CHAPTER FIVE

DATA COLLECTION

5.1 Sampling Design

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5.1 Sampling Design

5.1.1 The study is based on a stratified sample of 50 studios selected at random from the three cities of Mumbai, Pune and Kolhapur.

It was a difficult task to collect the data because the studio owners were initially apprehensive of the survey and its purpose. The Pune studio owners were comparatively more cooperative in the whole endeavour.

The researcher, to get an insight in the working of the studios visited most of the studios personally, but some owners were contacted over the phone or through email.

A questionnaire was administered consisting of 33 questions to the owners or managers of the studios.

The infrastructure of the studio plays an important role and thus questions relating to the size of the studio were asked.

The topic has a definite time frame and thus the year of establishment of the studio has relevance in the questionnaire.
There are different types of studios like audio, audio visual, dubbing, editing and animation and thus a separate question to assess the type of studio was framed.

It was necessary to understand the difference between the working of a government owned and private studio and also the different organisation structures and thus a question of the same was administered.

A studio can provide various facilities to its clients and there was a need to find the gamut of services offered by these studios.

Support systems, like air-conditioning also have a place of importance in the acoustics of the studio and thus the question relating to the same was framed.

Questions relating to the technical aspect, like type of equipments, provision for maintenance of the same and technical upgradation play a pivotal role in understanding the technical resources of the studio.

The success of the studio depends on the hours of recording or number of assignments it receives, and thus an attempt was made to understand the same through the questionnaire.

Certain studios undertake a certain type of assignments as it proves more lucrative for the studio and thus an analysis of the type of assignments was needed.
Human resources play a very important role in the working of studios and thus the studios were asked about the number of human resources, the basis of appointment, basis of selection of staff, training, measures for qualitative improvement and other relevant issues of human resources.

The studio owners were also asked to comment on employee turnover in this field and the measure to reduce the same. There were also asked to comment of the importance of both the resources namely technical and human.

The study is restricted to Maharashtra and thus the studio owners were asked to rate their studios with other studios in Maharashtra as well as with others in India as well.

5.1.2 Human Resources are an important part of the studios and the employees constitute a major element of the same. A sample of 75 employees was selected at random, which included 50 technical and 25 administrative employees of the studios.

The employees were interviewed personally and a questionnaire of 25 questions was administered to them. The employees were asked about the nature of employment to find out the number permanently employed.

Questions regarding their earnings were asked to assess if there is a significant difference in the earnings of employees in the 3 cities. The employees were
asked the factors instrumental in accepting their present job. Their satisfaction levels were judged as well, on terms of monetary and job satisfaction.

Professional training is imperative and the employees were asked to comment on the same.

Questions relating to length of service in these studios and association with a particular one were also asked.

The employees were asked to comment on the technology and its impact on their jobs.

There is an amount of employee turnover in all organizations.

Employees were asked to comment on the rate of the same in the studios.

There was a need to find out if there existed an association of employees and its contribution.

5.1.3 50 Artists were selected at random, which included Singers, Musicians, Actors, Dubbing Artists, Narrators and Presenters. The Artists form an integral part of the human resources in the studios.

A questionnaire consisting of 12 questions was administered.

The artists were asked about the number of recordings per month to correlate it with the studio bookings.
They were also asked about their preferences of a particular studio if given a choice. This was to understand the various factors which play an important role in selection of a particular studio.

Artists are the people who directly utilise the services of the recording studio and thus questions regarding the choice of a studio would be best implemented by them. But, are they given this choice? This question was framed with this objective in mind.

The artists were also asked if they had recorded outside Maharashtra or India to have a comparative analysis of the studios.

Technology plays a crucial role in studios. Do the artists reap the benefits of this technology directly? An attempt was made to understand this.

Sync Recording and recording in an Acoustic Environment has its own advantages and limitations and who better to describe this than the artist himself.

Recording is an art and science and the artists were asked if knowledge of the recording techniques would enhance their contribution to the final product. Also if they owned a studio, would it benefit them as an artist? Lastly, the recording studios help to provide a platform for them to showcase their talent and thus they were asked to comment on the future and scope of the recording studios.
5.1.4 Customers form an integral part of any business organization.

In fact, the very existence and progress of the organization depends on its customers. The same applies even to the recording studios.

In order to understand the interaction of the studios with its customers, a sample of 25 big [on volume of business] customers were selected at random.

It was very difficult to get the customer profile from the studios but the researcher managed to convince the studios to give few references of their customer base.

The customers of the studios vary from film producers, music directors, advertisement agencies, management institutes, corporates to individuals.

The Customers were asked about the studios they visited, the types of recordings undertaken and the reasons for selection of a particular studio etc. The customers were also asked to comment on the resources of the studio, both Technical and Human Resources.

An attempt is made to understand the working of the studio from the perspective of the customer and the parameters on the basis of which they select a particular studio.
This would enable the researcher to decipher the relation of the studio with another aspect of human resource, namely the customer and if such relationships have an impact on the working and progress of the recording studios.

Customers were asked the purpose of the utility of the recording studios for their business. Questions regarding the frequency of their visits to the studios to assess the working of the studios.

They were also asked if they preferred to visit one or many studios to understand the importance of customer relation management in case of the studios. The customers were also asked to state the important factors, which helped in selection of a particular studio.

Lastly they were asked to comment on the scope of the studios in Maharashtra.

5.2 Studio Survey

**AJIWASAN STUDIO**

This studio was started by the noted singer Mr Suresh Wadkar and is considered one of the best sound studios in Mumbai. The studio offers both analog and digital recording facilities and is looked after by one of the sought after sound recordists, Mr Pramod Ghaisas.
ALL INDIA RADIO [AIR]

India is one of the few countries that took the initiative of radio broadcasting way back in the early twentieth century. The name of All India Radio [AIR] was given to this service in 1936.

After independence the name Aakashwani was given in 1957 and the service of Vividhbharti began then, and in the sixties many centers of Aakashwani were established all over the country.

The Pune station has a wide array of studios within it to cater to the needs of the medium. There are two music studio, two dubbing and talk studios and one drama and rehearsal studio. All acoustics is of the strip nature but the recording is still done on mono system and not digital.

Also the studio does not have a separate designation for a sound recordist as such, as the artists normally prefer to do it themselves. In other cases the technicians and sound engineers assist the persons to do so.

It was only in 2000 that the frequency modules were licensed out to private companies on contract basis to broadcast mainly entertainment programmes, which is an important step. The radio still continues to have a wide access than the other mediums.
CHORDS INDIA

This studio has a highly professional multi track recording set up for all the possible facilities for Analog and Digital sound recording. They also have a wide range of musical instruments as they run the Institute of Modern Music, which imports training in various musical instruments as well as voice culture and recording techniques.

Professor Suhaschandra Kulkarni, one of the founders of Melody Makers and his son look after studio and feel that the scope is definitely increasing in Pune.

As they have their own band, the studio was specially set up for personal requirement and then extended to commercial use.

CIT NETWORKS PRIVATE LIMITED

This studio is the one of the latest entrants in the field of recording studios in Pune and is headed by the Mulani group. The studio is a well-equipped with
digital set-up of cameras and consoles and other equipments. They have a chroma video studio for recordings too. The Mulani group also owns two farmhouses, which are rent out for shoot purposes. They are also involved in the publication of a youth weekly” Blew note”.

DOORDARSHAN

Television was first introduced in India in 1959 on an experimental basis under the help of UNESCO fund to find out the importance of television as a medium to educate people and it was in 1972 that the first broadcasting station began in Delhi and later on different centers were set up in Mumbai, Madras, Calcutta, Pune, etc.

Later on the broadcasting began with the help of the Insat 1 A and Insat 1 B and today television has reached almost all the households in India. In the nineties with the cable invasion, the audience can choose what to watch from a number of channels.

The Doordarshan Kendra in Pune has a wide array of studios within to record programmes, interviews and serials
EDUCATIONAL MULTI MEDIA RESEARCH CENTER

Educational Multi Media Research Center or more commonly known as EMMRC was established in the eighties and has 17 such centers all over the country.

EMMRC is one of best-set studios with the layout being designed by the designers of the BBC studio and is one of the best-equipped studios in Pune today, with the best equipments and an equally efficient staff who have been with the studio since its inception.

EMMRC, Pune has produced some of the best countrywide classroom programmes, which have won many national and international awards.

EMMRC offers a lot of scope for enhancement of creativity for the staff, as they face no restriction of subjects or finance to produce good films or fillers. They have a staff of more than twenty-five persons on a permanent basis, but a lot of talent is needed for the programmes, which is recruited as per requirements of the programmes.
EMPIRE SOUND STUDIO

This studio is the outcome of a partnership between the Nadiadwallas and Lakadawallas and provides all facilities of recording under one roof. The dubbing and animation studio too form a part of it. It has all the latest technological equipments needed for recordings of all types.

ESHWANI KENDRA

Eshwani Kendra was set up way back in 1976 as a national institute for the study of religions and social communications. Eshwani communications conducts training programmes for the media personnel on communication through the channels sound slides, audio cassettes, video cassettes to promote its aim.

Slide and sound programmes on Christianity, world religions and social themes are produced and distributed from here. It has a well-equipped studio for professional recording, which is hired out for commercial use. At present Father Edwin looks after the recording and he has an experience of more than 20 years in this field.
FAMOUS STUDIOS

The Famous Studios is owned by the Rungta Family and managed by Mr. Farhad Dadyburjor.

The Famous Studios is compiled of 8 Studio Floors, which are fully Air-Conditioned.

There are 3 Digital Sound Recording Studios with top-notch recording facilities.

There is a Telecine Facility where Film Scanning, Visual Effects and DVD Authoring are carried out.

There is also a House Of Animation where 2D/3D and Clay Animation, Motion Graphics and Multimedia Factors take place.

The Famous Studios also consist of an Editing & Special Effects sector.

FILMCITY

Filmcity is spread over 500 acres of land with a backdrop of valleys and contours. It has 16 studios with makeup rooms and overnight rooms as well. There are permanent locations and separate editing rooms a film-processing lab in tie up with Adlabs. It offers concessional rates for regional films. It has all the latest technological equipments and skilled technicians in this field.
Film and Television Institute of India that trans Film making talent of the country, was once, one of the top film studios of the country.

The Film & Television Institute of India (FTII) was established by the government of India under the Ministry of Information & broadcasting in 1960.

The Institute is equipped with sophisticated sound recording equipment, editing machine and modern movie cameras. It has two studios, three projection theatres and a modern film-processing lab.

The film department looks after the training in all aspects of filmmaking and has one of the best consoler in the world for training of its students.

The television department caters to training needs of production and technical staff of Doordarshan. There is a sound department too, which has all the latest mixing techniques including analogue and digital type.

Presently, the FTII conducts courses in four major area of film making namely direction, camera, sound recording and editing.

The FTII has a huge annual budget and employs more than hundred people.

It plans to expand training on short-term basis in other areas, like the scripting, voice over etc. Also plans are on to have a separate broadcasting station for the films and television programmes made by the trainees.
INDIAN MAGIC EYE PRIVATE LIMITED

The Indian Magic Eye Private Limited was set up in the late nineties and is currently involved in many activities including production of serials and dubbing of discovery programmes. The studio is a small set up with most of the postproduction work undertaken therein. Mr. Shrirang Godbole, one of the owners is closely associated the field of drama and films and his expertise is of a great advantage for the studio.

The studio is engaged in the production of many programmes for different television channels and all the owners feel that the scope of the studios in Pune is definitely on the rise. They have their own training academy, where artists are trained in all areas of recording, right from script writing to post production like editing.

MIMO STUDIOS

Mr. Milind Deo and Mohan who offer a “One Stop” service centre for all recording right from concept development to final recording initiated, Mimo Production. They also hire equipments whenever required and render postproduction services.
OM SAI ZANKAR STUDIOS

This studio is established and managed by Mr Vikas Mone in Kolhapur and undertakes all types of recordings. The studio is involved in the production of educational tapes as well. The studio does not have many employees and takes the assistance of technicians if required.

ORION STUDIOS

The studio is situated in the heart of the city and is managed by the team of Keskars, who have for long been associated with the field of art and music. They feel that the training in classical music is an added advantage for any sound recordist to give in his best.

The studio undertakes a lot of work for the Information Technology sector, which is a booming one in Pune and also has a number of clients including the railways and the electricity board of Maharashtra.

Most of the employees are engaged according to the needs of the clients and they have a comparatively small permanent staff of three people.

The studio owners feel that the scope lack of professional attitude is one of the major obstacles in the path of progress of the recording studios in Pune.
and if this is overcome, Pune could become one of the major centers for recording.

**RADIO MIRCHI**

The studio of Radio Mirchi in Pune started functioning in April 2002. It is the outcome of the licensing of the frequency modules on a contract basis by the ALL INDIA RADIO and its owned by the Bennett & Coleman Group.

The studio has two set-ups, of which one is a backup set-up in case of failure of the first. There are main two studios and a voice over room and the main control room in the studio. All equipments used are of digital mode, which gives it an edge over the others. Advertisements can be effectively recorded and then broadcast from the transmission tower of the studio. They also get the advertisements recorded in other studios if needed.

The target audience of Radio Mirchi was aimed at the age group of 18 to 35, but on account of the catching popularity, the segment has been widened to include all the age groups and programmes have accordingly being planned. Most of the shows are live shows where the contact with the audience is established by a phone call.
Radio Mirchi also earns revenue through advertisements, which are local in nature, & records these in its studio as well as out sources it to other studios.

**RAMA ELECTRONICS**

This studio is set up by Mrs. Vandana Bhale way back in the eighties, when there were only a few studios in the private sector. In fact her studio is one of the premier ones in Pune and was privileged to cover the Asian games events held in Pune.

Mrs. Bhale firmly believes that it’s the quality of work offered by the studios, which gets the clients to your studio, and once the client is satisfied with the work, he never goes to another studio. The studio undertakes only audio work but a one-person show can be done in the studio. Outdoor they do undertake video shooting too.

Mrs. Bhale is one of the few women with a studio of her own and she feels that she could manage her home and studio well because of the location of the studio in her home premises and full cooperation of her family and feels that the women should enter more in this field as they can render good recording services.
SHIVRANJANI AUDIOS PVT LTD

Shivranjani can be credited with starting the trend of the recording studios in Pune. The studio has managed to carve a niche for itself.

SOUND IDEAZ

Sound Ideaz is a recording studio specializing mainly in musicals and offers the best technological setup with the skilled expertise, and has created a strong foothold in Pune city.

STATE INSTITUTE OF EDUCATIONAL TECHNOLOGY

The State Institute of Educational Technology or more commonly known as Balchitrawani was set up in 1988 with the objective of producing and telecasting educational programmes for primary school children.

The institute is funded by the ministry of Human Resources Development, Government of India under the educational technology scheme. The main objective of the studio is to make the teaching learning process more meaningful and interesting for the students with the help of audio visual aids.
The studio is a well equipped one with the latest audio and video technology, which includes Betacam 3 CCD cameras, video recorders, AB roll editing suite, sound studio, etc.

**VIBRANIA THE STUDIO**

Vibrania was born on Oct 2000 and is headed by Mr. Ravindra Mankani, who is a well-known artist. It is a grand hi tech studio and has a floating floor that incorporates a room in room design to achieve a completely isolated sound proof-working place.

Mr. Mankani felt that in the cultural capital of Maharashtra that is in Pune, there should be a studio, which should provide every refined talent from each, filed of creativity and thus the setting up of this studio in the central location of Pune.

**YASH RAJ STUDIOS**

Yash Raj Films (YRF) has recently opened a state-of-the-art, fully integrated Film Studio. This one-of-its-kind Studio houses three Sound Stages and is the only complete soundproof and air-conditioned Studio in India. The Audio Wing houses the most advanced audio and video recording and post-production facilities.
The Studios are built to International Standards and have the right reverberation time with the lowest air-conditioning and environment noise. This has been achieved and designed by Studio Designer Mr. Martin Pilchner (of Pilchner Schoustal International Inc. USA).

The talents & tools that are offered to the film industry and multimedia producers are the best and most updated. It is a winning combination of uniquely creative work environment with technical excellence and an award winning team of technicians.

These Studio facilities, the biggest in India for indoor shootings, provide a vertically integrated array of complete services to an ever-increasing broad range of professionals in the Entertainment Industry.

(From The Official Website Of yrfstudios.com)