

JPC MAGAZINE

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Paathshala

FROM NOVICE TO
STORYTELLER

Centre Stage
Suresh Gyanchandani

Photo Array
Udti Khabrein

Guest Article
Dinesh Khanna

Highlights

FASHION
PHOTOGRAPHY

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By Vimal Parmar

IS PHOTO GRAPHY **DEAD?**

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Editor's Note

Dear Readers,

As we unveil the eighth Issue of JPC Magazine, I am humbled by the continued support and enthusiasm from our contributors, advertisers, readers, and the dedicated team. Your unwavering commitment fuels the very essence of our publication, and for that, we extend our heartfelt gratitude.

This issue stands as a testament to the collaborative spirit of our community. Each article, photograph, and advertisement represents not just content, but the collective effort of individuals striving to build a stronger fraternity within our industry. Together, we are forging connections, sharing knowledge, and shaping the future of our field.

Looking ahead, the future of photography in India appears vibrant and promising. With advancements in technology and a growing appreciation for visual storytelling, we anticipate a landscape ripe with innovation and opportunity.

Thank you for being an integral part of this journey.

Anil Khubani
Founder and Editor
JPC Magazine



Purvi Khemani
Assistant Editor

Our Team

Design, Website & Social Media

Voila | Shrikant Raha, Purvi Khemani
www.voilaindia.com

Cover Page by: Saurabh Dhanorkar

Contributors

Raju Das	Jaydevsinh Rathod
Suresh Gyanchandani	Dr. Amit Dev
Mahesh Soni	Vimal Parmar
Pavithra Vyas	Dinesh Khanna
Akash Rajurkar	

Website

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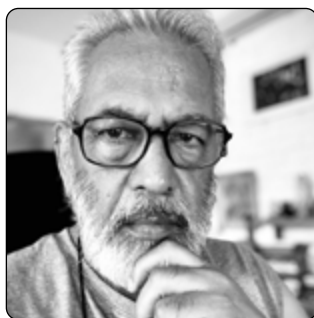
Editorial Office

4-Da-5, Jawahar Nagar, Jaipur 302004

Advisors



Dharmendar Kanwar
International Travel Writer
Instagram- deekanwar



Dinesh Khanna
Freelance Photographer
Instagram- onlydineshkhanna



Vimal Parmar
Independent Marketing
Consultant
Instagram- vimalparmar

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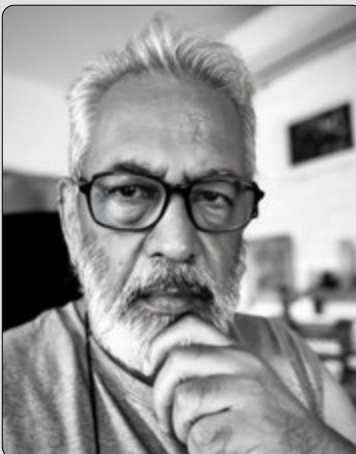
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Guest Article

Dinesh Khanna, a seasoned freelance photographer with over 30 years of experience, boasts a diverse portfolio spanning commercial and personal projects. He specializes in capturing food, people, and interiors for advertising and corporate clients, while also engaging in visual documentation for NGOs. His personal work has been celebrated in acclaimed books such as 'Bazaar' and 'Living Faith.' Notably, he recently collaborated on projects commissioned by the Rashtrapati Bhawan and Sahapedia, producing books like "Right of the Line - The President's Bodyguard" and "Life in Rashtrapati Bhawan."



Dinesh Khanna
(Gurugram)

Instagram: [onlydineshkhanna](https://www.instagram.com/onlydineshkhanna)

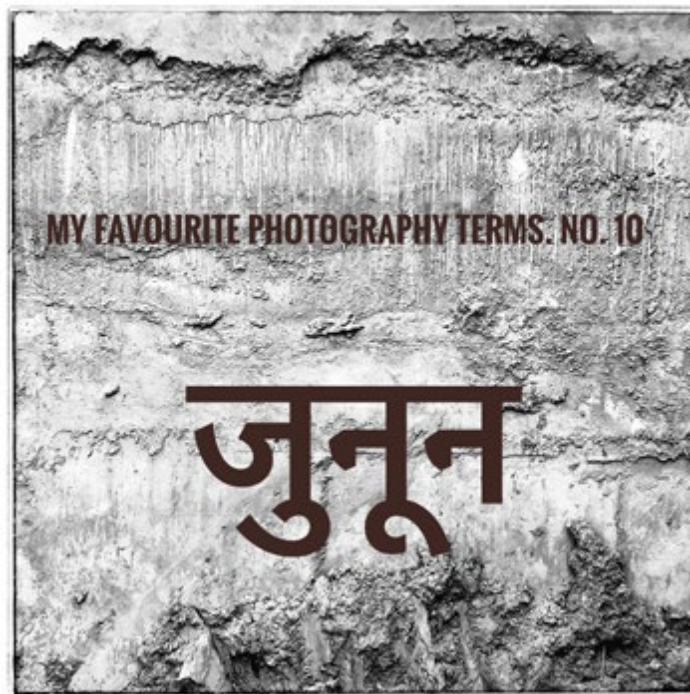
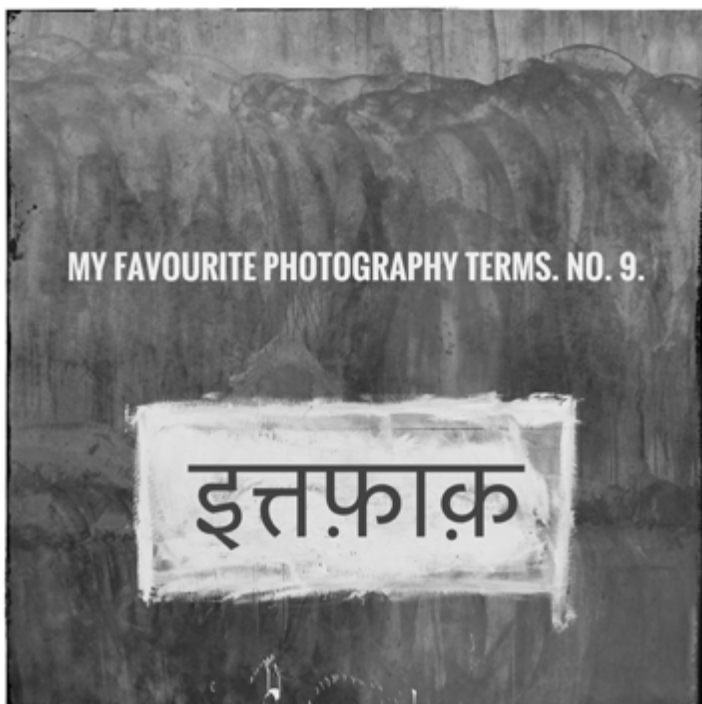
Dinesh's work has been exhibited in solo and group shows worldwide, from Delhi to New York. Additionally, he is a Managing Trustee of Nazar Foundation, a Co-founder of the Delhi Photo Festival, a Photography Curator for the Serendipity Arts Festival, and an Advisor for JPC Magazine. Dinesh has also shared his expertise by teaching Photography at institutions like Ashoka University, The One School in Goa, and MICA in Ahmedabad. He currently serves as a Director of the Dhrish Academy of Photography at the Museo Camera, conducts courses and workshops, and acts as a Visual Consultant with Sahapedia.

Coming to terms with Photography

A series of photography terms by Dinesh Khanna

Having spent around 5 decades with Photography, more than 3 of them as a professional, I feel that it has not just been a way of life, but also my main form of expression.

However, while teaching the medium or speaking about my journey I find that getting into lengthy explanations is rather



reductive, whereas there are certain words, which do a great job of explaining one's engagement. And, somehow, the words that come to mind are either in Hindi or Urdu. Not English. I don't know how to explain this. It just is. Nor am I going to explain the words. They just are.

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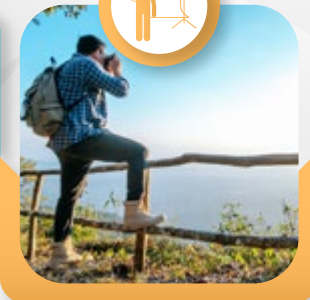


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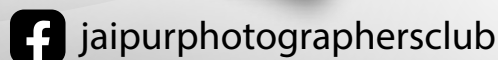
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Magazine aims to inspire creativity, foster a community of passionate photographers, and promote the art and science of photography.

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Guest Article



Is Photography Dead? A Perspective

In an era saturated with digital imagery and social media, one might wonder: Is photography losing its significance, or worse, is it on the brink of extinction? However, a more nuanced examination reveals that photography is not only surviving but also constantly evolving and improving. This article delves into that aspect.

Vimal Parmar

Independent marketing consultant and digital print evangelist with over 40 years of experience in the imaging industry.

After bidding adieu to a 40-year corporate career in photo imaging, I embarked on a new journey as a journalist specialising in the same field. My career allowed me to witness the industry's remarkable evolution, especially the digital imaging revolution that has eclipsed the once-dominant analogue photo imaging world. Given my experience and background, I am often approached with a thought-provoking question: "Is Photography Dead?"

This question, I believe, stems from a misunderstanding of the current state of the medium. Far from disappearing, photography is experiencing a significant transformation, adapting, and thriving in the digital landscape. From the democratisation of image-making to the exploration of new artistic frontiers, photography continues to assert its relevance and vitality.

So, what has changed in the world of photography? Let me share my insights. I also invite your thoughts and opinions, which can be sent to our editor at ak@voilaindia.com.

Selected responses may be featured in upcoming issues of the JPC Magazine, enriching our ongoing dialogue on this fascinating subject.

In my view, the most significant transformations have occurred in the methods of picture creation and consumption. Yet, despite these changes, our enduring affection for pictures remains unaltered. We continue to cherish them as a medium for preserving and sharing memories.

Digital technology has undeniably taken the reins of picture creation. Similarly, screen viewing and social media sharing have largely replaced the traditional method of printing and sharing photographs. Moreover, the global production of images has increased exponentially.

How can we declare photography dead when the proliferation of image-making devices, including smartphones, has surged dramatically? The volume of pictures captured globally each day now far exceeds that of the film era. Furthermore, the widespread sharing of images through print and online platforms has reached new heights. The exponential growth in the number of photographers worldwide and the skyrocketing utilisation of photographs for personal and business purposes are undeniable trends. These trends clearly refute any claims of photography's demise.

The evolution of technology and shifting trends in image

creation and sharing do not signify the decline of photography. Rather, they highlight its adaptability and continued relevance. The transition from film to digital cameras has democratised the medium, expanding its reach to a wider audience. The ubiquity of smartphones with powerful cameras has blurred the boundaries between amateur and professional photography, empowering individuals to document and share their unique perspectives.

Despite the proliferation of casual snapshots, the artistry of photography remains vibrant and dynamic. Contemporary photographers continually push the boundaries of the medium, experimenting with new techniques, concepts, and perspectives. Photography continues to evolve as an expressive art form, challenging our perceptions and sparking meaningful dialogue.

From my interactions with professional photographers, it is evident that those lamenting the supposed decline of photography often tie it to their diminishing revenue streams. The landscape has indeed become more competitive, with nearly a million professionals in the field, many focusing primarily on wedding photography. Customers are savvier, meticulously comparing rates among numerous photographers before deciding. However, it is crucial to recognise that amidst this competition, the potential for photographers in India is huge. With approximately 10 million weddings occurring annually, opportunities extend beyond the event itself to encompass pre-wedding and post-wedding photography ventures.

Furthermore, avenues such as events and commercial photography offer additional business prospects. The key lies in adapting to meet the demands of this thriving market, rather than prematurely declaring photography's demise.

In conclusion, the notion that photography is dead is not just inaccurate but shortsighted. Far from fading away, photography is experiencing a renaissance—a period of dynamic evolution and adaptation. From its humble beginnings to its current omnipresence in everyday life, photography has proven to be resilient and versatile. It continues to inspire, provoke, and connect people across cultures and generations. In a world inundated with images, photography remains not just alive but thriving, constantly reinventing itself to reflect the ever-changing tapestry of human experience.

Photographer's Profile



Raju Das

Islampur, West Bengal

Instagram:rajudas17

Raju Das, a freelance photographer based in West Bengal, India, specialises in child photography, environmental portraiture, and is a photojournalist with Uttarbanga Sambad daily newspaper. His journey into photography began in late 2014 when he quarrelled at home to attend an exhibition in his small town and invested his few months' savings in purchasing a camera. Despite being a primary school teacher by profession, Raju's passion for capturing moments led him to explore the art of photography. With a special fondness for children, he believes that there is no one as simple and pure as them. For Raju, the essence of childhood is one of the greatest gifts bestowed by God, inspiring him to capture its beauty through his lens.

CHILDHOOD - A Best Chapter of Life

Childhood is one of the strangest and most beautiful chapters of life. It manifests differently across various social and economic contexts. Sometimes, it's filled with laughter and play, while in other instances, children are forced to seek ways to contribute to their family's financial needs. Amidst societal development, child labour persists, evident from the streets to the workstations. These children, considered as God's greatest gift, are unfortunately in crisis today. They should not be deprived of this precious moment of innocence.

For a mother, life may seem like child's play, even amidst numerous responsibilities. In many nomadic communities, children too become nomads, their desires stifled. Although societal norms dictate differences between boys and girls, progress towards equality is evident. Girls are proving their capabilities, turning dreams into reality. However, children, especially girls, still face threats, particularly in marginalised areas. Society often fails to provide adequate support, leaving them vulnerable.

Despite challenges, children harbour dreams and hopes gleaming in their eyes. With a little encouragement, they can achieve the unimaginable, reaching for the stars.





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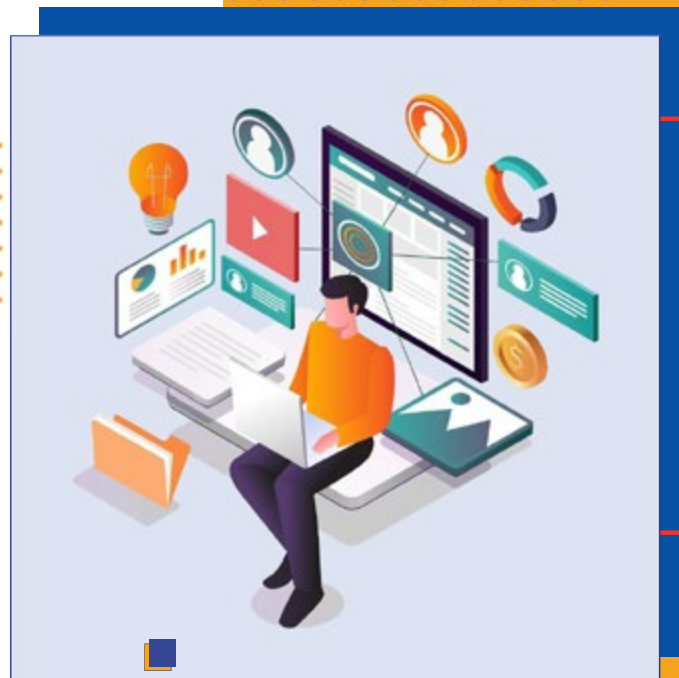
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Centre Stage



Suresh Gyanchandani
Instagram: suresh_elite

Suresh Gyanchandani, a teacher by profession and a passionate photographer, embarked on his photography journey seven years ago, initially delving into street photography before transitioning to wildlife and macro photography. The allure of macro photography captivated him, offering a glimpse into an otherwise unseen world. A significant milestone in Suresh's photographic journey unfolded last year during his exploration of select areas within the Western Ghats. Mesmerized by the region's breathtaking beauty and diverse reptilian inhabitants, he found himself immersed in capturing the essence of these surroundings. Despite the inherent challenges of locating and photographing elusive creatures, with the invaluable assistance of a guide, Suresh was fortunate to encounter various snakes and frogs. The endeavor to capture compelling images proved to be a test of patience and skill, as Suresh strived to achieve sharp photographs with a clean background while ensuring minimal disturbance to the animals. Countless hours were spent waiting for the perfect moment to click the shutter, each frame a testament to his dedication and perseverance.

At the culmination of his expedition, Suresh emerged with a selection of remarkable shots, each showcasing the intricate beauty of the region's wildlife. Through his lens, he invites viewers to appreciate the hidden wonders of nature and to recognize the delicate balance that exists within these ecosystems.



Indian Cat Snake

Centre Stage



Malabar gliding frog



Malabar Pit Viper (Green Morph)

Centre Stage



Green Vine



Eggs of Frog



Snail

Photo Array



NIKON D5200
EXIF - 55mm, f10, Shutter 1/400, ISO 100



NIKON D5200
EXIF - 30mm, f4.5, Shutter 1/500, ISO 100



Mahesh Soni
Pali, Rajasthan
Instagram: sonimahesh0019

Photo Array



Sony A6000Y
EXIF - 55 mm, f 4.5, Shutter 1/1000, ISO 160



Pavithra Vyas
Kandivali, Mumbai
Instagram: photo_phactory09



Google Pixel 6a



Akash Rajurkar
Washim, Maharashtra
Instagram: adv.akashrajurkar



Sony ILCE-7RM2
EXIF - 269 mm, f 5, Shutter 1/1250, ISO 250



Jaydevsinh Rathod
Jamnagar, Gujarat
Instagram: jaidevsinh_rathod

Apni Toh Paathshala

From Novice to Storyteller: Capturing Memories Through Photography.

Photography is more than just clicking a button; it's an art form that allows you to freeze moments in time, express creativity, and tell stories through images. If you are new to photography, diving into this world can feel overwhelming. However, with the right guidance and mindset, anyone can learn to capture stunning photographs. In this article, we'll explore how beginners can embark on their photography journey and lay the foundation to become skilled photographers.

1. Get to Know Your Camera

Before you start snapping away, take the time to familiarise yourself with your camera. Whether it's a DSLR, mirrorless, or even a smartphone, understanding its basic functions is crucial. Learn about aperture, shutter speed, ISO, and how



they interact to control exposure. Experiment with different settings and modes to see how they affect your photos.

2. Learn the Fundamentals of Composition

Composition plays a significant role in photography. Understanding basic composition techniques such as the rule of thirds, leading lines, framing, and perspective can drastically improve the quality of your images. Take the time to study the work of renowned photographers and analyse how they compose their shots.

3. Practice Regularly



Like any skill, practice is essential to improving your photography. Make it a habit to take your camera with you wherever you go and capture moments from your everyday life. Experiment with different subjects, lighting conditions, and angles. Don't be afraid to make mistakes; they are all part of the learning process.

4. Study Light

Lighting is one of the most critical elements in photography. Learn to observe and understand how light behaves in different environments. Experiment with natural light, artificial light, and various lighting techniques such as backlighting and silhouette. Mastering light will significantly enhance the mood and atmosphere of your photographs.



5. Edit Wisely

Editing can take your photos to the next level, but it is essential not to overdo it. Familiarise yourself with basic editing tools and techniques, but remember that less is often more. Focus on enhancing the strengths of your images rather than trying to fix every flaw. Develop your editing style while staying true to your artistic vision.

6. Seek Feedback



Do not hesitate to share your work with others and ask for feedback. Join photography forums, communities, or social media groups where you can connect with fellow photographers. Constructive criticism can help you identify areas for

improvement and inspire new ideas. Be open-minded and willing to learn from others' perspectives.

7. Develop Your Style

As you gain experience, focus on developing your unique style and voice as a photographer. Experiment with different genres, subjects, and techniques to find what resonates with you. Your style is what sets you apart from other photographers and makes your work memorable.

8. Study the Masters

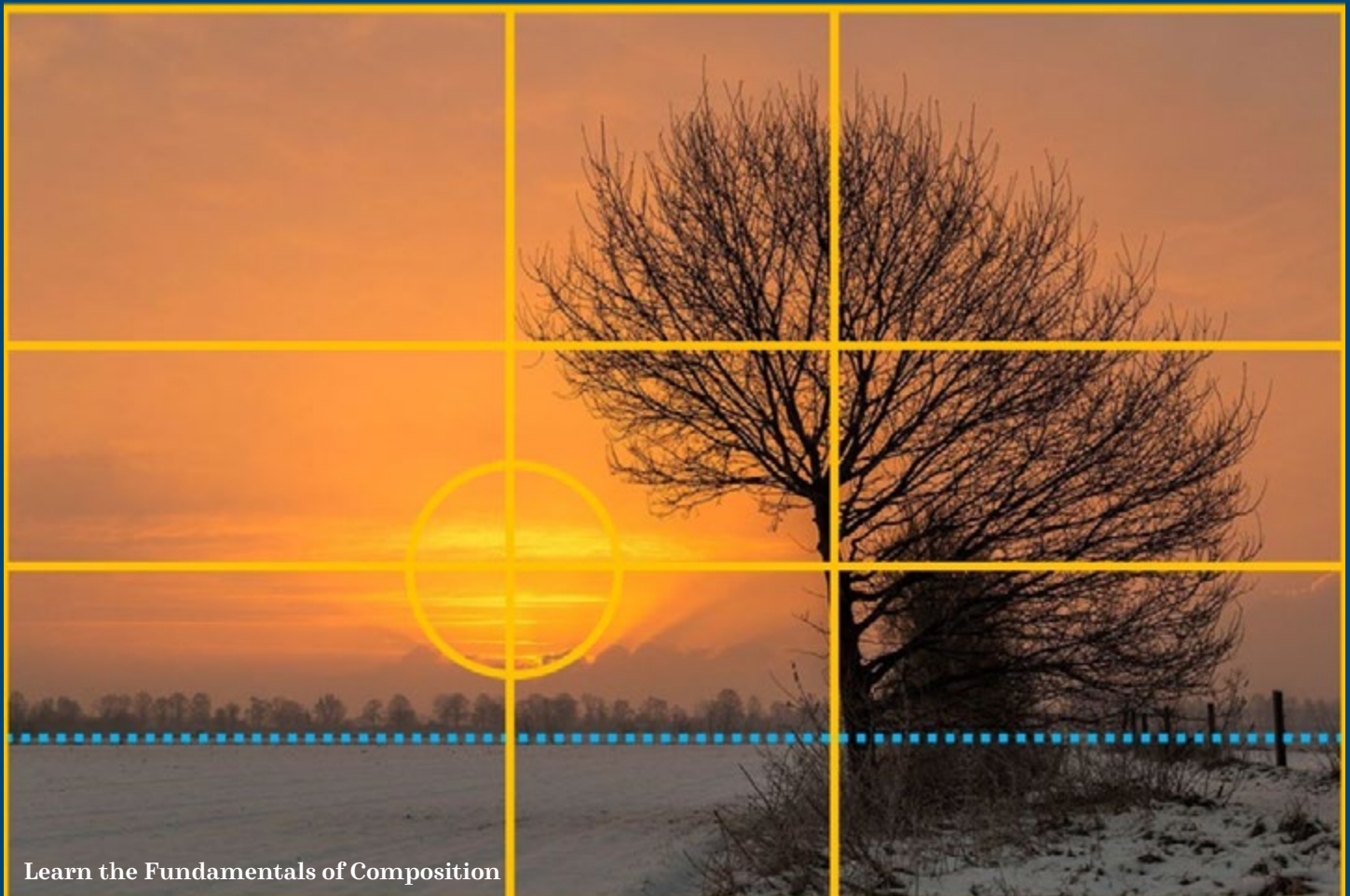
Take the time to study the work of master photographers across different genres and eras. Analyse their compositions, use of light, and storytelling techniques. Drawing inspiration from the masters can broaden your horizons and provide valuable insights into the art of photography.

9. Embrace Criticism

Criticism, whether positive or negative, is an inevitable part of being a photographer. Instead of taking it personally, use it as an opportunity for growth. Reflect on the feedback you receive and consider how you can apply it to improve your skills. Remember that even the most accomplished photographers faced criticism on their journey to success.

10. Stay Curious and Inspired

Photography is a lifelong journey of learning and exploration. Stay curious and keep seeking inspiration from the world around you. Whether it is exploring new places, experimenting with different techniques, or learning from other artists, never lose your passion for photography.



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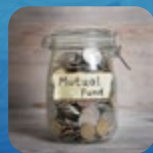
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Taste of Tradition: Jaipur's Street Food Delights Photo Walk



array of snacks, each frame immortalised the vivacity of life unfolding on the streets. Yet, the pinnacle of the experience awaited at a local factory where the legendary Ghewar of Jaipur was meticulously crafted. Bathed in the gentle morning sunlight, artisans engaged in the process of shaping and frying the delicate sweet, offering participants a rare glimpse into the age-old tradition.

As shutters clicked and lenses focused, every photograph became a portal to Jaipur's culinary heritage, capturing not just flavours but also the soul of a city steeped in history and charm. Conversations

In the early hours of Sunday, March 31st, 2024, the streets of Jaipur were awakened by the sights, sounds, and smells of its rich culinary masterpiece. "Taste of Tradition: Jaipur's Street Food Delights" beckoned enthusiasts to embark on a journey through the diverse wonders of the Pink City.

Setting off promptly at 6:45 am from the iconic LMB, a beloved establishment renowned for its delectable sweets, the photo walk ventured into the narrow lanes of "Ghee Walon Ka Rasta." Here, amidst the vibrant chaos of street vendors and eager patrons, participants delved into capturing the essence of Jaipur's street food culture.

From the aromatic allure of steaming chai to the tantalising

with street vendors, the laughter of patrons, and the rhythmic clinks of utensils formed the backdrop against which the narrative of Jaipur's street food unfolded.

As the photo walk concluded, participants departed with memory cards brimming with snapshots that would serve as a visual ode to Jaipur's culinary identity. Each image, a testament to the warmth of its people, the richness of its flavours, and the timeless allure of its streets. Indeed, "Taste of Tradition" had not only tantalised taste buds but had also painted a vivid portrait of Jaipur's culinary identity.

Photos by Akash Bhatnagar



Sands of Creativity: Highlights from the JPC ADDA Fashion Photography Workshop in Pushkar

The JPC ADDA Live Outdoor Fashion Photography Workshop ignited the lens of eager photographers amidst the rustic charm of Pushkar. Against a backdrop of sand dunes bathed in harsh sunlight, bustling streets, and the serene

beauty of the sunset point, photographers embarked on a visual journey capturing the allure of models Nikita and Tanu, accompanied by majestic camels.

The workshop, conducted by the esteemed Professional Photographer, Founder, and Editor of JPC Magazine, Anil Khubani, proved to be an immersive experience for all par-





ticipants. Through the lens, photographers explored the interplay of light and shadow, capturing the essence of fashion amidst the cultural tapestry of Pushkar.

The works of participating photographers Akash Bhatnagar, Mehul Jain, and Raunak Khubani testament to the creativity and skill nurtured during the workshop. From the portraits using Flash against the setting sun to dynamic street scenes brimming with life, each photograph encapsulates a unique narrative. Have a look at some of the photographs captured during the awesome workshop.



What Member's Say



Dr. Amit Dev

The photographers club is a masterpiece in itself, a vibrant canvas where creativity knows no bounds. What sets it apart from others is not just the technical prowess of its members, but the spirit of camaraderie and collaboration that permeates every frame captured. Here, photographers are not competitors but comrades, each contributing their unique perspective to enrich the collective tapestry of visual storytelling.

What truly distinguishes JPC is its unwavering dedication to using the lens as a tool for social impact. Through exhibitions, workshops, and outreach programs, members harness the power of images to shed light on pressing issues, provoke thought, and inspire change in the world around them.

In fact, the photographers' club is not just a gathering of enthusiasts; it stands as a shining example of what happens when creativity, collaboration, and compassion converge to create something truly extraordinary.

Udti Khabrein

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Entry Fee: Free

Number of Photographs: 5-8 images to be submitted as a coherent portfolio

Format: Digital format (camera or scanned film originals)

Eligible period: Photographs must be taken between 1 May 2023 and 30 April 2024

Deadline: National Deadline is 1 May 2024, 11:59 pm UK time
Judging Period: 1 May 2023 to 17 May 2024

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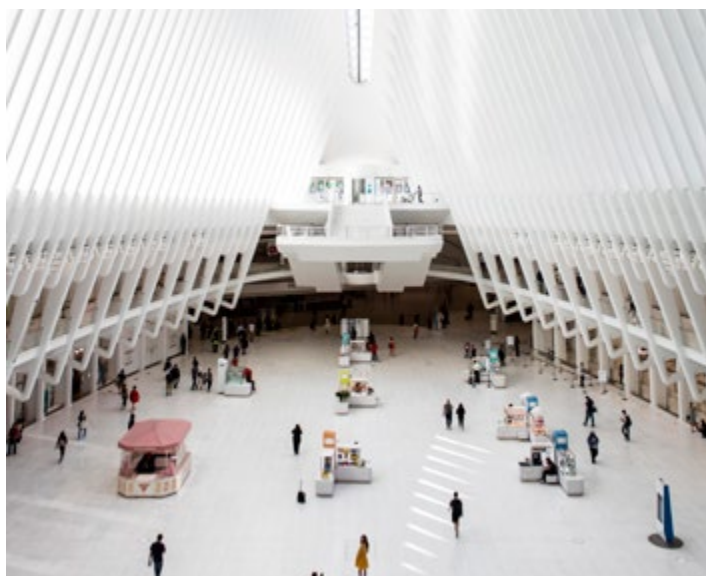
3rd prize: €750 and EISA Maestro Trophy

Publication: The top three winning entries will be published in a June or July 2024 issue of Amateur Photographer magazine.

International Judging: June 2024, with results revealed at the EISA Awards Gala in September 2024.

Entrants should ensure that their submissions meet the specified criteria, including the requirement for photographs to have been taken within the designated time frame.

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