

ALL INDIA PHOTOGRAPHIC TRADE & INDUSTRY ASSOCIATION

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14th July, 2017

REPORT OF THE MANAGING COMMITTEE TO BE PLACED BEFORE THE 44TH ANNUAL GENERAL MEETING, TO BE HELD ON FRIDAY, 11TH AUGUST, 2017 ON THE ACTIVITIES OF THE ALL INDIA PHOTOGRAPHIC TRADE & INDUSTRY ASSOCIATION DURING THE FINANCIAL YEAR 2016-17.

Dear Members

It gives me great pleasure in submitting the Managing Committee Report on the activities of the Association during the year 2016-17.

During the year under review, the Association conducted 10 Managing Committee Meetings with an average attendance of Managing Committee Member 80.29 % and Zonal Committee Member 71.88 %.

A) PROMOTION OF PHOTOGRAPHY:-

During the year under review the Association sponsored cash prizes for the following institutions as a measure of promoting photography:-

Sr. No	Name of the Institute/Media/Mementos	Amount
1	Symbiosis School of Photography – Pune	Rs. 25,000.00
2	L. S. Raheja School of Art, Bandra, Mumbai, Maharashtra	Rs. 8,000.00
3	L.S. Raheja School of Art, Worli, Mumbai, Maharashtra	Rs. 15,750.00
4	Nirmala Niketan	Rs. 10,000.00
5	Sophia College	Rs. 12,500.00
6.	Shari Academy	Rs 25,000.00
7.	Mumbai Photography Association	Rs 1,51,000.00
8.	Entertainment Network India Limited (Radio Mirchi)	Rs 3,12,000.00
9.	Red Moments Gifting Pvt Ltd	Rs 9,000.00
Total		Rs. 5,68,250.00

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B) CONSUMER ELECTRONIC IMAGING FAIR – 2017 (New Delhi-NCR)

During the year under review Association could not organize and conduct “Consumer Electronic Imaging Fair – 2017 on account of demonetization. The fair was cancelled at the very last minute due to demonetization which occurred on the 8th of November, 2016. We had issued detailed circular in this regard on 29th November, 2016. Accordingly, we have refunded the full amount paid by all the exhibitors for this premier event, inspite of preliminary expenditure made by AIPTIA towards “Consumer Electronic Imaging Fair-2017”.

C) CLASSIC IMAGING MAGAZINE :

We at AIPTIA certainly believe that our imaging industry needs to grow from a product show to a comprehensive marketplace for imaging technologies and applications at all levels.

During the year, we have published our magazine “CLASSIC IMAGING” at every quarter of the year and distributed to our members as a complimentary copy. We have also sent copies of the same to all the exhibitors including manufacturers and media houses. We are thankful to all those who have advertised in the magazine in support of AIPTIA’s initiative to publish quarter magazine successfully. Further, many have contributed excellent articles on imaging industry which serves the object of our association in spreading useful knowledge. We will continue to grow in the coming years and will reach out to all involved in our imaging industry.

We are lacking behind in terms of advertising and we members need to put in an extra effort towards our magazine “Classic Imaging” by increasing the revenue. In fact our magazine is the only magazine which has started the “Mobile Camera” concept by featuring articles of OPPO and VIVO smart phones. We have to request remaining giants of the industry to advertise in our magazine for mutual benefits. With the increase in the number of advertisements at the moment (around 15 advertisements) in each quarter, slowly we will touch around 20/25 advertisements in the near future. We all Managing Committee Members are making tremendous efforts to increase the number of advertisements, so that the cost of the magazine is covered.

D) SOCIAL MEDIA CAMPAIGN : In a technological world, the term imaging itself is not only expanding but growing exponentially with Internet, Social Media, Mobile Imaging driving the change. In line of this, we have updated our Website : aiptia.com and informations are updated regularly and the circulars are posted and announcements regarding the exhibitions are made available. Also social media agencies are engaged during the period of “Consumer Electronic Imaging Fair”.

During the year, expenses were higher than the income mainly due to the cancellation of “Consumer Electronic Imaging Fair-2017”, we had to pay service tax on entry fee over and above the entertainment tax paid in advance for “Consumer Electronic Imaging Fair-2016”. Also Classic Imaging Magazine is in its advanced stage.

We have announced two fairs namely “Consumer Electronic Fair-2018” Mumbai being held on 9, 10, 11 and 12 January, 2018 and “Consumer Electronic Imaging Fair-2019” New Delh-NCR being held on 10, 11 and 12 January, 2019 and expect large number of exhibitors would participate and thereby the visitor’s footfall would increase making the imaging industry to grow in line with other industries growing in India.

Let us congratulate the Managing and Zonal Committee Members who work day and night to continue to do the activities of our Association for the benefit of the Members.

Yours faithfully,

For & On behalf of the Managing Committee,

(Shri Jayesh Mehta)
PRESIDENT

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