

Foreword



**Ajit Menon, CEO,
PGIM India Mutual Fund**

In an era marked by increasing life expectancy, financial security during retirement becomes paramount. Relying solely on pension and investments may not suffice to maintain the desired quality of life.

The simplest way to generate a source of income during your later life is to utilise your skills, experience and contacts in the field where you have spent most of your working career. Alternatively, you can work on building a passion/skill which you already pursue as a hobby and monetise it.

Research shows that retirement may lead to a decrease in mental stimulation which can impact your cognitive health. Learning new skills not only counteracts this decline but also provides a sense of accomplishment and purpose.

PGIM India Mutual Fund's Retirement Readiness Survey 2023 reveals that Indians are seeking various ways to add to their income by monetising their passion and acquiring new skills to fuel their aspirations post-retirement.

Keeping this in mind, PGIM India Mutual Fund has compiled a ready reckoner of a compendium of 50 gigs which you can explore and pursue to become financially independent in your later life.

RENEW, RECHARGE BUT NEVER RETIRE

50 gigs that combine enjoyment and
regular income for life



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1. Online Yoga Instructor
2. Real Estate Advisor
3. Financial Advisory Services
4. Tax Consultant
5. Organic Farming
6. Soft Skills Coach
7. Cybersecurity Advisor
8. Career Counsellor
9. Childcare Services
10. CXO on Hire
11. E-Learning Consultant
12. Tour Guide
13. Game Designer
14. Wedding Planner
15. Interior Designer
16. Beauty and Grooming
17. Landscaping
18. Sports Coach
19. Performing Arts Coaching
20. Cloud Kitchen Services
21. Competency Mapping Services
22. CRM Specialists
23. Talent Management Expert
24. Data Scientist
25. Floral Business
26. Animal Care Services
27. Food And Beverage Consultant
28. Social Media Manager
29. Digital Content Creator
30. Fitness Trainer
31. Brand Designer
32. Event Manager
33. User Experience Designers
34. Supply Chain Specialist
35. Corporate Trainer
36. Learning and Development Specialist
37. Online Educators and Tutoring
38. Start-up Advisory Services
39. Translation And Language Services
40. E-Commerce Strategist And Consultants
41. Starter Plant and Seed Providers
42. Administration Specialist
43. Communications and PR Consultant
44. Bartender
45. Customer Success Consultant
46. Life Coach
47. Tutoring
48. Strategic Sourcing Advisors
49. Product Design Consultant
50. Compliance Advisor And Specialist

#22 CRM Specialists



After a 12 year corporate career, in 2018, Delhi-based Meenakshi Kaul, 52, decided to start out on her own as she felt that she wasn't enjoying her work. After consulting assignments to understand nuances of businesses, she set up her own eductech firm that provides Learning Management Systems (LMS), Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) to leading academic institutions.

An age-old mantra, 'customer is king', is even more relevant now. In today's fast-paced business landscape, Customer Relationship Management (CRM) has become crucial for companies seeking to build lasting relationships with their customers. This demand for effective CRM strategies has opened up opportunities for individuals, especially retirees, to embark on a post-retirement gig as a CRM specialist.

This opportunity arises from the increasing recognition that maintaining strong customer relationships is vital for business growth and sustainability. Companies are willing to invest in CRM specialists who can help them streamline their processes, enhance customer satisfaction, and ultimately boost profitability. Retirees often possess a wealth of experience, making them well-suited for this role.

The Perks

This gig provides various advantages. Firstly, there is the invaluable flexibility it provides. Retirees can tailor their working hours and select the number of clients they wish to assist, creating a work-life balance that suits their needs perfectly.

Additionally, this gig allows retirees to capitalise on their wealth of experience acquired over the years. Staying updated with the latest tools and strategies not only keeps the work engaging but also contributes to personal and professional development.

What Is Required?

Firstly, strong communication skills are paramount, as they enable professionals to engage with clients, comprehend their requirements, and articulate CRM strategies effectively. Analytical thinking is equally indispensable, as the capacity to dissect customer data and extract meaningful insights forms the bedrock of crafting effective CRM solutions.

Furthermore, empathy plays a pivotal role, necessitating a profound understanding of customer needs and concerns to create genuinely customer-centric CRM strategies. Additionally, adept problem-solving skills are vital, enabling CRM specialists to swiftly identify and resolve customer-related issues.

What You Need and How Much Will It Cost?*

Setting up a home-based CRM specialist workspace requires essential equipment and tools. A computer (₹50,000 to ₹1,00,000), high-speed internet (₹1,000 to ₹2,500 per month), and CRM software (₹1,000 to ₹5,000 per user per month) are fundamental. Plus, there is the cost of headsets, printer, and scanner.

Cloud storage (₹500 to ₹2,000 per month) and CRM training (₹10,000 to ₹30,000) round out the costs. Initial setup expenses range from ₹60,000 to ₹15,00,000 with ongoing bills for internet and software subscriptions. This investment ensures a well-equipped home-based CRM specialist workspace for efficient client relationship management.

Expected Earnings

Earnings as a CRM specialist can vary widely based on factors such as experience, the number of clients and the complexity of the projects undertaken. On average, retirees in India can expect to earn anywhere from ₹20,000 to ₹50,000 per month in this gig. Those with extensive experience and a strong client base may earn even more.

The Final Word

One unique aspect of a post-retirement gig as a CRM specialist is the opportunity to leave a lasting legacy. Retirees can use their expertise to help businesses thrive, impacting not only their own financial well-being but also contributing to the success of companies and the satisfaction of customers. It is a role where experience meets innovation, and where the golden years of retirement can shine brightly in the world of CRM.



CRM Specialist
Meenakshi Kaul, 52, Delhi

"I think my corporate experience and consulting stints helped me in my transition."