

Impacts of Piracy in India with Reference to Bollywood Industry

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Abstract: *Bollywood is popularly used for the Hindi-language movie enterprise based totally in Mumbai, Maharashtra, India. It is part of the entire Indian movie enterprise, which includes numerous nearby film industries looked after by means of language. Bollywood is the biggest film manufacturer in India and one in every of the most important facilities of film manufacturing in the global. Actually authentic copies of movies are very high priced by means of nature however, pirated copies are effortlessly to be had in market at very reasonably-priced fees, so human beings prefer to compromise with the fine and they buy pirated gadgets. This in flip dilutes the cash invested in developing unique objects, and glut circumstance seems in market of authentic objects.*

Keywords: Indian Film

I. INTRODUCTION

1.1 The term Bollywood

The films of Bollywood are normally musical films and few of them are made without at the least one song as well as dance numbers. Now in these days the industries are witnessing the tendencies of more digital cinemas in addition to the growth of multiplexes. The dubbing industry has grown from past years. Many Hollywood films are dubbed in neighbourhood languages and proven in India and India has over 5 million domestic motion pictures and also DVD users. The Indian movie industry is fast growing and making its presence dealt with inside the worldwide market also. So the overseas funding inside the Indian movie is also increasing notably.

1.2 Piracy

Piracy is sincerely defined because the formation of replica un-authenticated copies of some copyright covered object. But now piracy of audio-video documents is a criminal offense compared to different type of piracies. Piracy is a unique crime categorised below sections of copyright destructions; it's far in reality significantly harmful for growing music in addition to video productions. It is easy to locate plagiarized and pirated CDs. In a flea marketplace, a change meet, a street supplier in a city, or a few economic system shops and people will discover tune and motion pictures at amazingly low fees. CDs can frequently be bought fewer than five dollars. Not all music offered at flea markets and change meets is pirated, however a whole lot of it is. The packaging is different from the CDs at the mall. Most human beings recognize that these discs are pirated, but

week after week, and month after month, they are able to preserve going to the flea market, and the sellers are nonetheless there. No one is busting them, or their suppliers. The artists who created the track human beings experience get nothing from the sale of these recordings, and their exceptional is often grossly not as good as legitimately produced CDs. It is clear that the people generating and selling those recordings are responsible of piracy.

Instead, because of price-decreasing effects of digitization, the range of recent recorded song merchandise – and their apparent excellent – has accelerated. This examine examines movie manufacturing in India at some stage in a period of technological alternate that facilitated huge-scale piracy. The diffusion of the VCR and cable television in India between 1985 and 2000 created huge opportunities for unpaid movie consumption. In the Indian film enterprise through following independence, the durations of Indian Cinema from the overdue Forties to the Nineteen Sixties are known as because the Golden Age” due to the fact most of the movies had been produced at some stage in this era. And after this within the late Nineteen Sixties and 1970s romantic musicals in addition to action films starred

The twentieth century saw a boom in Bollywood’s popularity inside the international. This led the nation's filmmaking to new heights in phrases of high-quality, cinematography and progressive story lines as well as technical advances in areas which include computer graphics, animation, and many others.

1.3 Genre conventions

Bollywood films are in general musicals, and are anticipated to incorporate catchy track in the form of song and dance numbers interlaced into the script. A movie's achievement regularly depends at the first-class of such musical numbers. Indeed, a film's track is regularly launched earlier than the film itself and facilitates growth the audience. The different factors are to be maintained at some point of for any film like:

- Cast and team
- Sound
- Bollywood music and dance
- Dialogues and lyrics
- Finances
- Advertising
- Awards

Many U.S. Films are pirated in India by using individuals who take camcorders into cinemas. The deal among the U.S. Enterprise institution and India's movie studios would translate into pressure on police in India to step up enforcement as well as on representatives to tighten piracy laws, the promoters say. A CD and DVD manufacturer in India says the number of households in India with DVD players has gone risen to 45 million from four million in just two years.

The piracy in India is divided into two types.

1. Online Piracy - Torrent, Wares & File sharing etc.

2. Offline Physical Piracy of CDs & DVDs

Part-1: Online Piracy in India. There are 2 major forensic labs (FSL) in India which are capable of analysing the hard disk and Computer data for cybercrime. One is located in Hyderabad and another is in Gandhi agar. For police there is a secret advantage of booking people under Penal code instead of IT act\ because in IT act the evidences have to be technical like hard disk, IP records, so cops can't manipulate them easily, unlike in Penal code's fraud cases where case moves based on witnesses and other pen-paper evidences, which can be easily manipulated so the bribe earning potential is better for them. Needless to say, the moment one is arrested they have to pay bribe no matter one is guilty or not. Same way if people want to file complain and to get someone else arrested again have to pay bribe.

Cyber cafes and Piracy:

After the terrorists started sending emails from cyber cafe after the bomb assaults, the police issued an order that every owner of such cafe desires to hold a register of each visitor additionally about which web sites did he move, what emails did he ship? (LOL) So theoretically cyber cafe owner is meant to check the identification, using license and all, however he may not due to the fact that'll smash the business. So any person can come to any cyber cafe with a blank DVD or USB drive and download the optimum pirated movies, software program's and games and stroll away without any problem. Apart from this, Cyber cafes also are best locations for single couples to move and enjoy sex in those secluded small cabins, but sometimes the cafe proprietor makes a CCTV recording of it and sells it to cell porn sellers.

Part-2: Offline or Physical Piracy

By having a single Copyrights act that covers the whole lot from books, songs to movies.

- **Books & Piracy:** Photocopying the copyrighted e-book is normal phenomenon right here. Since most college students can't find the money for to buy the professional copies of unique authors, they purchase the picture copied versions.
- **Music-Mobile, IPod and so on:** The cell shop owners maintain a separate computer for the sole motive of giving ringtones, full tune tracks, movies and everything to client. If user is a new cellular phone or iPod purchaser, they will deploy the premier software-music-films as according to your requirement without additional fees. They even maintain pre-loaded reminiscence playing cards. So you've to handiest tell him "I'm a track guy" or "I'm a porn man" and he's going to give you suitable memory card.

Sometimes they get stuck, (now not the purchaser, however the store proprietor) however he can usually bribe his manner out. Videos, Mp3:

There are special companies with Hand-carts or Rickshaws, take a seat inside the crowded markets. User should buy something and the entirety below the sky from them. Be it the present day Hollywood film to Video tune. The costs are 10 Rs. to 20 Rs. That approach for 1 dollar human beings should purchase 4 DVD.

1.4 Movies-Bollywood

A user should purchase pirated copy for Rs.20 to Rs.30. So Indian film manufacturers were given clever and now they begin promoting the official copy for 24 Rs. After 6 months of movie launch and or sell the rights to cable channels like Sony India or Star India. Then he recovers all his cash. And those cable TVs get better their money by way of displaying 1 hour advertisements in 2 hours' film so their cash is also recovered, so it's now not like that Industry's human beings are losing their bread and butter due to piracy. Same as above except that the respectable copies are not available at all, due to the fact nobody buys them anyway. If the consumer need to shop for a reliable replica then he has to go to big metropolis like Mumbai, Every Hollywood film available in small cities is pirated. When the internet become absent, the master copies of pirated CDs usually came from Pakistan or Dubai. And there have been Pirate Mafias controlling the enterprise. Nowadays thanks to internet, direct movies are downloaded and distributed so any no objection in the neighbourhood can be a pirated CD supplier.

II. RESEARCH METHODOLOGY

For this paper researcher has used number one and secondary information. Primary statistics of the have a look at is collected through survey method. The secondary facts associated with the proposed observe is collected through diverse nearby and international journals, articles, internet web sites and posted and unpublished thesis, reviews, blogs, articles and so forth.

III. DATA COLLECTION AND ANALYSIS

For the current study researcher has analysed the statistics and made it easier to understand. To acquire the records from the respondents researcher has designed questionnaire which consists of 12 questions. Questionnaire became made to be had online to the respondents thru Google form. Further questionnaire was made handy to the common humans in Mumbai metropolis for lawful statistics filling. The details of facts collection and evaluation performed are as described in decrease segment of the paper.

3.1 Collection of the Data

1. The observe accommodates the primary information that is amassed via questionnaire, interview, and remark.
2. It entails use of secondary sources including net and other research articles revealed by various establishments and different journals and magazine.
3. It includes analysis and tabulation of records that's amassed from clients is done by numerous means which includes pie charts and with the aid of the usage of these charts results are discovered.
4. The studies paper includes observe of consumer's notion.

3.2 Primary Data Collection Method

In number one facts collection, researcher has accrued the records the use of techniques together with interviews and questionnaires.

- Primary Data: Sample Size: 50
- The facts are accumulated from houses of common human beings via proper sampling.
- Sample Unit: From loved ones, friends living in close by area Sampling Instrument:
- Observation
- Internet feedback Sample vicinity: M.P.

3.3 Secondary Data Collection Method

Secondary information is gathered by means of common resources consist of censuses, surveys, organizational facts and information gathered via Newspapers, magazines, literature reviews, internet sites, studies articles, journals etc.

V. CONCLUSION

This paper elaborates on what are the troubles of piracy faced by means of Bollywood Industry. To discover a few perspectives approximately piracy researcher has taken interviews from a few famous actors/actress and conducted survey, observations from acquired responses. Movies are the word that most of the people examine after they want an leisure. The movies in every district have their personal significance. The movies are for amusement and leisure purpose. The films supply humans a form of relaxation. Many of humans feel that if they watch a movie with desirable theme it'll be refreshment for them. The phrase which buzzes around mouth is movies. People sing songs, dance, and watch applications associated films best. Even the channels advanced with the movie programs handiest. The best phrase that's killing the whole enterprise in terms of revenue, employment and creativity is "piracy".

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