

The Animation and its challenges in India

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Abstract

Animation production is not a new subject case of study among the researchers across the country. The thriving industry of animation in India is at a bloom after the technological surge in the IT and Education sector in previous decades. Animation was a new and curious subject for the audiences in India (Although it was not a newly launched Entertainment process in India. Animation has been used in cinema since pre-independence era) When the National broadcasters 'DOORDARSHAN' launched the famous 2D animated short stories for children. Including *The Bird and Girl* show named 'TAARE EK CHANDA EK' (*Ekanekaurekta*) and 'LOBHI LAKADHARA' (*short stories for children*) in the decade of eighties. The early production houses in the Southern part of the country attracted a bunch of admirers and viewers as well. It was the late eighties and early nineties which has garnered a huge viewership and fan following based shows including homemade production of a famous story 'A guy in the woods' which was based on a Central India's jungle-based story although the story was first picked by the famous Walt Disney Studios named "*The Jungle Book*" which has gained Global recognition and fame dom. Later on, by following huge demand among the audiences it was recreated in India, the famous show was named "*KAHANI JUNGLE KI*" with a melodious catchy song and music. It was the period when the school going children started gathering themselves around the television on weekends. It was the triggering point of the Animation industry and its refreshment went to the common man's home in India.

Key Words

Animation Industry. Animation Production. IT and Education Sector. Broadcasters. Famous 2D shows. Thriving Industry. Industry Surge. Challenges ahead. Internal and external causes.

Introduction

Although Animation is not a newly invented method of recreation in the Indian sub-continent. Before the light-box and camera's magical method of 2D Animation. The projection shadow shown through light on a wall or on a cloth screen was a periodical process of entertainment in Indian villages like seasonal and annual fairs, gatherings in villages and blocks of Indian states. From that process the idea was familiar to the audiences. It was relatable to the folk artists like Puppet show and wooden horse show. In Indian Entertainment Folk artists, Painters, Musicians and Filmmakers have played a vital role in Social reform.

Therefore, film making with different mediums or Drama, Stage Shows they all have their impact in society building. Animation is one of them, after the successful 2D shows, it was the time for a renovation in the Animation industry through the technological glance and advancement, before many challenges and huge research and development in computer generated shows. The charming 3D animation shows were launched in India. It was the late Nineties and early period of the new Millennium when the audiences had a taste of freshly Digitized output of 3D animated shows and series. Due to its Dimensional nature and ever fresh and mesmerized look and feel 3D shows attracted more viewers and creators. In the first decade of the Twenty first century when the International Animation community was Experimenting its broad way of innovation, India had developed its own identity in the subcontinent. In this era plenty of newly and well-equipped production studios came to existence. Some of them were purely dependent on outsource work of European and American Animation giant studios. Many top companies in India started working on animated shows in co-ordinance with stylized technologies and even developed the skilled

artist in many zones of industry which were the part of production. The productions conducted different processes/ training and development of artists. The various Artists in industry were specialized in different zones of relatable work for animation and its production.

During the first and second decade of the early Twenty first century. The success of 3D shows and games have a great impact on the audiences and its makers. Which saw the new dawn of the gaming boom in the field of Animation industry in India.

Methodology And Challenges

India, despite being a wide spread market for animation and its methodological element where thousands of animation artists have flourished their talent and have shown a new energy among the competitors of industry around the globe. There are still areas of lack where focus is required. There are different kinds of zones which need a lot of attention. Which can be described as internal and external issues.

External Issue

The animation industry is facing severe crises in the global market such as financial issues, basically in the conflict zones around the globe. The wars led to decreasing demand in movies and episodic series which caused the downfall of the several studios in the reign. Contractual base working style and artists strike in different studios in Europe and America has created a sense of insecurity. The writers' strike has too played a major role in the declining working style of production studios that has led them to shift the technological or functional stylization or production pipeline.

Shift like Technology upgradation, research and development has had major impact on accounts section of many studios sometimes the R&D backfires in monitory aspects.

Internal Issue

The industry in several ways facing challenges internally in India. The root of declining standards of animation in India has many ways. Many production studios have capabilities

and capable workforce to finish tasks. Remarkably many have done it in a successful way, but on the contrary, it has been observed that many have not aligned with the industry standards. There are different aspects of decline.

The revolutionary sub-standard functional style of an animation studio is one of them. The grooming of artists can also be a cause. The clash of ideas of two departments. In general production studios run on two sections one is management another is creative work force, the clash between two major functionaries of a unit, distraction in functioning style of production studio. Dependency on one another requires collaboration along with skill development on both sides. And the workload is a major challenge.

Conclusion

Even though with all the odds animation industry is throttling in recent times due to Domestic and Global current affairs and events, financial instabilities, workers, artists and writers strike, but in recent days a ray of hope is hovering over the cloud to see a new dawn of rise of industry. Afterall it's an entertainment industry, the medium of entertainment can be changed forms but the idea is still to believe that golden days of the Indian animation industry is at the verge of rise. The start-ups or newly launched studios have to have the ability to align themselves with the uprising trends and transforming techniques of the industry, it can help in shaping the upcoming generations to lead from the forefront.

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