

# PHOTO & VIDEOGRAPHY STUDIO

## 1. INTRODUCTION

Establishing a photography and videography business in Uttarakhand holds substantial potential due to the state's stunning landscapes, rich cultural heritage, and diverse wildlife. From the majestic Himalayan landscapes in Auli and Chopta to the spiritual and cultural richness of Rishikesh and Haridwar, the state provides opportunities for capturing wildlife in national parks like Jim Corbett, adventure sports in places like Rishikesh and Auli, serene lakes and waterfalls in Nainital and Bhimtal, and the simplicity of village life. The business can thrive by catering to various sectors, including tourism, adventure sports, wildlife conservation, cultural events, and local collaborations. With a focus on sustainable practices and leveraging the influence of social media, such a business can capture the essence of Uttarakhand and attract a broad clientele, both locally and globally.

## 2. SERVICE & ITS APPLICATION

The studio offers a wide array of services, including portrait photography, event coverage, documentary filmmaking, and commercial photography. Specialized services cater to adventure tourism, wildlife conservation projects, and cultural events. The application of these services extends to tourism promotions, corporate events, weddings, and collaborations with local businesses for promotional content.

## 3. DESIRED QUALIFICATION FOR PROMOTER

The promoter for the studio must possess a strong background in photography and videography and must demonstrate technical expertise and a creative eye. Business acumen and marketing skills are crucial, along with a deep appreciation for Uttarakhand's culture and environment.

## 4. INDUSTRY LOOKOUT AND TRENDS

Uttarakhand's thriving tourism industry presents a significant opportunity for photography and videography businesses. The rich cultural heritage of Uttarakhand, with its numerous festivals, fairs, and traditional events, provides a constant demand for photography and videography services. Besides, the influence of social media has significantly impacted the photography and videography industry. The business must leverage this trend by offering services tailored for influencers, travel bloggers, and brands looking to enhance their online presence with captivating visuals. Along with that, the growing interest in promoting local art and crafts through visual content must be addressed through this profession. Photography and videography businesses must collaborate with artisans and craftspeople to showcase their work, attracting clients interested in supporting local initiatives.

## 5. KEY BUSINESS ELEMENTS

- **State-of-the-Art Equipment:** The promoter must invest in high-quality cameras, lenses, lighting systems, and drones to ensure the production of visually appealing content.
- **Talented Team:** The key to success in this profession is a versatile and skilled team of photographers, videographers, and editors with a creative eye and technical proficiency.
- **Online Presence:** The business must also establish a strong online presence through a professional website and social media platforms to showcase portfolios, attract clients, and engage with the audience.

- Customer Service: The key to repeat customers in excellent customer service to ensure satisfaction, leading to positive reviews.
- Innovation and Creativity: The promoter must foster a culture of innovation and creativity within the team to stay ahead of industry trends and deliver unique visual content.

## 6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

Uttarakhand's diverse clientele includes tourists, local businesses, and event organizers seeking visually compelling content. The tourism sector, in particular, offers significant opportunities, as the state's popularity as a tourist destination requires constant promotion through captivating visuals. While the market potential is promising, there are challenges that businesses in photography and videography may face. Competition from local studios and freelancers necessitates a focus on differentiation through quality, innovation, and effective marketing. Seasonal fluctuations in demand, particularly due to extreme weather conditions, require businesses to strategize for off-peak periods. While there are challenges, there also is potential for photography and videography services to prosper in the region hence the businesses need to capacitate and capitalize on the opportunities available in this dynamic region.

## 7. SUPPLY OF RAW MATERIAL

The primary raw materials for the studio include photography and videography equipment, lighting systems, and editing software. Collaborations with local suppliers for props, backdrops, and eco-friendly packaging materials contribute to the sustainable ethos of the business.

## 8. BUSINESS MODEL

The studio layout is designed to facilitate various photography and videography needs. It includes dedicated spaces for portrait photography, green screens for creative projects, an editing suite, and a client-friendly reception area. The layout emphasizes a comfortable and creative environment for both clients and the production team.

## 9. BUSINESS PROCESS

- Client Interaction: The primary step is to conduct initial meetings to understand client needs and project details. This is followed by discussion on project scope, budget, and timeline.
- Project Execution: This involves developing a comprehensive project plan outlining key milestones, conducting photo shoot or recording videos.
- Post-Production: At this stem the team performs detailed editing and enhancement of images or video content.
- Delivery: The last and final stage is delivery of finalized content to the client in agreed formats (high-resolution files or physical copies).

## 10. MANPOWER REQUIREMENT

| Sr. No | Particulars      | No. | No of month in year | Wages/Salaries per month (Rs. In Lakhs) | Annual Expense (Rs. In Lakhs) |
|--------|------------------|-----|---------------------|---|-------------------------------|
| 1      | Self-employed    | 1   | -                   | -                                       | -                             |
| 2      | Technical Expert | 1   | 12                  | 0.25                                    | 3.00                          |
| 3      | Sales Person     | 1   | 12                  | 0.15                                    | 1.80                          |
| 4      | Helper           | 1   | 12                  | 0.10                                    | 1.20                          |
|        | <b>Total</b>     |     |                     |   | <b>6.00</b>                   |

## 11. IMPLEMENTATION SCHEDULE

| Sr. No. | Activity   | Time Required (in months) |
|---------|--|---------------------------|
| 1       | Acquisition of premises                                      | 1                         |
| 2       | Construction (if applicable)                                 | 1.5                       |
| 3       | Procurement & installation of Plant & Machinery              | 2.5                       |
| 4       | Arrangement of Finance                                       | 1                         |
| 5       | Recruitment of required manpower                             | 1                         |
| 6       | Total time required (some activities shall run concurrently) | 3                         |

## 12. COST OF PROJECT

| Sr. No | Particulars                        | Annual Expenses (Rs. in lakhs) |
|--------|------------------------------------|--------------------------------|
| 1      | Pre-operative and preliminary Exp. | 0.20                           |
| 2      | Equipment and Furniture Exp.       | 17.80                          |
| 3      | Working Capital                    | 3.30                           |
|        | <b>Total Project Cost</b>          | <b>21.30</b>                   |

## 13. MEANS OF FINANCE

Bank-term loans are assumed @ 60%

| Sr. No. | Particulars             | Annual Expenses (Rs. in lakhs) |
|---------|-------------------------|--------------------------------|
| 1       | Promoter's contribution | 8.52                           |
| 2       | Bank Finance            | 12.78                          |
|         | <b>Total</b>            | <b>21.30</b>                   |

## 14. EQUIPMENT AND FURNITURE

| Sr. No. | Particulars          | Unit | Price per Unit (Rs. in lakhs) | Total Amount (Rs. in lakhs) |
|---------|----------------------|------|-------------------------------|-----------------------------|
| 1       | Cameras and Lenses   | 2    | 1.00                          | 2.00                        |
| 2       | Lighting Equipment   | 2    | 0.20                          | 0.40                        |
| 3       | Tripods and Supports | 2    | 0.10                          | 0.20                        |
| 4       | Computers            | 2    | 7.00                          | 14.00                       |
| 5       | Editing Software     | 1    | 0.30                          | 0.30                        |
| 6       | Studio Desks         | 3    | 0.10                          | 0.30                        |
| 7       | Storage Cabinets     | 2    | 0.15                          | 0.30                        |
| 8       | Workstations         | 3    | 0.10                          | 0.30                        |
|         | <b>Total</b>         |      |                               | <b>17.80</b>                |

A photographer requires a set of items essential for the business. The promoter must look into the following options for the meeting at reasonable rates:

- Worldwide Technologies  
167/c, Khurbura,  
Dehradun-248001,  
Uttara hand, India

2. Digi House  
D-9/309, Goel Complex,  
Block D, Near Sai Baba Mandir,  
New Delhi-110092,  
Delhi, India
3. Ajay Enterprise  
27, Community Centre, Phase - 1,  
Naraina, Near:- PVR Cinema,  
New Delhi-110028,  
Delhi, India

### 15. BREAKEVEN ANALYSIS

| Sr. No. | Product                         | Sales in Percentage |
|---------|---------------------------------|---------------------|
| 1       | Portrait and Candid Photography | 30.0%               |
| 2       | Event Photography               | 25.0%               |
| 3       | Commercial Photography          | 10.0%               |
| 4       | Wildlife and Nature Photography | 10.0%               |
| 5       | Cinematography and Videography  | 25.0%               |
|         | <b>Total</b>                    | <b>100.0%</b>       |

### 16. PROFITABILITY CALCULATIONS

The basis of profit calculation;

| Sr. No | Particulars                     | Annual Expenses (Rs. in lakhs) |
|--------|---------------------------------|--------------------------------|
| A.     | Sales realization               | 36.00                          |
| B.     | Cost of production              |                                |
| i)     | Raw materials                   | 14.40                          |
| ii)    | Utilities                       | 0.10                           |
| iii)   | Manpower Cost (Salaries/wages)  | 9.00                           |
| iv)    | Administrative expenses         | 0.18                           |
| v)     | Selling & distribution expenses | 1.62                           |
| vi)    | Rent                            | 0.45                           |
| vii)   | Interest                        | 1.45                           |
|        | Total (B)                       | 27.20                          |
|        | Gross profit/loss (A – B)       | 8.80                           |
|        | Less: Depreciation              | 1.80                           |
| C.     | PBIT                            | 7.0                            |
| D.     | Income-tax                      | 1.40                           |
| E.     | Net profit/loss                 | 5.60                           |
| F.     | Repayment (Annual)              | 1.23                           |
| G.     | Retained surplus (E-F)          | 4.37                           |

**PBIT RS.7.5 LAKHS**

**17. BREAKEVEN ANALYSIS***(Rs. in lakhs)*

| <b>Fixed cost</b>               |              |
|---------------------------------|--------------|
| Land & Building Rent            | 0.45         |
| Depreciation                    | 1.80         |
| Interest                        | 1.45         |
| Manpower                        | 2.70         |
| <b>Total Fixed cost</b>         | <b>6.41</b>  |
| <b>Variable cost</b>            |              |
| Raw materials                   | 14.40        |
| Utilities                       | 0.10         |
| Manpower                        | 6.30         |
| Administrative expenses         | 0.18         |
| Selling & distribution expenses | 1.62         |
| <b>Total Variable cost</b>      | <b>22.60</b> |
| <b>Contribution margin</b>      | <b>20%</b>   |
| Break-Even Point in Value       | 32.03        |

**18. STATUTORY/GOVERNMENT APPROVALS**

For operating a photography business in Uttarakhand, India, promoter needs to adhere to the regulatory framework set by the government.

1. Professional Tax Registration: The promoter must register for professional tax, a state-level tax imposed on professionals and businesses. This is done with the Commercial Tax Department in Uttarakhand.
2. Drone Operation Approval: Since the business will also use drones for aerial photography, obtaining the necessary approvals from the Directorate General of Civil Aviation (DGCA) is mandatory.

**19. TRAINING CENTERS AND COURSES**

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)  
Regional Centre, Dehradun  
NSTI Campus, Green Park, Dehradun-248001,  
Uttarakhand, India
2. Indian Institute of Entrepreneurship (IIE)  
NH-37 Bypass, Near Game Village,  
Lalmati Guwahati- 781029,  
Assam, India
3. Institute of Entrepreneurship Development (IEDUP)  
A- 1 & 2, Industrial Area, Sarojini Nagar,  
Kanpur Road, Lucknow-226008,  
Uttar Pradesh, India

**Disclaimer**

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers 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.