

**The ICFAI University, Jaipur**  
**ICFAI Business School**  
**Student Activities**

**Street Photography Workshop**

On 25th October 2024, ICFAI Business School Jaipur (IBS Jaipur) hosted an insightful and hands-on photography workshop in collaboration with Vivo Rajasthan. The workshop, focused on "Light & Exposure," was designed to help participants enhance their photography skills, particularly in how to creatively use light and exposure settings to capture captivating images.

**Participants:**

The workshop was attended by students from two key groups at IBS Jaipur: members of the Pixels Club, and the Digital Marketing Ambassadors (DMA) team, who are responsible for creating and covering content for various events at the institution. This unique mix of students allowed for a diverse range of perspectives and ideas to emerge during the workshop.

**Workshop Overview:**

The session kicked off with a brief introduction by Mr. Shobhit Tiwari and Ms. Suhasini Tiwari, renowned photographers from Jaipur, who are known for their expertise in both traditional and contemporary photography. The focus of the day was on understanding the intricacies of **Light and Exposure**, two crucial components in capturing professional-grade photographs.

**Practical Session at Tripolia Bazar:**

Following the theoretical introduction, the workshop moved to Tripolia Bazar at dusk, providing the perfect setting for practical learning. The students, equipped with Vivo's recently launched smartphones, were encouraged to explore the interplay between light and exposure by capturing photographs and creating video reels.

During the walk, Mr. Shobhit Tiwari provided real-time guidance, demonstrating how to adjust settings and frame shots to optimize light and exposure. He also shared valuable tips on how to approach different lighting conditions and how to use the smartphone's camera features for creative effects.

Ms. Suhasini Tiwari, equally passionate about photography, offered insights on the importance of perspective, composition, and timing in creating aesthetically pleasing photos. Her tips on post-processing were also well-received, highlighting how to further enhance images after they have been captured.

**Group Activities and Feedback:**

Once the practical session at Tripolia Bazar concluded, the students were divided into small groups. Each group was tasked with taking photos and videos around the bazaar, applying the techniques they had just learned. This group activity encouraged collaboration and fostered creativity, with students experimenting with different settings and techniques.

Both Mr. Shobhit and Ms. Suhasini provided individual feedback and critique to each group, offering professional insights on how to improve their work.

The workshop wrapped up with a special gesture from **Vivo Rajasthan**, who distributed gift hampers to all the attendees as a token of appreciation for their participation.

### **Impact:**

The workshop proved to be highly beneficial for all attendees, especially the Pixels Club members and DMAs. The hands-on experience of working with light and exposure in real-world settings, coupled with expert guidance from Mr. Shobhit and Ms. Suhasini Tiwari, gave students valuable skills that they can apply in their personal and professional photography pursuits. The students of the DMA team, in particular, found the event especially relevant to their content creation roles, as it provided them with practical insights into how to capture high-quality visuals for digital marketing.

In conclusion, the workshop successfully achieved its goal of enhancing the participants' photography skills, fostering creativity, and providing practical knowledge in a fun and engaging way. The collaboration between IBS Jaipur and Vivo Rajasthan proved to be a fruitful one, benefiting both the students and the broader photography community at the institution.

### **Photographs and Videos Drive Link:**

[https://drive.google.com/drive/folders/1doFwJU8sxR\\_A8zdqvtBFilysG1tzR7o?usp=drive\\_link](https://drive.google.com/drive/folders/1doFwJU8sxR_A8zdqvtBFilysG1tzR7o?usp=drive_link)