CHAPTER THREE

OBJECTIVES, HYPOTHESES & RESEARCH METHODOLOGY

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OBJECTIVES, HYPOTHESES AND RESEARCH METHODOLOGY

3.1 Rationale Of The Study

The Indian entertainment industry has outperformed the overall economy and is one of the fastest growing sectors in the current decade, according to a report produced by the FICCI. The industry has experienced a growth of more than 30% over the last five years.

The industry generates employment opportunities to nearly 2.5 million people and is projected to increase to over 4 million. The economic significance of any industry lies not merely in the volume of industry but also in the quantum of employment especially in a labour surplus economy like India and thus this industry too plays an important role.

The industry is a blend of all the following correlated activities.

- Animation
- Audio-visual
- Costumes
- Distribution services
- Education and training
- Film
- Financing
- Independent film
- Location services
- Makeup
- Multimedia
- Music
In 2001 film was accorded the industry status by the Indian government thereby enabling film financing from banks and other financial institutions. A much-needed corporatization of the industry is beginning to take place with the growth of professional management and accountability and the introduction of insurance and completion bonds.

Radio was privatised with 37 FM radio franchises being awarded. The government is moving towards signing a number of co production treaties to provide a framework within which private and public partnerships can flourish.

The current major foreign investors in the sector are Universal and Sony. There are opportunities for foreign capital investment in production houses film and television studios. Foreign investors will no longer have to seek clearances from the foreign investment promotion board or permission from the RBI.
Several private film and television training institutions are under construction all over the world. The players in entertainment industry can be classified into three-link chain. The studios including the animation studios, constitute the first link that is, the hardware part of the industry, the content providers are the second and the third the distribution trolleys comprising the cable and satellite channels as well as the theatres.

The small studios face problem of lack of ability to adapt lack of scale and dependence on broadcasters.

A lack of transparency, unorganised financing and piracy have been the major barriers to attract investment from venture capital, private equity, banks and public in it.

The challenge facing the major production houses is to become corporate entities.

It’s a highly unorganised industry and there is a need to instil a greater discipline in the functioning of the industry, which will lead to greater consolidation in the future.

An important milestone was in the year 2000 when it attained the industry status and ushered an era of professionalism, organized financing and corporatisation resulting in the emergence of corporations and studios.

In the history of studios Mumbai, Chennai and Calcutta occupy a significant place.
The three cities had the same kind of geographical conditions and offered a lot of scope for outdoor shootings due to various natural settings. The then stalwarts also established studios in Pune and Kolhapur in the state of Maharashtra due to the lush environs and natural beauty.

Maharashtra is a cradle of the Indian Film Industry and a citadel of Hindustani Cinema.

The history of studios dates back to the setting up of various film companies. Dadasaheb Phalke set up the Hindustan Cinema Films in 1913 in Nashik and the studio was a role model in its times.

The Prabhat Film Company was set up in Kolhapur in 1929, which was moved to Pune for more viability in 1933. There were other studios like Jayaprabha too set up in Kolhapur. Mumbai witnessed the growth of a number of studios in the 60’s.

Film industry is a vibrant industry and provides scope for a lot of employment as well. Sound plays an integral part in all spheres of our life. In the era of communication revolution, sound has an important role to play whether it is through the medium of radio, or television or mobiles. All that we hear through these mediums is often the recorded sound. Thus is the importance of the recording studios.
Recording studios can be described as a dedicated acoustic environment, which allows all the operations to be carried out in reasonable comfort and safety. Thus it plays an important role in creating and telecasting what is to be shared with the masses.

The entertainment industry is on the rise with a large number of films being produced every year. There is a mushrooming of television channels and privatisation of radio has opened the floodgates for the Radio industry. The animation and gaming industry prospects are also bright in India. In case of the educational sector Distance learning and E learning projects are adding another dimension.

All this necessitates the need for pre-recorded content, which can be telecast, and this is the role of the recording studios.

The two most important factors in the recording studios is the equipment and the human resources who use these equipment

This is an attempt to study the recording studios with respect to the technical and human resource aspect in some selected cities in Maharashtra during the period 1993 to 2003.

### 3.2 Objectives

The researcher had the following objectives in mind while taking up this study.
1. To study the operations and general working of the recording studios.

The final product, which one hears on the radio or watches on television seems to be a perfect product, but there is a need to understand the processes which go on to achieve that final result. What are the various ways in which a person's voice could be modulated, to achieve the best possible result on the listener or viewer, whose opinion is the last word?

2. To study the technical aspects of the recording studios in the selected cities of Maharashtra.

Technology is a dynamic element in today’s modern world and is an ever-changing need. There is a need to understand if the recording studios have adapted themselves to the latest technology and this is especially relevant in the context of Mumbai and the other selected cities.

3. To study the human resource aspects involved in the recording studios in the selected cities.

Human resource is the other important aspect in this industry and there is a need to understand the aspects of earnings, working conditions, the motivational factors involved in this job and other related aspects of human resource management in the recording studios. What drives a person to seek employment in this dynamic arena?
4. To study the contribution of the recording studios in providing employment.

The genesis in the setting up of the recording studio, lies in the fact that earning of money is never the main consideration, but on the contrary it is the artistic bent of mind with flair of creativity, which often leads to its establishment. But in the course of this artistic endeavour, the studios also provide employment for all like-minded individuals. There is need to find out if these studios along with their main purpose contribute towards employment and especially self-employment.

5. To study the scope of the recording studios in cities, other than Mumbai, in Maharashtra.

Mumbai is the hub of filmmaking and thus there is a lot of scope for the recording studios in it. The emphasis is to find out the scope of the recording studios in other cities like Pune and Kolhapur, which have been historically the birthplaces of studios. What is the contribution of the recording studios in these cities to the total recording business and whether location played any role in the growth and development of the studios?

6. To study the impact of the small sized recording studios pitted against the big studios in the recording business

There are different kinds of studios functioning on small scale and big scale as well. The study tries to analyse the existence of the small sized
studios pitted against the giant studios in the recording business. How do the small sized studio manage to conduct business?

7. **To understand the type of ownership pattern in the recording studios.**

There are private studios and there are government studios functioning in the industry. In the private studios there are different types of ownership patterns like sole proprietorship, partnership and private and public limited companies. There is an attempt to study the impact of ownership pattern on the business of the recording studios and also to understand if there exists a correlation between the organizational structure and the city of business.

8. **To study the prospects of future growth and development of the Recording studios in the present era of high technology.**

The scope of high technology is widening its horizons and according there has been an emergence of concepts like voice messaging in telecom industry and the concept of Distance education and E learning in the educational sector. All these novel concepts require the services of recording studios. An attempt is made to study the prospects of the recording cities in these new areas of technological development. There has also been a mushrooming of television channels and a possible advent of the same in radio as well in the near future. Does this fact enhance the prospects of the recording studios and what future can be envisioned for them in the selected cities of Maharashtra?
3.3 Hypotheses

I Technical aspect in the recording studios in Maharashtra, even though is getting emphasized due to the high tech scenario of modern times, still the need to upgrade on the basis of modern international standards is imperative.

II The recording studios in Maharashtra with regard to human resource aspect, both in public and private sectors need overhauling.

The first hypothesis is framed on the basis of a preliminary study of the recording studios in Pune and tries to correlate technological developments and the growth of studios in Maharashtra.

The second hypothesis is framed to understand if the human resources involved in the recording studios get due credit for their contribution. It also tries to analyse the involvement of all concerned directly with the studios. It could be the technicians, the office staff, the artists or the clients of the studios.

3.4 Research Methodology

Three cities in Maharashtra were selected for the study, namely Mumbai, Pune and Kolhapur. All the selected cities have had a history of studios with stalwarts. Mumbai is the hub of all recordings and the centre of the
entertainment industry not only in Maharashtra but also in India and globally too, with Bollywood making its mark world over.

Pune and Kolhapur have been the birthplaces of many famous studios like Prabhat and are cities of cultural heritage. They have played an important role in the making of regional cinema as well. Primary data has been collected through study of the recording studios include the government owned studios like Balchitrawani, Film and Television Institute of India as well as the private recording studios in all the three cities.

Data has been collected with the help of interviews with studio owners or managers and questionnaires, which were administered to all involved with the studios, namely the owners or managers, employees, artists and the clients of the studios.

3.5 Sample Size

A clustered sample on random principles was collected from the cities of Mumbai, Pune and Kolhapur on the basis of both private and public ownership of studios.

There is no official published data of the recording studios except the ‘SCREEN’ directory, and ‘MUSIC MASTER’ which lists the names of some of the recording studios. According to SCREEN and MUSIC MASTER there are 108 recording studios in Mumbai. There is no mention
of the number in Pune and Kolhapur. On the basis of a study, the researcher placed the number to be around 40 in Pune city and 6 in Kolhapur. A sample size of 50 studios was selected, on the basis of both private and government ownership, which includes 27 studios from Mumbai, 20 from Pune and 3 from Kolhapur respectively. Thus a sample size of 25% in Mumbai and 50% each in case of Pune and Kolhapur is selected.

A sample of 75 employees were selected at random from all the 3 cities namely Pune, Kolhapur and Mumbai and include both technical and administrative staff.

Sample size of 50 artists was taken which include singers, musicians, actors, narrators and presenters, dubbing artists etc.

A sample of 25 big customers[on volume of business] were selected for the study which includes advertisement firms, corporates, music directors, producers and the IT sector.

3.6 Method Of Sampling

Primary and secondary source of data collection was adopted as a method of sampling.

In the primary sources, interview and questionnaire method was used. Interviews were conducted of the concerned owners or managers of the recording studios. Interviews were also conducted of the employees of the
recording studios both technical and administrative.

The artists of different genres like singers, musicians, actors, narrators were also interviewed to understand their dimension of the recording studios and the clientele of the studios were also added. These included advertisement firms, music directors, producers, call centres etc.

A structured questionnaire of questions were submitted to the owners or managers, employees, artists and the clients of the studios.

Secondary data was collected through books, newspapers, magazines, websites, etc.

The data was then collected and properly computed, tabulated and analysed for the study.

Pramod Chandorkar in Studio One