals and those managing larger operations can earn up to 5 lakhs per month. It is worth noting that income levels can vary significantly depending on various factors, including the specific niche within urban farming and the individual's expertise and experience.

The COVID-19 pandemic has highlighted the critical importance of a resilient and localised food system. Urban farming has faced new challenges and opportunities during this time. The pandemic has emphasised the dire need for local food production and increased awareness of the vulnerabilities in global supply chains. This realisation has prompted a surge in interest and support for urban farming initiatives as communities seek to enhance food security and build resilient, self-sufficient food systems.

Looking ahead, several trends are expected to emerge in urban farming over the next five years. Soilless farming, such as hydroponics and aquaponics, is gaining traction due to its high resource efficiency and year-round crop production capabilities. Additionally, controlled environment agriculture, which involves

growing crops in precisely controlled indoor environments, is becoming increasingly popular. These technologies enable urban farmers to overcome limitations imposed by climate and space, ensuring consistent and reliable crop yields throughout the year.

With these emerging trends, new roles will arise within the urban farming sector. Agronomists specialising in urban agriculture will play a vital role in optimising crop production systems and ensuring sustainable farming practices. Growers with expertise in urban farming techniques will be in demand, as they possess the skills necessary to maximise productivity in limited spaces. Plant nutrition specialists will also play a crucial role in urban farming, ensuring plants receive the necessary nutrients for optimal growth and health in urban environments.

As urban farming continues to evolve, it presents exciting opportunities for individuals to contribute to sustainable food production, enhance food security, and foster community resilience. The field of urban farming is not only a viable career option but also a means to address pressing environmental and social challenges by promoting local food systems and fostering a deeper connection between people and the food they consume.

Universities and Institutions Offering Courses In This Career

- Indian Agricultural Research Institute (IARI)
- Wageningen University & Research, Netherlands
- University Of California, Davis
- University Of Melbourne
- Cornell University
- University Of British Columbia
- National University Of Singapore
- University Of Reading
- Ghent University
- Technische Universität Berlin

Brewmaster

A brewmaster is an expert in the art and science of brewing beer. They are highly skilled professionals responsible for overseeing the entire beer production process, from recipe development and ingredient selection to fermentation, maturation, and packaging. Brewmasters have an in-depth understanding of brewing techniques, yeast management, quality control, and sensory evaluation, which allows them to create unique and high-quality beers.

The brewing industry has experienced significant growth in recent years, fueled by changing consumer preferences and the rising popularity of craft beers. Craft breweries, which are typically smaller, independent, and known for producing innovative and distinctive beers, have emerged as a driving force in the industry. This shift has led to an increased demand for skilled brewmasters who can create a wide variety of beer styles and cater to the evolving tastes of consumers.

In an interview conducted with *Pritish Rathod* by Brewer World, the Brewmaster at Latambarcem Brewers, and the creative mind behind the Award-Winning Belgian Tripel at Latambarcem Brewers shared his brewing journey, passion for craft beers, and insights into the craft beer market in India.

Pritish's brewing journey commenced when he developed a fascination for the distinct tastes of various beer brands. This curiosity led him to explore the diverse world of beer styles, sparking his interest in the brewing process and the key ingredients that contributed to the unique aromas and flavours. During his

bachelor's studies, he encountered a course on beer fermentation, which further deepened his understanding of beer-making. Realising his passion for brewing, he pursued a Master's degree in Wine, Brewing & Alcohol technology, with the guidance and support of his mentors, who were instrumental in shaping his brewing career.

During the interview, Pritish shed light on the remarkable growth of the craft beer market in India. He noted that there has been a significant surge in craft beer sales, which can be attributed to the changing preferences of Indian consumers. In recent years, there has been a noticeable shift in consumer tastes and habits, with an increasing number of people becoming health-conscious, environmentally aware, and discerning about the quality of the beverages they consume. According to Payscale, the average salary for a brewmaster in India is INR 6.7 lakhs per year. However, salaries can range from INR 3.5 lakhs per year for a fresher to INR 12 lakhs per year for a professional with over 10 years of experience. The salary of a brewmaster can also be affected by the location of the brewery. Breweries in major cities, such as Mumbai and Delhi, tend to pay higher salaries than breweries in smaller cities. The size of the brewery can also affect the salary. Larger breweries tend to pay higher salaries than smaller breweries.

Indian consumers now seek fresh and innovative flavours that go beyond the offerings of mainstream and mass-produced beers. Craft beers, with their diverse range of styles and unique ingredients, have captivated the interest of beer enthusiasts across the country. The craft beer market has successfully tapped into this demand for novelty and authenticity, offering a wide array of flavours and brewing techniques that cater to the evolving tastes of consumers.

Moreover, Pritish pointed out that the craft beer market has witnessed a notable shift from conventional beer production to smaller-scale breweries that prioritise using fresh, locally-sourced ingredients. This change is a clear reflection of consumers' growing preference for high-quality, artisanal products that are distinct from the standardised offerings of commercial breweries.

The Indian craft beer market has also benefited from a surge in the number of microbreweries and brewpubs across various cities. These establishments not only produce unique craft beers but also provide consumers with immersive and engaging experiences. The rise of microbreweries has created a direct channel for brewers to connect with their customers, enabling them to receive real-time feedback and tailor their offerings to meet consumer preferences.

Furthermore, Pritish also highlighted the importance of government support for the growth of the craft beer industry. Regulatory policies and taxation play a crucial role in shaping the landscape for brewers and breweries. A favourable regulatory environment that promotes the growth of craft breweries can have a significant impact on the industry's expansion and development.

All in all, the craft beer market in India has experienced a remarkable transformation in recent years. The increasing demand for craft beers reflects a shift in consumer preferences towards more authentic, flavorful, and locally-sourced products. With the rise of microbreweries and brewpubs, consumers now have greater access to a diverse range of craft beers. As the craft beer movement continues to gain momentum, it presents exciting opportunities for brewers like Pritish to experiment with innovative flavours and brewing techniques while catering to the ever-evolving tastes of Indian beer enthusiasts.

According to Pritish, a successful brewer's journey demands a unique combination of essential qualities and attributes. First and foremost, attention to detail is a crucial aspect of brewing. Every step in the brewing process requires precision and careful observation to ensure that the desired flavours and characteristics of the beer are achieved. From selecting the right ingredients to monitoring fermentation and maturation, a keen eye for detail can make a significant difference in the final product.

Problem-solving skills are another key ingredient in the brewer's toolkit. Brewing can be a complex and intricate process, and challenges may arise at various stages. Whether it's troubleshooting issues during brewing or finding creative solutions to enhance the beer's profile, a successful brewer needs to think critically and respond to unexpected situations with confidence and expertise.

Above all, passion for beer is what sets apart exceptional brewers from the rest. Pritish emphasised that the true essence of craft brewing lies in the unwavering love and dedication to the art of brewing itself. Passion fuels the desire to constantly improve and innovate, motivating brewers to explore new flavours, experiment with different techniques, and push the boundaries of traditional brewing.

In contrast to rigidly adhering to established brewing rules, Pritish encouraged aspiring brewers to embrace a mindset of experimentation and innovation. The craft brewing industry thrives on creativity and originality, and those who dare to challenge the norms are the ones who create remarkable and distinct craft beers. Breaking away from traditional constraints allows brewers to develop their unique style, contributing to the diverse and exciting landscape of craft beers.

To become a true craft brewer, Pritish advised future brewers to keep an open mind, willing to venture beyond the familiar and explore the endless possibilities of brewing. Embracing this spirit of exploration and daring to experiment can lead to the development of extraordinary craft beers that captivate the palates of consumers and leave a lasting impression in the ever-evolving world of brewing. Aspiring brewers should remain dedicated to their craft, continuously seeking to refine their skills and craft beverages that delight and inspire beer enthusiasts around the world.

A typical workday for Pritish involved multiple tasks, starting with tasting the beers in the tank and ensuring they met quality control standards during the fermentation and maturation process. He oversaw raw material procurement, conducted quality analysis, and maintained proper sanitation and adherence to Standard Operating Procedures (SOPs) during the brewing process. Pritish dedicated a significant portion of his time to cleaning, as about 80% of the brewing process involved this crucial aspect. Additionally, he engaged in research, recipe development, and experimentation to continuously enhance and refine the beer's flavours. Packaging the finished beer was a challenging task, and Pritish ensured that the beer was bottled with care and distributed to various states and countries worldwide.

Offering advice to those aspiring to pursue a career in brewing, Pritish emphasised the need for sheer dedication and attention to detail. He encouraged breaking barriers and pushing the boundaries of the brewing industry, urging future brewers to embrace a spirit of constant improvement and innovation.

Universities and Institutions Offering Courses In This Career

- Siebel Institute Of Technology (Chicago, USA)
- Doemens Academy (Munich, Germany)
- University Of California, Davis (Davis, USA)
- VLB Berlin (Berlin, Germany)
- Institute Of Brewing And Distilling (London, UK)
- Craft Brewers Association Of India (CBAI)
- KU Leuven (Leuven, Belgium)
- Brewlab (Sunderland, UK)
- Indian Institute Of Craft And Design (Jaipur, India)
- UC Berkeley Extension (San Francisco, USA)

Professional Organiser

The field of professional organising in India has seen a significant shift in popularity over the years. When *Gayatri Gandhi* started her journey as a professional organiser in 2017, she was the sole pioneer in the country. However, she has witnessed a remarkable transformation since then. The career of decluttering and organising has gained traction, and it has now opened up as a viable career option for many others in India.

While the industry is still relatively small, there is a noticeable shift in the perception and recognition of professional organising. In fact, Business News Daily recently highlighted "Professional Organizing" as a promising business idea for entrepreneurs in 2023, further validating the growing significance and potential of the field.

According to Gayatri, the demand for professional organising services stems from the increasing popularity of minimalism and decluttering concepts. People are becoming more aware of the profound impact of a clutter-free space on their mental and physical well-being. Influential figures like Marie Kondo and the pervasive influence of social media have contributed to this awareness, along with individuals' desire to create aesthetically pleasing and functional living spaces. As a result, professional organising is expected to emerge as one of the top career choices in India in the near future.

The latest advancements in the field of professional organising can be seen in the range and quality of products and organisers available in the market. Renowned stores like IKEA, MUJI, and Home-Centre have elevated their offerings to cater to the growing demand for effective and stylish home organisation solutions. Even fashion brands like M&S, H&M, Zara, and WestSide have recognised the significance of the "Home" vertical and diversified their product lines accordingly. This emphasis on home organisation demonstrates a deep understanding of consumers' evolving needs and desires for harmonious living spaces.

To succeed in the field of professional organising, skills such as problem recognition, space management, attention to detail, empathy, patience, and compassion are essential. These skills enable professional organisers to develop customised plans for managing space effectively, implementing solutions, and providing support to clients throughout the organising process.

While there are currently no specific courses catering exclusively to professional organising in India, recognized organisations like NAPO and platforms like Udemy offer a range of courses in this field. Additionally, Gayatri Gandhi's own venture, Joy Factory, will soon be launching their own courses, providing exciting learning opportunities for aspiring professional organisers.

In terms of affordability, the choice of course depends on personal preferences and budget. Gayatri Gandhi chose to learn from the best by enrolling in Marie Kondo's course, priced at approximately \$2000. She became India's First Certified KonMari Consultant and is now the founder of Joy Factory, a prominent Clutter Management Company. Besides the well renowned KonMari course, individuals have the flexibility to conduct their own research and identify courses that align with their specific needs and financial capabilities.

When it comes to the pay scale in India, charges for professional organising services can vary based on project or hourly rates. On average, the fees can range from Rs 3000 to 7000 on an hourly basis, depending on the expertise and years of experience of the professional organiser.

The COVID-19 pandemic has brought both challenges and opportunities to the field of professional organising. Virtual consulting has become a significant change during and post-pandemic, allowing professionals like Gayatri Gandhi to provide personalised one-on-one sessions and assist clients in tackling

smaller, manageable projects independently. The increased awareness of the significance of physical space during prolonged periods at home has also led to a higher demand for organising services.

From Gayatri's experience, common concerns and misconceptions about this career revolve around the misconception that professional organising primarily involves cleaning services. Education and clarification are needed to help people understand the true nature of professional organising, and workshops and awareness programs can help bridge this knowledge gap.

Gayatri Gandhi shared with us a remarkable success story that exemplifies the transformative power of professional organising. She had the privilege of working with an individual who suffered from severe Obsessive-Compulsive Disorder (OCD). The challenges presented by the client's condition went beyond the physical aspects of organising; it required a deep understanding of the humane aspect of her job.

With unwavering patience, compassion, and personalised assistance, Gayatri dedicated herself to providing non-judgmental support and counselling to both the client and her family. Their sessions extended for hours, far beyond the typical duration, as Gayatri recognised the importance of healing through tidying. Despite the physical and mental demands, she never harboured any resentment, knowing that her impact on the client's life was profound.

The positive outcome of their collaboration is best expressed through the heartfelt appreciation from the client's mother. Her words serve as a testament to the genuine connection they shared and the significant improvement witnessed in her daughter's rehabilitation journey. Gayatri's work has not only brought a sense of pride and honour but has also reaffirmed the true value and purpose of professional organising. This success story serves as a powerful example of how professional organising can make a profound positive difference in someone's life. It underscores the importance of empathy, compassion, and personalised support in the transformative journey of decluttering and creating harmonious living spaces. Gayatri Gandhi feels privileged and honoured to have the opportunity to contribute to someone's rehabilitation journey through professional organising. It serves as a source of great pride and joy, further highlighting the meaningful connections she builds with her clients.

As we continue to look on the bright side, decluttering is not just a passing trend but a life philosophy embraced by individuals worldwide. Concepts like minimalism, hygge, and lagom are expected to gain further awareness as people seek to simplify and create harmonious living environments. Over the next five years, specialised roles in specific types of organising, such as digital organisation, kitchen organisation, office organisation, and warehouse organisation, are likely to emerge, catering to the diverse needs of individuals and businesses.

Universities and Institutions Offering Courses In This Career

- National Association Of Productivity And Organizing Professionals (NAPO)
- Institute For Challenging Disorganisation (ICD)
- International Association Of Home Staging Professionals (IAHSP)
- The Clutterfly Group
- Marie Kondo Consultant Certification
- University Of California, Irvine – Professional Organizing Certificate Program
- London School Of Trends – Professional Organizing Diploma
- Professional Organisers In Canada (POC)
- Australian Institute Of Professional Organisers (AIPO)

Personal Branding Consultant

Self-branding has become a means of self-promotion and self-realisation in the knowledge economy. Limited research has been conducted on the factors influencing personal branding behaviours and their outcomes, despite the growing recognition of personal branding as a valuable career strategy. In the contemporary employment landscape, characterised by flexible work arrangements and digital platforms, individuals are required to adopt a market-oriented approach to their careers.

Personal branding is more of a proactive work behaviour that utilises marketing strategies and tactics to attain career benefits in three key ways: strategic, differentiated, and technology-based [Pera, R., Viglia, G., & Furlan, R. (2016)]. However, the specific factors that drive personal branding behaviours and the subsequent impact on career outcomes remain largely unexplored, which is what makes this industry a slow-effect but fast-paced market.

Personal branding is the process of building a unique identity for yourself that sets you apart from the competition [Gorbatov, S., Khapova, S. N., & Lysova, E. I. (2019)]. It is about creating a clear and consistent message about who you are, what you do, and why you are the best person for the job. The growth in the industry is being driven by several including the rise of creating a social media presence, which in turn has pumped in the demand for personal branding services. Businesses and individuals are increasingly recognising the value of personal branding, and they are willing to pay for professional help to build their brands. Looking at recent trends in digitisation, the growth of this industry in India is being driven by the same factors that are driving growth in the global market, as well as some specific factors to India, such as the country's growing economy and the increasing number of businesses and individuals who are using social media. The demand for personal branding consultants is expected to continue to grow in the coming years. This means that there are excellent career opportunities for qualified professionals who are interested in pursuing a career in personal branding.

Mahalaxmi Krishnan, a renowned Personal Branding Consultant, shares her expertise and insights into the field of personal branding. With over 13 years of experience, Mahalaxmi discusses the popularity and growth of this career in India, the demand for personal branding services, advancements in the field, necessary skills for success, available courses, affordability, pay scale, the impact of the pandemic, common concerns and misconceptions, emerging trends, new roles, and a personal success story.

When asked about the popularity and growth of the personal branding career in India, Mahalaxmi highlights the exponential growth over the past 13 years. More professionals and business owners are opting for personal branding as a career choice due to its fulfilling nature and the opportunity to make a difference in people's lives.

Mahalaxmi confirms the huge demand for personal branding services, particularly as professionals and business owners recognize the need to establish themselves as experts in their field and reach their true potential. Building a personal brand becomes crucial to influencing public perception and achieving their goals.

Discussing the latest advancements in the field, Mahalaxmi notes that personal branding experts now extend their services beyond big business owners. They cater to a diverse range of clients, including politicians, teachers, job aspirants, actors, and homemakers, highlighting the widespread adoption and application of personal branding across various sectors.

In terms of necessary skills for success in the field, Mahalaxmi emphasises the importance of a passion for making a difference in people's lives, networking skills, leadership skills, writing proficiency, a strong social media presence, creativity, and attention to detail.

Regarding courses catering specifically to personal branding, Mahalaxmi recommends Image Consulting and Soft Skills courses, with ICBI (Image Consulting Business Institute) being the premier institute for pursuing a career in personal branding.

When it comes to affordability, Mahalaxmi confirms that the field of personal branding is pocket-friendly compared to conventional fields.

In terms of pay scale in India, Mahalaxmi provides approximate figures, stating that one-on-one consulting for 10 hours ranges from a minimum of ₹25,000. For full-day group training, the rates can vary from ₹2,000 to ₹5,000 per hour.

Addressing the changes brought about by the pandemic, Mahalaxmi notes that the business and job market have become highly competitive. The rise of technology has significantly influenced the perception of personal branding, with social media presence playing a vital role. Investing in personal branding has helped businesses differentiate themselves and rise above competition in the digital landscape.

Regarding common concerns and misconceptions about the career, Mahalaxmi clarifies that personal branding is not solely about dressing expensively or self-promotion on social media. It encompasses a comprehensive approach to building an authentic and impactful personal brand. Looking ahead, Mahalaxmi predicts that personal branding will become a subject integrated into the curriculum of schools and colleges over the next five years, further highlighting its importance in shaping future generations.

In terms of new roles in the field, Mahalaxmi envisions the emergence of in-house personal branding coaches for big business houses, indicating the growing demand for personalised branding expertise within organisations. When asked about roles that might become redundant or irrelevant, Mahalaxmi believes that no roles in this sector would ever become redundant, emphasising the enduring relevance and necessity of personal branding.

Mahalaxmi concludes by sharing her personal success story, highlighting her transition from a government officer to a personal branding consultant during the pandemic. Despite facing initial challenges, her dedication to personal branding and sharpening her skills led to significant accomplishments. A training session for a corporate client impressed the owners, leading to major projects and opportunities for collaboration and business expansion. Mahalaxmi Krishnan's journey as a Personal Branding Consultant, along with her insightful expertise and success story, provide valuable insights into the significance and potential of the personal branding industry in India.

Universities and Institutions Offering Courses In This Career

- Indian School Of Business (ISB) – Personal Branding Certification Programme
- London College Of Fashion – Personal Branding And Image Consultancy Course
- New York University (NYU) – Certificate In Personal Branding
- Indian School Of Design And Innovation (ISDI) – Personal Branding Workshop
- University Of California, Los Angeles (UCLA) Extension – Personal Branding For Creative Professionals
- National Institute Of Fashion Technology (NIFT) – Personal Branding And Image Consulting Programme
- Fashion Institute Of Technology (FIT) – Personal Branding And Styling Course
- Australian Institute Of Personal Branding – Certified Personal Branding Strategist Programme
- University Of The Arts London – Personal Branding And Digital Identity Course
- Australian College Of Professional Styling – Personal Branding And Styling Course

Drone Photographer/Videographer

Drone technology has been on top of the list of technical advancements in recent years. Drone technology, also known as Unmanned Aerial Vehicles (UAVs) or Unmanned Aircraft Systems (UAS), has emerged as one of the most innovative and transformative technologies in recent times. Drones are essentially flying robots equipped with cameras, sensors, and other advanced capabilities, controlled remotely or autonomously through pre-programmed flight paths. Initially developed for military purposes, drones have rapidly found applications in various industries, unlocking new possibilities and revolutionising operations across sectors.

Drones have emerged as indispensable tools in the arsenal of modern photographers. These unmanned aerial vehicles (UAVs) have revolutionised the art of aerial photography, enabling photographers to capture stunning images from vantage points previously inaccessible to traditional cameras. Operating a drone has become remarkably user-friendly, resembling the experience of playing a video game with a remote control joystick pad and GPS system. However, the seemingly effortless operation conceals the intricate technology behind these devices, including accelerometers, gyroscopes, motors, and sophisticated software innovations that contribute to their seamless functionality.

The advent of drones has disrupted the photography industry, introducing a new level of creativity and innovation [*Kapustina, L., Izakova, N., Makovkina, E., & Khmelkov, M. (2021)*]. Photographers now have the ability to capture breathtaking aerial footage of landscapes, events, and architectural wonders, providing unique perspectives and angles that were once unattainable. This transformation has significantly expanded the possibilities for visual storytelling and artistic expression in photography.

Beyond their traditional use in photography, drones have ventured into videography, elevating the cinematic quality of videos [<http://www.ijcrt.org/> – *Evolution And Technological Advancements In Drone Photography*]. With the addition of confetti or flower-dropping devices, drones have the capability to enhance events by adding a touch of spectacle. Simultaneously, they capture stunning cinematic shots, creating picture-perfect frames that photographers can capture and preserve for posterity.

As the demand for drones grows, competition among brands to produce technologically advanced yet cost-effective devices has intensified. This increased competition has led to a significant reduction in drone prices compared to their initial launch. Drones have become more accessible to a wider range of photographers, democratising the aerial photography landscape, which was once dominated by expensive equipment like helicopters, cranes, or small planes.

Drones have found diverse applications across various industries due to their versatility and efficiency compared to traditional methods [*Islam, S. M. (2023)*]. Some of the key applications of UAVs include aerial photography and videography, surveying and mapping, agriculture and forestry, infrastructure inspection and maintenance, search and rescue operations, and other tasks that benefit from safer, more cost-effective, and efficient solutions.

According to Srujan U, founder of Drony Media Solutions, the scope of drone technology is vast and continues to expand with ongoing advancements. These versatile aerial vehicles have found applications in numerous domains, including but not limited to:

1. **Agriculture:** Drones equipped with cameras and sensors are used to monitor crops, assess crop health, detect pest infestations, and optimise irrigation. This technology aids farmers in making data-driven decisions, leading to increased crop yields and reduced resource wastage.

2. **Aerial Photography and Videography:** Drones have revolutionised the field of photography and videography, offering stunning aerial shots and perspectives that were once prohibitively expensive or logistically challenging to obtain.
3. **Infrastructure Inspection and Maintenance:** Drones are used to inspect infrastructure such as bridges, buildings, and power lines, minimising the need for human inspectors to access hazardous or hard-to-reach areas.
4. **Environmental Conservation:** Drones are employed for wildlife monitoring, tracking biodiversity, and detecting illegal poaching activities. They have become invaluable tools for environmental researchers and conservationists.
5. **Disaster Management:** Drones play a crucial role in disaster management by providing real-time aerial data for search and rescue missions, damage assessment, and emergency response coordination.
6. **Delivery Services:** Companies are exploring the use of drones for last-mile delivery, aiming to make the delivery process more efficient and faster, especially in remote areas.

When it comes to aerial photography and videography, UAVs have significantly transformed the film and television industry. They are widely used to capture awe-inspiring aerial footage of landscapes, cityscapes, and action scenes, providing filmmakers with unique angles and perspectives that were once challenging or even impossible to achieve using conventional methods. The real estate sector has also embraced UAVs as an invaluable marketing tool. Drones are increasingly employed to capture aerial footage of properties, offering potential buyers an immersive and comprehensive view of the property and its surroundings, ultimately enhancing marketing efforts.

Outdoor events such as concerts, sports games, and festivals have witnessed the dynamic capabilities of UAVs in capturing stunning aerial footage. Utilising drones for event coverage provides a fresh perspective on the proceedings, resulting in engaging and visually captivating footage for promotional materials and media coverage. The tourism and travel industry has harnessed the potential of UAVs to showcase popular tourist destinations. By capturing breathtaking aerial footage of landmarks, beaches, and natural wonders, drones offer potential visitors an enticing glimpse of these destinations, bolstering tourism and attracting more visitors.

The applications of UAVs in aerial photography and videography have revolutionised multiple industries, from film and real estate to event coverage and tourism. Drones have elevated the quality of visual content, enabling professionals to capture stunning imagery and footage from previously inaccessible angles. As the technology continues to evolve, the scope and impact of UAVs are poised to expand further, creating new opportunities and pushing the boundaries of creative expression and problem-solving in various sectors.

In conclusion, drones have brought a paradigm shift to the world of photography, making aerial imagery more accessible, creative, and captivating than ever before. Their user-friendly operation, coupled with continuous technological advancements, has opened up new horizons for photographers, allowing them to explore the world from awe-inspiring perspectives and revolutionising the way we capture and appreciate visual art. As the drone industry continues to evolve, we can anticipate further innovations that will expand the boundaries of photography and visual storytelling.

According to the Trade Promotion Council of India, the drone service market in India held a valuation of US\$ 130.4 million in 2020. It is projected to experience remarkable growth, reaching an estimated value of US\$ 4,918.9 million by 2030, with an impressive Compound Annual Growth Rate (CAGR) of 44.4%. Among the various segments within the drone service market, drone MRO services and drone training and

education services are anticipated to exhibit significant expansion at CAGRs of 46.8% and 45.2% respectively, until the year 2030.

Although the average salary as a budding drone photographer is 3,00,000/- per year (*according to Indeed's report*), opportunities are plentiful in this field. Freelance drone photographers can earn anywhere from 10,000/- to 1,00,000/- per project, based on the number of years of experience, drone device being used, and a portfolio of their work. It's imperative to understand that the pay scale varies by a noticeable margin, and the country of pursuing the aerial project. The reason is due to the varied regulations exercised from country to country. As for Indian drone regulations, freelance drone pilots can obtain a certified licence of professional drone flying for more credibility at work.

Universities and Institutions Offering Courses In This Career

- New York Film Academy (NYFA)
- University Of Southern California (USC)
- Vancouver Film School (VFS)
- University Of South Wales (USW)
- Indian Institute Of Drones (IID)
- National Academy Of Media And Events (NAME)
- Asian Academy Of Film & Television (AAFT)
- FlyBy Technology
- DJI Education
- California State University, Fresno

Environmental Consulting

Environmental consulting is a steadily growing field in India, driven by an increased emphasis on environmental protection and regulatory compliance. *Sam Pandula*, an expert in Environmental Consulting, acknowledges that organisations across sectors such as infrastructure, industries, agriculture, and energy are recognising the importance of managing their environmental footprint and seeking assistance from consultants to achieve sustainability goals. This growing demand is fueled by a greater awareness of environmental issues and the pressing need for sustainable development. The field of environmental consulting is witnessing robust growth globally, with a strong demand for qualified professionals. In 2021, the global environmental consulting market reached a valuation of \$160 billion and is projected to expand to \$220 billion by 2026. This upward trajectory is attributed to factors such as increasing environmental awareness, government regulations, and the imperative for sustainable development.

In India, the environmental consulting industry is poised for substantial growth, with a projected compound annual growth rate (CAGR) of 11.5% from 2021 to 2026. This growth mirrors the trends observed in the global market and is further fueled by India's rapid economic expansion and the government's emphasis on environmental preservation.

The field of environmental consulting offers a diverse range of career opportunities for qualified professionals. Environmental consultants can find employment in various sectors, including government agencies, private enterprises, and non-profit organisations. With the continuous growth in demand for environmental consulting services, there are ample prospects for skilled individuals seeking to establish a rewarding career in this field. In terms of advancements, Sam Pandula highlights key areas such as Geographic Information System (GIS), renewable energy, and the Internet of Things (IoT). These

advancements are revolutionising the field of environmental consulting, enabling more precise data collection, analysis, and decision-making. Staying updated with the latest technologies and referring to recent industry reports and scientific journals are crucial skills for success in this field.

In response to the demand for specialised knowledge and skills, new courses catering to environmental consulting have emerged. Sam Pandula mentions climate adaptation, environmental policy, and governance as some of the new courses that equip individuals with the necessary expertise to navigate the complexities of the field.

According to a recent study conducted by the Indian Society of Environmental Engineers, the average annual salary for environmental consultants in India stands at \$35,000. However, it is important to note that salaries can vary based on factors such as experience level, nature of work, and geographical location. Srestha Chatterjee, an experienced Environmental Consultant, says that in India, the field of sustainability is gaining traction, encompassing various careers focused on environmental conservation and green engineering. While environmental consulting is still in the process of gaining widespread recognition, there are tremendous opportunities in this field due to the increasing awareness of environmental issues, stricter environmental regulations, and India's commitment to international sustainability goals such as the SDGs.

The demand for environmental consulting is substantial and is expected to grow further. As society realises the limitations of natural resources and seeks alternative solutions, environmental consulting becomes crucial in finding sustainable alternatives across industries. The field of environmental consulting permeates diverse sectors, highlighting its importance and potential. Established industrial houses like L&T and TATA have entered this market, reflecting the increasing demand for environmental consulting services.

Advancements in environmental consulting are driven by the need to address critical environmental challenges. One notable advancement is the technology that converts air into water, which holds immense potential, particularly in regions facing water scarcity. Additionally, the transition to electric vehicles (EVs) is another significant advancement in the field. With rising fuel prices and the global push for greener transportation, EVs are expected to reshape the automobile sector in the next decade. These ideas stem from a comprehensive understanding of environmental issues, carbon footprints, and innovative technologies, and environmental consulting serves as the foundation for such transformative ideas.

When asked about the popularity of this career in India, *Dhvani Damani*, an Environmental Consultant and expert in the industry, mentioned that it is currently gaining momentum beyond the industrial sector and making its way into corporates and academia. According to Dhvani, there is a substantial demand for environmental consultants due to the urgent need for environmental management in today's world. With climate change, resource depletion, population growth, and pollution on the rise, the role of environmental consultants becomes increasingly crucial. These professionals are sought after to provide expertise and guidance in tackling these pressing environmental challenges.

In recent years, the field of environmental consulting has witnessed noteworthy advancements. Dhvani highlighted the adoption of nature-based solutions for ecosystem restoration as one key development. The industry is also embracing the concept of a circular economy and placing a greater emphasis on upcycling. These advancements demonstrate a shift towards more sustainable practices and innovative approaches in environmental management. Looking ahead, Sam Pandula predicts that climate change and Environmental, Social, and Governance (ESG) considerations will shape the future of environmental consulting. As organisations strive to address climate-related challenges and integrate sustainability

practices, new roles are likely to emerge. Environmental lawyers, climate change specialists, and occupational health specialists are expected to play critical roles in the field over the next five years.

When it comes to the necessary skills for success in this field, Dhvani emphasised the importance of a strong sense of responsibility towards the environment. Professionals in environmental consulting should possess creativity, an openness to new ideas, and the ability to innovate. Additionally, good management skills are crucial for effectively addressing environmental challenges and finding practical solutions. Sreshta mentions skills like creativity, discipline, and patience are crucial traits that enable professionals to thoroughly study and research environmental problems. Combining scientific knowledge with creative thinking, environmental consultants strive to develop innovative and efficient solutions. The ability to think critically, analyse data, and adapt to changing circumstances are also valuable skills in this dynamic field.

In terms of education and courses, Dhvani suggested exploring online platforms that offer relevant training in environmental management. The United Nations Environment Programme (UNEP) also provides courses catering to individuals interested in pursuing a career in this field.

Regarding the financial aspect, Dhvani pointed out that the field of environmental consulting offers promising prospects. As the demand for environmental services continues to rise and the number of qualified professionals remains limited, it is expected to be a well-paying career option. Several courses cater specifically to careers in environmental consulting. Engineering programmes offer degrees such as BSc in Environment and BTech in Environmental Engineering, while management programmes provide options like MBA in Environmental Management. Outside India, integrated programmes such as Environmental Science and Engineering provide comprehensive knowledge in both technical and managerial aspects of the field, as suggested by Sreshta.

In terms of affordability, the cost of pursuing a career in environmental consulting is comparable to that of conventional engineering or management courses in India. However, the choice of college or university may influence the overall cost of education.

The salary scale in environmental consulting varies depending on factors such as the company, level of work, and position. Entry-level positions may start around 2 lakhs per annum, while experienced professionals in managerial roles can earn up to 15 lakhs per annum. Salary ranges within the field are diverse, offering opportunities for both personal and professional growth.

While the pandemic may have temporarily slowed down the pace of the field, Dhvani emphasised that environmental management remains as important as ever. The crisis has underscored the need for resilience and sustainable practices across various sectors. However, according to Sreshta, the COVID-19 pandemic has positively impacted the field of environmental consulting by raising awareness about environmental issues and the need for sustainable practices. With heightened awareness, individuals and businesses are now more inclined to prioritise environmental concerns and seek expert guidance to implement sustainable solutions.

When discussing common concerns and misconceptions about the career, Dhvani mentioned that some individuals may worry about lower pay scales. However, as the demand for environmental consultants grows and the supply remains limited, better remuneration can be expected. It is important to recognize that environmental consulting requires specialised knowledge, skills, and strategic thinking to effectively address environmental challenges.

According to Sreshta, Common concerns and misconceptions about environmental consulting include the perception that it is highly technical. While technical knowledge is an important aspect, environmental

consulting encompasses diverse areas that require an understanding of carbon footprints, technology impacts, and sustainability strategies. Another misconception is that environmental consulting is a temporary trend. However, the solutions provided by environmental consultants often lead to cost savings, improved resource management, and enhanced marketing strategies for businesses, making it a valuable asset rather than a passing trend.

Over the next five years, trends in environmental consulting are expected to include a significant shift towards electric vehicles, zero discharge models for factories, and the application of micro-technologies for individual households. While the field is currently focused on business-to-business (B2B) interactions, there is an anticipated increase in demand for business-to-consumer (B2C) environmental consulting services. Looking towards the future, Dhvani predicted several trends that are likely to emerge over the next five years. These include a focus on recycling and upcycling waste across all sectors, efficient utilisation of natural resources, and increased education and awareness in environmental matters. As a result of these trends, new roles such as environmental managers, data analysts, policy makers, and strategists are expected to emerge.

In terms of roles becoming redundant or irrelevant, traditional approaches to waste management, resource utilisation, and energy generation may need to evolve to align with sustainable practices and new technologies. New roles that are likely to emerge in the field over the next five years include Environmental Managers, Impact Assessment Managers, and Resource Recovery Managers. As industries recognise the importance of sustainability and environmental stewardship, these professionals will play a crucial role in implementing and managing environmental strategies.

In conclusion, Dhvani emphasised the need for action and wise decision-making in the field of environmental consulting. With environmental challenges becoming more pressing, professionals in this field play a crucial role in finding innovative and sustainable solutions to protect our planet's resources and ensure a more sustainable future. Environmental consulting offers immense potential to make a positive impact on the environment and society. Srestha Chatterjee's journey in the field is a testament to the tangible outcomes achieved through environmental consulting services. Over the last five years, her work has helped save and reuse over 5 lakh kiloliters of wastewater per day, making a significant contribution to environmental conservation. This impact inspires her to strive for even greater achievements in the future and reinforces the importance of environmental consulting in creating a sustainable future for all.

Universities and Institutions Offering Courses In This Career

- The Energy And Resources Institute (TERI)
- Yale School Of Forestry And Environmental Studies
- University Of California, Berkeley
- Imperial College London
- University Of Melbourne
- Indian Institute Of Technology, Delhi
- University Of British Columbia
- Australian National University
- University Of Cape Town
- National University Of Singapore

Artisanal Food Producer

Artisanal food production is gradually gaining popularity in India as people are embracing a shift towards a more mindful and conscious approach to food. *Vikram Mittal*, an Artisanal Food Producer who runs MAVI's pantry in Navi Mumbai, highlights that the modern age has witnessed an increasing interest in artisanal food, driven by a growing awareness of the benefits it offers in terms of quality, sustainability, and a return to traditional methods of preparation.

The demand for artisanal food products is fueled by the changing preferences of consumers who seek healthier and more authentic options. People are becoming more conscious of the environmental impact of their food choices and are looking for locally sourced, organic, and handmade products. This has led to a surge in the demand for artisanal food, as consumers appreciate the craftsmanship and the unique flavours it brings.

The Shark Tank India contestant points out that the field of artisanal food production has experienced several noteworthy advancements. Cold chain logistics, for instance, plays a crucial role in preserving the freshness and quality of artisanal food products [*Han, J. W., Zuo, M., Zhu, W. Y., Zuo, J. H., Liu, E. L., & Yang, X. T. (2021)*]. With limited or no preservatives added, maintaining the proper temperature throughout the production and distribution process becomes essential. Cold chain logistics ensure that the products are stored and transported under controlled conditions, thereby extending their shelf life and maintaining their taste and nutritional value.

To succeed in the field of artisanal food production, *Vikram Mittal* emphasises the importance of perseverance, dedication, and a relentless pursuit of excellence. Artisanal food producers must possess a deep passion for their craft and a commitment to maintaining the highest standards of quality. Attention to detail, creativity in recipe development, and a strong work ethic are vital attributes that contribute to success in this industry.

According to *Mukund Naidu*, an Artisanal Cheese maker with over 32 years of experience in the field, artisanal cheese making is gradually gaining popularity in India, driven by the increasing interest in healthy and natural food products, as well as the impact of the pandemic. *Mukund* acknowledges that while the career of artisan cheese making is still in its early stages in India, there is a growing demand among consumers who value quality and unique flavours over mass-produced commercial options.

The field of artisanal cheese making in India is still in its infancy primarily due to the lack of awareness and knowledge about artisanal cheese compared to commercially produced cheese. However, *Mukund Naidu* believes that as consumers become more educated about the benefits and diverse applications of artisan cheese, the demand will grow. To enhance its market appeal, addressing challenges related to pricing and understanding how to use artisan cheese effectively is crucial. Advancements in artisanal cheese making are being driven by the availability of high-quality equipment and ingredients within India. As the infrastructure and resources for artisan cheese production improve, it creates opportunities for artisans to enhance their craft and offer a wider range of unique and flavorful cheeses to consumers.

To succeed in the field of artisanal cheese making, *Mukund Naidu* emphasises the importance of passion and patience. Artisan cheese makers must have a deep love for their craft and be willing to invest time and effort into mastering the art of cheese making. Ensuring adherence to hygiene and food safety standards, as well as implementing quality control and quality assurance measures, are essential skills for maintaining the highest standards of cheese production.

While *Vikram* says that there might not be exclusive courses tailored to artisanal food production, he mentions that food technology programs can be beneficial, and *Mukund Naidu*, with 32 years of

experience as an artisanal cheese producer, personally provides training to individuals and companies, sharing his years of knowledge and expertise in the field.

This hands-on training enables aspiring cheese makers to learn the intricacies of artisan cheese production and develop the necessary skills to excel in this specialised area. These courses provide a broader understanding of the technical aspects of food production, food safety, and quality control. Additionally, they equip individuals with the knowledge and skills to navigate the challenges of the industry and stay updated with the latest developments in the field. In terms of affordability, artisanal cheese making can be considered pocket-friendly compared to conventional fields. However, it is important to note that the economics of artisanal cheese making may vary depending on factors such as production scale, ingredients used, and market demand.

The COVID-19 pandemic has brought significant changes to the artisanal food industry. Vikram Mittal observes that online ordering has become increasingly prevalent as consumers prioritise convenience and contactless experiences. Artisans have had to adapt their business models to cater to this shift in consumer behaviour, embracing e-commerce platforms and digital marketing strategies to reach a wider audience. The pandemic has accelerated the adoption of technology within the industry, enabling artisans to connect with their customers in new and innovative ways. However, the pandemic has had a mixed impact on the field of artisanal cheese making, according to Mukund Naidu. While it has sparked increased interest and curiosity among consumers, the penetration of artisan cheese into the market may take time due to competition from commercial products and imports. However, the pandemic has also created opportunities for artisans to connect with consumers through online platforms and delivery services, expanding their reach and customer base.

In terms of common concerns and misconceptions, Vikram Mittal highlights the challenge of educating consumers about the unique qualities of artisanal food. Some people may not fully grasp the value and craftsmanship that goes into creating these products, leading to misconceptions that artisanal food production is no different from other commercial food businesses. Artisans need to communicate the story behind their products, emphasising the use of high-quality ingredients, traditional techniques, and the personal touch that sets them apart. Common concerns surrounding a career in artisanal cheese making, according to Mukund Naidu, revolve around market implications and steady income. Given that the industry is still developing, there may be uncertainties regarding the long-term success and profitability of artisanal cheese making ventures. Additionally, establishing a stable income stream in the early stages of the business can be a challenge.

Looking ahead, *Vikram Mittal* envisions a future where people will continue to prioritise their health and well-being, leading to an increased demand for artisanal food products. As consumers become more conscious of the impact of their choices on their own health and the environment, the artisanal food industry is expected to witness sustained growth. Alongside this, Vikram Mittal predicts the emergence of new roles such as mental health and lifestyle coaches who can offer holistic guidance in relation to food choices and overall well-being.

Mukund Naidu envisions India becoming a powerhouse in artisan cheeses over the next five years. As awareness and appreciation for artisanal cheese grows, he predicts the emergence of new cheesemakers who will bring quality products with skill and innovation to the market. However, he also highlights the possibility of traditional methodologies becoming redundant as artisans explore new techniques and processes to enhance their cheese production and meet evolving consumer demands. Vikram Mittal advises aspiring artisans to approach their craft with a commitment to continuous learning, resilience in

the face of challenges, and a dedication to delivering exceptional products. The artisanal food industry in India holds immense potential for those passionate about preserving culinary traditions, supporting local communities, and providing unique and sustainable food experiences.

Universities and Institutions Offering Courses In This Career

- Le Cordon Bleu, France
- Slow Food University, Italy
- School Of Artisan Food, United Kingdom
- Ecole Chocolat, Canada
- Culinary Institute Of America (CIA), United States
- University Of Gastronomic Sciences, Italy
- Institute Of Culinary Education (ICE), United States
- Lavonne Academy Of Baking Science And Pastry Arts, India
- Culinary Academy Of India, India
- The School Of Artisan Food And Beverage, India

4. Global Demand and Future Outlook For Unconventional Careers

In the rapidly evolving landscape of 21st-century professions, technical innovations and information technology play a crucial role in shaping careers, including that of archivists. Recent studies underscore the importance of understanding these developments and their impact on career management processes for archivists in the modern age [*Şentürk, B. (2021)*]. Examining the demand for archivists on a global scale reveals variations in career opportunities and growth prospects across different countries and regions. In India, as well as in other nations, there is an increasing recognition of the significance of preserving historical records and cultural heritage. Countries with rich cultural histories and a growing interest in heritage preservation, such as India, are witnessing an upsurge in demand for skilled archivists. Furthermore, as businesses and organisations across industries recognise the value of proper record management and compliance, the demand for archivists with expertise in information technology and archival methodologies is on the rise globally.

The job market trends for archivists indicate a promising outlook, with opportunities emerging in diverse sectors. Archivists are not limited to traditional record offices; their skills are sought after in various domains, including government institutions, libraries, museums, corporations, and educational institutions. Archivists who embrace technology, stay updated with archival practices, and remain open to evolving trends will find themselves at the forefront of this dynamic profession. The demand for skilled archivists is poised to remain robust, making it an exciting and rewarding career choice both in India and on a global scale.

When it comes to the Fragrance Industry, an analysis, crafted by *PwC*, delves into the remarkable contributions made by the fragrance industry in terms of job creation and value generation, underscoring its pivotal role as a globally recognised and innovative sector. Within the fragrance industry, a profound impact is seen as it benefits suppliers and customers alike, creating value and fostering job opportunities for farmers, the chemicals sector, consumer goods manufacturers, and retailers.

One noteworthy aspect of the fragrance industry is its significant investment in research and development (R&D), utilising its creativity and expertise to curate fragrances that deeply resonate with consumers, meeting both their emotional and functional needs. On a global scale, with the exception of the US and Canada, the fragrance manufacturing and blending, along with associated R&D and supporting activities,

contribute an impressive €2.5 bn to the GDP. An overwhelming 89% of employment in this industry originates from Asia, with India, China, and Indonesia spearheading the region's prominence. The industry actively engages in essential activities such as manufacturing, blending, and R&D, all of which significantly contribute to value creation and the proliferation of job opportunities.

On a global scale, the activities of the fragrance industry generate €2.5 bn in Value Added, providing support to over 15,000 full-time jobs. Furthermore, the spending of the industry's employees creates an additional value of €0.3 bn, fostering an additional 11,000 full-time jobs. Together, this Value Added represents 39% of the total Value Added generated by the fragrance industry, amounting to €7.2 bn. The fragrance industry's diverse and far-reaching upstream supply chain further enhances value generation, employment prospects, and overall community benefits. This robust and interconnected supply chain plays a pivotal role in driving the industry's success in the dynamic global market.

The Fragrance and Flavor market on a global scale primarily relies on synthetic ingredients, representing approximately 60-65% of the total market share. The Indian flavours market is projected to showcase a Compound Annual Growth Rate (CAGR) of 8.7% between 2023 and 2028. However, there is a noticeable shift in the industry's dynamics as the market for natural ingredients demonstrates substantial growth, with a Compound Annual Growth Rate (CAGR) of around 6-7%, while the synthetic ingredient market experiences a slower growth rate of less than 1%. This transition towards natural ingredients can be attributed to the increasing consumer awareness regarding healthier food choices and stringent government regulations that restrict the use of certain synthetic flavours in food production.

According to insights provided by *Dr. Sitaram Dixit's* report, the rise in disposable incomes and urbanisation is fostering a heightened interest in convenient packaged foods and fast food options. This, in turn, is expected to drive growth in the food and beverage market, as packaged goods often require higher flavouring levels to preserve taste loss during large-scale manufacturing processes. With the food industry experiencing significant expansion and an escalating demand for processed foods, the Flavor and Fragrance industry in India is poised for robust growth. This growth trajectory will lead to extensive use of flavours in various processed food items, snacks, soft drinks, candies, confectioneries, meat and seafood products, sauces, and condiments.

Moreover, the increasing popularity of fortified foods and beverages creates new opportunities for the Flavor and Fragrance industry. Flavours play a vital role in masking the off-tastes of added vitamins, minerals, antioxidants, and other ingredients, making them indispensable in the production of these fortified products. As consumers' preferences evolve and they seek out healthier and tastier options, the Flavor and Fragrance industry plays a critical role in enhancing the overall sensory experience of various food and beverage products, thus driving its continuous growth and expansion in the market.

When it comes to the Indian market, the brewing market is set to provide substantial employability opportunities in the next five years, driven by various factors that are reshaping the industry. The demand for craft beer and premium beverages is soaring, leading to an expansion of breweries across the country to meet the surging consumer preferences. This expansion will create a wide array of job openings, including roles in brewing, quality control, packaging, and distribution.

The Indian beer market has witnessed an interesting trend with the emergence of 0% beer, catering to the evolving consumer preferences. As the consumer profile for the beer industry undergoes changes, there is a growing demand for drinks that are low in sugar, carbs, and calories. This has led to the rise of 0% beer, which appeals to health-conscious consumers seeking healthier beverage options [*India Beer Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028*]. With a focus on healthier

choices, many breweries have introduced their versions of 0% beer to tap into this demand and cater to this specific segment of the market.

Moreover, the health benefits of moderate beer consumption have come into the spotlight, resonating with a more health-conscious consumer class. As consumers become more aware of the potential advantages of beer in moderation, it creates new opportunities for breweries to promote beer as a suitable beverage option, given its health attributes. The Indian beer market is continuously evolving, and the rise of 0% beer reflects the changing preferences of consumers. The industry's innovative marketing efforts and the growing awareness of beer's health benefits contribute to the overall growth and expansion of the beer market in India.

As the brewing industry continues to expand, there will be a rising demand for skilled labour in various areas such as brewing science, quality assurance, packaging technology, and distribution management. Breweries will increasingly adopt eco-friendly and sustainable practices, leading to the emergence of roles related to sustainable brewing practices and environmental management.

According to a research by [Grand View Research](#), the global artisanal bakery products market experienced a mixed impact due to the COVID-19 pandemic. Initially, sales of these products declined as a result of government restrictions and lockdowns. However, the situation changed as consumers sought comfort food, leading to an increase in demand for artisanal bakery products. Nonetheless, the market faced challenges, including labour shortages and supply chain disruptions, affecting distribution and production and posing obstacles to growth.

The growing trend of healthy eating worldwide has significantly contributed to the rising popularity of artisanal bakery products, fueling market growth. Consumers are increasingly aware of the health benefits of consuming whole-grain bread, rich in fibre and essential nutrients. Artisanal bakeries often use organic, locally-sourced ingredients and traditional baking techniques, offering preservative-free, natural products. This health-conscious shift has led to a surge in demand for artisanal bread and baked goods, appealing to consumers who prioritise their well-being.

Moreover, the desire for authentic culinary experiences has also bolstered the artisanal bakery products market. Consumers are showing keen interest in exploring various cultures and heritage, seeking food that represents genuine authenticity. Artisanal bakeries specialise in unique products that showcase the culinary heritage of their country or region. From croissants to bagels and other pastries, these authentic offerings appeal to consumers in search of meaningful and culturally rich food experiences, thus contributing to market growth.

The market's current size stands at USD 95.13 billion in 2022, and it is projected to grow at a CAGR of 5.7% from 2023 to 2030. The increasing global demand for exquisitely crafted and authentic bread fuels this growth. Consumers prioritise freshness, health, and taste when making bakery product purchases. As a result, manufacturers are actively incorporating traditional ingredients and baking methods, further driving market expansion over the forecast period.

5. Conclusion

As technology advances, industries transform, and societal priorities shift, new career paths will continue to emerge, and existing ones will adapt. Staying abreast of the latest trends, honing transferable skills, and being open to embracing change will be key to navigating the evolving world of careers successfully. In conclusion, this white paper has highlighted the exciting world of unconventional careers, challenging traditional norms and encouraging individuals to explore unique paths to success. By breaking free from

societal constraints, individuals can pursue their true passions and find fulfilment in their professional lives. It is our hope that this comprehensive exploration of unconventional careers will empower readers to make informed decisions and embark on extraordinary journeys of self-discovery and prosperity. Together, let us embrace the opportunities presented by off-beat careers and pave the way for a future where passion, purpose, and profitability converge in harmonious synergy.

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