

JPC MAGAZINE

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THE SILENT CIRCUS

Photo Story by Mona Singh

APNITOH PAATHSHALA

A Complete Guide to Memory
Card Use and Care

PHOTO FEATURE

A Window into Creative Vision

POSTCARD FROM PUSHKAR

Anand G Krishnan

CHITRA TAHAL

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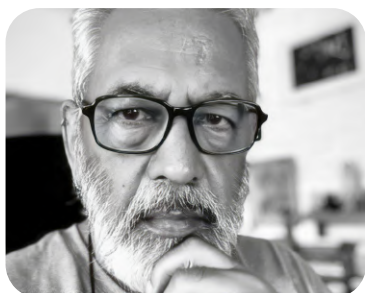
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Editor's Note



Dear Readers,

“Photography is the only language that can be understood anywhere in the world,” said **Bruno Barbey**.

As we step into April, there is a gentle invitation to slow down, observe more deeply, and reconnect with the essence of seeing.

This issue of **JPC Magazine** embraces that spirit, encouraging photographers to discover meaning in the everyday and beauty in the often overlooked moments around them.

Photography, at its heart, is an evolving conversation between light, subject, and the observer. As **Imogen Cunningham** said, “Which of my photographs is my favourite? The one I am going to take tomorrow.” This forward looking spirit defines our journey constantly learning, experimenting, and pushing creative boundaries while staying rooted in authenticity, patience, and a genuine love for the craft.

As the days grow brighter and stories unfold around us, may this month inspire you to explore with curiosity and shoot with intention. Let each frame be a reflection of your unique perspective. Here’s to discovering new narratives, embracing fresh possibilities, and continuing to grow together as a community of passionate photographers.

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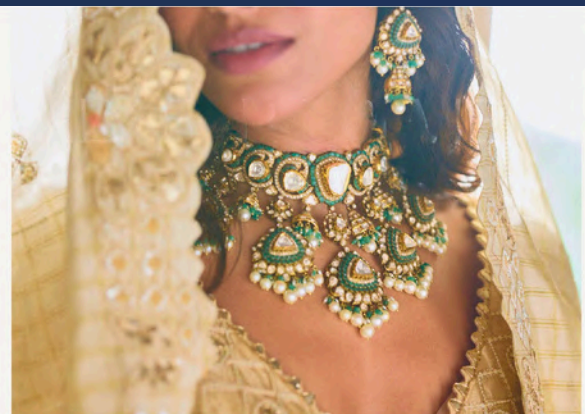
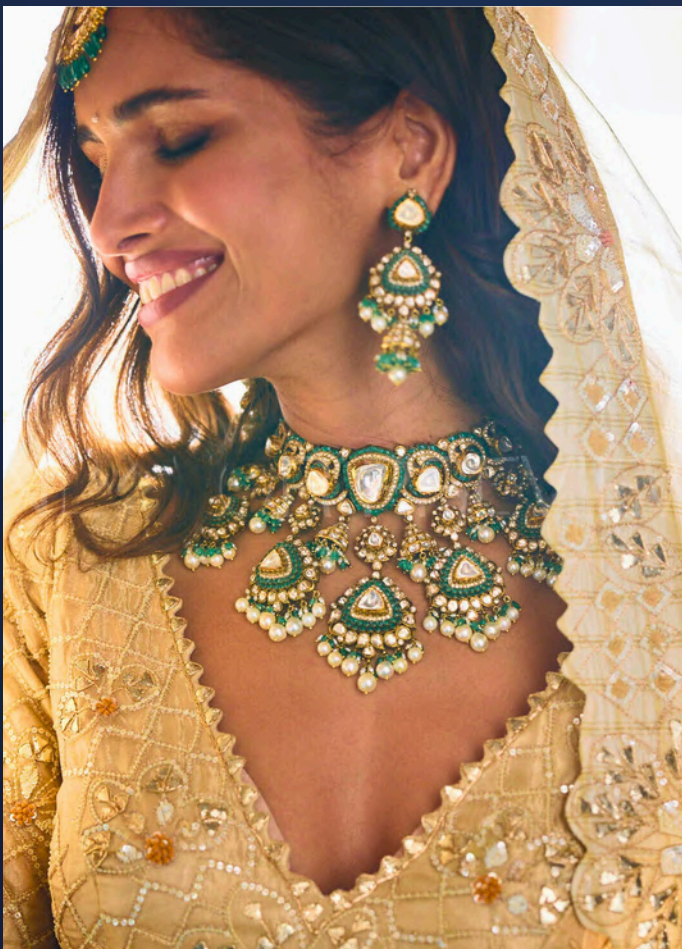
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*Shubh Prasang
Sang Motisons*

MOTISONS
—JEWELLERS—

The Unsung Hero of Your Camera Bag

A Complete Guide to Memory Card Use and Care

By JPC Editorial Team

The Overlooked Essential

Every photographer obsesses over glass. Hours are spent debating lens sharpness, sensor resolution, and autofocus systems. Yet one component that sits silently inside every camera body, storing every image you will ever take rarely receives the same attention. The memory card is, quite literally, where your photography lives, at least until you get home. Treat it poorly and you risk losing irreplaceable moments. Understand it properly and it becomes a reliable, virtually invisible part of your workflow.

This guide covers everything you need to know: how to choose the right card for your shooting style, how to handle and store cards safely, and the habits that separate photographers who lose files from those who never do.

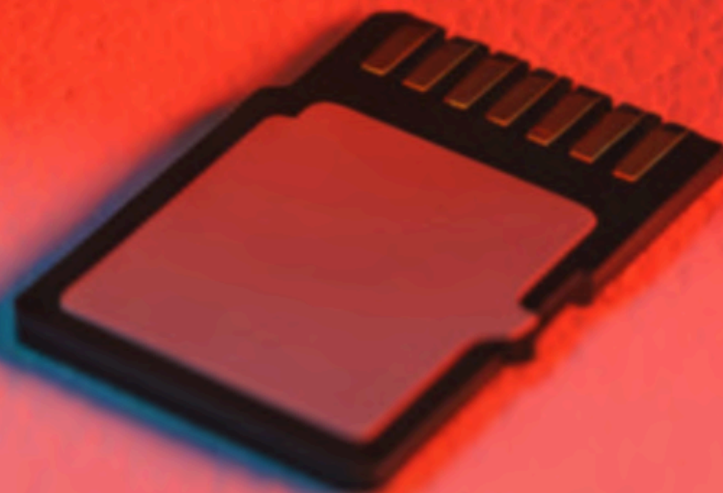
Know Your Card Types Before You Buy

The memory card market can feel overwhelming. SD (Secure Digital) cards remain the most widely used format, found in everything from entry-level DSLRs to prosumer mirrorless bodies. Within the SD family, you will encounter SDHC (High Capacity, up to 32 GB) and SDXC (Extended Capacity, from 64 GB upwards). Faster mirrorless cameras from Sony, Nikon, and Canon increasingly use CFexpress Type A or Type B cards, which offer dramatically higher read and write speeds for burst shooting and 4K/8K video. CompactFlash cards, while older, are still found in professional DSLR bodies.

Before purchasing, check your camera's manual to confirm which card formats and speed classes it supports. Using a card that is too slow for your camera's buffer speed will result in frustrating write delays during continuous shooting.

Speed Ratings: What Do They Actually Mean?

Speed ratings on memory cards can be confusing because manufacturers use multiple labelling systems. The older 'Class' rating (Class 2, 4, 6, 10) indicates a minimum sequential write speed in MB/s. The UHS (Ultra High Speed) system UHS-I and UHS-II refers to the physical bus architecture, with UHS-II cards offering a second row of pins and significantly faster speeds. The Video Speed Class (V6 through V90) and Application Performance Class (A1, A2) are newer standards relevant for video recording and app performance respectively.





As a general rule: for still photography, a UHS-I card with a V30 or higher rating will serve most shooters well. For high-frame-rate bursts or recording 4K video, look at UHS-II or CFexpress options with write speeds of 250 MB/s or above.

Always Format In-Camera

This is perhaps the single most important habit you can build. Always format your memory card directly from your camera's menu before a shoot not from your computer. When you format in-camera, the card is configured to match your specific camera's file system, reducing the likelihood of data corruption. Formatting via a computer can leave behind hidden files or folder structures that confuse the camera's write process.

Get into the habit of formatting a card immediately after you have confirmed that all images have been safely backed up. This ensures you always start a new shoot with a clean, camera-optimised card.

Never Delete Images Directly In-Camera

Deleting individual images through the camera's playback menu is a habit worth breaking. The process of selective in-camera deletion can fragment the card's file system over time, which increases the risk of write errors during future shoots. It is also time-consuming and imprecise. Instead, adopt the simpler workflow of reviewing images on a larger screen at home, making your selections there, and then formatting the card once your keepers have been backed up.

Power Off First: A Simple Yet Crucial Habit

Removing a memory card while the camera is still powered on can be risky. Even though modern cameras are more robust, there is still a possibility that the device is writing data at that moment. Interrupting this process may result in corrupted files or lost images. Developing the habit of switching off the camera before removing the card is a small step that can prevent major setbacks.



Develop a Solid Backup Routine

Professional photographers live by the 3-2-1 backup rule. Keep three copies of your data, on two different types of media, with one copy stored off-site (or in the cloud). The moment you return from a shoot, transfer your files to at least two separate locations before deleting anything from the card. This may seem excessive until the day your hard drive fails then it will seem like the most obvious advice in the world.

Cloud storage services, external SSDs, and NAS (Network Attached Storage) systems all have a role to play in a robust backup strategy. The investment in redundancy is always worth it when weighed against the cost of losing client work or personal memories.



Handle Cards with Care

Memory cards are more durable than they look, but they are not indestructible. Always handle cards by their edges, avoiding contact with the gold connector pins. Even the oils from your fingers can cause connectivity problems over time. When a card is not in use, keep it in its original plastic case or a dedicated multi-card wallet. Loose cards rattling around in a camera bag pocket are at risk of physical damage, dust contamination, and electrostatic discharge.

In cold or humid environments, allow your equipment to acclimatise before inserting or removing cards. Condensation inside a camera body or card slot can cause short-term electrical issues.



Professionalism isn't just about how you shoot. It's about how you protect what you shoot.

Protect Cards from Heat, Moisture, and Magnets

Memory cards are rated to operate within specific temperature and humidity ranges. Avoid leaving cards in a hot car, in direct sunlight, or near strong magnetic fields (such as those produced by audio speakers or certain laptop components). While modern flash memory is not erased by magnetic fields the way magnetic tape was, excessive heat can cause physical damage to the NAND chips inside the card.

If you shoot in rain or near water, consider investing in weather-sealed camera bodies and keeping your spare cards in a waterproof case. Several card wallet manufacturers produce silicone-sealed options designed for outdoor photographers.



Eject Cards Properly

Whether you are removing a card from your camera or from a card reader connected to a computer, always ensure the card is not actively reading or writing before removing it. On a computer, use the system's 'Eject' or 'Safely Remove Hardware' function before pulling the card out of the reader. Removing a card during a write operation is one of the most reliable ways to corrupt your files. The few seconds it takes to eject properly are absolutely worth it.

Small Card, Serious Responsibility

Rotate your Cards & Stay Organised

Using multiple cards rather than one exclusively reduces wear on any single card's memory cells and means a mid-shoot failure does not cost you an entire day's work. Cameras with dual card slots can write to both simultaneously for real-time redundancy a feature worth using on important commissions. Keep cards labelled and organised with a simple visual system: for example, cards facing one direction are unedited, cards facing the other are backed up and ready to format.

Know When to Retire a Card

Warning signs of a failing card include slow write speeds during burst shooting, unexpected camera errors on insertion, corrupted files, or inconsistent device recognition. If a card shows any of these symptoms, retire it from active use immediately. Do not wait for complete failure data loss is a far more expensive outcome than the cost of a replacement card

File Recovery and Quality Investment

If files are accidentally deleted or a card is inadvertently formatted, stop using it immediately. Dedicated recovery software such as Stellar Photo Recovery or Disk Drill can retrieve files before they are overwritten the sooner you act, the better your chances. That said, recovery is a last resort, not a strategy. Finally, always buy from reputable manufacturers such as SanDisk, Sony, Lexar, or ProGrade Digital. Counterfeit cards are a genuine industry problem, often underperforming and failing without warning. When you consider the value of the images stored on your card, the price difference between a trusted brand and an unknown alternative is negligible.



The memory card may be the least glamorous item in your camera bag, but it deserves the same careful consideration as every other piece of your kit. Understanding card types and speed ratings, building consistent formatting and backup habits, handling cards with physical care, and knowing when to retire ageing storage these practices form the foundation of a professional workflow.

Great photography extends long after the shutter clicks. Treat your memory cards accordingly, and they will reward you with reliable performance for years to come.

What does it mean to perform when no one is watching?

Across India, the travelling circus is slowly slipping out of public life, replaced by a world that now gathers more around screens than under canvas tents. *The Silent Circus* enters this quiet transition, where performances continue with the same discipline and risk, but for audiences that grow smaller with time.

Inside, the applause has thinned, often giving way to an unfamiliar silence. Yet the rhythm of the circus does not pause. Acts are repeated, bodies are pushed, and lives move forward within a space sustained more by endurance than attention.

In turning away from spectacle, the project lingers on what is easily overlooked, the stillness between acts, the weight of waiting, and the quiet resolve of those who continue to perform even as the audience begins to disappear.



THE SILENT CIRCUS

Photo Story by *Mona Singh*



Drawn by a curiosity for what remains unseen, Mona Singh approaches the circus not at its peak, but in its quieter moments. The images move away from spectacle, focusing instead on the spaces where performance and reality blur. There is a deliberate attention to pauses, to repetition, and to the emotional weight carried within routine.





"Spending time within these spaces, I began to notice what happens when people continue to perform despite knowing they may not be seen. I found myself drawn to the moments between acts, the exhaustion, the waiting, the quiet preparation, and the shared resilience that holds everything together. There is a different kind of presence here, shaped not by applause, but by repetition and necessity," says Mona Singh.





Mona Singh is a Gurgaon-based photographer working between street and fine art, with a practice shaped by long, unhurried observation of everyday life. Her work is drawn to what unfolds in passing moments, the subtle shifts in expression, the pauses between actions, and the emotional residue of ordinary spaces. Rather than searching for spectacle, she is interested in what remains when nothing is being performed for attention, where presence itself becomes the subject.

“The ‘Silent Circus’ is not about saving or romanticising, but about paying attention to those who continue to perform with skill and risk as the audience disappears.”

Chitra Tahal Phool Mandi

A Walk Painted in Petals

Photographs by: Rashi Kabra



POSTCARD *From* PUSHKAR





Pushkar is a haven for photographers drawn to stories of faith and timeless charm. The blend of spirituality and rustic life reveals itself through sacred ghats, lively bazaars, and desert hues. Early mornings bathe the town in a soft golden glow, where reflections on the holy lake and quiet rituals create perfect frames for travel and street photography.



PHOTO FEATURE

A Window into Creative Vision



At its core, photography is an expression an art form that turns fleeting moments into timeless stories. The Photo Feature section is our dedicated space to honour this artistry, showcasing the unique voices and visions of photographers from across the globe.

Each image here goes beyond technical mastery; it embodies imagination, perspective, and passion. Through this collection, we hope to take readers on a visual journey while inspiring them to explore their own creative paths.

This platform welcomes photographers eager to share their work with a wider audience. If you would like to be part of our upcoming features, submit your photographs scan the QR and submit.



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Chitra Tahal

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