

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



Index

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

#29

Digital Content Creator

Ranjan Rajgopaul, 53, left an exciting career in software marcom and delivery management, to set up a home-based web design and digital marketing studio, in 2004.

Digital content creators, at least the famous ones, have become household names now and they inspire and educate millions. In today's digital landscape, content is king. Businesses, organisations, and individuals all recognise the need to engage and connect with audiences through captivating and informative content.

This demand extends across various niches, including blogging, vlogging, podcasting, photography, and social media content. Audiences are hungry for diverse and authentic content, which has created a vibrant ecosystem for content creators.

The digital age has also blurred the lines between traditional and online media, making it possible for content creators to reach global audiences without the need for a traditional publishing platform. This democratisation of content creation has led to a tremendous demand for unique voices and perspectives.



The Perks

Becoming a digital content creator post-retirement offers a host of lifestyle benefits. Firstly, it provides retirees with the flexibility to set their own schedules. You can work from the comfort of your home or choose to travel while creating content, giving you the freedom to enjoy life at your own pace.

It encourages continuous learning and personal growth. Keeping up with digital trends, honing your creative skills, and engaging with your audience can be intellectually stimulating and fulfilling. This gig also fosters a sense of community and connection. Interacting with followers and like-minded individuals who share your interests can provide a strong sense of belonging and purpose.

Rajgopaul loves his job as it involves meeting many people. Also, constantly having to network and learn new skills, means that there is no boredom.



What Is Required?

To excel as a digital content creator, a blend of technical skills and the right temperament is essential. Technical skills may include writing, photography, video editing, graphic design, or audio production, depending on your chosen content format.

Patience and persistence are critical. Building an audience and seeing significant results can take time, but consistent effort and dedication often lead to success. Creativity and adaptability are key traits. The digital landscape is ever evolving, and the ability to innovate and experiment with different content formats and platforms is invaluable.



What You Need and How Much Will It Cost?*

The initial cost of entering the world of digital content creation can vary depending on your chosen niche and the equipment you already possess. At a minimum, you will need a computer or laptop, a decent camera or smartphone with good camera capabilities, video and photo editing software, and an internet connection. The initial setup cost can range from ₹30,000 to ₹1,00,000 with ongoing expenses related to software subscriptions and equipment upgrades.

For Rajgopaul, working from home means low overheads, but he says one must look for retainers so that the base costs of running the house plus enough for a comfortable lifestyle are taken care of.



Expected Earnings

Earnings as a digital content creator can vary widely based on niche, content quality, audience size, and monetisation strategies. Many creators start by earning modest amounts through advertising, sponsorships, affiliate marketing, and merchandise sales.

On average, a beginner can expect to earn around ₹10,000 to ₹20,000 per month. However, successful content creators who build large and engaged audiences can earn significantly more, with top earners often making several thousands or even crores per year.



The Final Word

Digital content creation allows retirees to embrace the digital age, express their creativity, and engage with global audiences. The demand for diverse and authentic content continues to grow, making it an ideal time for retirees to embark on this journey. The lifestyle benefits, intellectual stimulation, and potential for financial rewards make it a distinctive and fulfilling post-retirement gig that offers a sense of purpose and excitement.



Digital Content Creator
Ranjan Rajgopaul, 53, Pune

"Look for retainers to meet your base costs of running the house plus enough for a comfortable lifestyle. It takes a minimum of three years to get consistent business."