

# The Study of Indian Animation Industry

**PradeepKumar**

*Assistant Professor*

*UIAM*

**Abstract:** This article is the study of the introduction of animation in India and the scope of animation in coming future. Animation is new field but it is practiced in other forms in India from ancient time. If we look at the present scenario the animation has its influence on almost every sector i.e. education, medical, engineering, aerospace, entertainment etc. there are more than 1000 animation studios (2d & 3d) are in India which are continuously working on animation. Which is increasing this industry every day. However, this industry is facing some challenges. Animation studios here are obviously great to give good quality animated films however is not thinking of unique film. Hollywood is outsourcing many projects from India which is continuously increasing the quality and confidence of Indian artists.

**Introduction:** The demand for animation industry of global animation market is growing rapidly due to the increasing number of multinational studios, cable channel companies; TV broadcast companies, availability of low cost internet access, and penetration of mobile devices along with the growing popularity of streaming video. The fast changing technology has made animation, VFX & games available to the masses, and this industry has become one of the fastest growing sector in the global media and entertainment market. More and more global animation, VFX and games production taking place in a globally distributed mode. Factors like favorable government rules, multi-industrial applications, improvements in animation technologies and increased aired time from cable operators are propelling the market growth.

Animation is pilable and flexible. It's excellent for communicating concepts of all kinds to broad audiences, kids, young and old. We can understand the Animation by the below defination-

A dynamic visual medium created from static illustrations, models, or objects posed in a series of incremental movements that are then quickly sequenced to give the figment of lifelike motion.

To make it more clear we can define Animation as a method of creating a motion from a number of still pictures. The pictures are placed together in a series one after another, and then played at a fast speed to give the illusion of movement.

**Animation in Today's Scenario:** Today, animation has found itself very expressive and communicative in a lot of fields like e-education, medical information, architecture visualization, web designing, mechanical field and various entertainment segments such as TV broadcast,

animated movies, cartoons, computer games etc. Most of these are currently being done with the help of computer animation where animated pictures are produced by utilizing computer illustrations. Use of animation in education and other professional fields are in fashion now! Most of the Organizations have identified the Importance of Animation. Development of animation has made it an instrument for teaching and learning and is for the mostly acknowledged by the hosting organizations. Animation offers the learning or instructing process in fun and connecting way which students or people of all ages can easily engross..

Many Researchs revealed that- children or adults show more interest in learning with the tools that are exciting or interactive. Animation has this special power through which learner's ability can be significantly enhanced.

**Backdrop of Animation in India:** Today when we speak about big animation studios like Disney, Pixar and DreamWorks, we should not forget that Indian animation has a made some amazing progress since the first Indian stop-motion film by Dadasaheb Phalke. Now India isn't just the biggest outsourcing animation market, but it has produced its own animation films.

The historical backdrop of animation in India can be traced to the mid twentieth century. Before the invention of the cinema, motion could be seen within Indian art in the form of shadow puppetry. The traditions of storytelling were a union of education coming back alongside entertainment. Even before the birth of animation, shadow puppets and slide show were accustomed entertain the audiences. Shadow-puppet traditions used pictures to recount stories. Tholu Bommalata ("the dance of leather puppets") from Andhra Pradesh is an example. People narrated stories of different legends, for example, the Mahabharata and Ramayana were performed. The puppets used were giant, had multiple joints and were colored on each side. This meant that colored shadows were projected onto the screen.

Narrating stories has been a central part of Indian culture with every region having its own style of narration. Very famous lines that suits the ways of storytelling in indian culture is – “We can cook potatoes in three hundred different ways. And we can tell stories in many more.” The multicultural, multilingual individuals having interesting ways of life, clothing convictions and conventions, accommodate a combination of audiences that a medium as universal as animation can accommodate.

The Shambharik Kharolika is another example of the means of entertainment used in before the age of the cinema. In this a series of hand-painted glass slides were projected using an apparatus called the ‘Magic Lantern.’ The slides portrayed different stories from the Ramayana, Sita

Swayamvar, Mahabharata, Sati Anasuya, Raja Harishchandra, Shekhar Dashratha and other tales.

Later, the Lumiere Brothers developed the magic of the century- 'The Motion Picture Camera' and introduced the art of cinematography in India by screening its six silent short films at Bombay in 1896.

As mentioned earlier, the first Indian animation was made by the Father of Indian Cinema, Dadasaheb Phalke. In 1912 with his film, the 'The Growth of a Pea Plant' he introduced the concept of time-lapse photography His film was a stop-motion animation about the growth of a peapod into a plant.

The first animated movie, released in theaters was 'The Pea Brothers (1934)' directed by Gunamoy Banerjee. It was made twenty years later after the first attempt. Also in 1934, 'On a Moonlight Night' the first animated film with a sound was made. Prabhat Film Company based in Pune also proclaimed a cartoon film 'Jambu Kaka' that was animated by Raghunath K. Kelkar. It was screened at the Majestic Cinema, Bombay, on Gregorian calendar month fifteen, 1934. In 1943, Satyajit Ray had started an experiment on rough visual presentation of film which is now called as Story boarding. He had additionally developed some rough techniques of stop-motion animation by moving and capturing match box sticks frame by frame.

In 1956, Disney animator Clair Weeks, who had worked on Bambi, was invited to Films Division of India to establish the country's first animation studio. He also trained a group of Indian animators, whose first production was a film called 'The Banyan Deer' in 1957. Out of this group, 2 people, Ram Mohan and Bhimsain Khurana, went on to be animation pioneers in India. In 1971 Climb Media founded by Bhimsain, It was the first Indian company to specialize in computer animation.

A landmark animated film was created in 1974 by the Films Division 'Ek Aur Anek Ekta' a brief educational film. The film is presented as a fable meant to teach children the value of unity and it was the first animation film aired on the famous local channel, Doordarshan.

It was the time when most animated series and short movies were produced for teaching lessons mainly to the youthful age. The Hindi version of 'Aesop's Fables' was one of them. Children

love cartoons, and this appeared the most ideal approach to break through to them in an educational way. Animated characters with real life actors, was first seen in the movie 'Raja Chinna Roja' (1989). It took Indian animation to the next level. Bringing real life actors and animated character together into the animation world not only entertained kids but also charmed the older generation. Initially, cartoons were dubbed by non-actors but soon as the influence of bollywood film increased a new trend hit the market where actors were lending their voices to dub many cartoon characters, because the actor is known, these cartoons are also enjoyed by adults.

The first Indian animated tv series was 'Ghayab Aaya' that aired in 1986 and was directed by Suddhasattwa Basu. A Japanese film maker Sako & Ram Mohan created epic animated film 'Ramayana- the Legend of prince Rama'. This film was created as a part of the 40th anniversary of India-Japan diplomatic relations and was worked on by expert teams from both countries. It received outstanding reviews abroad. The first Indian 3D and VFX were created for the tv series Captain Vyom. The first Indian 3D animated film was 'Roadside Romeo', a venture between Yash rule Films and also the Indian division of the Walt Disney Company. Jugal Hansraj was the writer and director of the film. The Indian animation industry has developed facing many challenges over the past 10 years. India has finally embraced the thought of making more convincing animated product. Roadside Romeo, Delhi Safari, My Friend Ganesha, Hanuman, Motu Patlu & Chotta Bheem has changed the face of Indian animation industry. Big Hollywood production studios are looking for the business tie-ups with Indian production houses & studios.

There is also a major investment in animation education with animation universities and institute concentrating on quality 2D& 3D training along with various other related specilization courses related to film making technology.

**Animation in India (Present Scenario):**When we think about the scenario in Indian animation industry today and have a closer look at it, The first thing that comes to our mind is about Our rich art, Culture and that acquired the underlying foundations of many principles and processes of animation that are drilled in present times. It is ultimately this wealthy past that arranged base for these practices in present time. *Animation is not any longer on the sidelines of Indian entertainment industry, however it may be a full-fledged industry, creating an influx of jobs, writes filmmaker.*

The Animation and Visual Effects (VFX) industry proceeds to consistently gain acknowledgment with Indian talent poised to rub shoulders with global partners. Indian companies incorporate their passion for art with new advanced technologies that produce world class designs from most well-known animation companies from all around the world. The modern animation companies own high-tech studio with the right ambience to produce artworks, reinforced by prominent artists and supported by the best in class equipment. The companies offer a full range of services from planning, story board, 2D Animation, 3D Animation, medical animation and animatic to logos, demos, viral videos, portraits, banner ads, etc.

Indian animation companies have especially benefited by the worldwide big brands of animation like Walt Disney, Sony, and Warner Brothers, since they are outsourcing animation characters and special effect to Indian firms. With the increasing demands in outsourcing, different animation companies have grown across India. Animation companies are forming huge animation hubs in major Indian cities like- Mumbai, Chennai, Bangalore, Hyderabad etc.

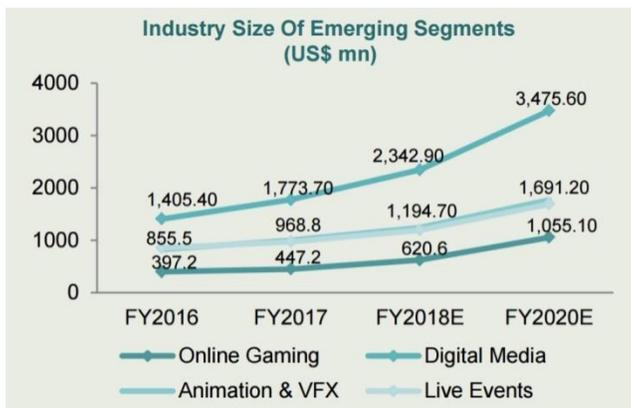
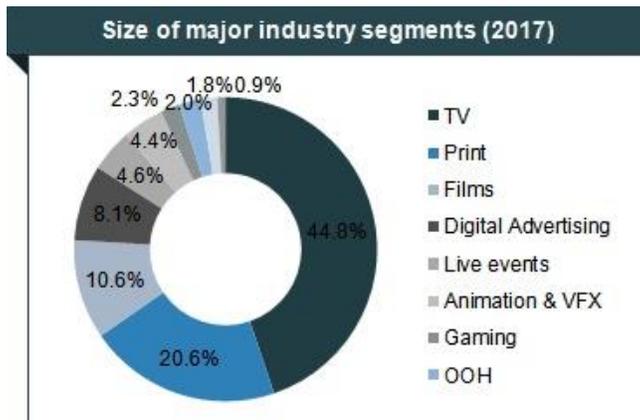
Broadcasters are collaborating with animation studios for unique and original contents, with channels like Sonic, Nickelodeon, Cartoon Network, Discovery Kids, Disney Channel, etc having 50 percent of their contents localised with shows like- 'Motu Patlu', 'Shiva', 'Chhota Bhim', 'Mighty Raju', and so on. There is a spurt in demand for kid's content with the introduction of channels like- ChuChu TV, CVS 3D Rhyme on Youtube.

Global players like Amazon Prime and Netflix are aggressively looking to partner with studios to emerge with more programs for little kids in Hindi and other local languages. With the growth technology, broadband, e-commerce, licensing and retail opportunities related to animation characters has also got a much needed boost.

The latest update FICCI reports (August 2018) reveals the growth of Indian Indian Media, Entertainment and Animation Industry –

Indian media, entertainment and animation industry grew at a CAGR (compound annual growth rate) of 18.55 per cent from 2011-2017; and is expected to grow at a CAGR of 13.9 per cent to touch the US\$ 37.55 billion by 2021 from US\$ 22.75 billion in 2017.

1. This segment continues to be dominated by the television segment, with 44.24 per cent of revenue share in 2016, which is expected to grow more and reach at 48.18 per cent by 2021
2. YouTube plans to increase its users base to 400 million in India, as internet is approaching in the rural areas. It will enable the consumers to access videos on their smartphones
3. In the coming 5 years we will see digital technologies to increase their influence across India and will create a big change in consumer behaviour across all segments



Notes:- E- Estimated

Source: KPMG – FICCI Report 2018, Aranca Research

**Challenges before the Indian Animation Industry:** No doubt the nation is swimming in animation ability. Jungle book, Life of Pi, Skyfall, Shrek, How to Train your Dragon and many more animation films that have outsourced large portions of work to Indian studios is long and growing. However, some challenges still plague the animation and VFX industry. Animation in

our country continues to be believed as a kids' class not like the United States of America, wherever adults represent a significant audience for animated content.

Further, the Indian market has not been receptive to domestic animated films, with only a handful of releases which saw a lukewarm box office response. Most of the home-developed movies are either awkwardly made or non-existent. Animation studios here are obviously great to give good quality animated films however is not thinking of unique film.

Some of the main challenges faced by Indian animation industry are -

- a. Lack of awareness of animation as a career and non-existence or a handful of quality Institutes across India.
- b. Higher costs of production of animated content on TV if compared with a daily soap, coupled with very less commercial returns in terms of ad rates, acts as a deterrent for investment in animated content on TV.
- c. Absence of Government support either through grants or tax rebates.
- d. Piracy is rampant in India, which eats into the revenues for the producers and distributors.

## Conclusion

The Animation Industry is indubitably as large as an ocean. It has always had a place for the talented people. Looking at the present trends and status, it is safe to say that the field of animation will see remarkable growth in the future. If we talk about the future of animation industry, then we can say that animation Industry has a bright future. Gaming sector is looking very promising. Especially mobile games and app development sectors can see good rapid growth in the coming future. Advertising and film production areas will also generate decent employment opportunities for animation professionals in the future. This growth is further going to be fuelled by the outsourcing of animation project work by Disney and other big animation companies to India. In India, effective production pipeline, skilled workforce and infrastructure have been some of the major hurdles in the animation industry. The Indian animation industry still has a long way to go before it can gain its foothold in the international market. It needs to:

- a. Invest more for the development of infrastructure and technology.
- b. Identify and train talented individuals into successful animators.

- c. Set up more animation and film making institutes that provide high end animation and other related courses needed to make a career in animated film making.
- d. Create more awareness about the animation by arranging more workshop and seminars.
- e. Beginners & established animators are being encouraged to create & develop new films, and experiment with their creativity, thus broadening their horizons.

Hollywood studios are joining hands with Indian production houses. Outsourcing of animation projects and technological work from Hollywood has helped India to achieve the proficiency in understanding how to work in a more professional manner. There are a lot of VFX companies running their business in India at the moment catering to various clients in domestic circuit likewise as internationally. With the increasing confidence of the international community, Republic of India is very soon to be trustworthy with the generation of original content, that incorporate several new institutes giving courses on animation education. The Indian animation trade can still attempt and achieve the technical excellence to maneuver forward with gleaming hope.

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