



## REPORT OF THE MANAGING COMMITTEE

Dear Members of the Photographic Society of Madras,

It gives us great pleasure in presenting this report card for the year 2016-17 before you. The Committee for 2016-17 took charge on the evening of 5<sup>th</sup> August 2016 and the period witnessed a lot of activities.

PSM being an amalgam of heterogeneous members linked by only one common thread called photography, the committee strived to make the thread a strong one during the year. Programmes, events, workshops and photo walks were planned keeping this in mind with something for everyone in each of the event.

Emphasis was also given to comradeship, bonding among the members and going on as one big family under the broad umbrella called photography.

The committee meetings were short but effective with over 80% attendance in each of the physical meetings. The committee also met once over the web and an experimental measure which was a huge success. The committee members were in regular touch through what's up and emails.

**Programmes during the year:** Your committee organised programmes for over 61 days during the period, which translates to meeting of the members over five days in a month on an average.

The summary of the programmes are as under:

| Events               | Number | Days |
|----------------------|--------|------|
| Monthly meetings     | 12     | 12   |
| Workshops            | 6      | 6    |
| Photo tours          | 4      | 12   |
| Exhibitions          | 2      | 7    |
| Photo Walks          | 24     | 24   |
| Total Number of days |        | 61   |

### **Monthly Meetings**

In the Monthly meetings, the introduction of new member and member's images reviews were regular features, besides presenting a diverse portfolio of talent to improve our members' exposure to current trends in photography, without forgetting the nuts and bolts of the art. The speakers and the topics are presented herewith for a quick review:

| Month     | Speaker   | Topic  |
|-----------|---|--|
| 27-Aug-16 | Sanjay Sridhar & Mohan Krishnan                     | Motor sport photography / Biking photography   |
| 24-Sep-16 | Lakshman Iyer                                       | Photo journalism and Press Photography   |
| 22-Oct-16 | Prasanna Venkatesh                                  | Advertisement photography  |
| 26-Nov-16 | Prof. Chandrasekar, Shankar Audisesh, Swaminathan M | Display of images by the members   |
| 24-Dec-16 | Rahul Sadagopan                                     | Wedding and Commercial Photography   |
| 28-Jan-17 | Mr. Jayanand, Mr. Raghavan, Mr. Vivekanand          | The Next Step in my Photographic Journey   |
| 25-Feb-17 | Stuart Kinkade                                      | Photo Management Cataloging and Archiving  |
| 25-Mar-17 | S. Kanakaraj  | Industrial Photography   |
| 22-Apr-17 | Yatin Dandekar                                      | Fashion Photography  |
| 27-May-17 | Shrikant Kashyap                                    | Wildlife photography and intduction to film making   |
| 24-Jun-17 | Ashok Kandimalla . PSM Team                         | Perplexing Perspective, PSM at Tadoba - sharing of experience & photos by Tadoba tour participants |
| 22-Jul-17 | Best Photography Today awards function              | Award Function at Chennai Trade center   |

All the monthly meeting were held on the 4<sup>th</sup> Saturdays of each month, with the venue being the same for almost all the meetings, except the last two. The last meeting was clubbed with the awards function as PSM and Mr.Ramanan received awards at Chennai Trade Center.

### Workshops

Six workshops were conducted as follows:

1. 4-Sep-16 Table top workshop, by V.Vivekanandan (VIVI)
2. 8-Oct-16 water droplet workshop by B Narayanaswamy
3. 8-Oct-16 Sony Alpha 7R/7S II Product Demo, by The Sony Engineers
4. 19-Nov-16 Printing - The Beginning, by Jayanand Govindaraj and Rithwik V
5. 11-Feb-17 Post Processing workshop by Stuart Kinkade
6. 23-Apr-17 Fashion Photography by Yatin Dandekar

**Exhibitions:**

Shoot Madras 2016 competition was conducted for the third straight year and the exhibition was arranged at Ampa Skywalk Mall. Shoot Madras brought lots of visibility for PSM, and now had been included as the regular event in the calendar of the celebrations at the Madras Week.

PSM participated in the International Camera Fair and exhibited its images and videos to the visitors and guests. This was a three day event, where prominent space was allotted to PSM.

Arrangements are in full swing for the Shoot Madras 2017, in August 2017

**Photo Walks:**

24 Photo walks had been arranged by PSM during the period of this Committee. Each photo walk was coordinated by a committee / senior member along with mentors during the walks. PSM is associated with Chennai Photo Walks also for organising theme based walks in Chennai.

**Photo Tours:** Members participated very enthusiastically in all the Four Photo tours spanning 12 days were undertaken. They are

1. 10-11 Dec 16 Sojourn at Yelagiri: A two day trip to Yelagiri with over 28 members participated a family sharing experience and knowledge on Photography.
2. 31-Dec-16 Shar Road: A quick one day tour to welcome the New Year was organised and 6 cars raced at 5 in the morning.
3. 4-5 March 17 Pondichery Bike trip: One unique tour was on motorbikes between Chennai and Pondicherry stopping enroute to satisfy our photo thirsts. A van was organized for a few member who could not travel on two wheelers yet did not want to miss the fun.
4. 14-20 May 17 PSM Tadoba trip: The wildlife photo tour was organized with 16 participants including two ladies was a very enjoyable tour. 8 safaris were done during the tour.

**Communications**

The Communication teams managed the content to be shared with the members in a very professional manner and also helped in the moderation of the google group effectively. Regular SMS messages were sent to members to remind them of the events, meeting and other essential communication. The Telegram, 'PSM e-talk' is a very popular platform among members to share their views and photos.

The website also has the necessary updation and was actively monitored by the team.

PSM was offered two pages in the Tamil photography magazine '*Best Photography Today*'. The monthly meetings and the photo tours are covered in the magazine by way of articles penned by the members and published under the PSM banner since January 2017. The magazine was also motivated to carry an interview and achievements of the members, identified by the magazine and PSM.

PSM was awarded the best photo club for activities and photo walks by the magazine at its annual day function. The award was given to PSM on 22 July 2017 at a glittering ceremony at the Chennai Trade Center, Chennai.

### **Member Competitions**

With so many competitions and with the quick review of the images through our Telegram and other social media, the response to the monthly competitions was very poor. Three competitions were announced with a very merger number of entries. Hence the committee decided to discontinue the monthly competitions considering the mood and the response of the members towards the same.

### **Membership**

Pursuant to the AGM on 2016, 19 annual members converted themselves into life members and 11 new life members, totaling to 30 life member additions during the year.. Member concerns are being addressed through personal follow up. The membership position is as under:

Annual Members – 53  
Student Members - 09  
Life Members - 223  
Honorary members - 05

### **Finance**

The programmes were properly thought through and the committee ensured that no programme ends in a deficit. Cost saving were made at the venues for the monthly meetings and refreshments.

### **Reach out activities:**

PSM was involved in the inauguration and mentoring of the Photo Club of College of Engineering, Anna University called PIXAL. Members of PSM gave technical talks at the club and the college functions. Our senior member Rangish was instrumental in creating the club at the college.

PSM and its members were involved in training a group of NGOs on the basics of photography to help them document the various activities undertaken by them in the rural areas of Tamil Nadu.

**Others:**

PSM brought out two branded T Shirts with the PSM logo in them at a very subsidised price, which were well received by the members. A riding jacket was also brought out to mark the first Biking trip of PSM, was made available to the members.

**Acknowledgements**

The Committee would like to acknowledge the back office support from Marudeshwara Enterprises, the venue for many of our monthly meetings at the PS Educational Society, Chennai Photo Walks for the various theme walks, Crocodile T-shirts, Ampa Mall, Rowan LED lights and Choola MS for their support to PSM.

We would like to acknowledge the professional contributions of our auditor, Mr Siva Shanmugam, partner of M/s Sundararajan Associates and our Legal Advisor, Mr T K Ramkumar of M/s Ram & Rajan Associates.

Last but not the least, thank you dear PSM members, for your encouragement, feedback, critique, motivation and the support from shoulder to shoulder to your Committee for the year 2016-17.

For Photographic Society of Madras  
(on behalf of the committee)

Chennai,  
27.7.2017



B.Ramana Kumar,  
*President*



S.Vivekanand,  
*Secretary*