



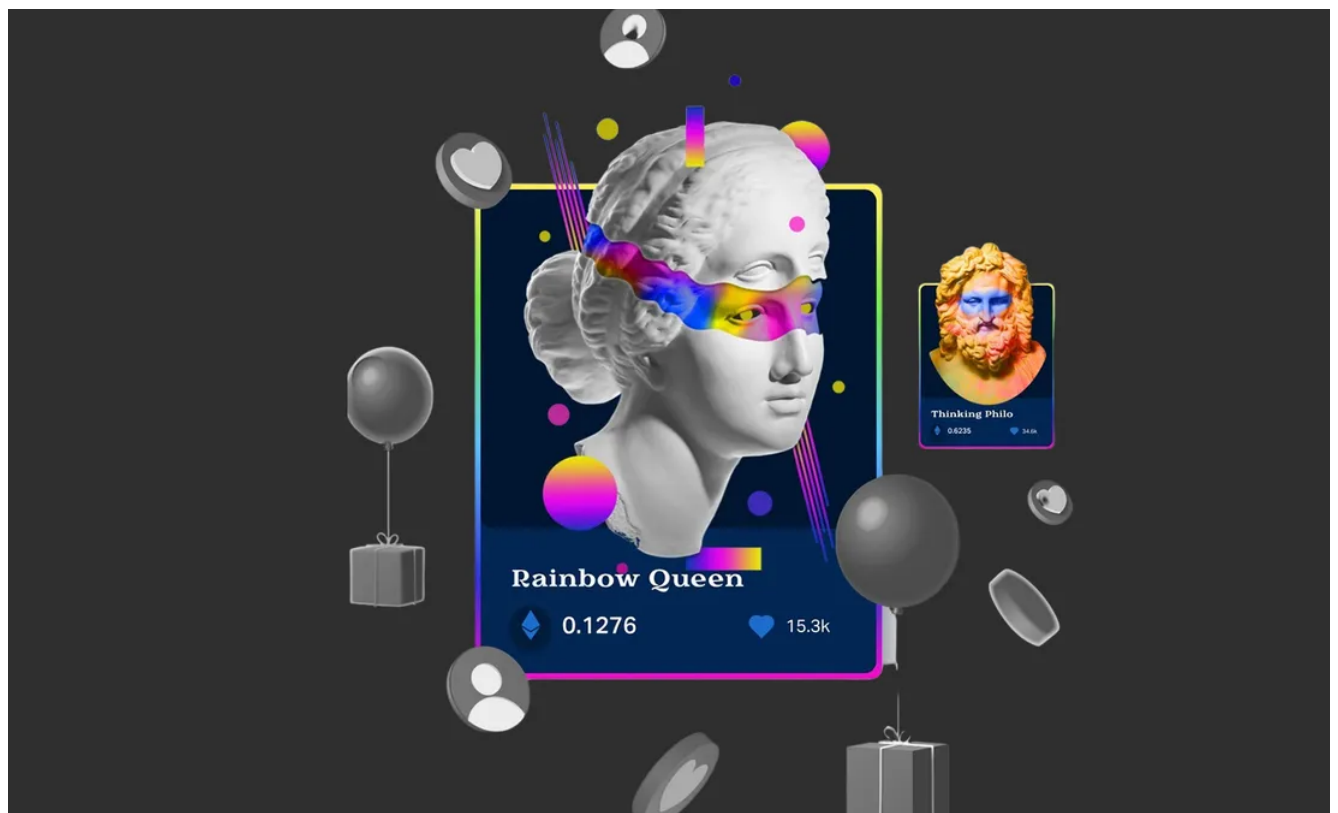
GET SMART

How to mint an NFT and sell it (according to someone who has done it)

Ujwal Puri is a Mumbai-based photographer who has listed several of his photographs as NFTs online. Here's how he did it.

By [Abhishek Mande Bhot](#)

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Ujwal Puri is better known by his online identity @ompsyram. Puri shoots photographs, primarily of Mumbai where he stays. He describes himself as a multi-disciplinary photographer specialising in urban architecture, aerial, storm, cityscape, and festival-cultural photography. Puri is self-taught and considers photography an active form of meditation that's helped him get over alcoholism by becoming more disciplined in life.

With over 56k followers on Instagram and 11k followers on Twitter, Puri's work is consumed and appreciated by several including industrialist Anand Mahindra who retweeted Puri's photographs.



ompsyram
57.6K followers

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4,433 likes

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By his own account, Puri has been into NFTs since 2021 and has been trading several of his photographs as NFTs on select platforms. Which also makes him uniquely qualified to answer everything we've wanted to know about minting and selling NFTs. Starting with:

What is an NFT?

NFT or Non-Fungible Token is a unique digital asset representing a real-world object. It's a unit of data stored on Blockchain that is not interchangeable but can be sold or traded.

A Bitcoin unit (ie 1 Bitcoin) can be exchanged for another Bitcoin unit. But you cannot exchange one NFT (say a photograph of the Taj Mahal that's been minted as an NFT) for another of the same because there cannot be another of the same.

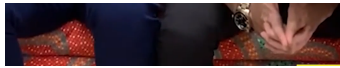
It would be like trying to exchange the Mona Lisa for another Mona Lisa. That's impossible since there's just one Mona Lisa. You could, however, sell the Mona Lisa for money or exchange it for another painting of a similar value.

An underlying software encoded within the NFT contains a smart contract that has the details and information such as royalties, the date when the NFT was minted and sold, etc. All of this makes the NFT unique. This also makes it impossible to duplicate the NFT.

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How do you mint your work as an NFT?

First, you need to buy cryptocurrency such as Ethereum because the transaction fees and payments to mint and list your work as NFT have to be made through your digital wallet in cryptocurrency.

In India, you can buy cryptocurrency through exchanges such as WazirX , Coindcx , Coinbase where you will need to create an account by providing government-approved ID proofs.

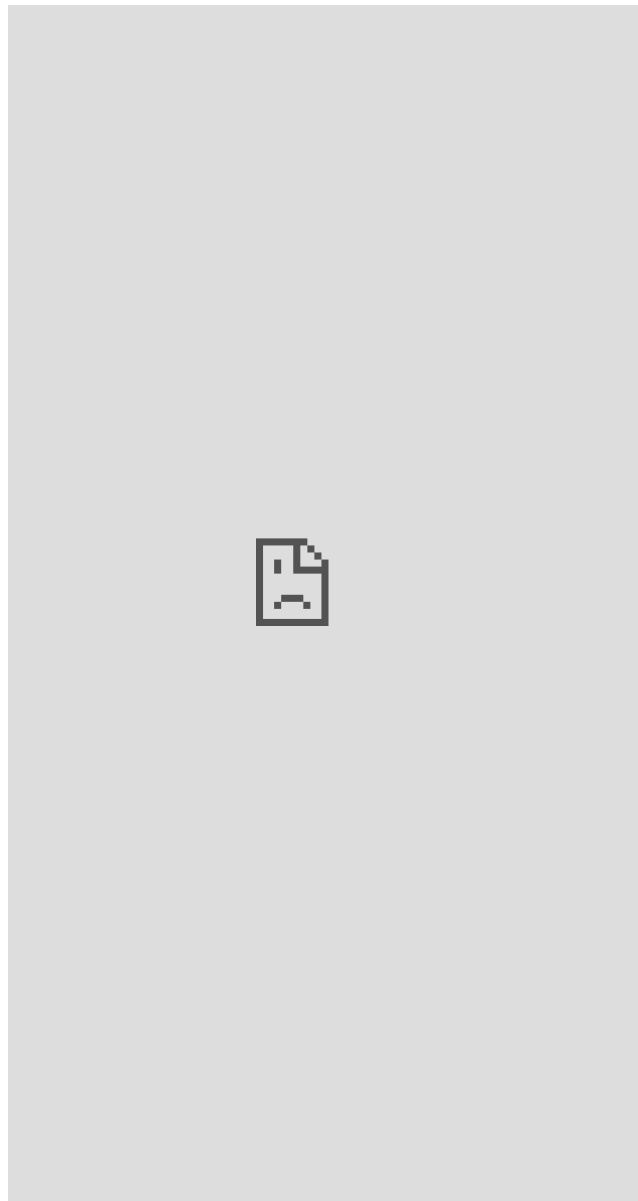
Once you have bought the cryptocurrency, you will need to create a Hot Wallet. I used MetaMask to create one. This is the wallet you will use to access your NFTs and crypto earnings.

You can now transfer the cryptocurrency you bought on the local exchange (such as WazirX etc) to this wallet. It takes a few minutes for the cryptocurrency to get transferred from the exchange to the Hot Wallet.

Next step: You create an account on an NFT marketplace. There are several such marketplaces. Some of them include Foundation, Opensea, Rarible, Knownorigin, Makersplace, Superrare, Looksrare, Coinbase, Sloika etc.

I have primarily minted my works on Foundation and Opensea. Foundation is an invite-only marketplace whereas Opensea is a marketplace that is accessible to all.

Complete your profile, link the account with your Hot Wallet and you've officially set up shop.



You then select an image, audio, video, or digital art you want to put up for sale and set a price for each. Once this is done, you will be required to sign the contract and list the NFTs for sale. You can decide on what blockchain you want to mint these NFTs on and what cryptocurrency you want to accept when you make the sale. I use the Ethereum Blockchain.

How can I buy an NFT?

To purchase one of my NFTs, you would need a crypto wallet with cryptocurrency in it. I accept Ethereum as payment. This does not mean

you only require Ethereum to buy NFTs. Different artists accept different forms of cryptocurrency as payment.

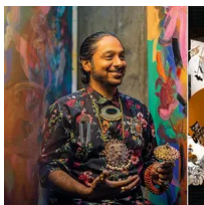
Once you have a crypto wallet, you can connect it to any of the marketplaces — Foundation, Opensea, Rarible, etc — and start bidding or buying.

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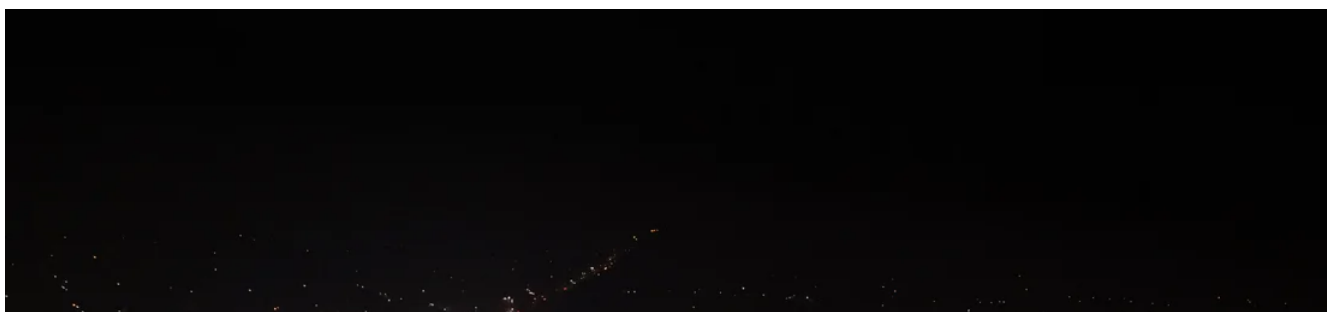
When you sell an NFT, do all the copyrights transfer to the buyer? Do you, as an artist, retain no rights?

As in the real world, there are different types of copyright models for NFTs. When I mint and list my work as NFTs, the collector who buys it holds what is called 1/1. This means that the photo will never be minted on any Blockchain ever.



But the commercial rights of the image remain with me. This means I can sell the image as a print or let someone use it digitally. I cannot, however, make a copy of it.

Yet another copyright model — Creative Commons 0 License — makes it possible for the NFT to be released free of cost for everyone to use. I have sold one such image to Punk6529 and the image is available free of cost to everyone.





Even another model is where the artist and collector share 50/50 commercial rights after the NFT is sold and one more model is where the collector gets the 1/1 NFT and the print as a 1/1 too which means I also won't be able to sell the print of the photo to anyone.

Can I copy-paste for NFTs? What's stopping me from using the right click button on my mouse?

Let's go back to the Mona Lisa. Even though there are thousands of its prints, we all know that the original is sitting in the Louvre Museum. That's been marked as the original.

It's exactly how it works with NFTs. Just like the Mona Lisa, there's nothing stopping anyone from copying and distributing the image; if anything it adds to the value of the original. Just as the Louvre owns the Mona Lisa, the owner of the NFT continues to own the original rights that are written in the smart contract and verified on the Blockchain.

In NFT parlance, the Mona Lisa in the Louvre is 1/1 — unique with the title clearly indicating who owns it (in this case it would be the Government of France).

What can I do with the NFT I have purchased?

You can have them up on your virtual galleries and display them on digital screens as art on your wall. You can flaunt your PFPs (profile picture projects) as a status symbol as they hold a lot of value.

Many of the NFTs provide access to the metaverse in the future. You hold these NFTs as the artists give early access to their future project drops and also get entries to private events and parties.

As a creator, how does NFT help your business?

NFTs give authenticity and value to my work. They prove that I am the owner and creator of a certain image. To me, this is important because my work has often been stolen and plagiarised.

Having my work as NFT helps me access a market that is open 24/7 and can be accessed by anyone in any corner of the world. It has given me visibility that I've never had before; my NFTs have been displayed across many exhibitions in galleries around the world.

But most importantly, it has helped me connect with thousands of artists and collectors who have helped me learn about NFTs and how to make the most out of it.

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