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Director of Tasveer Art Gallery **Abhishek Poddar** recounts his journey of starting a gallery dedicated to photographs...

Sharanya C R

From being the director of a prominent family business, to having worked in a law firm, you forayed into the field of art. How did you decide to start your gallery Tasveer?

I am basically from Kolkata and did my initial schooling there, followed by a brief period in Dehradun. I came back home to pursue my bachelors in commerce. I first worked in a law firm and later in a bank and joined my family business post that. Though I am not a photographer, I am an ardent lover of art and wanted to showcase photographs and always felt the need for a proper gallery. That's when I decided to start Tasveer, an exclusive space for photographs, along with Shalini Gupta and Navin Kishore. That was about six years ago and we opened Tasveer in four major cities of the country.

From someone who has shifted gears in the choice of professions, what are some of the pitfalls you've faced, when starting Tasveer?

All of us at Tasveer come from different business backgrounds. So there were no hurdles with regards to funds. However, the real difficulty was in convincing people that photography is a form of



GOOD HOST:
Abhishek Poddar

art. Earlier, people had different perceptions and mindset about this art form.

To persuade them to look at it with a different angle was a task. However, these challenges don't apply to today's scenario.

Photography is hugely popular these days and several people make it their profession now. Has the market for good pictures changed over the years?

The art form has come a long way. It is now considered to be one of the main-streams in arts. However, it is also true that people consider photography as a glamorous line of work. Every person who owns a camera phone becomes a photographer. But there are a bunch of

serious photographers who work very hard to succeed in this field. If you do one good work of the ten you have displayed, you don't succeed. When you get all the ten right, one indeed becomes successful in mastering the art. It takes hard work and a lot of patience to become successful in this field.

What's your word of advice for aspiring photographers?

If one wants to become a photographer, just go ahead with your intuition. Follow your passion, believe in yourself and never lose hope. Always have a positive mind and believe that your dream will come true someday.

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