



# AT KAUSANI

## PHOTOGRAPHY STUDY AND RESEARCH CENTER





IN THE HIMALAYAS

## PHILOSOPHY OF IIP ACADEMY

# SHAPING... THINKERS LEADERS AND ARTISTS

At the heart of **IIP Kausani Centre** lies a profound mission: to nurture **Thinkers, Leaders, and Artists** who are not only masters of their craft but also individuals in perfect harmony with their **mind, body, and soul**. Drawing inspiration from the legendary **Nalanda University**, which stood as a beacon of learning for over 800 years, the IIP Kausani Centre is dedicated to creating a **legacy** that will shape the future of art, culture, and thought for centuries to come.

We believe that the **true purpose of education** is not just skill development, but a deeper alignment of one's **inner consciousness** with their **creative expression**. At IIP, we prepare students to **lead with empathy, think critically**, and create works that will leave an indelible impact on the world. By infusing **Vedic wisdom** into modern learning, our students develop the clarity, vision, and strength to become **global change-makers**.

IIP'S MANAGEMENT PHILOSOPHY:

## MEET IIP MENTOR

The IIP **Kausani Centre** is run by a collaborative ecosystem comprising **Trustees, faculty members, mentors, alumni, students**, and the **patrons and funders** who support this visionary initiative. This collective governance ensures that the center remains focused on its mission of excellence, while maintaining a **holistic approach** to education that is sustainable and community-driven.



DR. RAJIV KUMAR  
IIP MENTOR  
VICE CHAIRMAN (RETD.)  
NITI AAYOG, GOVERNMENT OF INDIA

IIP'S MANAGEMENT PHILOSOPHY:

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PREM SINGH  
HONY. ADVISOR,  
MANAGEMENT COUNCIL  
EMINENT ARTIST AND EDUCATIONIST

## IIP'S MANAGEMENT PHILOSOPHY:

# A COLLABORATIVE ECOSYSTEM

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**Prem Singh**  
Hony. Advisor,  
Management Council  
Eminent Artist  
and Educationist



**Kshipra Shukla**  
Hony. Advisor,  
Management Council  
Chairman, UP Inst.  
of Design



**Kanchi Khanna**  
Hony. Advisor,  
Management Council  
Sr. Director,  
Plaksha University



**Capt Vikas Gupta**  
Hony. Advisor,  
Management Council  
Chairman, UPARC,  
Lucknow



**Ashok Dilwali**  
Hony. Advisor,  
Management Council  
Veteran Photographer





**Rajesh Goyal**

Founder & Chairman  
COA, 33 year in Branding, Marcom



**Shailesh Goyal**

Trustee & Co Founder  
COA, Director Sepia Advertising



**Akash Gupta**

Trustee  
Engineer BHU, Industrialist



**Shalini Goyal**

Governing Council  
Member  
28 Years in  
Special Education



**Param Grewal**

Governing Council  
Member  
40 Years in Photography



**SN Mewara**

Governing Council  
Member  
Businessman, Rajasthan



**Archana Chharia**

Governing Council  
Member  
COA, Educationist-  
Genesis Global School



**Himadrish Suwan**

Governing Council  
Member  
Chairman - Confederation of  
Young Leaders



**Tripti Somani**

Governing Council Member  
SRCC, CA, Founder  
- Wommenovators



**Janakraj Agrawal**

Hony. Advisor,  
Management Council  
Businessman, Gujarat



**Nishant Kumar Srivastava**

Governing Council Member  
Supreme Court Lawyer



**Gaurav Tripathi**

Governing Council Member  
IIT, Mumbai



**Rajesh Goyal**  
The Founder, The eye behind IIP



**Shailesh Goyal**  
Co-Founder, Trustee IIP



**Shakti Singh**  
Director Academics, IIP Visual Arts



**Dr. Maja Jerrentrup**  
Faculty of Photography



**Asif Khan**  
Faculty of Photography



**Vinati Sehgal**  
Faculty of Photography



**Jagdish Yadav**  
Faculty of Photography



**Jatin Jain**  
Faculty of Photography



**Damini Sharma**  
Faculty of Painting



**Amit Hasija**  
Faculty of Photography



**Dhiraj Khatri**  
Faculty of Photography



**Dr. Bastian Reichardt**  
Faculty of Photography



**Harish Jaiswal**  
Faculty of Photography



**Amarjeet Singh Maggu**  
Faculty of Photography







## STATE-OF-THE-ART INFRASTRUCTURE:

As **Asia's premium photography art and research center**, the IIP Kausani Centre provides cutting-edge **photography studios, darkrooms, and artistic workspaces** that are second to none. Students have access to the latest **high-tech equipment**, allowing them to experiment with traditional and modern techniques while pushing the boundaries of their craft.

### **Analog and Digital Processing Studios:**

Students will have access to state-of-the-art **analog and digital processing and preservation studios**, allowing them to master both **traditional darkroom techniques** and the latest **digital innovations**.

### **Classrooms, Incubation Center, and Administrative Block:**

The centre offers modern, well-equipped **classrooms** for theory and practical learning, an **incubation center** for student projects and entrepreneurship, as well as a dedicated **counseling and administrative block** to support students and faculty..



## STATE-OF-THE-ART INFRASTRUCTURE:

### **Museum of Legacy — Photography and Archive:**

The **Museum of Legacy** houses an **archive of historical and contemporary photography**, documenting key moments in the evolution of photography. This museum offers students a rare opportunity to study the **artistic legacy of global photography**, connecting them to the **rich history of the medium**.

### **Amphitheatre and Open-Air Classrooms:**

In keeping with the connection to nature, IIP Kausani features an **amphitheater** and **open-air classrooms**, providing a space for students to learn, collaborate, and create in an **environment inspired by nature**.

### **Multi-Purpose Hall for Conferences and Seminars:**

The centre is equipped with a **multi-purpose hall** designed for **conferences, seminars, and presentations**, allowing students to participate in and host international events, symposiums, and workshops.









# LOCATION AND ENVIRONMENT:

**Asia's Premier Art Destination in the Heart of the Himalayas:**

The IIP **Kausani Centre** stands proudly as **Asia's leading photography art and research center**, nestled in the serene **Himalayan mountains**. This exclusive location not only inspires creativity but also provides the tranquility needed for **intensive research and artistic exploration**. The **breathtaking landscapes** and **spiritual aura** make it the ideal setting for students to delve deeply into their craft.



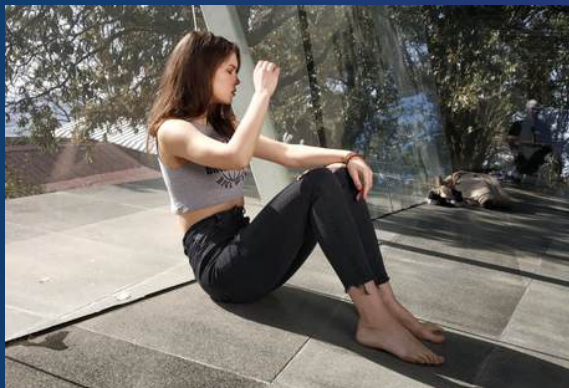












# VEDIC WISDOM AND TRANSCENDENTAL MEDITATION:

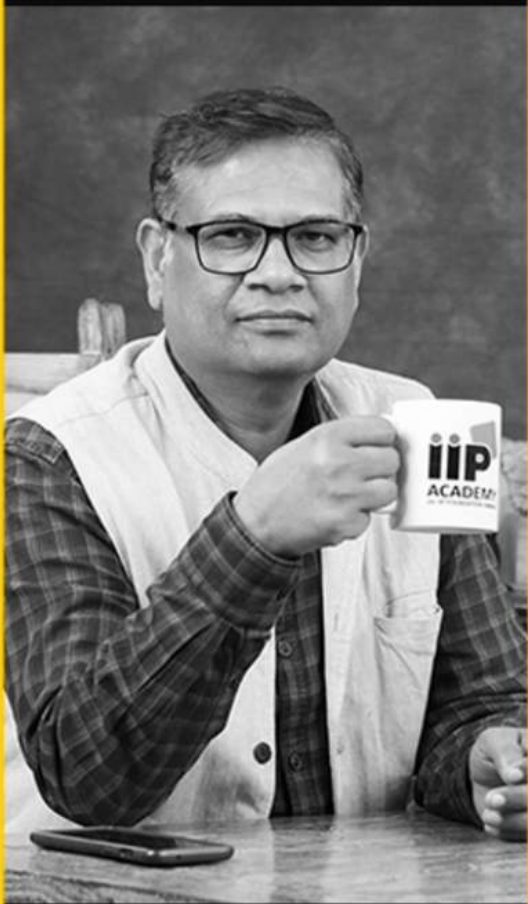
## **Integrating Vedic Teachings for Holistic Development:**

IIP Kausani is not just a photography and art center but a **holistic institute** that incorporates **Vedic wisdom** into its educational programs. Students are immersed in the ancient teachings of **Vedic philosophy**, enabling them to grow spiritually, emotionally, and artistically.

## **Daily Transcendental Meditation for Creative Focus:**

Under the guidance of **Jay Paul Lapointe**, a Vedic meditation expert, students engage in **daily Transcendental Meditation sessions**, designed to reduce stress, enhance clarity, and boost creativity. This integration of spiritual practice with artistic growth is what sets IIP Kausani apart from other art institutes across Asia.

Shailesh Goyal



Adminstrator

Manuello Paganelli



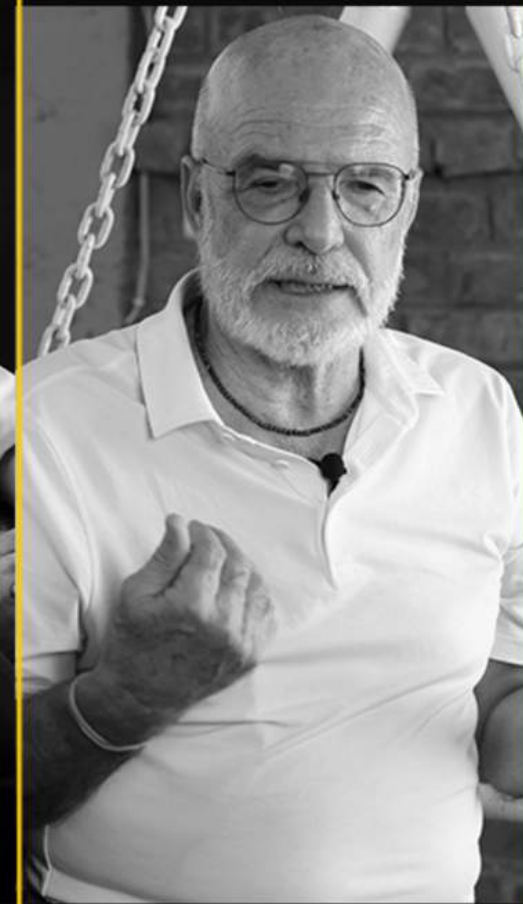
Documentary Studies

Rajesh Goyal



Vision Development | Business

Jay Paul Lapointe



Transcendental Meditation

INTERNATIONAL  
FACULTY AND GLOBAL  
MENTORSHIP:



Threesh Kapoor



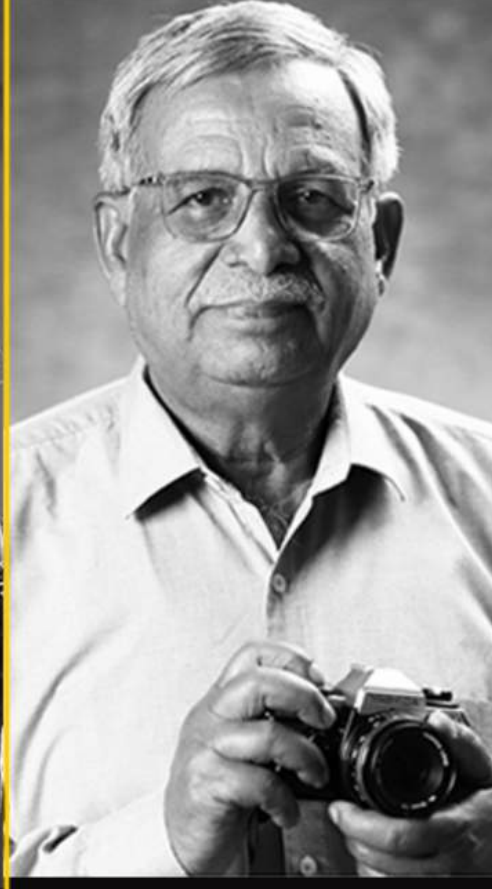
Himalayan Studies

Dr.Maja Jerruntrup



AI and Hi-Fashion

Jagdish Yadav



Analog Photography

### World-Leading Mentors from Across the Globe:

At IIP Kausani, students are mentored by renowned international experts like **Manuello Paganelli** (Hollywood Photographer and Leica Ambassador), **Dr. Maja Jerruntrup** (Germany, Cultural and Photography Expert), and **Jay Paul Lapointe** (Canada, Vedic Guru). Our faculty includes seasoned professionals and visionaries who bring an unparalleled global perspective to their teaching.

### Personalized Mentorship for Artistic Growth:

Our low student-to-mentor ratio ensures that each student receives **personalized guidance** tailored to their creative and academic needs. This **one-on-one mentorship** helps students refine their work and develop a distinct voice in the global art and photography arena.



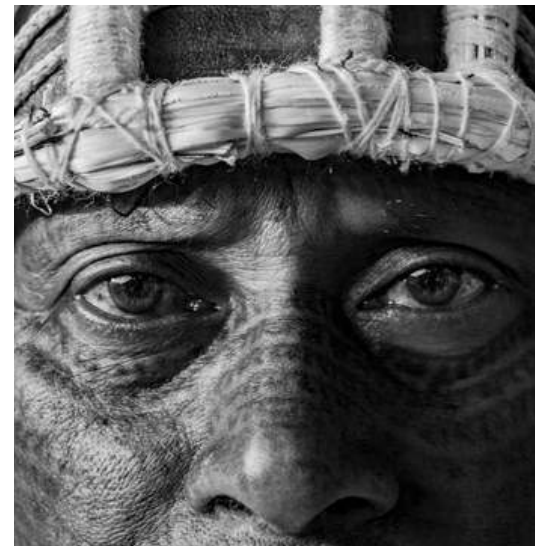
# COMPREHENSIVE CURRICULUM:

## **Asia's Most Comprehensive Photography and Art Programs:**

The IIP Kausani Centre offers a **diverse range of programs** including **Bachelor of Fine Arts in Photography, Culinary Arts, Painting, and Sculpture**, as well as **Masters of Fine Arts in Photography**. Each program is designed to provide **rigorous academic instruction** combined with **cutting-edge practical training**.

## **Interdisciplinary Learning for a Broader Creative Perspective:**

Our curriculum is designed to foster **cross-disciplinary collaboration**, allowing students to explore not just photography, but also **painting, sculpture, and culinary arts**. This interdisciplinary approach prepares students to innovate and excel in multiple creative fields.



### **Research-Driven Learning:**

As **Asia's leading center for photographic research**, students engage in **in-depth research projects** that expand the boundaries of visual storytelling. Our programs encourage **critical thinking, creative problem-solving**, and **research-oriented artistic production**, making graduates highly sought after in the industry.

### **Well-Stocked Library:**

The IIP Kausani Centre is home to a **well-stocked library**, offering students access to vast collections on **photography, art, aesthetics, environment, history, culture, philosophy, literature**, and much more. The library serves as a hub for **research, inspiration, and intellectual growth**.



# MFA in Photography COURSE OVERVIEW

The MFA Photography programme focuses on making the students understand the different dynamics at the core level, and helps them in choices based on their learning in the classroom and a robust industry interface. With the diverse media domains increasingly crossing over, the programme encourages students to inculcate cross disciplinary approaches, and discount genre specific formulaic methodologies. The pedagogical structure relies heavily on a thorough understanding of the historic processes, contemporary practices, emerging technologies, sociology, politics, literature, philosophy, and visual culture. The programme emphasises on contextual understanding of the subject matter, and a balance of rational and intuitive processes is encouraged.

The programme further aspires to unravel, articulate, and consolidate historic and contemporary visual trajectories inherent to the Indian subcontinent.



## COURSE HIGHLIGHTS

Course Features	The craft of photography comes from learning to create images, not taking pictures; thorough understanding of the historic processes, contemporary practices, emerging technologies, sociology, politics, literature, philosophy, and visual culture.	
University/Institution	Master of Fine Arts (Photography) - Two Years Degree in Professional Photography	
Eligibility	Bachelor of fine arts Class pass Certificate in any stream. Based on Personal interview with Director and Professor Incharge.	
Foreign Tour	Optional* in 2nd Year	1 Study Tours or mandatory in year one
Course Duration	2 Years (4 Semesters)	
Maximum Seats	8 Seats in regular batch 8 seats in hybrid batch (online/regular)	To apply portfolio submission is must

# BFA in Photography COURSE OVERVIEW

The program facilitates learning in purpose-designed studios using latest technology and digital photographic equipment. This program integrates theoretical, conceptual and industry based models of photographic practice as they apply to the media and communication industry. You will actively engage in the production of images that speak to the vibrant cultural dynamic of contemporary image production and exchange. You will be challenged to produce work that responds to the critical discourses in both local and global contexts and you will explore emerging technologies, while also analyzing and synthesizing their relevance to your own image making. As a professional practitioner with specialist knowledge in photography, you will have the awareness and skills to interpret and shape your field once you graduate. We offer robust Industrial Training in various sectors to all our students.

So, if you are passionate about taking photography as a serious profession, then this is the program, for you!



## COURSE HIGHLIGHTS

Course Features	Specialization in Digital Photography, Visual Literacy & Communications, Aesthetics and Fine Arts, Practical of Various Genres, Digital post-production, Jobs / Business in Photograph	
University/Institution	Bachelor of Fine Arts (Photography) - Three Years Degree in Professional Photography	
Eligibility	12th Class pass Certificate in any stream. Based on Personal interview with Director.	
Foreign Tour	Optional* in 2nd Year	2 Study Tours mandatory in year one
Course Duration	Three Academic Years (Divided into 6 Semesters)	
Maximum Seats	16 Seats per Batch	To apply portfolio submission is must



# BFA in Film Making COURSE OVERVIEW

This course has been crafted to provide an intensive knowledge towards the understanding of cinema in different genre of filmmaking i.e script writing, Cinematography, Direction, and Editing. This course focused on day to day operation of the Motion Picture Cinema Process, Short films, Documentary and commercial and deliver the expert guidance on above. Please note, this course is offered educational help and as a tool of path – making, in the end, student will have to perform and deliver their assignments, which will prove their skill and attitude in real world.



## COURSE HIGHLIGHTS

Course Features	Provide students with an understanding of concepts and processes in the field of film making. Develop basic and advance skills of pre- production, production and post production in the art of Film making.	
University/Institution	Bachelor of Fine Arts in Flim Making - Three Years Degree Professional Photography	
Eligibility	12th Class pass Certificate in any stream. Based on Personal interview with Director.	
Foreign Tour	Optional* in 2nd Year	2 Study Tours mandatory in year one
Course Duration	Three Academic Years (Divided into 6 Semesters)	
Maximum Seats	16 Seats per Batch	To apply portfolio submission is must

# **DIPLOMA** in Photography **COURSE OVERVIEW**

Under this program a student pays for only one program, but receives advantage of the dual diploma program. In association with faculty of fine arts of a UGC Recognized Indian University, IIP confers Diploma in Professional Photography as well as a Dual Diploma in Photography in the duration of just a year.

So, if you are serious about taking photography as a profession, then this is the program, just for you..!!



## **COURSE HIGHLIGHTS**

Course Features	Proficiency in Digital Photography, Sources & Quality of Various Lights, Practice outdoor & studio Photography, Digital post-production, Visual Literacy. Specializations, Jobs / Business in Photography	
Course Name	Dual Diploma in Photography - One Year Diploma in Professional Photography	
Eligibility	10th Pass. Evening Degree / Vocational Courses students may also join. Students will need to have their own DSLR, laptop and external hard drive (Students with questions regarding cameras are encouraged to contact the instructor)	
Course Duration	One Academic Year (Divided into 2 Semesters)* Sem 1 - Foundation and Sem 2 - Specialization	
Maximum Seats	16 seat per batch	To apply portfolio submission is must

*\*Ask for more options*



# DIPLOMA in Cinematography COURSE OVERVIEW

IIP believe in complete dedication and understanding of creative Genres of learning and so we bring Dual Diploma in Digital Cinematography for our creative youth enthusiastic to learn and grow further in the field of Cinema.

The Course covers the understanding of major pillars of Cinematography like Different Camera Techniques, Cine-Lighting, Camera Rigging Techniques, Editing and Color Correction. As the course major focus is Cinematography but at the same time knowledge of Working on the Script, Screen Direction, Story boarding, Sound, Editing and Color Correction and Other skills is also important for a Director of Photography which will be the part of the course.



## COURSE HIGHLIGHTS

Course Features	Understanding of concepts and processes in the field of film making and Cinematography. Develop basic and advance skills of pre-production, production and post-production in context of Cinematography	
Course Name	Dual Diploma In Digital Cinematography - One Year Dual Diploma in Digital Cinematography	
Eligibility	10th Pass. Evening Degree / Vocational Courses students may also join. Students will need to have their own DSLR, laptop and external hard drive (Students with questions regarding cameras are encouraged to contact the instructor)	
Course Duration	One Academic Year (Divided into 2 Semesters)* Sem 1 - Foundation and Sem 2 - Specialization	
Maximum Seats	16 seat per batch	To apply portfolio submission is must

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# RESIDENTIAL PROGRAM

## **Fully Immersive Residential Program:**

The **mandatory residential program** at IIP Kausani ensures students are fully immersed in their creative and academic journeys. Living on campus fosters a strong sense of community, promotes **focused learning**, and allows students to engage in **collaborative projects** and peer-led initiatives. **Faculties and management** also reside on campus, ensuring a **seamless living-learning environment**.









# IMMERSIVE LEARNING EXPERIENCE:

## **Safe, Secure, and Tranquil Environment:**

The **Himalayan location** not only offers stunning beauty but also provides a **safe and secure environment** for students. The **calm surroundings** of Kausani ensure that students can concentrate on their studies and creative work without distractions.





# SATVIK MEALS AND WELLNESS:

## **Unique Food and Health Facilities:**

In line with our **Vedic values**, students are provided with **Satvik meals** that are wholesome, nourishing, and conducive to **mental clarity** and **physical health**. These meals are designed to maintain holistic **well-being**, crucial for a stress-free and productive academic life.

## **Daily Wellness Practices:**

Alongside the academic and creative curriculum, the IIP Kausani Centre encourages a **holistic lifestyle** through **meditation, yoga, and nature walks**. These activities are integrated into the daily routine, promoting a balanced life that fuels artistic inspiration.







# CULTURAL IMMERSION AND HERITAGE:

## **The Cultural Heart of Asia's Art Scene:**

Located in **Uttarakhand**, IIP Kausani offers students a deep connection to **India's cultural and spiritual heritage**. Students will explore **traditional Indian art forms**, engage with local communities, and understand the **philosophical teachings of Vedic sages**. These cultural experiences enrich their understanding of art's role in society and history.

## **The Himalayas as a Creative Backdrop:**

With the Himalayas as a constant source of inspiration, students will find that the **natural beauty of the mountains** enhances their creative output, connecting their work with the rhythms of nature and the broader universe.





# GLOBAL OPPORTUNITIES AND CAREER READINESS:

## **International Exposure and Networking:**

IIP Kausani has forged **strong global partnerships** with leading art institutions, galleries, and cultural centers. Students have opportunities to **exhibit their work internationally**, participate in **global competitions**, and **network with industry leaders**, ensuring they are well-prepared to take their art to a global stage.

## **Industry-Integrated Learning for Future Success:**

Our programs include **internships**, **industry visits**, and **collaborative projects** with top names in photography, fine arts, and

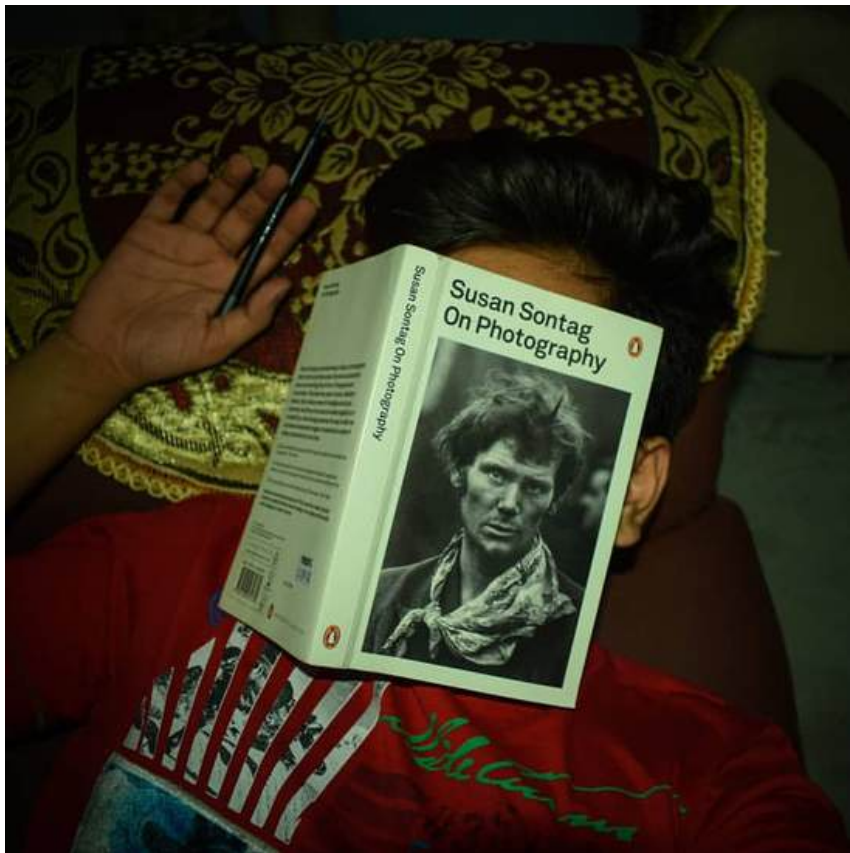






ANALOGUE PHOTOGRAPHY









DOCUMENTARY PHOTOGRAPHY





CONCEPTUAL PHOTOGRAPHY





EDITORIAL PHOTOGRAPHY





COMMERCIAL PHOTOGRAPHY







The World of IIP awaits you all at



☎ 0120-434 6600 🌐 [www.iipacademy.edu.in](http://www.iipacademy.edu.in)



9015 422 322 📞 [info@iipfoundationindia.org](mailto:info@iipfoundationindia.org) ✉

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Purpose of content and photographs of photographers shown in this book is IIP's respect towards them.  
It is shown as inspiration/ guiding lights to the students looking for visual arts as a professional career.

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The World is Yours!