

Get Up & Industry-Ready!

Writing is in You

We'll Teach you How to Reach Out

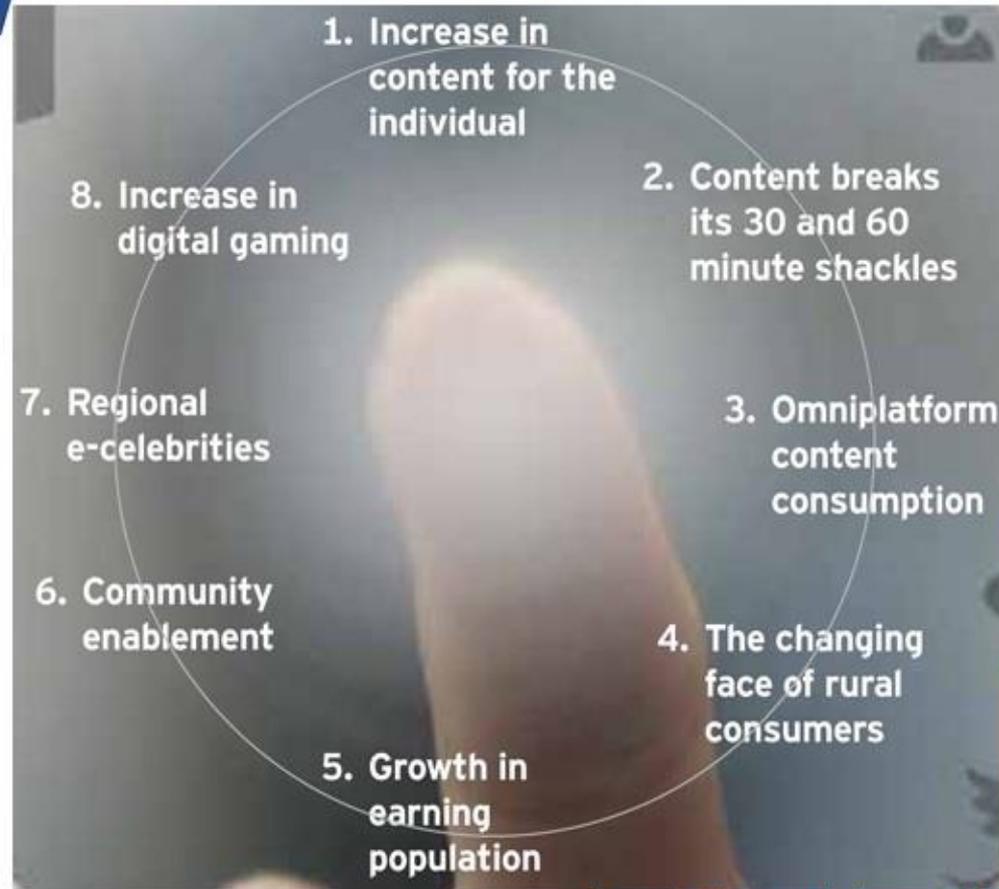


A Career in Content?



"Digital transformation will take India's internet users from 373 million (28 percent of population) in 2016 to 829 million (59 percent of the Indian population) in 2021" - Cisco

Rise of On-demand Content



"The consumption of digital content in India is exploding right now, as Indians continue to opt for smartphones in the hundreds of millions. We'll likely see our next phase of user growth come from Tier 2 & 3 cities across India."

- Mahesh Narayanan, COO, Saavn



Opportunities in India

SERVICES TO BE OFFERED BY INDIA INC.

Channels of Services

Remote servicing

'Importing' the customers

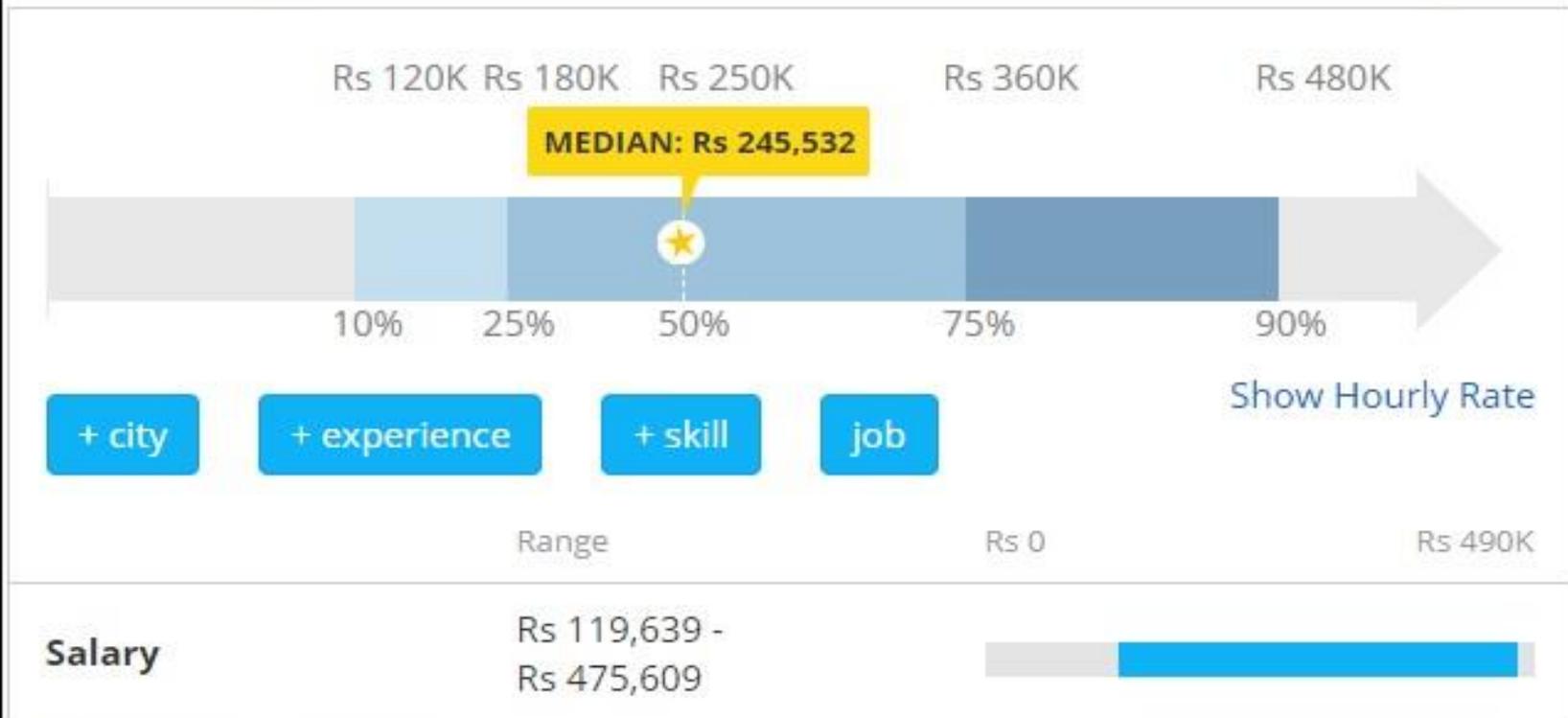
<p>Individuals</p>	<p>Telemedicine</p> <p>D-I-Y support</p> <ul style="list-style-type: none"> • Tele-plumbing • Auto repairs • Tax advisory services • Horoscope reading • ... <p>E-learning</p> <ul style="list-style-type: none"> • Home-schooling • Adult professional courses – re-skilling <p>Personal privacy services – providing server space to individuals for record maintenance</p>	<p>Tourism</p> <ul style="list-style-type: none"> • Medical tourism, spiritual tourism, adventure tourism, etc. • "Dollar" shopping centres • duty-free shopping zones <p>Education</p> <ul style="list-style-type: none"> • Higher education for developed and developing countries • Training courses revolving around India's heritage – Ayurveda, cuisine, yoga, etc. <p>Nursing houses and retirement services</p> <ul style="list-style-type: none"> • Ashram model • Settlements near university towns
<p>Targets</p>	<p>IT services</p> <ul style="list-style-type: none"> • IT consulting • Software application development • Knowledge networking <p>IT enabled services</p> <ul style="list-style-type: none"> • Data analysis and database consulting • HR & admin outsourcing • Digital media and content development (E-learning content, publishing, entertainment, etc.) • CAD/CAM design • Animation • Bio-informatics • Off-shore financial services • Real-estate management – security services <p>Others</p> <ul style="list-style-type: none"> • R&D across industry verticals – semiconductor technology, drug research, etc. • Legal/advisory services for MNCs 	<p>Tourism for corporate clients</p> <p>Education services for corporate clients</p>
<p>Corporates</p>	<p>⇒ Makes sense?</p>	

Source: Interviews; Literature search; BCG workshop; BCG analysis

Money Matters

Content Writer Salary (India)

The average pay for a Content Writer is Rs 243,264 per year. People in this job generally don't have more than 10 years' experience. The skills that increase pay for this job the most are Writing Procedures & Documentation, Microsoft Excel, and Creative Writing.



Source: www.payscale.com

** Range denoted here may vary state-wise and/or industry-wise*

Major Challenge for Indian Content Writing Industry

Academia Vs Industry Gap:

With the wide gap between what the academics talk about and what the industry expects from its people, the demand and supply of qualified talent is quite ill-matched leading to growth restrictions in the sector. A constant influx of unqualified people looking for a way out of hard work also haunts the industry and threatens to pull its social stature further south.

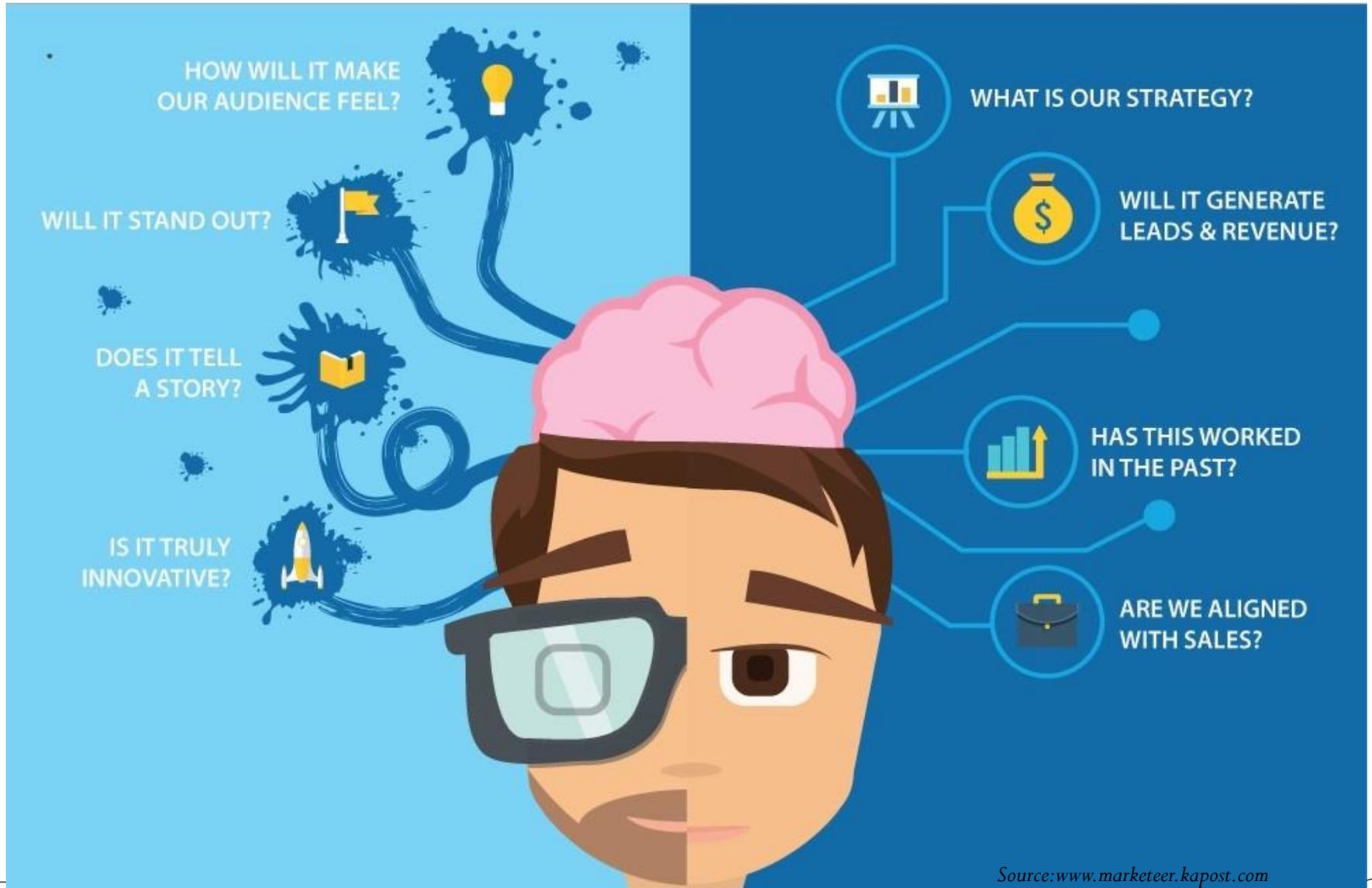
- Expert Speak

It's not about knowing or not knowing the language. It's about making an **EFFECTIVE COMMUNICATION.**

It's about creating an **Optimum Mix of Art & Science.**



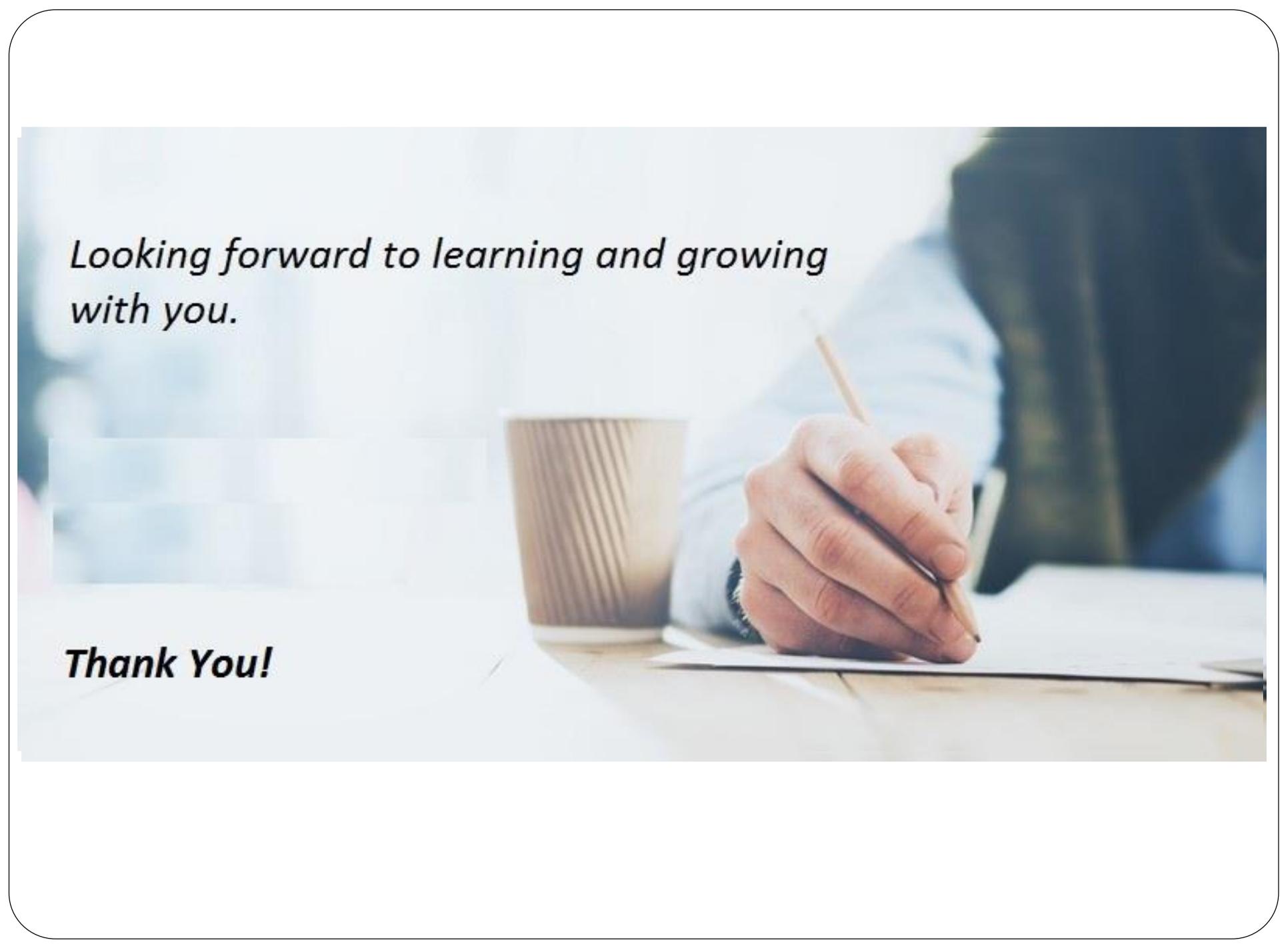
*You have the **ART** in you.
We'll help you with the **SCIENCE** part.*



The Dimensions Edge

- ✓ Industry-oriented course content
- ✓ Practical-based learning
- ✓ Sector-specific content generation knowledge: Travel, Tourism & Hospitality, Fashion & Handicrafts, Science, Manufacturing etc.
- ✓ Special classes conducted by domain experts – Blogger, Journalist, Corp Com. Expert, Business Writer, Technical Writer, Academic Writer etc.
- ✓ Basics of Consumer Behaviour, Communication, Branding, Media Management, Advertising, & Promotion.
- ✓ Basics of SEO, SMM for beginners
- ✓ Assistance for your job interviews and freelance assignments

Who knows you can actually earn while you learn!

A close-up photograph of a person's hand holding a pen and writing on a document. The person is wearing a light blue shirt. To the left of the hand is a brown, ribbed paper coffee cup. The background is blurred, showing what appears to be an office or meeting room setting. The overall tone is professional and focused.

*Looking forward to learning and growing
with you.*

Thank You!