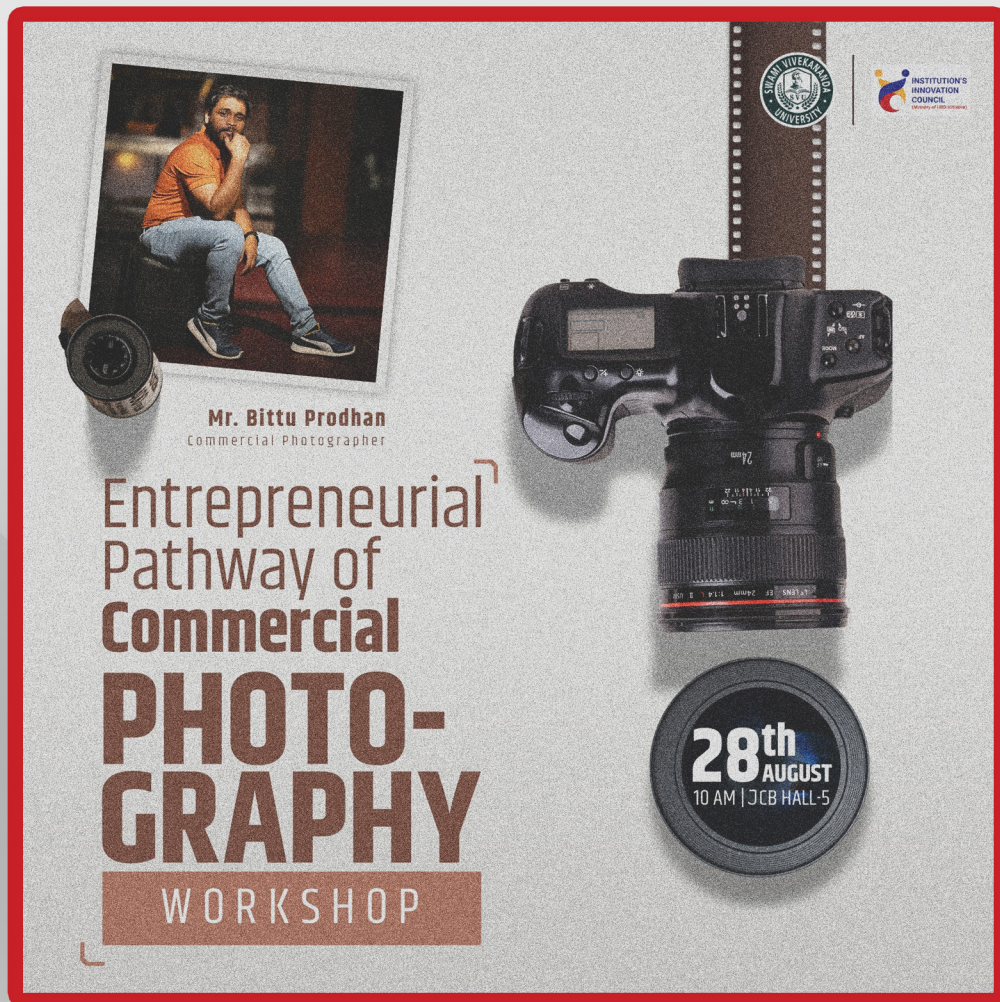


**ENTREPRENEURIAL PATHWAY OF**

# **COMMERCIAL PHOTOGRAPHY**



**DEPARTMENT OF MULTIMEDIA AND ANIMATION**

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## Mission

### Mission for Workshop Report: Entrepreneurial Pathway of Commercial Photography at Swami Vivekananda University with IIC

The mission of the Entrepreneurial Pathway of Commercial Photography workshop, organized by Swami Vivekananda University in collaboration with the Institution's Innovation Council (IIC) and led by Mr. Bittu Prodhan, Commercial Photographer, was to empower students with both creative and entrepreneurial skills that are essential in today's dynamic photography industry. The workshop aimed to bridge the gap between academic learning and real-world practice by providing participants with exposure to industry-standard techniques, practical demonstrations, and insights into the business side of photography. It sought to encourage students to explore photography not only as a form of artistic expression but also as a professional career path with vast opportunities in advertising, fashion, events, product photography, and digital platforms. By fostering innovation, technical expertise, and entrepreneurial thinking, the mission was to prepare students to transform their passion into sustainable and impactful professional ventures.

## Vision

### Vision for Workshop Report: Entrepreneurial Pathway of Commercial Photography at Swami Vivekananda University with IIC

The vision of the Entrepreneurial Pathway of Commercial Photography workshop, organized by Swami Vivekananda University in collaboration with the Institution's Innovation Council (IIC) and conducted by Mr. Bittu Prodhan, Commercial Photographer, was to inspire and nurture a new generation of creative professionals who can successfully blend artistic excellence with entrepreneurial ability. The programme envisioned creating an ecosystem where students are encouraged to think innovatively, develop their own unique visual style, and adapt to the ever-changing demands of the photography and media industry. By equipping participants with the confidence to build personal brands, explore freelancing opportunities, and pursue entrepreneurial ventures, the workshop aimed to prepare them as industry-ready professionals who can compete not only at the national level but also make a mark in the global creative economy. Ultimately, the vision was to ensure that students move beyond being learners of photography to becoming innovators, leaders, and entrepreneurs in the commercial photography space.

## Participants Details:

### 1st Semester- B.Sc

Manashi Shaw	Sreeparna Banerjee	Diya Kundu
Risika Banerjee	Ariyan Mondal	Sumit Mukherjee
Soura Mondal	Rupam Ghosh	Saswata Pramanik
Srijani Biswas	Sudipa Dutta	Bijita Biswas
Eshan Bose	Aliva Patra	Samar Saha
Tanay Roy	Sagnick Dey	Hrisita Mukherjee
Samata Sarkar	Sunali Goswami	Ranit Mandal
Subhankar Paul	Shubhajit Singh	Smriti Kana Ghosh
Jit Mondal	Yash Agrahari	Protun Chowdhury
Akash Baral	Arpan Das	Ramiz Raja
Trisanjit Ghosh	Ankita Goswami	Suman Pal
Mohak Ghosh	Md Samimuddin	Banisha Bej
Priyo Roy	Priyangshu Paul	Saikat Sarkar
Soumya Saha	Subham Ghosh	Sneha Patvin
Sahajan Sardar	Any Shaw	Sushmita Dolui
Shiwangi Kumari	Shreetama Roy	Mriganka Mahato
Agnirudra Ray	Ranajoy Roy	Sanjana Banerjee
Apurba Halder	Soumyadip Ghosh	Ripan Sarkar
Debayan Nath	Megha Shil	Dipanjnan Nag
Priyasha Sen	Avrajyoti Podder	Rajdeep Karmakar
Swarnab Dana	Khushi Manjhi	

### 3rd Semester- B.Sc

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Tanay Biswas  
Sk Abdur Razzak  
Rahul Sadhukhan  
Chayan Paul  
Sanu Dolui  
Kirti Sharma  
Tanushri Barman  
Moupriya Das  
Suman Biswas  
Nayanika Bandyopadhyay  
Srijita Naha  
Sneha Das  
Sohini Jana  
Shrutaparna Mondal  
Arijit Dey  
Avijit Aich  
Rupak Karmakar  
Bipasha Das  
Piyash Sinha Roy  
Sayan Bhunia  
Ananya Chatterjee  
Suvajit Aich  
Prity Biswas  
Priti Bera  
Sreemayee Bhattacharjee  
Abhrajit Chakraborty

Mousumi Rabidas  
Akash Jana  
Ishita Dutta  
Ridhi Gayen  
Nidhi Gayen  
Priyadarshini Roy  
Debajyoti Ghosh  
Trishan Ghosh  
Nandita Sen  
Purba Roy  
Sribas Mandal  
Kaustob Das  
Niloy Mallick  
Alapan Ghosh  
Sougata Dogra  
Urmila Bhattacharya  
Manabendra Bera  
Simranjeet Singh  
Priyanka Pramanik  
Subhadip Samanta  
Sujay Pal  
Megha Roy  
Tanmoy Manna  
Md Riaz Islam  
Nihal Kumar Yadav  
Sumitra Saha

### 5th Semester- B.Sc

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Abhrak Bhattacharya  
Avisikta Bose  
Bristi Ghosh  
Chandrima Mukherjee  
Debalina Bhattacharyya  
Deep Kanta Halder  
Jeet Bagchi  
Manidipa Das  
Rajendranath Santra  
Shreyasree Paul  
Sima Khatun  
Supriya Dutta  
Sayan Sarkar  
Suman Pramanik  
Swagata Mukherjee  
Sathi Bhattacharya  
Dhrubaneel Das  
Ranit Laha  
Rishov Goswami  
Isha Ghosh  
Ranit Mondal

Avijit Kamila  
Rishita Kumari  
Snehangshu Adgiri  
Jeet Ghosh  
Poly Mridha  
Debmalya Sarkar  
Mark Souvik Biswas  
Soubhik Dey



### **3rd Semester- M.Sc**

Shriparna Sikdar  
Aditi Pal  
Rumana Sahaji  
Ananrita Chattopadhyay  
Muskan Ahamed  
Shiladitya Das  
Santanu Adhikary  
Debosmita Roy

### **Teacher's from Multimedia and Animation Department**

**Goutam Banerjee** - Assistant Professor and HOD

**Souvik Chakraborty** - Assistant Professor

**Aminur Rahaman** - Teaching Assistant

**Tamash Saha** - Teaching Assistant

**Jayanta Roy** - Teaching Assistant

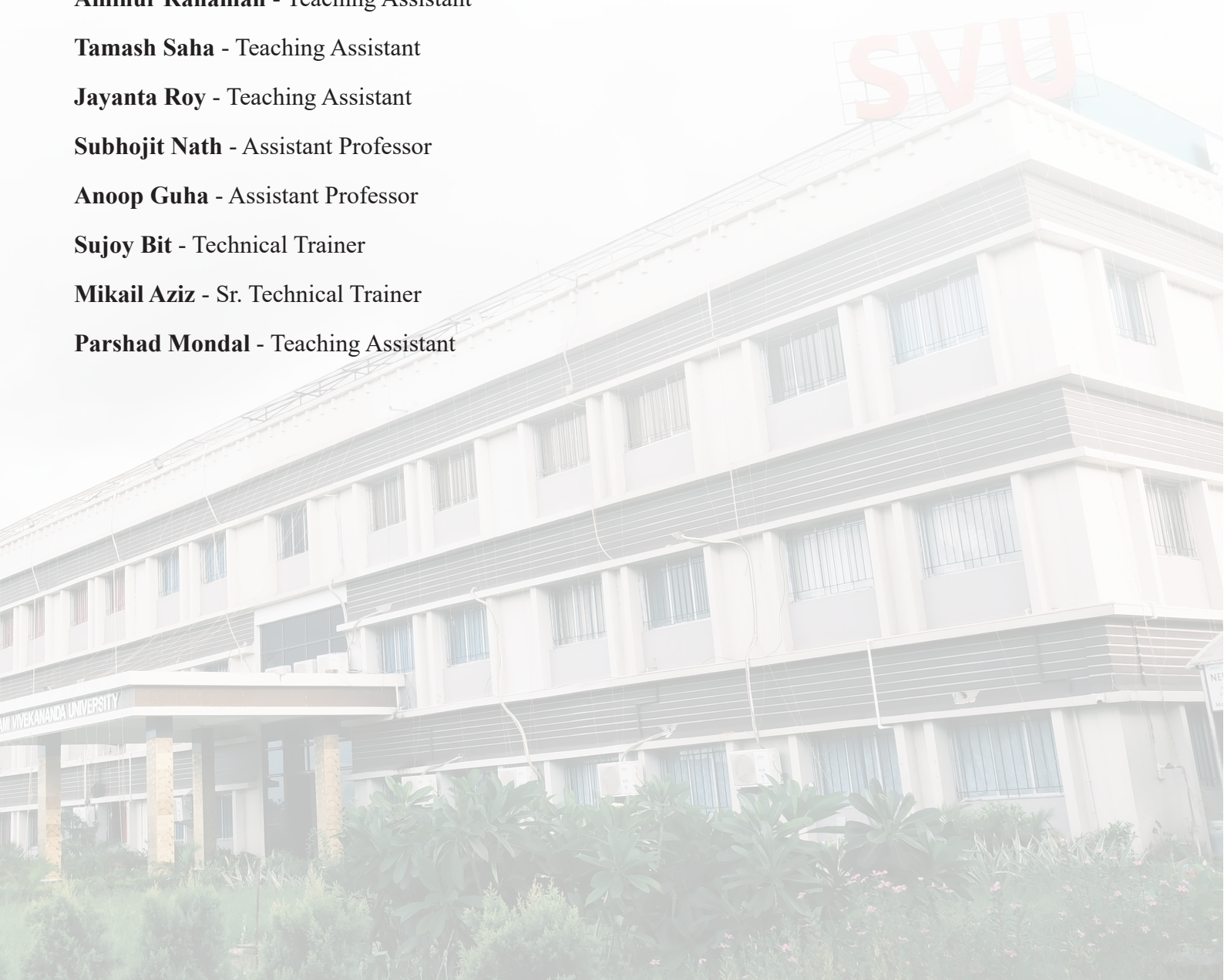
**Subhojit Nath** - Assistant Professor

**Anoop Guha** - Assistant Professor

**Sujoy Bit** - Technical Trainer

**Mikail Aziz** - Sr. Technical Trainer

**Parshad Mondal** - Teaching Assistant



## Workshop Report: Entrepreneurial Pathway of Commercial Photography at Swami Vivekananda University with IIC

### Entrepreneurial Pathway of Commercial Photography

**Organized by:** Department of Multimedia & Animation, Swami Vivekananda University

**In Collaboration with:** Institution's Innovation Council (IIC)

**Resource Person:** Mr. Bittu Prodhan – Commercial Photographer

The Department of Multimedia & Animation at Swami Vivekananda University, in collaboration with the Institution's Innovation Council (IIC), successfully organized a workshop on "Entrepreneurial Pathway of Commercial Photography." The session was conducted by Mr. Bittu Prodhan, an experienced commercial photographer, who shared his professional journey, technical expertise, and entrepreneurial insights with the students.

The workshop was designed with the aim of helping students understand photography not just as an artistic pursuit but also as a promising career pathway with entrepreneurial opportunities. Mr. Prodhan began the session by introducing the scope of commercial photography in diverse fields such as fashion, advertising, product photography, events, and digital media. He emphasized the importance of mastering technical aspects like camera handling, lighting, composition, and post-production to create industry-standard work.

One of the highlights of the workshop was Mr. Prodhan's focus on the entrepreneurial mindset required for photographers to establish themselves in the competitive industry. He explained the process of building a personal brand, creating a strong portfolio, and managing client relationships. The students were also guided on freelancing opportunities, pricing strategies, and business ethics in photography. Through real-life examples and case studies, he demonstrated how creativity combined with business acumen can lead to a successful career.

The session was highly interactive, with students actively engaging in discussions and seeking guidance on career prospects. Practical demonstrations on lighting techniques and composition made the workshop even more enriching. Students were particularly inspired by Mr. Prodhan's emphasis on innovation, adaptability, and professionalism, which are essential qualities for thriving in today's creative economy.

Overall, the workshop proved to be a valuable learning experience, equipping students with both technical knowledge and entrepreneurial vision. It motivated them to think beyond traditional academic learning and to explore photography as a viable professional venture. The programme outcomes reflected enhanced technical competence, industry readiness, creative innovation, and the development of an entrepreneurial spirit among participants.

In conclusion, the Entrepreneurial Pathway of Commercial Photography workshop aligned seamlessly with the vision of Swami Vivekananda University and the Institution's Innovation Council (IIC) to promote innovation, creativity, and entrepreneurship among students. The initiative not only broadened the participants' understanding of photography as a career but also empowered them with the skills and confidence to step into the professional world of commercial photography.







## Programme Outcome

### Programme Outcome for Workshop Report: Entrepreneurial Pathway of Commercial Photography at Swami Vivekananda University with IIC

The Entrepreneurial Pathway of Commercial Photography workshop, organized by Swami Vivekananda University in collaboration with the Institution's Innovation Council (IIC) and conducted by Mr. Bittu Prodhan, Commercial Photographer, proved to be a highly enriching and result-oriented programme. The session enabled students to strengthen their technical competence in photography by gaining hands-on exposure to camera operations, lighting setups, composition techniques, and post-production workflows. More importantly, it broadened their perspective by introducing them to the entrepreneurial aspects of the field, such as portfolio development, branding, client management, pricing strategies, and freelancing opportunities. Participants developed a deeper understanding of how creativity and business acumen must go hand in hand to succeed in the commercial photography industry. The workshop also enhanced students' confidence to pursue photography as a viable career path and encouraged them to think innovatively while adapting to the needs of the modern digital economy. As an overall outcome, the programme contributed significantly to preparing students as industry-ready professionals, capable of transforming their passion into sustainable and impactful careers in commercial photography.

## Conclusion

### Conclusion for Workshop Report: Entrepreneurial Pathway of Commercial Photography at Swami Vivekananda University with IIC

The Entrepreneurial Pathway of Commercial Photography workshop, organized by Swami Vivekananda University in collaboration with the Institution's Innovation Council (IIC) and led by Mr. Bittu Prodhan, Commercial Photographer, concluded as a highly impactful learning experience for all participants. The session not only enriched students' technical knowledge of photography but also provided them with valuable insights into the entrepreneurial dimension of the field. By combining practical demonstrations with real-world industry advice, the workshop successfully bridged the gap between classroom learning and professional practice. Students were encouraged to think beyond photography as a hobby or creative interest, and instead view it as a professional career pathway with immense opportunities in advertising, fashion, events, digital media, and beyond. The interactive nature of the session fostered curiosity, motivation, and confidence among participants, empowering them to take their first steps toward building their own identity as creative entrepreneurs. In essence, the workshop aligned perfectly with the university's broader vision of fostering innovation, skill development, and industry readiness, making it a milestone event in the academic journey of the students.

