CHAPTER EIGHT

SUGGESTIONS & RECOMMENDATIONS

8.1 Suggestions

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CHAPTER 8

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8.1 Suggestions

8.1.1 Studio Location
A studio is a set-up, which should be away from external sound disturbances. Therefore it would be always desirable to have a studio setup at a place, which is not inaccessible, but at the same time away from the hustle bustle and noise of the city traffic. It has been observed that some studios have such fine acoustics that even the slightest sound outside the studio is not heard while there are others, which experience sound disturbances in spite of the acoustics treatment.

8.1.2 Professional Attitude
The laid back attitude of Pune and Kolhapur studios must change and a more professional outlook is needed at all levels to survive in the competitive market and to create a niche for themselves in the industry. In the global environment the studio needs to venture into new areas and new activities and not remain satisfied with the current options but look for better future viabilities.
8.1.3 **Floor Space**

Most of the artists prefer a conducive environment for recordings and it is always better to have more floor space available for recordings wherein all the musicians can perform together resulting in a better rapport with the players. Even though digital recording does not require a large set up, it can add to the workability of the studios.

8.1.4 **Optimum Utilisation**

All studio equipments are expensive and their rate of depreciation too comes to a high percentage. And thus the studios must try to increase their output and recording hours, so that the equipments can be put to use with economy and advantage.

8.1.5 **Incentives to Women**

Women entrepreneurs should be encouraged to establish their own recording studios by conducting special workshops and training programs for those women who are interested and have an aptitude for the same in this field. There are very few women recordists in the industry and this creative field could well become a great career option for the talented women.
8.1.6 Incentives to Employees

The staff must be motivated by offering scope for promotion and not made to continue to remain in the same post for many years more specially in the administrative wing. The technical employees must be given opportunities to utilize their talent and spectrum of creativity and given a free hand in certain aspects of decision making, especially in case of technical aspects of the studios also due credit should be given to the technicians.

8.1.7 Pooling of Resources

Technology is changing very fast and the studios must adapt themselves to this change. It is not possible economically for the smaller studios to keep abreast of the technological revolution and they could therefore pool their resources and share the technological know-how. It could be useful to them and the business of recording as well.

If the production houses set up their own integrated studios, then that will improve production efficiencies and economies of scale and ensure continuous availability without relying on external agencies.

8.1.8 E-Learning

Educational Institutions involved in E-Learning projects could set up a small studio or have a tie-up with a particular studio, wherein the participants can
sharpen their skills of recording techniques and avoid huge cost of hiring studios.

8.1.9 Dubbing

It has been observed that studios in certain cities like Pune and Kolhapur do not have dubbing facility, as there is a dearth of dubbing artists in the cities. The institutes imparting knowledge in different aspects of filmmaking could introduce courses of the same to create a cadre of talented local artists.

8.1.10 Training

Many times people leave half way in their careers because of poor basics and loss of confidence. It's a serious field to take up as a profession. Sound recording schools should appoint High-class professionals, for training students. They should be ready and confident before they join even as trainees.

8.1.11 Perfect Sound

The acoustic environment and available space and material used is an important factor in any recording, especially in getting the perfect sound and resultant effect to the desirable extent.

Miking of instruments is also an important aspect in sound production and must be properly adapted to the sonification of each instrument.
8.1.12 Model Studio

The private studios and the government can jointly establish a studio on the lines of Universal Studios in USA, which could serve the purpose of recording and earn revenue by attracting a large number of tourists to it. Bollywood is currently popular not only in India but has also carved a niche for itself internationally and a studio set-up on the above lines could prove a huge success.

The Mumbai studios could emulate the pattern and working of the Ramoji studios in Hyderabad where the visitors get an insight into the making of films.

8.1.13 Rejuvenation

Many times the technicians have to work for long hours continuously. Hence it would be advisable to give them sufficient breaks or holidays to rejuvenate themselves and also provide them with some recreational facilities.

8.1.14 Effective Medium

The medium of radio could be an effective medium for teaching of subjects like English and more corporates or institutions must secure licenses from the government for the same. The University of Pune has introduced the radio
8.1.15 **Association of Owners**

An association of the studio owners in each of the cities could help where they could meet once a month or so to discuss the new techniques or share their views or to simply review their problems. The associations would also be in a position to render professional assistance to each other, if required. This would specially benefit the studio owners in Pune and Kolhapur.

8.1.16 **Association of Employees**

There is a need for a more proactive association of technicians on a state or national level, which would look into solving the problems of these personnel. The studio employees should be more proactively involved in their associations and could in fact start associations in their own cities as well. This would provide a sort of networking and the employees could benefit from each other.
8.2 Recommendations

8.2.1 Set up

Some of the studios are operating in areas less than even 300 sq ft each and usually they are part of the residence or shop of the owner. A separate studio set up is preferred which gives it an appropriate professional look. It is true that in a recording studio, what matters is the sound, but a perfect ambience and environment would only enhance the final product and sound.

8.2.1 Marketing strategies.

An intensive marketing strategy should be adopted. Any service today requires marketing and the studios need to have more advertising and publicity. They have to be known in the market. The association could publish a brochure containing names and addresses of these studios along with their specialities. This again is more imperative in cities like Pune and Kolhapur so as to make their presence felt in the Indian film industry. They too should give in their details to the publication of ‘Screen’, or ‘Music Master’ which has an exhaustive list of all related businesses. This would enable the studios to draw in more clientele and benefit their business.
8.2.3 Efficient Back up

In cities like Pune and Kolhapur, there is a lack of back up of well-equipped studios as compared to Mumbai, and it would be better if more studios are set up in these cities on a sound basis. Pune is the centre of galloping information technology sector and in the next few years it will witness more companies planning their offices here. The development of infrastructure facilities and easy linkage between Mumbai and Pune should be effectively utilised. The studios could benefit from this trend.

8.2.4 Mélange

A mélange [coming together] of government and private studios would be a welcome idea, where the studios could be rented out and the private studios could benefit form the infrastructure of the latter. The government studios could increase their revenue and keep abreast of the needs of the private sector and it would lead to optimum utilisation of resources of both kinds technical and human.

8.2.5 Training

Many institutions provide training in all relevant sectors but at times they are more theoretical and do no give the feel of the real work culture time, so the recording studios could conduct some small courses in the same and have experienced faculty to teach them. One of the grave problems faced by the
studios in cities like Pune and Kolhapur is the migration of professionals to Mumbai. The studios, this way, could develop more and more professionals here to cater to their services. Some of the studio technicians do allow the new entrants to assist them, enabling better learning opportunities for them.

No longer can people attribute their shortcomings in creative efforts to limitation of the equipments. Training in renowned studios or recognized institutions in other countries could help to enhance the expertise of the technicians.

8.2.6 Recognition

Technician fraternity would appreciate more recognition to them. Even in the awards section there are only a few awards for these technicians. They feel they are an integral part of the whole process of filmmaking or ad making and would like their name to be made more known.

It has been observed that most of the technicians are in this field for creative endeavours and thus appreciation and recognition would be the most befitting motivational incentive to them. If artists publicly make the names of the technicians known, it will boost the morale of sound engineers who really can make or mar a song.
8.2.7 Easy Procedure

The procedure of hiring out government studios by the concerned authority should be simple and much of this procedural work should be eliminated so as to encourage clients. It is suggested that refund of deposits secured from the clients should be made in time.

8.2.8 Time slots

The existing system does not have an appropriate time slot for the programmes produced by some of the government studios. An appropriate time slot must be allotted for the programme produced by the EMMRC and SIET if the basic purpose of the production is to be achieved that is reaching out to the target viewers, and thereby give a sense of satisfaction to all involved in its production. The institutes, to study the viewer ship on a regular basis, should conduct a survey and necessary changes should be accordingly implemented.

8.2.9 Co-operation

Some of the established private recording studios could pool in their resources in both financial and managerial terms and start a private video set-up to exploit the potentials of the same in cities like Pune, which is more accessible to Mumbai in the present scenario.
Studios in cities like Pune and Kolhapur could pool their expertise and provide guidance to each other instead of remaining in their own groove.

8.2.10 Publication

There should be a published document of the number of studios with the names of the technicians as well and it could be a yearly publication. There is no data available in the current scenario of the exact number of studios in Maharashtra. An effort must be made to make this statistics known and one of the studios could in fact undertake this responsibility. It would benefit the studios in the process as well.

8.2.11 Networking

Networking plays a very important role in this business. Most of the employment is seen to happen on recommendations and thus it is very important for the employees and the artists to have good networking, which can be an advantage to them.

8.2.12 Orientation

Artists are many times ignorant of the requisites of good sound reproduction and they can enhance the quality of their recording by orienting themselves with the equipment especially in case of microphones and headphones. They need to understand the nuances of the same to render the best final product.
8.2.13 **Brandbuilding**

There is a need to build the image of the studios, especially the animation studios that has a great potential in the future. India has the technical expertise to emerge as a leading animation creator and not restrict its role to only the backend functions of the animation process.

8.2.14 **Diversification**

Big conglomerates are into diversification and other studios can adapt the same as well. They can probably extend to newer areas of the industry.

The small studios could tie up with some educational institutes in the production of E learning projects.

8.2.15 **Dubbing Facilities**

Dubbing facilities must be enhanced or added to the gamut of services of studios, to take advantage of the opportunities of dubbing of films and programs in regional languages. This becomes more imperative in the current scenario with the International films and television programs trying to carve a niche for themselves in India, and being dubbed in major Indian languages.