

Globalisation and Indian Cinema

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(A Brief summary)

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The sheer vastness of the film public, points to the overwhelming presence of a vibrant film culture in India. Films in India has always testified to the powerful public presence of modernity. The Bombay based film industry resonates throughout the world, in place where the Indian diaspora has settled and choreography of music, melodrama, fantasy and spectacle. Much of popular cinema's success can be attributed to what many in the industry refer to as 'techno folk' which combines folk traditions with new cinematic technology. Throughout its history, Indian culture has responded to local traditions, displaying a strong desire to maintain a distinctive form.

Film production started in India almost simultaneously with other film making countries, beginning in 1896. India for many years been the world's largest film-producing country with an output in several different languages. Mumbai is home to the most powerful section of the industry, producing films in the Hindi language. Popular cinema in India has survived the overwhelming tide of Hollywood's world domination by addressing people's experiences in inventive ways. Globalisation has spurred a rapid profusion of urban consumption, scores of satellite television channels and a new expanded music culture cantered on the film industry. Global regime has affected the music, television, radio, print and film.

In 2001 the Government of India bestowed industry status on film production. The industry status made it eligible for film financing from bank and financial institutions. Various steps have been taken to encourage the exports of films. The revenue earned from export of film software has been exempted from income tax. International market has made it to compete internationally also export the latest technology as well as skills in all departments. Films in India are not only produced in Hindi but in many other languages like Telgu, Tamil, Kannada, Malyalam, Bengali and many regional languages. Indian cinema is a source of entertainment among all the classes. However there are lot of criticisms relating to its artistic depth. But with globalisation and international audience producers are taking risk and experimenting with new ideas. Cities of Mumbai, Kolkata, Chennai, Hyderabad, Pune and even Delhi have become centres of production houses.

After independence, Indian films were mostly based on nationalism. In the 1950's art cinema became prominent through the works of Satyajit Ray. His films were later sent to International film festival. Gradually with passing years one could see a mixture of art and commercial cinema being made. With Globalisation film producers, directors as well as audience too have seen the Indian cinema reach new heights. Non- resident Indians have become producers and directors also the Indian diaspora in Europe and America have widened the market of Indian cinema. Internationally films are guided strictly by copyright rules, but in India the industry has to face a major problem of piracy which causes a huge loss in revenue. Still with the use of latest technology India is trying its best to compete globally. The export earnings of Indian cinema has considerably increased in the last two decades, with major share coming from UK, USA, Middle East, Malaysia Singapore, Canada, Sri Lanka, where there are large number of non-resident Indians. After Independence Indian films were very

popular in Soviet Union, especially Raj Kapoor films. These days dubbed Indian films have become popular in African and Caribbean countries too.

Indian cinema has to face a stiff competition from satellite channels. The popularity of serials on the various channels in Hindi as well as regional channels give a tough competition to the cinematic world. Television industry in India is itself very big and we have actors and actresses too making their foray in it either at production level or are themselves anchoring or participating as judges. We have an example of KBC being anchored by Amitabh Bachchan. However multiplexes are new attractions for urban areas, and cinema theatres are once again running to full capacities, when good films are released.

With globalisation we have actors and actresses working in Hollywood films. A.R.Rahman in the music field, Irfan Khan, Deepika Padukone, Priyanka Chopra to name some, have debuted there. Also we have former Miss Universe and Miss world entering Indian cinema. More and more Indian films are entering film festivals. We have actors and actresses participating in these festivals world wide. Indian film awards are being held on foreign shores. The most striking development in the cinematic world after globalisation has been the rise of films on new subjects. Also women have started playing an important role in cinema. We have wonderful women directors like Mira Nair, Zoya Aktar, Meghna Gulzar, Gauri Shinde to name few. The film industry in Mumbai itself produces nearly seven hundreds films a year. Next few decades of globalisation is sure to usher in more path breaking films and compete internationally.