

Desktop Publishing Operator: how employable, and how future- proof, is this trade?

Desktop Publishing (DTP) Operators sit at the intersection of creative design and technical production, formatting print and digital content for publishing, advertising, education, and packaging industries. The central question for this trade is whether rising AI-assisted layout tools will erode the operator role or shift it upward toward higher-value creative and pre-press work. Evidence points to a hybrid outcome: routine formatting tasks are increasingly automatable, but India's booming publishing and packaging sectors continue to generate real demand for trained practitioners.

64.5 /100

COURSE EMPLOYABILITY SCORE (CES V2)

Moderate employability, scored across all four CES pillars (\$02).

64.5^P

CES score out of 100,
Moderate employability band
(Lakshya CES, 2025)

USD 1.5B¹

India digital printing market
size in 2025, growing at 7.64%
CAGR to 2034 (IIMARC Group,
2025)

**Rs. 80,000
cr²**

India publishing industry size
in 2024, up from Rs. 50,000 cr
in 2019 (IBEF, 2024)

45.95%³

Employability rate of ITI
graduates, India Skills Report
2026 (Wheebox, 2025)

Subject: the "Desktop Publishing Operator" CTS trade · Compiled from NSQF program spec + independent third-party research (see Sources).

Can AI or automation replace this job? The honest answer.

AI-assisted layout tools such as Adobe Firefly, Canva AI, and automated pre-press software are reshaping the DTP workflow. Routine, repetitive production tasks are increasingly handled by software, but the combination of creative judgment, client communication, multilingual formatting complexity, and pre-press quality control keeps a meaningful human role in the loop. The honest picture is high automation risk for the narrow operator role, with substantially lower risk for the practitioner who grows beyond pure production.

The risk, stated plainly

Frey and Osborne's foundational 2013 Oxford study ranked typesetting and related formatting occupations among the higher-risk groups for computerisation, noting that rule-based, repeatable tasks with clear inputs and outputs are the earliest candidates for software substitution ⁴. More recently, the WEF Future of Jobs Report 2025 confirmed that 22% of all jobs globally face displacement by 2030, with clerical and production-support roles most exposed ⁵. For DTP, the specific risk is concentrated in mechanical formatting: placing standard text blocks, applying pre-set styles, running batch exports, and performing routine quality checks. AI tools now handle these steps faster and with fewer errors than a manual operator in many production contexts ⁶.

What automates vs what stays human

THE TASKS AUTOMATION IS TAKING

- Automated paragraph and style-sheet application using AI-driven tools such as Adobe InDesign scripting and Canva AI ⁶
- Batch image resizing, background removal, and resolution optimisation through AI image-processing pipelines ⁶
- Routine quality-control checks: widows/orphans, broken links, font-embedding errors flagged automatically by pre-press software ⁶
- Font pairing and basic colour-scheme recommendation via generative design assistants ⁶
- Template-based brochure and catalogue layout from pre-approved brand grids ^P
- Automated PDF/X export and preflight validation against printer specifications ^P

THE WORK THAT STAYS HUMAN

- Complex multi-language (regional script) typesetting where AI tools still fail on Devanagari, Tamil, Malayalam and other Indic scripts requiring manual kerning and line-break judgment ^P
- Final creative decisions on layout hierarchy, visual balance, and brand tone for new or custom briefs, tasks requiring aesthetic judgment that current generative tools cannot reliably substitute ⁶
- Client-facing revision cycles where interpretation of verbal feedback into design changes requires contextual understanding ⁷
- Pre-press press-ready sign-off: verifying bleed, trap, overprint, and colour-profile accuracy against specific press specifications, responsibility that printers assign to a named human ^P
- Adapting academic and educational content (question papers, textbooks) to precise institutional format rules, a major demand driver in India's education publishing sector ²
- Emergency or short-run custom jobs where setting up an AI pipeline costs more time than doing it manually, common in smaller printing establishments ⁷

The resilient anchors

71%²

Share of India's print market driven by educational publishing, sustaining continuous DTP demand across 9,000 publishers ²

7.64% CAGR¹

India digital printing market growth rate 2026-2034, expanding the total base of production work requiring formatting expertise ¹

10.73% CAGR⁸

India packaging market growth rate to 2030, a sector heavily reliant on DTP/pre-press for label and packaging artwork ⁸

Moderate-to-high automation risk for pure production work; manageable risk for the practitioner who extends into creative and pre-press quality roles.

The operator who stays confined to template-based text placement and batch exports faces genuine displacement pressure within the medium term, consistent with Frey-Osborne's finding that routine cognitive formatting tasks are early automation candidates ⁸. This is the honest risk.

However, India's commercial reality significantly moderates this: the sheer volume of regional-language content, the fragmented publishing ecosystem of small and medium publishers, the education sector's continuous output demand, and the packaging sector's rapid growth all sustain real hiring, as evidenced by 15 distinct employers actively recruiting across 17 live listings ⁹. Graduates who develop multilingual typesetting, pre-press quality judgment, and a working knowledge of both print and digital production pipelines occupy a more resilient position.

Automation exposure by task

Task in this trade	Automation risk	How this trade / program is positioned
Applying paragraph styles and text reflow in standard templates	High	Largely automatable via InDesign scripts and AI tools; remain competitive by mastering complex or exception cases ⁶
Batch image processing and PDF export	High	Automated in modern pre-press workflows; operator value lies in setting up and QA-ing the pipeline ^{6/P}
Regional-language (Indic script) typesetting and layout	Lower	AI tools have poor Indic-script support; human expertise remains essential in Indian publishing ^P
Educational content formatting (textbooks, question papers)	Moderate	Semi-automatable for standard formats, but institutional specifications require human sign-off ^{2/P}
Pre-press press-ready file verification (bleed, trap, colour profiles)	Lowest	Technical judgment call with commercial consequences; printers require named human accountability ^P
Creative layout for new or custom publications	Lower	Requires aesthetic judgment, client interpretation, and brand sensibility that AI cannot reliably replicate ^{6/7}

How to read these numbers. Automation risk scores are probabilities, not certainties. Frey and Osborne themselves noted in a 2023 reappraisal that generative AI is 'democratising expertise' rather than simply eliminating roles ⁴. OECD task-level analysis found that even high-risk occupations typically retain a core of tasks that resist automation, and actual displacement depends on adoption pace, cost, and labour-market context ⁹. India's fragmented small-business publishing ecosystem and the continued importance of Indic-language expertise mean global automation timelines may overstate the local risk for DTP practitioners in this market.

02 THE COURSE EMPLOYABILITY SCORE (CES)

How this trade scores on Lakshya's employability metric

The CES (Career Employability Score) for this trade is 64.5 out of 100, placing it in the Moderate employability band. The strongest pillar is placement outcome (71.2), supported by genuine employer breadth (15 hiring employers across 17 active listings) and strong hiring recency (100 score on that sub-signal). Government support (70) reflects the MSDE/DGT-backed NTC credential and broad Skill India policy backing. Training quality (65) reflects an established, NSQF Level 4 curriculum, though the index notes no confirmed green-list signal for this specific trade. Market dynamics is the weakest pillar (55.75), driven primarily by a low salary sub-score (40) and neutral automation and displacement priors where live signal was absent. Scored on the evidence in this report, this role earns a **CES of 64.5 / 100, "Moderate employability."**

CES Pillar (CES v2)	Weight	What it measures
Training Quality	0.30	Regulatory recognition and licensure of the qualification
Market Dynamics	0.30	Demand, salary band, sector trajectory, automation possibility and displacement risk
Placement Outcome	0.25	Whether the market actually hires this role: live employers, openings, pay and recency
Government Support	0.15	Migration pathways, federal frameworks and policy backing the role

Market Dynamics, by sub-signal

Sub-signal	Score/100	Sub-weight	Conf
Demand	61	0.40	0.65
Salary (vs country floor)	40	0.30	0.34
Sector trajectory	80	0.15	0.88
Automation possibility	50	0.10	0.30
Displacement risk	50	0.05	0.30
Market Dynamics composite	56	n/a	0.54

The four pillars, scored

CES pillar	Score	Conf	Weight	Evidence
Training Quality	65	0.95	0.300	One-year NSQF Level 4 CTS program covering Adobe InDesign, Photoshop, CorelDRAW, pre-press, and e-publishing; NTC awarded by NCVT/DGT ^P
Market Dynamics	56	0.54	0.300	Digital printing sector growing at 7.64% CAGR; India's Rs. 80,000 crore publishing industry sustaining broad employer demand ¹²
Placement Outcome	71	0.68	0.250	Live market hiring of the role: 17 openings · 15 employers · 4 with pay · 26 recent postings
Government Support	70	0.90	0.150	CTS trade backed by MSDE/DGT, Skill India Mission, and PMKVY 4.0 policy framework with 27 lakh candidates trained across 38 sectors ¹⁰

Composite (applied weights, renormalised over scored pillars): **65×0.30 + 56×0.30 + 71×0.25 + 70×0.15 = 64.5**. Confidence 1.00 · evidence 26 clean / 8 rejected · 7 sources.

COURSE EMPLOYABILITY SCORE (CES V2)

64.5 / 100, "Moderate employability"

The 64.5 score reflects a trade with real employer demand, 15 active employers, 26 recent listings, but constrained earning power and a fragmented market where salary transparency is low (only 4 of 17 listings disclosed pay). The market dynamics pillar (55.75) is the primary drag, particularly the salary sub-score (40), consistent with Indeed's finding of a Rs. 16,886/month average for DTP operators ¹¹. Government support (70) and placement breadth are genuine positives.

A graduate who completes the NTC and then layers on Adobe Certified Professional credentials, digital marketing design skills, or packaging artwork pre-press expertise can credibly target the Rs. 20,000-30,000/month band and shift the personal trajectory toward the top of the Moderate band or beyond. The pathway exists; it requires deliberate post-NTC upskilling ^P.

Pillar scores map cited evidence to the published CES v2 rubric; the live figure refreshes as cohort outcomes feed Lakshya's engine.

03 EMPLOYABILITY & DEMAND

A growing production base, but a competitive and fragmented job market.

India's publishing, advertising, packaging, and education sectors together create a sustained base of DTP and layout demand. The market is real but heterogeneous, dominated by SME employers rather than large corporations, with salaries reflecting that structure.

India's publishing industry reached Rs. 80,000 crore (USD 9.30 billion) in 2024, up from Rs. 50,000 cr in 2019, with educational publishing accounting for 71% of the print market, driven by 250 million students and nearly 9,000 publishers ². The advertising market grew 8.1% in 2024, with India's total ad spend reaching Rs. 1.2 lakh crore ¹². Digital printing in India is expanding at 7.64% CAGR through 2034, and the packaging sector, a significant consumer of DTP/pre-press services, is forecast to grow at 10.73% CAGR to 2030 ¹⁸. The printing sector employs an estimated 1.2 to 1.4 million workers in India ¹³. However, active DTP Operator

Rs. 80,000

Cr USD 9.3B²

India publishing industry size in 2024, providing the primary employment base for DTP practitioners²

USD 2.94B_{by}
2034¹

India digital printing market projected size, growing from USD 1.5B at 7.64% CAGR¹

1.2-1.4Mworkers¹³

Estimated employment in India's printing and publishing sector, the labour pool in which DTP operators compete¹³

What employers are actually posting

The live-hiring aggregate shows 17 active listings from 15 distinct employers, with 26 recent postings, a thin but real signal. Only 4 of 17 listings disclosed salary, indicating the market skews toward SME employers who don't advertise pay publicly.

Employer names and counts are from live job boards in the current window; counts fluctuate daily and are date-stamped in the engine. This sample is smaller than a mature occupation's; the scraper is being scaled to widen coverage.

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THE SIGNAL IN THE DATA

- Employer breadth is genuine: 15 different companies hiring simultaneously, spanning educational publishers (Oswaal Books, Chetana Education), advertising agencies (Riyo Advertising), schools (Kakatiya Educational Institutions), and hospitals (Tender Palm), suggesting cross-sector relevance ^P
- Hiring recency scores at 100 (the maximum sub-signal), meaning recent postings are active and not stale, a positive indicator of current demand ^P
- Salary disclosure in only 4 of 17 listings (Rainbow Graphix: Rs. 10,000-19,000/month; Tender Palm: Rs. 12,000/month) suggests pay is negotiated informally and may not reflect full compensation in higher-end roles ^P

WHY THIS MATTERS

- Diversify sector exposure during training: printing presses, advertising agencies, educational publishers, hospitals, and schools all hire DTP operators, widening the job funnel beyond any single sector ^P
- Build multilingual typesetting competency (Devanagari, Tamil, regional scripts) to access the large regional-language publishing market where AI tools are weakest ²
- Target Tier-1 cities: Indeed salary data shows Noida (Rs. 24,452/month) and New Delhi (Rs. 19,858/month) lead the national average of Rs. 16,886/month, geographic choice has a 30-45% salary impact ¹¹

Bottom line: Live hiring is thin but real, cross-sector, and recently active, consistent with a trade that fills a persistent but low-volume production need across many employer types rather than a high-growth hiring boom.

05 ROLES, PATHWAYS & EARNING POTENTIAL

What the trade leads to, and what it pays

The NTC credential opens entry-level DTP and layout positions immediately. The high-value trajectory runs through pre-press specialisation, digital design, and packaging artwork, roles that command Rs. 25,000-50,000/month and are more insulated from AI substitution.

Role this prepares for	Indicative pay in India	Automation resilience
DTP Operator (Entry)	Rs. 12,000-18,000/month ¹¹	Moderate, routine formatting risk, but real volume of work
Senior DTP Operator / Layout Artist	Rs. 18,000-30,000/month ¹¹	Resilient if multilingual and pre-press capable
Pre-Press Technician	Rs. 20,000-35,000/month ¹¹	Resilient, technical QA accountability not easily automated
Graphic Designer (DTP+Design)	Rs. 25,000-50,000/month ¹⁴	Resilient, creative judgment + technical execution combined
Packaging Artwork Specialist	Rs. 25,000-45,000/month ⁸	Resilient, fast-growing sector, regulatory compliance layer adds value

PHASE 1 Foundations (Year 1, CTS Program) Complete the one-year NSQF Level 4 CTS trade. Master Adobe InDesign, Photoshop, CorelDRAW, and MS Publisher. Build competency in typography, pre-press workflows, and digital distribution basics. Earn the National Trade Certificate (NTC) from NCVT/DGT ^P.	PHASE 2 Specialisation and Certification Pursue Adobe Certified Professional (InDesign or Photoshop) certification for a credentialled software signal. Add regional-language typesetting capability in at least one Indic script. Seek employment in a publishing house, advertising agency, or packaging company to build production-scale experience ^{6P}.	PHASE 3 Practical Execution and Advancement Target pre-press technician or senior DTP roles where sign-off accountability is valued. Build a portfolio of multilingual, educational, or packaging projects. Consider a lateral move into digital content design (social media graphics, e-books, digital ads) to expand market reach and salary ceiling ⁷¹⁴.
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06 SKILLS BUILT & WHY THEY'RE AI-RESILIENT

Trained for the floor, not just the test

WHAT CANDIDATES ACTUALLY WORK ON

- Advanced proficiency in Adobe InDesign, Photoshop, and CorelDRAW, the core software stack for professional DTP work in India ^P
- Multilingual typesetting: Devanagari, Tamil, Bengali, and other Indic scripts, a scarce, high-value skill where AI tools are weakest ^P
- Pre-press quality control: bleed setup, colour profile management, PDF/X compliance, and printer liaison ^P
- Typography principles: serif/sans-serif selection, leading, kerning, tracking, and hierarchy for readability across print and digital formats ^P
- Digital output formats: e-book formatting (ePub, PDF), web-ready image export, and basic digital distribution workflows ^P

WHY THESE RESIST AUTOMATION

- Creative layout judgment for custom or complex publications, aesthetic decisions require human sensibility and client feedback interpretation ⁶
- Indic-script and regional-language formatting expertise, current AI tools consistently fail at complex South Asian script rendering ^P
- Pre-press technical accountability, printers and publishers assign named human responsibility for press-ready file sign-off, creating a resilient professional role ^P
- Client communication and brief interpretation, translating verbal feedback into precise design revisions requires contextual and relational intelligence ⁷
- Exception-handling in production: non-standard formats, emergency reprints, cross-media adaptation of materials all require flexible human judgment ⁶

The positioning in one line: Position as a multilingual pre-press specialist, not a pure production operator, to maximise both resilience and earning power.

07 THE CREDENTIAL & QUALITY LAYER

The NTC is a government-recognised, internationally acknowledged credential, and a baseline for further specialisation.

Graduates of the one-year Desktop Publishing Operator CTS trade receive the National Trade Certificate (NTC) awarded by the National Council for Vocational Training (NCVT) under the Directorate General of Training (DGT), Ministry of Skill Development and Entrepreneurship. The NTC is recognised by employers, government departments, and overseas qualification bodies, and is benchmarked at NSQF Level 4 ^P. It provides a formal credential that differentiates ITI-trained practitioners from informally trained operators in a market where many DTP workers lack any certification.

The NTC is also stackable: graduates can progress to Diploma in Graphic Design or Printing Technology programs, or layer on Adobe Certified Professional certifications, creating a credentialled upgrade path. In a sector where salary transparency is low and hiring is relationship-driven, formal credentials provide a verifiable signal to prospective employers and reduce screening friction, a tangible economic benefit of completing the program ³.

08 THE INDIA TALENT CONTEXT

Abundant graduates, scarce job-readiness

India's graduate employability remains structurally constrained: the India Skills Report 2026 found that ITI graduates have an employability rate of 45.95%, the lowest among assessed qualification categories, while overall graduate employability reached 56.35% ³. This is not unique to DTP; it reflects a broader mismatch between curriculum and industry-ready competency across the vocational system. For DTP specifically, the gap is often software proficiency depth: many graduates know the tools conceptually but lack production-speed fluency demanded by commercial employers. The market does hire, but it preferentially selects candidates who can demonstrate portfolio evidence of real layouts rather than test-based credentials alone.

A portfolio of three to five real production projects, a book layout, a multi-language brochure, a press-ready packaging file, converts the NTC from a paper credential into a hiring signal that most applicants cannot match ^P.

09 STAYING FUTURE-READY

How a candidate stays on the resilient side

LEAN INTO

- Multilingual and regional-language DTP: a structural moat in India where AI tools cannot reliably typeset Devanagari, Tamil, Kannada, and other Indic scripts at production quality ^P
- Packaging pre-press and artwork: India's packaging sector is growing at 10.73% CAGR, regulatory compliance requirements (FSSAI labels, pharmaceutical inserts) create persistent human-supervised QA work ⁸
- Digital content production: social media design, e-book formatting, and digital advertising assets are adjacent, growing markets that leverage the same core software skills ¹⁴
- AI-assisted production management: learn to set up and supervise AI layout pipelines rather than compete with them, the operator who manages automation has higher value than the one it replaces ⁶
- Freelance and gig positioning: India's advertising and education SME market is large, fragmented, and under-served; freelance DTP operators can serve multiple clients simultaneously, raising effective earning power beyond salaried benchmarks ⁷

AVOID BEING DEFINED BY

- Staying confined to single-application, template-repetition work: pure InDesign or PageMaker template operators are the most directly substitutable by AI tools and scripts ⁶
- Ignoring software updates: the Adobe and Canva AI feature sets are evolving rapidly; practitioners who do not track and adopt new tools will find their workflow speed uncompetitive within 2-3 years ⁶
- Neglecting pre-press and print-production knowledge: operators who only design but cannot prepare press-ready files lose the technical defensibility that makes the role irreplaceable in commercial print ^P
- Restricting to a single sector: relying exclusively on one employer type (e.g., only schools or only one printing press) leaves graduates exposed to sector-specific downturns with no cross-sector transferability ⁷

10 SOURCES & CITATIONS

Every figure, traced to a source

P NSQF / CTS Program Specification (primary).

Trade definition, NSQF level, syllabus, tasks and deliverables for the "Desktop Publishing Operator" Craftsmen Training Scheme trade (DGT / MSDE).

dgt.gov.in · accessed Jun 2026

1 **IMARC Group: India Digital Printing Market Size and Industry Growth, 2025**

India's digital printing market reached USD 1.50 billion in 2025 and is projected to reach USD 2.94 billion by 2034 at a 7.64% CAGR, driven by e-commerce, packaging, and advertising demand.

<https://www.imarcgroup.com/india-digital-printing-market> · 2025 · accessed Jun 2026

2 **IBEF: India's Meteoric Rise as a Publishing Hub, 2024**

India's publishing industry reached Rs. 80,000 crore (USD 9.30 billion) in 2024; educational publishing accounts for 71% of the print market, driven by 250 million students and approximately 9,000 publishers.

<https://www.ibef.org/blogs/india-s-meteoric-rise-as-a-publishing-hub> · 2024 · accessed Jun 2026

3 **India Skills Report 2026 (Wheebox / Insights on India), 2025**

Overall employability in India rose to 56.35%; ITI graduate employability stands at 45.95%, among the lowest of assessed qualification categories, indicating a persistent vocational training-to-employment gap.

<https://www.insightsonindia.com/2025/11/14/the-india-skills-report-2026/> · 2025 · accessed Jun 2026

4 **Frey, C.B. and Osborne, M.A.: The Future of Employment: How Susceptible Are Jobs to Computerisation?, 2013**

Oxford Martin School working paper estimating that 47% of US jobs are at high risk of computerisation; typesetting and routine formatting occupations are identified as early automation candidates due to rule-based, repeatable task structures.

https://oms-www.files.svdcn.com/production/downloads/academic/The_Future_of_Employment.pdf · 2013 · accessed Jun 2026

5 **World Economic Forum: Future of Jobs Report 2025**

22% of all jobs face displacement by 2030; 92 million roles at risk of decline, offset by 170 million new roles; clerical and production-support functions are among the most exposed categories.

<https://sea.peoplemattersglobal.com/article/employee-skilling/170-million-jobs-to-emerge-by-2030-but-92-million-at-risk-wef-warns-48552> · 2025 · accessed Jun 2026

6 **DTP Labs: How AI and Automation Are Transforming the DTP Industry, 2024**

AI tools now automate layout positioning, font pairing, image processing, and quality-control checks in DTP workflows; human roles remain essential for creative decisions, branding consistency, and final design refinement.

<https://www.dtplabs.com/blog/how-ai-and-automation-are-transforming-the-dtp-industry> · 2024 · accessed Jun 2026

7 **Cpluz: Talent Crunch, The Challenges Faced by Indian Graphic Designers Today, 2025**

India faces a shortage of mid-level design talent; demand for DTP and design professionals spans advertising agencies, publishers, and educational institutions, with an acute gap between trained graduates and production-ready practitioners.

<https://cpluz.com/blog/talent-crunch-the-challenges-faced-by-indian-graphic-designers-today/> · 2025 · accessed Jun 2026

8 **Mordor Intelligence: India Packaging Market Size, Growth, Forecast 2030**

India's packaging market was valued at USD 101.12 billion in 2025 and is forecast to reach USD 169.73 billion by 2030 at a 10.73% CAGR, creating sustained demand for packaging design and pre-press DTP services.

<https://www.mordorintelligence.com/industry-reports/packaging-industry-in-india> · 2025 · accessed Jun 2026

9 **OECD: The Risk of Automation for Jobs in OECD Countries, 2016**

Task-level analysis found that even high-automation-risk occupations retain a core of non-automatable tasks; actual displacement depends on adoption pace, implementation cost, and local labour-market conditions.

https://www.oecd.org/content/dam/oecd/en/publications/reports/2016/05/the-risk-of-automation-for-jobs-in-oecd-countries_g17a27d8/5jlz9h56dvq7-en.pdf · 2016 · accessed Jun 2026

10 **Press Information Bureau (PIB): Year End Review 2025, Ministry of Skill Development and Entrepreneurship**

27.08 lakh candidates trained under PMKVY 4.0 across 38 sectors; 77 customised courses introduced, including future-skill roles in AI and digital services, underpinning broad Skill India policy support for CTS trades.

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2217881®=3&lang=2> · 2025 · accessed Jun 2026

11 **Indeed India: DTP Operator Salaries in India, 2026**

Average DTP operator salary in India is Rs. 16,886/month (46 reported salaries); Noida leads at Rs. 24,452/month, followed by New Delhi (Rs. 19,858/month); top employers (Cordova Publications) offer up to Rs. 3.75 lakh per year.

<https://in.indeed.com/career/dtp-operator/salaries> · 2026 · accessed Jun 2026

12 **IBEF: India's Advertising Market Projected to Grow at 7.8% in 2025 (Magna), 2025**

India's total advertising market reached Rs. 1.2 lakh crore in 2024 and is projected to grow at 7.8% in 2025; digital pure players hold 50% of the market, expanding demand for design and layout work across digital formats.

<https://www.ibef.org/news/india-s-advertising-market-projected-to-grow-at-7-8-in-2025-magna> · 2025 · accessed Jun 2026

13 **Statista / EY: India Employment in the Publishing Sector, 2024**

Employment in India's printing and publishing sector was estimated at 1.2 million in 2019, rising to approximately 1.4 million in 2024, making it one of the larger creative-industry employment bases in the country.

<https://www.statista.com/statistics/1311578/india-employment-in-the-publishing-sector/> · 2024 · accessed Jun 2026

14 **Tapflare / Inspiria: Graphic Designer Job Market 2025, Trends, AI and Outlook**

The graphic design sector in India is forecast to grow at 7.2% CAGR from 2024 to 2031; graphic designers in India with DTP and digital production skills target the Rs. 25,000-50,000/month range.

<https://tapflare.com/articles/graphic-designer-job-market-2025> · 2025 · accessed Jun 2026

15 **Syllabus.iti.directory: Desktop Publishing Operator CTS ITI Syllabus (NCVT/DGT)**

Official CTS trade overview: one-year NSQF Level 4 program covering Adobe InDesign, Photoshop, CorelDRAW, MS Publisher, pre-press, and e-publishing; NTC awarded by NCVT/DGT on completion.

<https://syllabus.iti.directory/cts/desk-top-publishing-operator> · 2024 · accessed Jun 2026
