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## Past, present and future of Odia film: A study

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### Abstract

Odia movies, after three decades of golden era, go through a decadence and struggle hard to stand competing with the other forms of entertainments. The postmodern age of 5-G era brings hundreds of films to the finger point and renders opportunities to be very selective. A movie lover can watch his liking films even sleeping on his bedroom whenever he likes. In that context the Odia film producers face tough challenges to compete in the global context. The global competition has brought tremors to the Odia film producers to produce films based on the Odia culture and tradition. So they copy and paste the Telgu and Hindi films which have brought Odia films to the verge of elimination.

**Keywords:** Small screen, film, producer, stage, serials, box office, shooting, violence, sex, viewer & audience

### Introduction

Gone are those days, when Odia films were the only source of entertainment. People thronged before the film hall in long queue for tickets in black even three time rate more than that of the actual rate. During festive seasons people used to plan from a long time to book tickets for new films to enjoy with family and friends. Often law and order situation arose before film halls as a result a platoon of police force was deployed to retain law and order situation.

Such things to the youths, now, are fiction or fantasy. The young masses do not go to film halls because the Wi Fi connections flow films to their tablets whatever they like to cherish in the time convenient to them. The busy schedules of private workplaces rarely chance them to chunk out three hours from their packed time to watch films for recreations. Entertainments are being structurally changed as per the changing of time and global order. So the Bollywood toils hard to meet the demands of the viewers proving them the films of their demands of world standard spending even more than hundred crore rupees. In such a stage the Odia film industry, struggling to survive, fails to compete with the global orders.

Odia film industries only copy the Hindi and Telgu films decades ago. Now they are only dubbing these popular films now for the viewers. Most of the Odia understand Hindi so the dubbing left no meaning for them. Copying films may cost less but the cine industries have to pay heavy price for it. The Odia film watchers could compare their films with others and turn their face from it. Time glides fading the glamour of the Odia film industries and people, from the galaxy of films, rarely choose film made up of their mother tongue. The producers did not dare to invest for any original films on the experimental basis because the fast changing film world in India changes the taste on films on the same rate. The film producers have been shifting their business and some of them shifted to real estate.

Now no new producers come forward to film industries in Odisha. They are afraid of investing in films. Only the old producers manage to continue it in somehow; it is alleged that the Odia films, now, are empowered by black money. It is also alleged that chit fund money was invested in films. A lot of films producers and actors were grilled and arrested by CBI in this connection. The dwindling popularity of Odia films received death blow due to such allegation. Again the repeated allegations of casting couch degraded the status of industries.

People are reluctant to go film halls because every evening the small screens bring varieties of serials on various themes to their home through TV. The various entertainments on small screens fade the popularity of films. The cine stars earned name and fames are seen on the drama stages, or TV serials has further damaged the popularity. It messages that everything

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in the film industries do not go well. The stage popularity is still maintained. The drama lovers even book tickets that double in cost than that of the film tickets. But most of the opera owners profit even more than that the planned budget. The glamour of cine stars sold in retail markets has further damaged the industries. Political rallies, melodies, and on the different stage shows or to open any wine shops their help needed. It is not a good shine for a celebrity doing such pretty jobs but compulsion might be the reason to force them.

Continuity of the family legacy in film industries primarily has further degraded the industry. Now most of the leading stars in cine industries are from the family background of the popular stars that are either no more or got superannuated from industries. Primarily they had craze but gradually they have lost charms. Stars that fade luster got space in political rallies during election. Most of the Odia cine stars are either in the active politics or support it publicly.

When politics and films mingle it distracts the audience. The audience sometimes fails to accept a politician-actor. The actor-politician is not accepted by the audience as the opposition parties' level allegations against the politicians which often entangled in court. Some actors who were once active in politics due their popularity could not handle the both the jobs properly as a result their film career was severely affected. Such examples are ample found in Odisha.

Despite these setbacks, Odia films still reining the hearts of many Odias who could neither understand nor guess the meaning of the Hindi and Telugu language. The rural folk of Odisha are the main audience of the Odia films. The cinema should be up to their suitability. The young masses are still crazy for the films on love and romance which must not be imitated from the either Hindi or Telugu movies rather it should be a real story. The real love story of countryside can drench the eyes of the audience. Such plots are there but the director and producers do not prefer it only because of fear of losing their invested capital.

The films on art and life are always encouraging. The audiences search such type of films but business in art stands on its way. People have ample scope of entertainments. People run out of time due to fast changing busy schedule. So the Odia film should be changed and modified as per the audience's demand. The producers always want profit spending less. Most of the Odia films are produced in the studios. Fewer shots are really taken in sights. Odisha is enriched the beautiful sights of nature and natural resources for art. Films' shots should be taken there. Some Odia films achieved overnight popularity for its scenery shots of hills, forests, seas and bank of river.

Music and dances are the soul and heart of films. Most of the Odia films were overnight popular for its song and music and so the music and dances should be unique and entertaining. Music and dance before 2000 were very original and unique but after that the music director and lyricists' imitated the Hindi music and after 2010 the Odia music had its western impact which were could not up to the standard. It attempts to imitate but fail to achieve perfection. The music prepared for the young mass giving western punch in Odia failed partially. In the same way the music directors copied the dialogue songs of Hindi and English that also could not be successful properly.

Odia has its own unique identity in dance and music of thousand years past. Such things could be revived to acquaint the Odia mass with their lost heritage so that film could be touchy and profitable. The intellectual and middle class have turned their faces from the Odia films for copying and imitating. Films meant only for the lower section of the society may not always be successful. So the producers must come forward to produce such films that can be less expensive and artistic so that it can attract all sections of society more or less. Films on real stories that hurt the mass and the bravery of the common people in the outside or the life of the real heroes either on the field of sports, plots of soldiers on the borders should be made which are becoming very successful now a days. Odisha is enriched with such types of heroes who are still living and some are no more. Many people have lost their daring heroes which is the natural crises. Satyajit Ray could become successful for portraying the real picture of poverty and inequality in the society. His films are lively for lively plots and matured actors.

Odia movies really face a very hard time. The people have turned back their face from Odia films due to various reasons. Most of the reputed and professional cine-producers have either left this profession switching off to other professions for bread and butter.

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