

**CHAPTER V**

**CONCLUSIONS AND RECOMMENDATIONS**

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A. THEATRE OWNERS -

After conducting the interview of cinema theatre owners the following problems and difficulties of owners were indentified.

The main problem faced by cinema owners in case of expanding or increasing their business or starting new theatres is to acquire 40,000 sq. ft. land in residential area. Cost of land is very high. It is a very tedious procedure of acquiring No Objection Certificates from different authorities.

There is competition in obtaining good movies. After the advent of television and video there is an increase as well as decrease in some cases with regard to the annual receipts. But this increase is not an increase in real sense. This is due to inflation and rise in prices of the tickets.

In some cases annual receipts are decreasing due to high rate of Entertainment Tax, no variety of pictures and competition from television and video. Every new picture is available immediately on video cassetees.

Since last 3 years maintenance cost is increasing and there is inverse relationship between maintenance cost and

annual receipts.

They experience many difficulties in complying with ( M ( M.C.R. Act ) Maharashtra State Cinema Regulation Act such as renewal of licenses, five inspections a year, official delays in getting No Objection Certificate and rigid and complicated rules.

There is an impact of television and video on theatre business. The reasons being the easy availability of video cassettes to the public in low cost at convenient time, quality of television series is improving and good cinema films are being telecasted frequently.

People are not inclined to visit cinema theatres due to higher charges, lack of good amenities, unhealthy atmosphere in surroundings and poor maintenance in most of the theatres.

Theatre owners have certain expectations from general public. They should observe general cleanliness, should not damage cinema hall property and not to buy tickets from black markets.

#### RECOMMENDATIONS -

As the procedure of getting final No Objection Certificates from government is very lengthy. Some formalities and forms need to be filled up are very complicated and time consuming. Hence, it is necessary to simplify such procedure and to save time.

As people are not inclined to visit the theatres the theatre owners should observe that good amenities for latrin,

drinking water, proper seating accomodation is provided. Atmosphere and surroundings of cinema theatre should be kept clean and very pleasant.

Finally, as there is an impact of television and video on theatre business one measure should be to reduce the rates, qualitative and classical pictures should be there and better amenities should be provided to the audiance. In term of reducing the rates the government too should consider to reduce the entertainment tax.

**B. DISTRIBUTORS -**

There is no such gurantee of return on investment because of the nature of business being speculative one. A distributor acquires pictures from film producer<sup>s</sup> for particular territory to release it in various theatres by paying huge amount of adjustable advance or minimum gurantee of share plus overflow. At that time the producer intimates him the probable date for the delivery of the prints of the pictures required to release in his territory. Accordingly, the distributor takes out publicity material such as posters, photo sets, blocks, enlargements, banners and other material before releasing the picture. At the same time, he has to give big insertions in local news papers with definite releasing date of picture. Approximately this amount of pre-released publicity comes to Rs. 1 lakh. Moreover he has to acquire major theatres in his circuit to release this picture at a particular date. If due to certain difficulties

producer will not be able to supply required prints of the picture to the distributor on the specific date, distributor has to suffer loss such as expenditure, on publicity and he has to compensate the loss of the theatres he has booked for release of pictures.

There are difficulties in getting theatres in big cities for releasing the picture. But there is no such difficulty in getting theatres in towns. These difficulties are high rents of theatre, limited number of theatres as compared to the flow of pictures.

There is difficulty in recovering the share of income from owners. Many owners do not pay distributor's share in time. They take long time for their payments.

There are also difficulties in getting pictures from producers in time. This is due to delay in shooting schedules, obtaining Censor certificates, availability of film stars and financial problems.

#### RECOMMENDATIONS -

As the distributors do not get their share of income from owners of the theatre, there should be some time span within which such payment is to be made to distributor. This time span should be determined by the government or their Association.

As television and video has adversely affected the distributor's business following measures should be taken. After three or four months of releasing the pictures at main

cities video cassettes should be released.

Business of producers and distributors are dependend on each other producere should observe that as for as possible shooting schdules do not get disturbed or delayed and Censor certificates should be given immediately to the pictures. Due to above measures difficulty in getting pictures from producers would be minimised.

If pictures are obtained in time, loss due to expenditure on publicity, thearte rents and interest on investment can be avoided.

C. FOR GENERAL PUBLIC -

Having collected and analysed the data obtained from general public, following results and conclusions are drawn.

Every one watches movies. Befor the advent of television and V.C.R. almost all were watching movies in a theatre. After the advent of television nearly 50 % people are at present watching movies at home.

At present, there are no licensed Video houses in Satara City. But those who have responded for watching movies in Video houses, are visiting illegal and unlicensed video centres. They visit these video houses due to low charges and latest movies. Most of the video houses are closed due to stringent rules of Government.

After the advent of television, 50 % people are watching movies at home. It means there is change in habit of the people. Most of them prefer to watch movies at home due to family togetherness and convenience.

Most of the people watching movies in theatre go to third and first show and when there is no rush on last week.

The advent of television has definitely increased the time span of visits to the theatres. That is, those who use to see movie at theatre once in a week, now they visit once in a month and those who were visiting once in a month, now seems to visit the theatre to watch movies once in six months.

At present, two or three pictures and a number of television serials are telecasted and most of the people enjoy the pictures on V.C.R. or V.C.P. with their family members at less cost at convenient time. Hence, nearly 50 % people are watching movies at home.

Most of the people often visiting theatres and also frequently visiting cinema theatres complained that there is uncleaned surrounding, uncomfortable seating arrangement and lack of proper booking system.

#### RECOMMENDATIONS -

It is necessary that the theatre owners should pay proper attention towards the complaints of the general public. They should try to provided good chairs with cushions. They should try to keep the surroundings clean and free from durt. Theatre should be swept after each show.

They should see that black marketing and gundaism does not exist any more. Proper booking arrangement should be there. A seperate window for ladies for booking tickets

should be provided. And as far as possible system of advance booking should be introduced. Most of the employees and staff of theatre should behave politely with general public.

**D. EMPLOYEES OF CINEMA THEATRE -**

One of the objectives of this study has to find out the problems of cinema theatre employees. After conducting the interviews of employees the following conclusions are drawn.

As there is a short break after each show there is necessity of a staff-room for these employees to rest for a while. But in cinema theatre no such staff-room exists. They are also in need of uniforms to find out or identify cinema theatre employees from public audience. At present there is no practice of providing uniforms to the employees.

As compared to the physical strain, cost of living their monthly salary is not sufficient for their family maintenance. This is because of basic minimum wages are very low as compared to the salaries received by employees in other businesses.

One of the important problems of cinema theatre employees is that there is no provision of annual increment for them. Hence, their basic minimum wages are one and the same from the first day of employment up to the date of retirement.

There is no pension benefit after retirement as well as the benefits of welfare facilities, as there is no legal

binding on cinema owners to provide welfare facilities.

Further, these employees brought to the notice that their designated posts are different and they work on different jobs. Sometimes doorkeeper has to work as booking clerk or battery boy has to work as sweeper

50 % of the employees have complaints against their employers. The nature of complaint is number of leave days, irregularity of payment, more working hours. Employer does not take proper cognisance of their complaints. Hence, they have to take their complaints to the union and union leader fight with owners for solving their problems. Union is so far successful in solving their problems if these problems are bonafide.

#### RECOMMENDATIONS -

It is very necessary to have a staff-room for the employees and provision of uniforms be made. These uniforms should be provided as well as washing allowance should also be paid by the employers.

There should be at least a provision of annual increment and certain welfare facilities.

Employer should observe that each and every employee has to work as per their designated post. If there is insufficient staff, additional staff should be appointed.

As far as possible employer should observe that their payment is made regularly within the first week of every month.