

## Foreword



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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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2. Real Estate Advisor
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12. Tour Guide
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14. Wedding Planner
15. Interior Designer
16. Beauty and Grooming
17. Landscaping
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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

# #40 E-Commerce Strategist And Consultants

The digital landscape in India has been witnessing a monumental shift in recent years, with the e-commerce industry taking centre stage. As online shopping establishes itself as a new normal, the Indian e-commerce sector is projected to experience a compound annual growth rate (CAGR) of 27% in the near future.

This growth is anticipated to propel the industry to a value of \$163 billion by 2026, a figure nearly three times greater than the expected growth of the broader retail market, as reported by Redseer.

This phenomenal growth has created a significant demand for e-commerce strategists and consultants. Businesses, both large and small, are now seeking expert guidance to navigate the complexities of the online marketplace, making it an opportune time to consider a post-retirement career as an e-commerce consultant.



## The Perks

Embarking on a post-retirement journey as an e-commerce strategist or consultant offers a multitude of advantages. Firstly, it provides the opportunity to capitalise on your wealth of experience and industry knowledge. Your seasoned perspective can be invaluable to businesses looking to establish or enhance their online presence.

Secondly, the gig offers flexibility. You can choose your clients, set your own hours, and even work remotely, making it an ideal option for retirees seeking work-life balance. Moreover, this profession allows you to stay updated with the latest industry trends and technological advancements, ensuring that your skills remain relevant, and your mind stays engaged.

Moreover, adaptability and a thirst for continuous learning are key traits. The e-commerce industry evolves rapidly, and a successful consultant must stay ahead of the curve. Patience and empathy are equally important, as you will often need to guide clients through the intricacies of the online world.



## What You Need and How Much Will It Cost?\*

Establishing yourself as an e-commerce consultant requires minimal overhead costs. You will need a computer, reliable internet access, and software tools for analytics and communication. These initial expenses can vary but may range from ₹50,000 to ₹1,00,000, depending on your existing equipment and software subscriptions.

You might also consider investing in ongoing education or certifications in e-commerce strategy, which can cost anywhere from ₹10,000 to ₹50,000, depending on the program. However, these investments can pay off handsomely as they enhance your credibility and expertise in the field.



## Expected Earnings

Earnings as an e-commerce consultant can be quite lucrative. The fee structure varies based on your experience and the complexity of the projects you undertake. On average, a beginner consultant might charge around ₹2,000 to ₹5,000 per hour for their services. As you gain experience and build a reputation, you can command higher rates, potentially reaching ₹10,000 to ₹20,000 per hour or more.

Annual income can vary widely but often range from ₹5,00,000 to ₹20,00,000 or more, depending on the number of clients and projects you take on. With India's booming e-commerce industry, the potential for substantial income is very real.



## What Is Required?

To succeed in this role, a mix of skills and the right temperament is crucial. E-commerce consultants must possess a deep understanding of the digital landscape, including knowledge of e-commerce platforms, digital marketing, and data analytics. Effective communication skills are also essential as you will be working closely with clients to translate their business goals into actionable strategies.



## The Final Word

A gig as an e-commerce consultant is an opportunity to leverage your lifetime of knowledge, stay relevant in an ever-evolving industry, and enjoy the flexibility that retirement should offer.

So, do not just retire; consider rewiring your skills and experience into a vibrant new chapter in the e-commerce world. Your golden years could turn into your most productive yet.