



A Commercial Study of TIATR as a form of Entertainment in Goa (India): An Empirical Analysis

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Abstract:

The state of Goa is rich in culture; heritage and art especially performing art in Goa is a unique feature of the state. Though all these forms fall under the wide classification of dance, dramas and music yet the dance in Goa has a distinct Goan flavour and can be easily be distinguished from those of the other states. The most significant part about the performing arts in Goa is the fact that each of them colorfully illustrates the unity in diversity of Goan heritage. Goan rich cultural heritage comprises of dance, folksongs, music and folk tales rich in the content and variety. Goans are born music lovers. Goans are very fond of theatre and acting.

Tiatr is the major form of Goan theatre common amongst Catholics and is the most commercial offering as it has entertained Goans not only in Goa but also in Mumbai and Pune and in the foreign regions of UAE ,Kuwait ,Canada, U.K as well. The study was conducted to analyze the commercial aspect of Tiatr as a form of entertainment. Problems were also identified with a proper solution to it. It was seen that unlike past, preset days this form of entertainment occupied a respectable position in the Goan Economy. It has created direct as well indirect employment to the people of the state. As a form of entertainment it is not only popular in Goa and other states of the country but also in Gulf, U.K, Canada and other parts of the Globe wherever the Goan diaspora is based

Key words:

Tiatr, Entertainment, Tiatrist, Pordhe, Problems and prospects).

Introduction:

The state of Goa is rich in culture; heritage and art especially performing art in Goa is a unique feature of the state. Though all these forms fall under the wide classification of dance, dramas and music yet the dance in Goa has a distinct Goan flavour and can be easily be distinguished from those of the other states. The most significant part about the performing arts in Goa is the fact that each of them colourfully illustrates the unity in diversity of Goan heritage. Goan rich cultural heritage comprises of dance, folksongs, music and folk tales rich in the content and variety. Goans are born music lovers. Goans are very fond of theatre and acting. Tiatr is the major form of Goan theatre common amongst Catholics and is the most commercial offering as it has entertained Goans not only in Goa but also in Mumbai and Pune and in the foreign regions of UAE ,Kuwait ,Canada, U.K as well.

The word tiatr comes from the Portuguese word for theatre, "teatro". Tiatr is a type of musical theatre popular in the state of Goa on the west coast of India as well as in Mumbai and within expatriate communities in the Middle East, London and other cities where Konkani speakers have a considerate presence. The dramas are performed mainly in "Roman Konkani" and include music, dance and singing. Tiatr performers are called 'Tiatrist'. Tiatr today revolves around social, religious and political themes. It is considered to be a mirror of Goan culture. The drama consists of 6 or 7 acts called "Pordhe". The acts are interspersed by songs which need not be directly linked to the content or the issues of the main drama. There are 2 or 3 songs between each of the acts.

These usually narrate a real life incident (social/political) and end with a moral or message. The Tiatrists have always demonstrated a very high degree of social awareness. Most of the themes of tiatr are concerned with social problems confronting the people. Songs integral to the plays are known as 'Kant's, other songs called 'kantaram' are generally either comedic or based on political and controversial issues that are interspersed through the performance; these musical interludes are independent of the main theme of the play. The songs are often satirical of the politics and politicians of Goa. The music is provided by a live band including keyboard trumpet, saxophone, bass guitar and drums. Atiatr usually lasts for about two or three hours, has songs and seven acts of roughly fifteen minutes duration each and has elaborate sets and professional lighting effects.

The tiatr as a dramatic form has been traditionally dominated and patronised by Christian community, but in recent years several young Hindu artists have been performing in the tiatr which are also seen by people from the Hindu community. Among Muslim artists who have acted so, far it has been mimicry artist Sheikh Amir. The tiatr is an instance where mass support plays a crucial role. It is one of those arts which despite centuries of Portuguese suppression and post liberation neglect, from the state government has not just survived but also thrived and reinvented itself in many ways.

Aims and objectives

The objectives of the study are:

- 1) To study the various forms of direct as well as indirect employments generated by Tiatr.
- 2) To find out about the payments made to each stake holders in Tiatr.
- 3) To study the Capital requirements, Cost and Profitability of each production.
- 4) To study the problems faced and to suggest remedies to overcome it.
- 5) To study schemes implemented by the government of Goa for the development of Tiatr in Goa.

Methodology:

The data for the purpose was collected through a personal interview with the Producers/Directors of Tiatr. A detailed questionnaire was prepared to seek information on the objectives which was administered personally on the samples selected at random. Around 45 Producers/Directors were selected for the purpose. The data collected was analysed with the help of statistical package-SPSS (Statistical package for social science). The tools such as percentage and graphs were used to analyse the data. The secondary data was collected from the Literature, Articles and Newspaper copies available in the library and online. A detailed review of the same was undertaken. The period under study was 2015-2016. The report is presented into the following Chapters:

Significance of the study:

The present study seeks to bring out various problems faced by the directors while entering into the tiatr field as a form of Entrepreneurship in Goa. The study will also bring out the prospects of the business. Likewise how it has contributed towards a profit making business. It also seeks to bring about encouragement and motivation, among the artists/people. The importance of this study is therefore to highlight the various problems as well as prospects faced by the directors as tiatr has turned in to a business form. This study will go a long way to illustrate the need for keeping alive and promoting the traditional art form.

SCHEMES FOR PROMOTION OF TIATR

Tiatr Academy of Goa

The tiatr academy of Goa situated at Patto, Panjim Goa was established in February 2009. It is a statutory body setup by the government of Goa to provide financial as well as non-financial assistance to promote and preserve tiatr, its songs and music in Goa. The various schemes that were conceptualised at the time of the Academy's inception are being followed and continued till now, which are as follows:

1. Oral Documentation of history of Tiatr.
2. Documentations of Tiatr through research work
3. Promotion of Tiatr through Academic activities
4. Preservation of Tiatr literature
5. Promotion of tiatr music
6. Financial assistance to Dramatic Troupes participating in Kala Academy's yearly tiatr festivals
7. Remembering tiatr artists of yester years-commemoration of jubilee/birth anniversaries
8. Remembering tiatr artistes of yester years-organisation of special dedicated programmes.
9. SomploleaTiatristanchoUgdass-monthly programme
10. Financial assistance to troupes going to Mumbai/Poona and other parts of the country & vice versa
11. Production of Tiatr in villages/ urban areas
12. Popular tiatr festival/competition
13. Konkani song and music awards
14. Promoting Tiatr related activities
15. Production of model Tiatr
16. Promotion of Acting
17. Promotion of Patriotism/National Integration/Communal Harmony-Organisation of Competition on Choreographic Dancing on Konkani songs on Patriotism/National Integration/Communal Harmony
18. Promotion of Patriotism/National Integration/Communal Harmony-Production of Musical Programme of Tiatr on Patriotism/n National Integration/Communal Harmony
19. Orientation Courses in Dramatics
20. Children's Tiatr
21. Promotion of duets/duos/trios/quartets
22. Promotion of Konkani songs with choreography
23. Celebration of Tiatr Day
24. Meet the Tiatr Artiste
25. Festival of 'Khell'
26. Financial Assistance to Dramatic Troupes participating in Kala Academy's Yearly Khell-Tiatr Festival
27. Lifetime Contribution Awards-Tiatr
28. Lifetime Contribution Awards-Khell and KhellTiatr
29. Lifetime Contribution Awards-Tiatr (Non-Commercial)
30. Library of TAG
31. Identity Cards
32. Publication of Directory of Tiatr Artistes
33. Visit to old and sick artistes

Kala Academy of Goa

Kala academy is known as "The Academy of Arts". It is a prominent cultural centre run by the government of Goa, situated at CampalPanjim. It is funded by the Government of Goa, the centre offers training through its faculty and also organises festivals, competitions, exhibitions, workshops, seminars, and other programmes related to various forms of the local arts. It conducts various competitions such as tiatr competition for seniors as well as children.

Directorate of Art and Culture Department of Goa

The main objective of the Directorate of Art and Culture in a nutshell is to effectively implement the "Cultural policy" of the Goa Government. In addition to the schemes executed by the department, various other cultural programmes and activities are also organised by the department from time to time, for the benefit of individual artists and artist's community.

TIATR A NEW FORM OF ENTREPRENEURSHIP IN GOA

In the recent years various forms of entrepreneurs have evolved like Ecopreneurs, Edupreneurs, Sociopreneurs, Agropreneurs have evolved.

Among these all forms, Tiatr has taken a higher place as a new form of entrepreneurship in Goa and overseas. Apart from entertaining people many artists aim mainly on profits because it has also become their form of business to get good income. It is a business of entertainment. Tiatr today is well accepted form of entertainment among the Konkani speaking people spread across the globe especially Middle East, London, Canada, Mangalore, Mumbai, Nagpur, Pune etc. Besides Goa It is an industry of its own without any recognition from the government pumping the cores of rupees in the Goan economy. Tiatr in a broad sense has got a great value in the form of art and culture. Many organized producers have left their well-paid jobs and are fully involved into this profession as their full time venture to the extent that they have their own production houses.

Nowadays artists/actors perform in order to promote their form of culture prevalent in today's World for example the recent behavior aspects of the government fooling the people, the recent aspect of how people have become worldly also how the family values have eroded, during the last centuries tiatr have travelled almost in many parts of the world. Artists move to other countries for displaying their talents and arts moreover they have increased their art keeping in mind the increase in marketing value. Tiatro is a unique form of entertainment has provided a decent livelihood to many in Goa and thus a boost to the economy in an unorganized manner. It has generated direct as well as indirect employment in the economy.

DATA ANALYSIS AND INTERPRETATION

In order to collect the data on the objectives identified, a detailed questionnaire was prepared and administered on the Tiatr Directors. Most of the Directors were interviewed personally whereas some were interviewed through phone calls and e-mail. Total numbers of Directors surveyed were 45 from Goa. Data collected on the topic to find out as to how Tiatr as a form of new entrepreneurship evolved over a period of time was tabulated and analysed accordingly

by using percentages and with the help of graphs. For the purpose SPSS was used (Statistical package for social science)

Analysis

Table No. 1: Table Showing Reason for Entering in Tiatr

Particulars	Frequency	Percentage (%)
Hobby	35	77.8
Business	3	6.7
Any Other	7	15.6
Total	45	100.0

Source: Primary Data

From the above table, it can be seen that around 80% of the directors entered into the Tiatr as a hobby. Whereas only 7% of them stated that they entered into the field as a business. This shows that most of them entered into the field of Tiatr as a hobby and as the years passed by, the same turned into a business to opportunity for them.

Table No. 2: Table Showing Other Source of Income

Particulars	Frequency	Percentage (%)
Private Service	11	24.4
Government Service	5	11.1
Business	9	20.0
Any Other	8	17.8
"Only Tiatr"	12	26.7
Total	45	100.0

Source: Primary Data

30% of the directors are dependent only on Tiatr whereas 24% of them do private services. A few replied that they do business and 11% of them do government services. It means that, the Tiatr as a venture is a source of income for many directly as well as in indirectly. Many involved in the Tiatr such as actors, directors, singers, and musician are dependent on Tiatr for their source.

Table No.3: Table showing Major element of cost in Tiatr Production

Particulars	Frequency	Percentage (%)
Stage setting	6	13.3
Actors	19	42.2
Hall	9	20.0
Musician	8	17.8
Any other	3	6.7
Total	45	100.0

Source: Primary Data

42% of the directors said that payment to the actors is a major element of cost. 20% of them stated that the hall acts as a major element of cost, and a small number replied that payments to musicians and stage setting are the major elements of cost. Thus actors and auditorium acts as a key factor which is responsible for the high element of cost.

Table No. 4: Table Showing Nature of Employment (Permanent/Temporary)

Particulars	Frequency	Percentage (%)
Yes	14	31.1
No	31	68.9
Total	45	100.0

Source: Primary Data

In the above table the majority of the actors are not permanent as they say that where ever they are offered a good pay they act for them. Whereas a few of them work under one production house and be in production as a permanent employee. Actors prefer multiple shows rather than staying with one director as it provides them with extra income.

Table No. 5: Table Showing type of Employment Generated

Particular	Frequency	Percentage (%)
Acting	19	42.22
Stage Setting	13	28.9
Music	10	22.22
Makeover	1	2.22
Any other	2	4.44
Total	45	100

Source: Primary Data

Table No.5 shows the direct employment generated on production of a tiatr. It generates employment in various areas such as acting, stage setting, music makeover and others. It can be seen that many actors were being employed as a result of the tiatr accounting for 42% of the total employment generated. Persons required for stage setting and musicians also found employment as a result of tiatr. It also shows that 29% was in the area of stage setting. Whereas 10% was in the field of music.

Table No. 6: Table Showing Capital expenses * Average earning

Capital expenses	Average earnings				Total
	Below Rs 5000	Between Rs 5000- Rs 25000	Between Rs 25000- Rs 45000	Rs 45000 and above	
Below Rs 10000	2	0	0	0	2
Between Rs 10000- Rs 20000	1	0	0	0	1
Between Rs 20000- Rs 30000	2	0	2	0	4
Rs 30000 and Above	13	11	8	6	38
Total	18	11	10	6	45

Source: Primary Data

From the above table it can be concluded that majority of the respondents earn a profit below Rs. 5000 which means that they entered into the business not only for making profit, but also as their hobby. Whereas a handful of them earn a profit above Rs. 45000. Further it also shows that investment and earning are directly proportional. More you invest, more is the profit earned by them.

Table No. 7: Table Showing Recurring Expenses per Show

Particulars	Frequency	Percentage (%)
Below Rs 15000	24	53.3
Between Rs 15000- Rs 30000	7	15.6
Between Rs 30000- Rs 45000	10	22.2
Rs 50000 and above	4	8.9
Total	45	100.0

Source: Primary Data

Working capital is the main element of total cost which decides the smooth functioning of any business activities. It is a life blood to any business. In the above table majority of the recurring expenses are seen to be below Rs.15000 with the percentage of 53%. Following that the recurring expenses are between Rs 30000-45000. The percentage has been further reduced to 16% between Rs.15000-30000. And the least recurring expenses are seen to be between Rs.50000 and above with 9%. Thus on an average Rs 25,000 – Rs 40,000 required in form of working capital to stage a Tiatr.

Table No. 8: Table Showing Average Cost of Production per Show

Particulars	Frequency	Percentage (%)
Below Rs 15000	3	6.7
Between Rs 15000- Rs 25000	3	6.7
Between Rs 25000- Rs 35000	7	15.6
Rs35000 and above	32	71.1
Total	45	100.0

Source: Primary Data

From the above table the results indicate that for producing one production the amount spent by the directors vary between Rs. 15000-35000 and above. Out of which 71% of the directors spent Rs. 35000 and above. Followed by few directors who spent below Rs. 15000 for staging their show irrespective of whether performed in cities or villages. It means that in the city auditorium, with the 100% full capacity, the profits of the directors would be around Rs 40,000 – Rs 60,000.

Table No. 9: Table Showing Marketing Strategies

Particulars	Frequency	Percentage (%)
News Paper	29	64.4
Television	2	4.4
Banners and Public Place	10	22.2
Any other	4	8.9
Total	45	100.0

Source: Primary Data

The most widely and commonly used mode of advertisement are newspapers where 64% of the directors advertise on it in order to promote its production. Banners at public places also work out as an effective strategy which constitutes 22%. It is the oldest form of advertisement. Advertisements on regional T.V are not popular among the directors. If one looks at newspapers now a days, some newspaper are flooded with Tiatr adds specially on Sundays.

Table No. 10: Table Showing Produced DVD/CD

Particulars	Frequency	Percentage (%)
Yes	36	80.0
No	9	20.0
Total	45	100.0

Source: Primary Data

It can be seen that 80% of the respondents produced tiatr as well as CD's/DVD's. This helped then to earn income besides income from Tiatr. Remaining 20% of the respondents are not producing CD's/DVD's as the production is costly and not much remunerative.

Table No. 11: Published Books * Publisher of Books in case of Published

Books published	Publisher of books in case of Published				Total
	Self	Tiatr Academy	Any Other	Not Published	
Yes	8	3	2	0	13
No	0	0	0	32	32
Total	8	3	2	32	45

Source: Primary Data

The directors are not taking keen interest in documenting their script and publish it for future generation. Though there are schemes made available to them by TAG/ Government of Goa not many availed these schemes.

Table No. 12: Table Showing Profitability Based on Place of Performance

Particulars	Frequency	Percentage (%)
Village	14	31.1
Cities	31	68.9
Total	45	100.0

Source: Primary Data

Performances in the cities are more profitable (68%) as compared to village performances (31%) as the main reason for high profitability in cities are:-

- ✓ The hall capacity is always full.
- ✓ High ticket price
- ✓ People of all walks of life attend Tiatr.
- ✓ Quality presentations.

Table No. 13: Table Showing Performance outside Goa

Particulars	Frequency	Percentage (%)
Yes	32	71.1
No	13	28.9
Total	45	100.0

Source: Primary Data

Majority of the producer performed outside Goa/India such as Middle East, Canada, London, etc. though these performances are highly profitable it gives them an exposure outside the country. They get opportunity to go outside country and showcase their talent. These shows are sponsored by the well to do NRI from Goa.

Table No. 14: Table Showing Source of Finance

Particulars	Frequency	Percentage (%)
Personal Saving	42	93.3
Borrowing from relatives	3	6.7
Total	45	100.0

Source: Primary Data

Table no.14 represents sources of finance. The data presented above reveals that personal savings are a major source for financing the Tiatr (93%) which means that the directors are independent enough to finance their own production.

Very few producers are dependent on other for finance.

Table No. 15: Table Showing Awareness about Government Schemes

Particulars	Frequency	Percentage (%)
Yes	33	73.3
No	12	26.7
Total	45	100.0

Source: Primary Data

Table No. 16: Table Showing Availing any Government Schemes

Particulars	Frequency	Percentage (%)
Yes	6	13.3
No	39	86.7
Total	45	100.0

Source: Primary Data

From the above table it can be noted that majority of the respondent are aware of the government schemes available in connection with production of Tiatr for financing Tiatr. However, they were of the opinion that availing such facilities is complicated and difficult. One has to fulfil lots of conditions attached to it. As a result, they pretend to produce their shows/DVD or published books through their own sources.

Table No. 17: Table Showing Impact of Business on Society

Particulars	Frequency	Percentage (%)
Respect from society	28	62.2
Source of Motivation	13	28.9
Start their venture	3	6.7
Any other	1	2.2
Total	45	100.0

Source: Primary Data

It can be noted that the tiatr business has helped the majority of the directors to gain respect from the society(62%),

it also acts as a source of motivation to carry on their business with more confidence and courage.

Table No.18: Table showing Problem Faced

Particulars	Frequency	Percentage
Non availability of actors	13	28.9
Financials	16	35.6
Government obstructions	2	4.4
any other	9	20.0
No Problem	5	11.1
Total	45	100.0

Source: Primary Data

It is clear that to stage a show 36% of finance is the main problem followed by non-availability of actors (29%) as these actors are working or performing simultaneously in other Tiatr. Further government restrictions (4%) also affect the performance of the Tiatr. Government interferes or censors tiatr only if the script is against government or criticizes the government.

CONCLUSION, PROBLEMS AND SUGGESTIONS

Conclusion

- Most of the Tiatr directors entered into the field as a hobby. They are not highly educated; Most of them are SSC passed and use their creativity and thoughts to script a drama.
- It was seen that in 70's the average cost of producing a Tiatr was Rs 2000/- and below which is gone up to Rs 40000-60000 at present.
- Most of the tiatrists are fully dependent on Tiatr to earn daily income and to increase their standard of living. They are full timers in the field of Tiatr.
- They provide direct as well as in direct employment such as actors, makeup, stage, etc.
- Employees who are working in the Tiatr are not permanent because most of the directors release their Tiatr once in a year and the

employee cannot depend on one and earn his / her standard of living.

- After deducting the total expenses the average profit that remains with the producer is below Rs 5,000/-
- The major element of cost that decides the smooth flow of business is the working capital which is around Rs 15,000/- and above.
- Average cost that is needed to produce one show is Rs 35000 and above.
- The most widely and often used marketing strategies by the directors is advertising on the newspaper and displaying banners at various places and different areas.
- Earlier Car publicity was used as a marketing strategy which is now replaced by modern means lie advertising on Social networking sites, broadcasting on television etc.
- Most of the directors produce CD's/DVD's apart from their own production which adds to their normal and regular income.
- Majority of the directors do not publish books as it is not beneficial and profitable apart from its high cost.
- Most of the directors prefer performing in cities as city performances are more profitable than the village performances.
- A large portion of the directors performed outside Goa as it gives them the opportunity to visit/ tour the foreign countries.
- Shows performed within the country especially in Goa are considered more profitable due to high ticket prices, number of shows performed etc.
- To start the Venture personal savings act as a major source of finance.
- Most of the producers/ directors are not aware of the government schemes available for promoting their Tiatr. As a result majority of them do not avail such schemes.
- This business has helped the directors in gaining self-development Social recognition.

- Like any other business, the Tiatr also encounters a lot of problems like financial problem, non-availability of actors, government restrictions etc.
- This form of entertainment has helped to generate public opinion in the society on various social issues, against Government's wrong policies etc.

PROBLEMS

Like any other industry, tiatr too suffers from serious and severe problems and criticisms, some of them are highlighted below:

- Most of the tiatr are aimed at bringing about awareness relating to social and political problems and thus have to face obstructions.
- The traditional art form has faced severe decline as people nowadays get attracted/pulled towards modern means of entertainment like movies.
- Modern generation/ youth hesitate to take up tiatr as a business.
- Sometimes the directors face financial problems when they are unable to recover the costs incurred on production.
- The schemes available for financing the tiatr are not easy to avail and involve lots of formalities.
- Non availability of actors as one actor acts in many other tiatr simultaneously.
- No industry status from the Government and thus barred from the privileges available to other forms of industries.
- No proper accounting.
- Non availability of standard halls.
- Lack of financial support.

Suggestions

- Directors/ writers/ tiatrists must avoid using filthy language while staging the drama as Tiatr is the best medium to educate our society.
- The TAG should organise cultural programmes so as to discover the hidden talents of the young youth and assist in developing such talents.
- More Workshops on Tiatr should be organised to train the young youth and give them guidance to improve their acting skills/ training institutes.
- The play writers and directors should do their best to improve the quality of the art and bring in more theatrical professionalism.
- TAG/ Government should assist the directors with more financial assistance in order to take tiatr to every hook and corner of the World.
- Government should provide schemes to those people who want to start their entrepreneurship in Tiatr and should also provide schemes to those existing directors to increase their production.
- The procedure to avail the schemes should be simple, easy and not too lengthy.
- Government should impose sufficient portion of Entertainment Tax on Tiatr so that it can generate revenue to the Government.
- Government should take initiative to develop more Auditoriums in the State of Goa.
- The auditoriums should be let out at a discounted rate so that the directors can perform more.

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