

EVENT PHOTOGRAPHY

1. INTRODUCTION

Event photography in Uttarakhand captures the essence of its vibrant culture, scenic beauty, and significant events. As a state known for its picturesque landscapes, rich heritage, and diverse celebrations, Uttarakhand offers an ideal backdrop for event photography. The stunning Himalayan range, lush green valleys, and pristine rivers provide a breathtaking backdrop for event photography. Locations like Nainital, Rishikesh, and Mussoorie are popular for weddings and other events due to their scenic charm. Uttarakhand is a favored destination for weddings, offering beautiful venues for capturing the special day. Event photographers here often specialize in pre-wedding shoots, wedding ceremonies, and receptions.

2. SERVICE & ITS APPLICATION

Event photography is a valuable service that captures the essence of special occasions, preserving memories for a lifetime. In Uttarakhand, event photography services are in high demand due to the state's scenic beauty and the popularity of events like weddings, festivals, and corporate gatherings.

Services Offered

1. **Wedding Photography:** Capturing the entire wedding day, from pre-wedding shoots to the reception and candid moments.
2. **Corporate Event Photography:** Documenting conferences, meetings, product launches, and other corporate events.
3. **Birthday and Anniversary Photography:** Taking photos of birthday parties, anniversaries, and other personal celebrations.
4. **Cinematography:** Creating video recordings of events to provide a dynamic and engaging record.
5. **Destination Wedding Photography:** Specializing in weddings held in picturesque locations within Uttarakhand.
6. **Maternity and Newborn Photography:** Capturing beautiful moments of expectant mothers and newborns.

3. DESIRED QUALIFICATION FOR PROMOTER

To become a successful promoter of event photography in Uttarakhand, here are some desired qualifications:

Educational Background

1. **Bachelor's Degree in Photography or Visual Arts:** A formal education in photography, visual arts, or a related field provides a strong foundation in technical skills and artistic principles.
2. **Associate's Degree or Certification in Photography:** For those who prefer a shorter educational path, an associate's degree or certification in photography can be beneficial.

Technical Skills

1. **Proficiency in Camera Operation:** Expertise in using DSLR cameras, mirrorless cameras, and other professional photography equipment.
2. **Knowledge of Lighting Techniques:** Understanding of lighting setups, natural light usage, and studio lighting.
3. **Editing Skills:** Proficiency in photo editing software such as Adobe Photoshop, Lightroom, and video editing tools.

Experience

1. **Professional Photography Experience:** Proven photography experience, preferably with a portfolio showcasing event photography work.
2. **Event Management Experience:** Experience managing and coordinating events can be advantageous for understanding the flow and requirements of different occasions.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

The event photography market in Uttarakhand is experiencing steady growth, driven by the increasing demand for professional photography services across various occasions and industries. Here are some key factors contributing to the positive business outlook:

Business Outlook

1. **Rising Demand:** There is a growing awareness among individuals and organizations about the importance of capturing special moments through high-quality photography. This trend is expected to continue, driving the demand for event photographers.
2. **Visual Content Importance:** In the age of social media, visually appealing content is crucial for individuals and businesses alike. Event photography services cater to this need by providing high-quality images for social media, marketing, and personal keepsakes.
3. **Diverse Applications:** Event photography services cater to various events, including weddings, corporate conferences, trade shows, music festivals, and more. This diversity offers ample opportunities for photographers to expand their client base.
4. **Tourism Influence:** Uttarakhand's scenic beauty and cultural richness attract tourists who often seek professional photography services to capture their experiences. This creates additional opportunities for event photographers to cater to the tourism sector.

Opportunities

1. **Niche Event Photography:** Specializing in niche events like destination weddings or sports tournaments can carve a unique market segment. Offering specialized packages for these events can attract clients looking for tailored photography services.
2. **Corporate Event Photography:** Collaborating with businesses for corporate events and conferences can lead to recurring contracts and steady income. Providing comprehensive photography services for corporate clients can establish long-term partnerships.

3. **Online Presence:** A strong online presence through a professional website and active social media profiles can help attract clients and showcase your portfolio. Utilizing SEO and digital marketing strategies can increase visibility and reach a wider audience.

5. MARKET POTENTIAL AND MARKETING ISSUES

The event photography market in Uttarakhand has significant growth potential due to several factors:

1. **Rising Demand:** With an increasing number of weddings, corporate events, festivals, and other special occasions, the demand for professional event photography services is rising.
2. **Tourism Influence:** Uttarakhand's scenic beauty and cultural heritage attract tourists who often seek professional photography services to capture their experiences.
3. **Social Media Impact:** The importance of visually appealing content for social media platforms drives the demand for high-quality event photography.
4. **Corporate Sector:** Businesses in Uttarakhand are increasingly investing in professional photography for conferences, product launches, and other corporate events.

Marketing Issues

1. **High Competition:** The market is highly competitive, with many photographers and studios vying for clients.
2. **Visibility:** Standing out in a crowded market can be challenging, especially for new photographers trying to build a reputation.
3. **Marketing Costs:** Effective marketing requires investment in advertising, social media campaigns, and maintaining a professional online presence, which can be costly.
4. **Client Expectations:** Meeting high client expectations for quality and creativity can be demanding and requires continuous skill improvement.

6. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

1. **Business Registration:**
 - Register your business and obtain necessary licenses and permits, including GST registration and a PAN card.
2. **Location:**
 - Choose a central location with good visibility and accessibility for potential clients. A studio in a commercial area or near popular event venues can be beneficial.
3. **Marketing Plan:**
 - Develop a comprehensive marketing plan to promote your photography services through social media, local advertising, and collaborations with event planners and venues.
4. **Digital Presence:**
 - Create a professional website and maintain active social media profiles to showcase your portfolio and attract clients.
5. **Staffing:**
 - Depending on the scale of your business, you may need to hire additional photographers, photo editors, and administrative staff.

Material Requirements

1. Photography Equipment:

- **Cameras:** High-quality DSLR or mirrorless cameras (at least two for backup).
- **Lenses:** Various lenses, including wide-angle, telephoto, and prime lenses.
- **Tripods and Monopods:** For stable shots and video recording.
- **Lighting Equipment:** Softboxes, LED panels, reflectors, and external flashes for proper lighting in different settings.
- **Camera Accessories:** Memory cards, batteries, battery chargers, and camera bags.

2. Editing Equipment and Software:

- **Computers:** High-performance computers or laptops with sufficient RAM and storage capacity.
- **Editing Software:** Professional photo and video editing software like Adobe Photoshop, Lightroom, and Premiere Pro.

3. Storage Solutions:

- **External Hard Drives:** These are used for backing up and storing photos and videos.
- **Cloud Storage:** Subscription to cloud storage services for secure and accessible backups.

4. Studio Setup (if applicable):

- **Backdrops and Props:** Various backdrops and props for indoor shoots.
- **Furniture:** Comfortable client seating and a well-organized workspace for editing and consultations.

5. Office Supplies:

- **Office Furniture:** Desks, chairs, and storage cabinets.
- **Stationery:** Notebooks, pens, business cards, and other office supplies.

6. Transportation:

- **Vehicles:** Reliable transportation for traveling to event locations with equipment.

7. OPERATIONS AND EXECUTION PROCESS

Setting up and running an event photography business in Uttarakhand involves several key operational steps and processes. Here's a detailed guide to help you manage your event photography business efficiently:

1. Business Planning:

- **Market Research:** Conduct thorough research to understand the local demand for event photography, identify your target audience, and analyze your competition.
- **Business Plan:** Develop a comprehensive business plan outlining your goals, target market, pricing strategy, financial projections, and marketing plan.

2. Legal Compliance:

- **Business Registration:** Register your business with the relevant authorities and obtain necessary licenses and permits.
- **GST Registration:** Register for GST and obtain a GSTIN for tax purposes.
- **Health and Safety Compliance:** Ensure your business meets local health and safety regulations.

3. Location and Setup:

- **Choosing a Location:** Select a central location with good visibility and accessibility for potential clients. A studio in a commercial area or near popular event venues can be beneficial.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of the month in the year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Lead Photographer and manager (self-employed)	1	12	0	0
2	Assistant Photographer	1	12	0.15	1.8
3	Maintenance Staff	1	12	0.06	0.72
Total					2.52

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Site Selection for Studio	0.5
2	Arrangement of Finance	1
3	Equipment Purchase	1
5	Staff Hiring	0.5
6	Marketing	1
Total time required (some activities shall run concurrently)		4

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.25
3	Plant & Machinery	1.94
4	Equipment and Furniture Exp.	1.17
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.13
7	Working Capital	3.47
Total Project Cost		6.98

11. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	2.79
2	Bank Finance	4.19
Total		6.98

12. LIST OF MACHINERY AND EQUIPMENT

A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	1	0.40	0.40
2	Cameras	2	0.50	1.00
3	Lenses	4	0.10	0.40
4	External Hard drives	2	0.07	0.14
Grand Total Amount				1.94

B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Tripods and Monopods	1	0.10	0.10
2	Studio Set Up	1	0.80	0.80
3	Lighting Equipment	5	0.05	0.25
4	Others			0.02
Total Rs.				1.17

12. SUPPLIERS OF MATERIALS AND EQUIPMENT

Jyoti Photo Studio & General Order Supplier

- **Address:** NH58, Deepika Guest House, Joshimath Chamoli, Joshimath, Uttarakhand 246443
- **Phone:** Not available

Santosh Photo State Shop

- **Address:** Jagjeetpur, Hardwar, Bhadrabad, Haridwar, Uttarakhand 249408
- **Phone:** 098979 40846

Lakshya Photo State

- **Address:** 413, Shivaji Nagar, Rishikesh, Dehradun, Uttarakhand 249201
- **Phone:** Not available

Lights and Shadows Studios

- **Address:** 22 Nemi Road, Dehradun, Uttarakhand 248001
- **Phone:** 084107 64451

13. SALES REALIZATION AND PROFITABILITY

Sr. No	Service	Sales in Percentage	INR
1	Wedding Photography	25.0%	6.75
2	Corporate Event Photography	25.0%	4.05
3	Birthday Party Photography	15.0%	0.72
4	Festival Photography	10.0%	2.25
5	Portrait Photography	5.0%	2.25
6	Event Videography	5.0%	5.4
7	Event Coverage Packages	15.0%	6.75
Total		100.00%	28.17

14. PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	28.17
B.	Cost of production	
i)	Raw materials	0.25
ii)	Utilities	0.10
iii)	Manpower Cost (Salaries/wages)	2.52
iv)	Administrative expenses	0.04
v)	Packaging Cost	0.01
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	0.06
viii)	Repairs & maintenance	0.10
ix)	Rent	0.25
x)	Interest	0.48
xi)	Misc. expenses	0.00
	Total (B)	3.91
	Gross profit/loss (A – B)	24.26
	Less: Depreciation	0.37
C.	PBIT	23.89
D	Income-tax	-
E	Net profit/loss	23.89
F.	Repayment (Annual)	-0.05

G	Retained surplus (E-F)	23.95
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15. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.25
Depreciation	0.37
Interest	0.48
Manpower	0.76
Total Fixed cost	1.85
Variable cost	
Raw materials	0.25
Utilities	0.10
Manpower	1.76
Administrative expenses	0.04
Selling & distribution expenses	0.06
Total Variable cost	2.21
Contribution margin	20%
Break-Even Point in Value	9.27

16. STATUTORY APPROVALS

The following statutory approvals will be required:

- **Business Registration:** Register your business with the Uttarakhand State Industrial Development Corporation (SIDC) or the Registrar of Companies (ROC).
- **Trade License:** Obtain a trade license from the local municipal corporation or district administration.
- **GST Registration:** Register for Goods and Services Tax (GST) if your annual turnover exceeds the threshold limit.
- **Professional Tax:** Register for professional tax with the state government.

17. TRAINING CENTERS AND COURSES

IIP Academy, Kausani

- **Location:** The Buransh, Kausani, Uttarakhand
- **Courses Offered:** Professional Photography Diploma, Degree, and Online Photography Courses
- **Contact:** +91-99903-24442, info@iipfoundationindia.org

Evolution Image, Academy of Professional Photography

- **Location:** 815/1, Indira Nagar Colony, Seemadwar Road, Dehradun, Uttarakhand 248001

- **Courses Offered:** 1 Year Diploma, 6 Month Course, and 3 Month Course in Professional Photography
- **Contact:** +91 7895660773, evolutionimageworks@gmail.com

Maya Academy of Advanced Cinematics (MAAC), Dehradun

- **Location:** Dehradun, Uttarakhand
- **Courses Offered:** Advanced Cinematics and Photography Courses

1. **Swayam Portal (<https://swayam.gov.in>)**

These training centers provide valuable courses in event management, decor planning, and wedding coordination.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.

