

# JPC MAGAZINE

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Vol 2, Issue 12, August 2025

PHOTO FEATURE  
**A Window into  
Creative Vision**

UDTI KHABREIN

OPEN LETTER  
**“Where Are You  
in the Frame?”**

APNI TOH PAATHSHALA

**How AI Turns  
Photograph Into**

*Beautiful Lies*

**JAIGARH**

**Through Your Lens**

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## Editor's Note

Dear Readers,

August holds a special place in the hearts of photographers worldwide as we celebrate **World Photography Day**. It is a reminder that photography is not just about pressing the shutter; it is about seeing the world differently. As **Ansel Adams** once said, **"You do not take a photograph, you make it."**

Visualisation remains the key. Every frame begins in the mind before it comes alive through the lens. **Henri Cartier-Bresson** called it the **"decisive moment,"** reminding us that anticipation and vision are what transform an ordinary scene into a lasting image.

At JPC, we continue to celebrate this spirit of visual storytelling, encouraging photographers to push their boundaries and create with intent. May this month inspire each of us to see, imagine, and capture with greater clarity and purpose.

Anil Khubani  
Founder and Editor  
JPC Magazine



**Purvi Khemani**  
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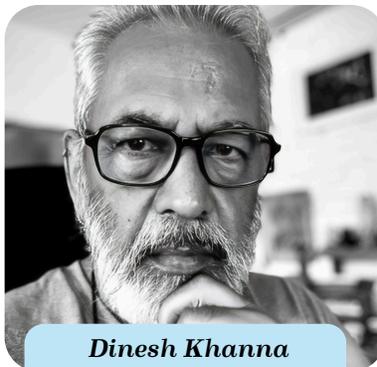
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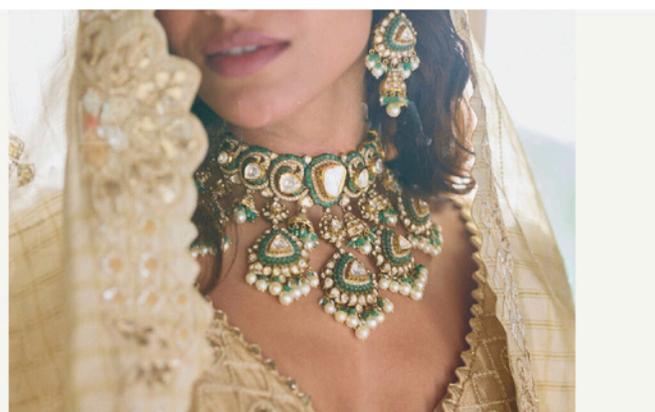
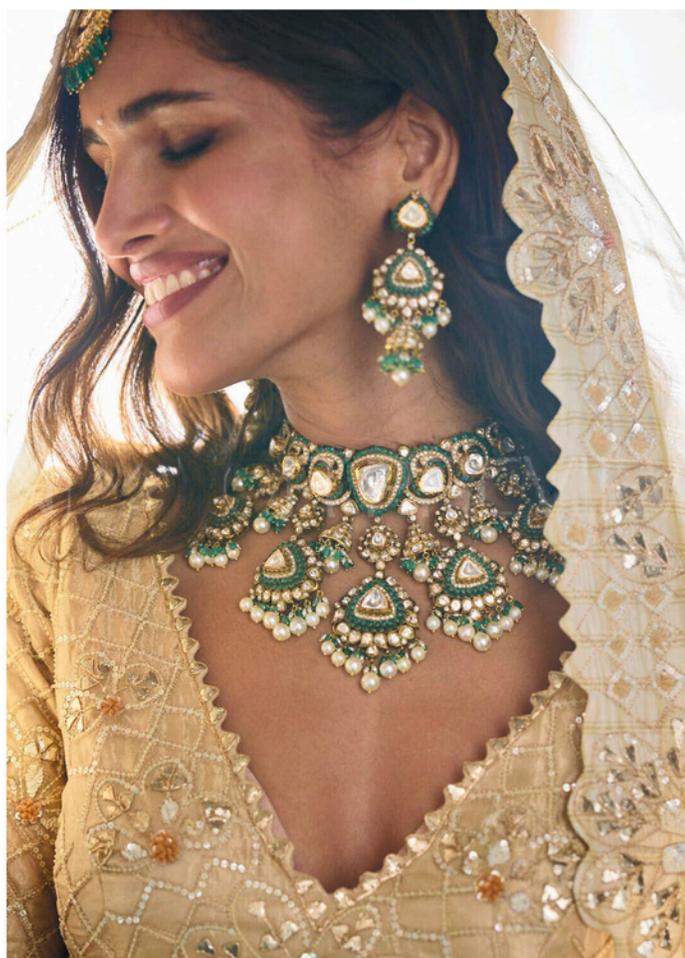
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*Shubh Prasang  
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**MOTISONS**  
— JEWELLERS —

Open Letter

# *"Where Are You in the Frame?"*

August, 2025

**Dear Photographer,**

You have chased golden hours. Waited patiently for the perfect frame. You have told a thousand stories through your lens. However, when the time comes to tell your own, There is no picture. Strange, isn't it?

As someone who has spent over a decade building the Jaipur Photographers' Club curating exhibitions, guiding photo contests, and collaborating with artists of all calibers, I have noticed something oddly poetic, and painfully ironic.

When we call for submissions, along with your work, we ask for a few essentials: image captions, a short bio, and a profile photograph of the artist. Moreover, that is when it happens. The storyteller disappears.

Instead of a crisp, intentional portrait that speaks of your journey, what arrives is often:

1. A scanned passport photo, pixelated beyond repair.
2. A hasty selfie from a car, seatbelt still strapped on.
3. A group photo cropped so awkwardly, it looks like you photobombed your own identity.
4. Or my personal favourite: "Sorry, I never get time to get clicked."

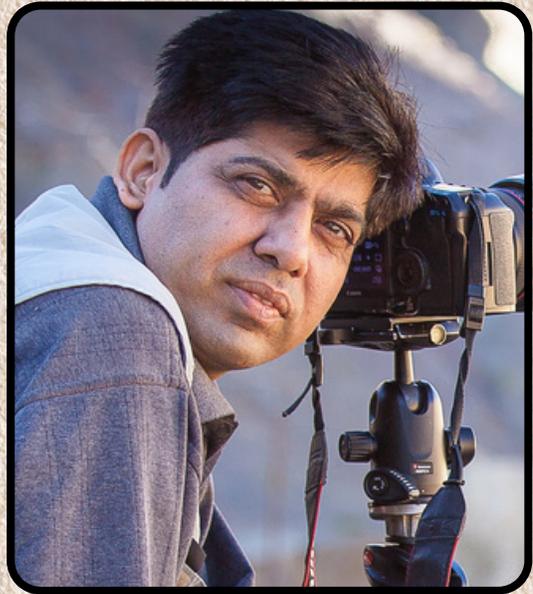
Isn't that what you tell your camera-shy subjects too? "Just one good photo, it is important." Well, this is that one good photo. Of you.

I am not asking for a Vanity Fair spread. Just a moment where you the observer become the observed.

Why?

Because in this digital world, your photograph is your handshake.

Your visual signature. Your first introduction on websites, in magazines, on gallery walls. You freeze time for everyone else. It is time you freeze a little of your own.



Therefore, here is a gentle challenge:

If you are a street photographer, step into the chaos with your gear.

If you shoot portraits, show us who you are when you are not behind the softbox.

Even a clean window-lit shot at home with your camera by your side can say more than words ever could.

Think of it this way:

Your camera sees the world. Let the world see you.

Because the absence of your photograph does not just leave a blank space, it erases a part of the story. Moreover, photography, above all else, is about complete stories.

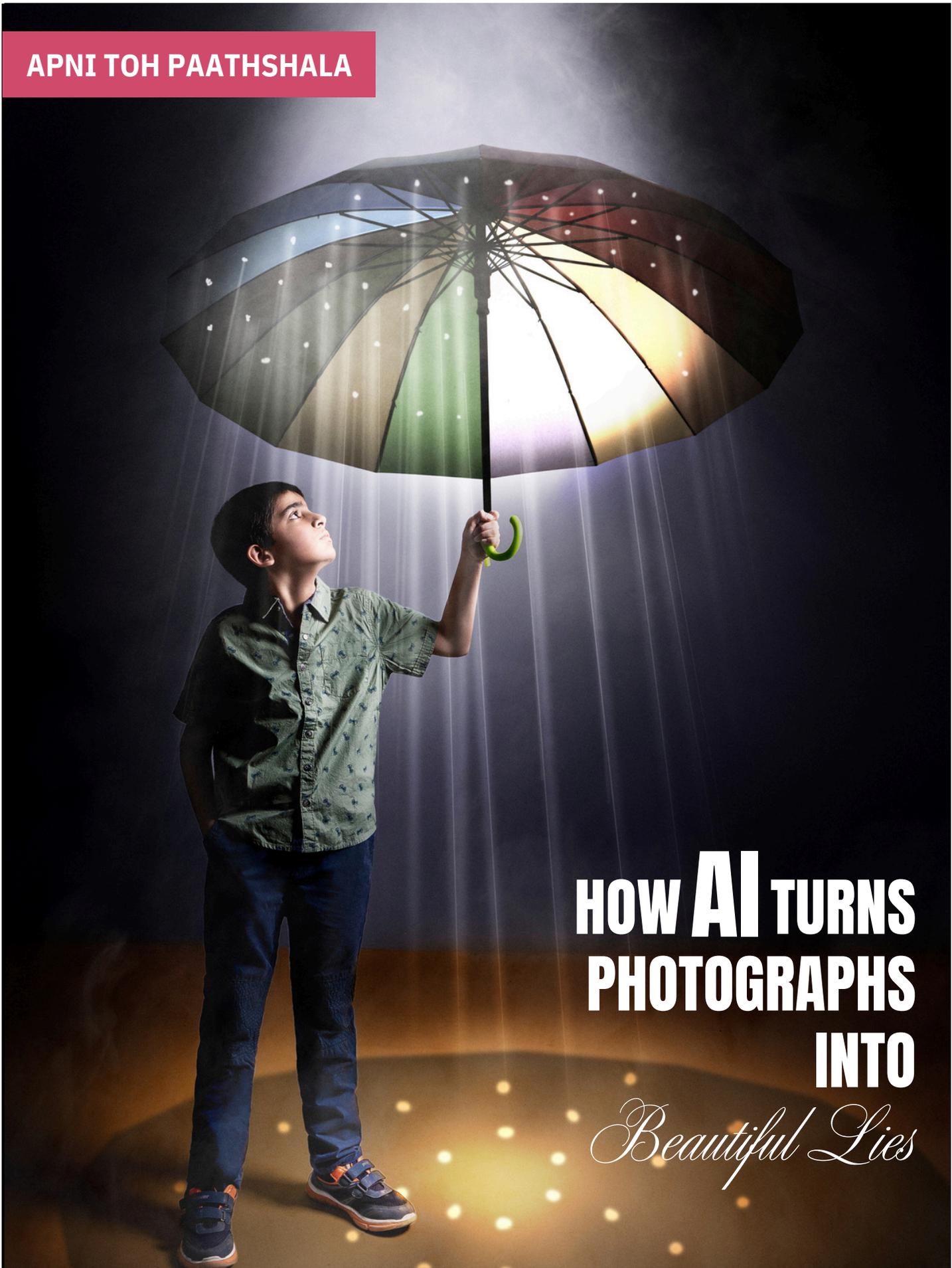
So next time someone asks for your profile photo, do not apologise. Be ready. Be proud. Be present. Because a photographer without a photograph is like a story with no protagonist.

***And you, my friend, have always been the main character.***

Yours Sincerely,

**Anil Khubani**

APNI TOH PAATHSHALA



**HOW AI TURNS  
PHOTOGRAPHS  
INTO**  
*Beautiful Lies*

## Introduction: The Slow Murder of a Craft

Photography, in its purest form, has always been about presence. The click of a shutter is not just the capture of an image, it is a claim: I was there. I saw this. It happened.

That claim carries weight because a photograph is rooted in reality. The grain of the wall you leaned against, the uneven light of a winter morning, the wrinkle in someone's brow caught in an unguarded second, these are not just details, they are proof.

But now, Artificial Intelligence is trespassing into this sacred territory. It does not simply refine what is already there; it fabricates what never was. It does not document moments; it manufactures illusions. And in doing so, it threatens to hollow out the very thing that makes photography worth believing in: its soul.

The more convincing AI becomes, the more the fragile line between what truly happened and what merely looks like it happened will erode. And once that line dissolves, photography will no longer be the witness to truth. It will be just another tool of deception.

If this sounds like a dramatic warning, it is only because the slow violence has already begun. The integrity of an art form, a profession, and a cultural memory is under siege. And the weapon is not in a darkroom this time, it is coded into the circuitry of algorithms.

Which brings us to the heart of the shift. To understand how severe this threat is, one must look at the long history of manipulation in photography and why AI represents a point of no return.

## From Darkroom to Deepfake: The New Breed of Manipulation

Manipulation in photography is not a modern scandal. It has existed since the medium's birth. Negatives were scratched, skies were replaced, faces were retouched, and elaborate composites stitched together, visions that the camera alone could not capture. Yet even in its most deceptive forms, traditional manipulation had one inescapable anchor: it began in reality.

A photograph always had a starting point: light striking film, a person standing in front of the lens, an actual moment pressed into time. You still had to show up. You still had to wait for the right light. You still had to press the shutter and commit to an instant.

Artificial Intelligence severs this tether. It begins with nothing and conjures everything. It does not care for whether the sun rose or set, whether the season was winter or summer, whether the subject had ever breathed or not. It conjures from pixels, probabilities, and the recycled ghosts of its training data.

What makes this new form of manipulation insidious is not only its power but its invisibility. Unlike the heavy brush of analogue retouching or the telltale seams of a clumsy Photoshop composite, an AI-generated image hides its fraud with frightening perfection. Unless disclosed, it is not a photograph at all, it is a counterfeit, wearing the mask of authenticity.

And yet, to the untrained eye, there is no difference. A counterfeit sunset feels no less warm. A fabricated face stares back with eyes that look no less human. The counterfeit infiltrates perception until reality itself feels negotiable.

This is where the danger sharpens. If AI can replicate a photograph so well that even experts hesitate, then it raises a question we could not ignore: if AI can mimic reality, can it also mimic your reality? Can it take your photograph, your vision, your presence and strip it of its originality, feeding it back as a simulation?

To answer that, we set out to test the machine.

## The Experiment: Watching the Soul Disappear



We wanted to see just how convincingly AI could copy reality. So we designed a controlled test, one that would remove our bias as much as possible and let AI judge, describe, and recreate for itself.

### Step 1: Choosing the Originals

We began with three real photographs, each a slice of reality. They were not overly polished or staged they were alive, textured, imperfect. These were the kind of images that breathe.

### Step 2: Letting AI Interpret Them

We uploaded each photograph to ChatGPT and asked it to describe what it saw. The AI generated prompts with meticulous detail: colour palettes, light direction, object placement, even the "mood" of the image. It was AI's interpretation of reality, not ours.

### Step 3: Rebuilding from the Prompt

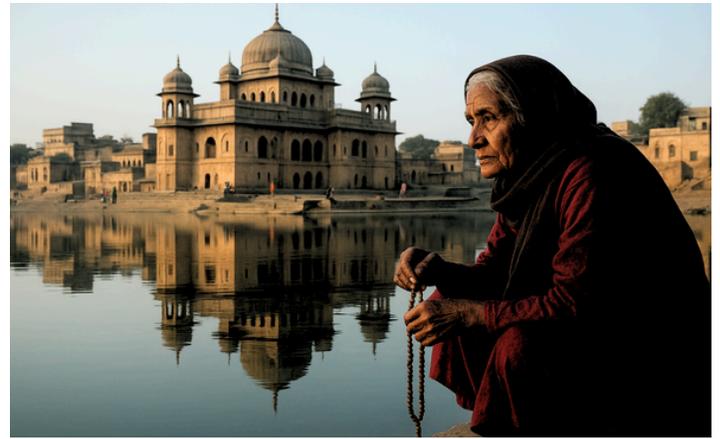
Using the AI-generated descriptions, we instructed the same system to create entirely new images, ones meant to look like the originals, but generated from scratch.

### Step 4: Laying Them Side by Side

We placed the original human shot photographs next to their AI-made "twins" for an honest comparison.

## Original

## AI Generated



The results were undeniable. The AI did not fail, it succeeded far enough to make the absence of life unmistakable. The photographs were visually striking, technically competent, but fundamentally hollow. Where the originals carried presence, the AI recreations carried only approximation. Where the originals carried a heartbeat, the AI carried calculation.

And it is precisely this distinction, the presence versus the approximation, that defines the existential threat AI poses to photography. If the machine can mimic reality convincingly enough that people stop questioning authenticity, then what becomes of trust, of proof, of the witness that photography is meant to be?

The experiment was over, but the warning had only just begun.

## The Results: Almost Real, But Dead Inside

At first glance, the AI recreations were impressive, alarmingly so. Framing was eerily similar, but the colours did not quite match the originals, and the atmosphere seemed slightly off. Yet, the closer we looked, the more the truth revealed itself.

Light behaved unnaturally. In the original photographs, sunlight and shadow interacted with surfaces in unpredictable ways, subtle reflections and imperfections telling stories that no algorithm could fully anticipate. In the AI versions, light was perfect, uniform, and sterile: a simulation of illumination, not the chaotic interplay that gives reality its depth.

Textures lost their authenticity. Rough stone became polished, worn wood became smooth, fabrics lost their irregularities. The tactile honesty, the small imperfections that make a photograph feel real, was erased.

Faces told no stories. Where the original subjects expressed fan emotion, the AI subjects stared with hollow perfection. The eyes were empty; the subtleties of human emotion vanished. There was no history, no lived experience, no presence, only an approximation of life.

What we witnessed was not mere imperfection, it was absence. The AI could approach realism, it could imitate detail, but it could not reproduce the human heartbeat embedded in every authentic photograph. The stark contrast was a warning: AI might deceive the eye, but it cannot capture existence itself.

### Why It Matters

The danger is not confined to aesthetics or artistic debate. It is cultural, ethical, and existential. If the public grows accustomed to images that look real but are not, the authority of photography as a record of truth is undermined. Photographs become decoration, entertainment, or mere simulation, no longer proof, no longer evidence.

Journalism suffers first. The credibility of photojournalism relies on the trust that the images are real. When AI-generated images can pass as authentic, that trust erodes. History suffers next. Photographs are archives of memory, of lived experience; fakes infiltrate the record, blurring fact and fiction. Personal memory suffers last. Photographs anchor our experiences, preserving moments for generations. AI can replicate appearance, but it cannot replicate presence, and over time, that absence may go unnoticed until it becomes irreversible.

AI does not lie intentionally. It has no agenda. Yet, by producing convincing fabrications, it destabilises reality itself. The most frightening threat is not a single forgery, it is the erosion of our ability to discern the real from the simulated. Once people stop questioning, once images are accepted at face value, the soul of photography is lost.

This is why the conversation cannot end with fear alone. It must extend to responsibility, transparency, and action.

**“The greatest threat of AI is not its intelligence, but its ability to make humans doubt their own eyes.”**

### Guarding the Soul

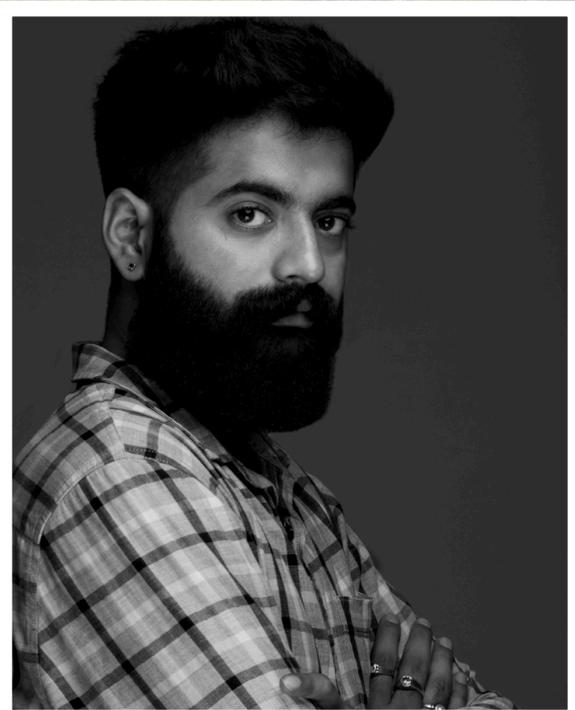
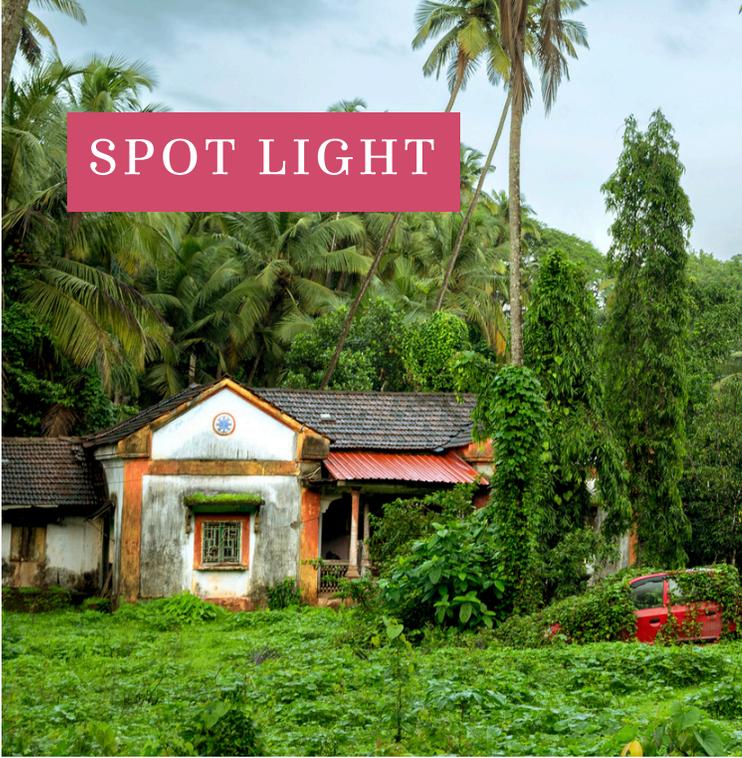
Artificial Intelligence can be a tool, a creative ally for photographers, but it cannot replace the human presence that gives photography its authority. Its use demands disclosure. Audiences deserve to know when an image has been generated or manipulated, and photographers must uphold the distinction between real and synthetic.

Without vigilance, the soul of photography, its grounding in lived experience, its connection to truth, will be stolen in plain sight. And when that happens, the photograph ceases to be proof. It becomes a beautiful lie.

Because here is the one truth AI cannot replicate: the heartbeat behind the lens. The intuition, patience, and presence of the human photographer cannot be encoded, calculated, or fabricated.

Without the human eye, without the witness in the frame, it is not photography. It is only a picture pretending to be one.

# SPOT LIGHT



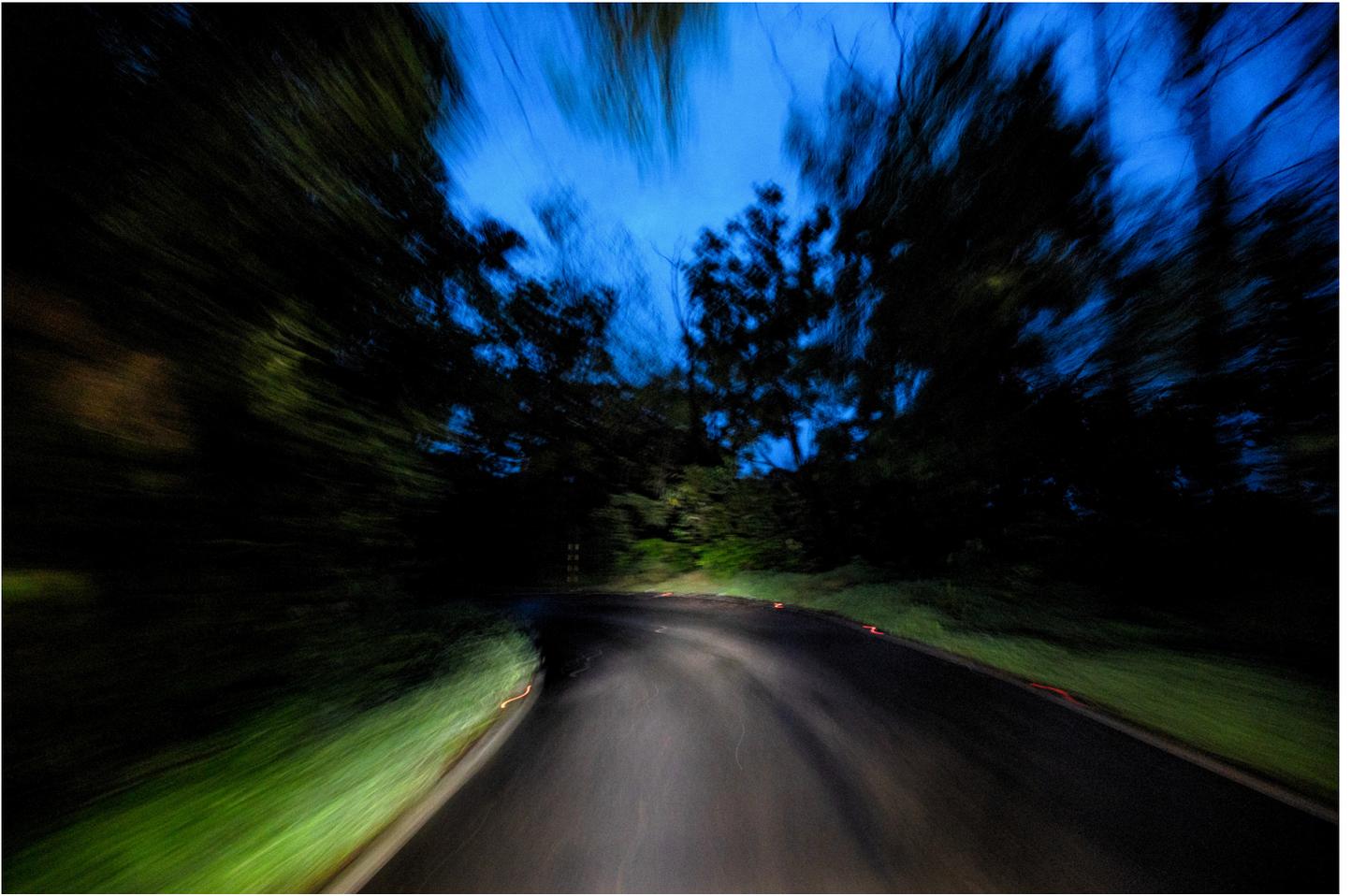
Jaiveer Singh Rathore  
Bhilwara, Rajasthan  
Instagram: jaiveersinghrathore



*Jaiveer Singh Rathore* is a professional photographer based in India with a deep passion for visual storytelling. His artistic journey began at the age of ten with drawing, and five years later, he discovered photography a medium that immediately captured his creative spirit. Since then, photography has become his true calling, allowing him to transform moments into timeless works of art.







# PHOTOGRAPHER'S PROFILE



Sayan Biswas  
Kolkata, West Bengal  
Instagram: the\_iron\_mask



"*Sayan Biswas* is an Odisha-born street photographer whose visual journey began with a smartphone and an instinct for storytelling. What started during his college days soon evolved into a committed practice, marked by authenticity and a deep connection to everyday life on Indian streets. Over the years, his work has earned recognition from platforms like National Geographic. His photographs—spanning street scenes, intimate portraits, and fleeting human moments—have been exhibited across India and internationally in many countries.

Sayan continues to balance his dual roles as a Senior Software Engineer by profession and a visual storyteller at heart, capturing the poetry of human life with grit and sensitivity."



# PHOTO FEATURE

A Window into Creative Vision

At its heart, photography is an act of expression an art form that transforms fleeting moments into enduring stories. The Photo Feature section is our curated space to celebrate this artistry, bringing together the distinct voices and visions of photographers from around the world.

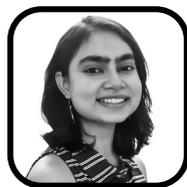
Each image presented here is more than a display of technical skill; it is a reflection of imagination, perspective, and passion. Through this showcase, we aim to offer readers not only a visual journey but also the inspiration and motivation to pursue their own creative exploration.

This platform is open to photographers who wish to share their work with a wider audience. To be part of the upcoming features, submit your photographs through the following link:

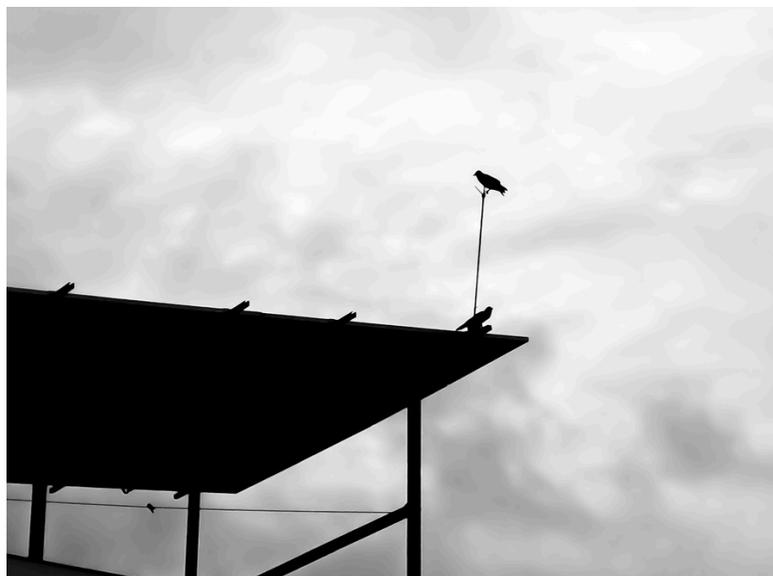
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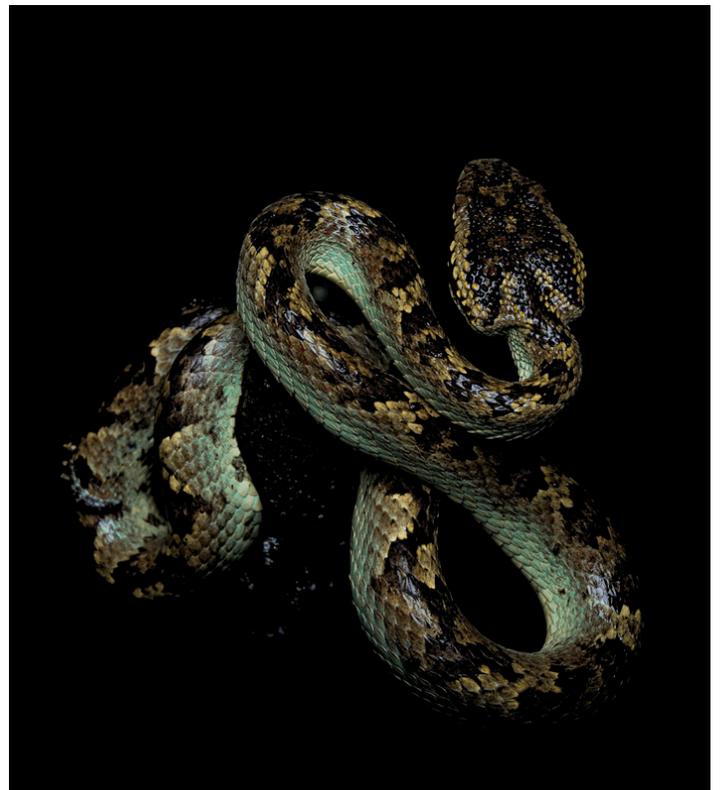


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# Jaigarh Through Your Lens

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JAIPUR PHOTOGRAPHERS' CLUB

## Exploring Heritage, History, and Hidden Trails through the Lens

On Sunday, 3rd August 2025, the photographers gathered at Jaigarh Fort for an unforgettable morning. Organised jointly by Jaipur Photographers' Club (JPC) and Jaigarh Fort, the exclusive photo walk titled "Jaigarh Through Your Lens" was held amidst monsoon skies, soft golden light, and a refreshing mountain breeze.

The event offered participants the rare privilege of walking along the unexplored route between Jaigarh and Amber Fort, a path steeped in history and architectural intrigue. With mist clinging to the hills and sunlight piercing through the clouds, the atmosphere created a mystical backdrop, inspiring photographers to capture Jaipur's heritage in new and compelling ways.



Participants photographed sweeping landscapes, intricate fort details, candid human moments, and the textures of centuries-old pathways. The walk was not only an opportunity to sharpen photographic skills but also a chance to engage with the living history embedded in the walls of Jaigarh. By blending creativity with culture, this collaboration successfully highlighted Jaipur's historic treasures while fostering deeper community engagement. "Jaigarh Through Your Lens" stood as a reminder of how photography can connect people to their roots and celebrate Rajasthan's architectural and natural splendour.



# Udti Khabrein

## Dubai Turns the Camera on You: The Rise of Self Photography with Self.space

Dubai is set to revolutionise the photography experience this September with the launch of Self.space, the UAE's first AI-powered self-photography studio, located in Al Quoz. This concept shifts the power from the photographer to the subject giving individuals full creative control of their images in a privacy-focused environment.



Photo Credit: Khaleej Times

### What Makes Self.space Stand Out

**No Photographer, Only You and the Camera :** Inside a sealed, sound-insulated room, users are alone free from direction, judgment, or pressure, and guided by Edge AI via a smart mirror and cinema grade camera.

**AI as Your Subtle Assistant:** While remaining natural, the system gently suggests poses, lighting, and angles and performs real-time enhancements like colour correction and skin smoothing without masking true features.

**Privacy First:** All processing occurs in a private cloud, with encrypted image delivery via one-time secure links. No excess personal data is retained.

### Comfort, Modesty, Authenticity

Photography anxiety often stems not from the image itself, but from discomfort in the shoot environment especially in communities where privacy and modesty are vital. Self.space offers a solution: a space where users simply be themselves, without the typical studio constraints.

Piloted at the 2024 Arab Media Summit, the concept drew crowds hundreds queued up to try it, with many stating it was their first genuinely enjoyable photoshoot. Since then, more than 4,000 users have experienced the studio during soft launches, ranging from everyday users to professionals and influencers.

# How Much Commercial Photographers Really Make in 2025?

Commercial photography has always carried an aura of glamour: glossy campaigns, high-profile shoots, and the prestige of working with marquee brands. Yet in 2025, a deeper concern shadows the spotlight: can this career truly provide lasting financial stability? Passion may spark the journey, but steady income ultimately decides whether photographers can sustain themselves in such a demanding field.

In Western markets, the earnings spectrum is both wide and volatile. UK photographer Scott Choucino has outlined how newcomers often struggle in the early years, sometimes scraping by with only a few thousand pounds annually. Over time, most stabilise between £30,000 and £60,000, but for those who build strong reputations and secure major clients, incomes can climb to £120,000-£265,000. At the very top sits a rare elite, fewer than one percent, who command anywhere from £450,000 to over a million a year. Even then, unpredictability remains a constant, as demand can fluctuate from season to season. Choucino emphasises that while commercial niches can be rewarding, they require relentless effort, sharp business instincts, and the ability to withstand financial swings.

India, by contrast, tells a younger and more dynamic story.

surging, demand for visual content has created new opportunities for emerging photographers. The average annual income in this segment is around ₹24.5 lakhs, roughly on par with mid-level Western earnings-while the top 10 percent cross the ₹25 lakh threshold. What makes India unique is its demographic: most commercial



photographers fall between 21-26 years old, embodying both fresh energy and fierce competition. Much like in the West, the first years are the toughest, with stability tied closely to building strong portfolios, securing repeat clients, and winning big-budget campaigns. Yet India's expanding digital economy suggests the industry has room to grow, and those who establish themselves early could be well-positioned to benefit from its long-term rise.



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