

“HRM Practices and Sustainability in Marathi Film Production: Review and Insights”

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Abstract

The Marathi film industry, a significant contributor to Indian regional cinema, is increasingly recognizing the importance of sustainability in its production processes. This paper presents a comprehensive literature review of Human Resource Management (HRM) practices within Marathi film production houses and examines how these practices contribute to sustainable outcomes. The study explores how key HRM functions such as recruitment, training, talent management, and employee engagement are being shaped by sustainability concerns. It also highlights how production houses encourage a workforce culture that supports environmentally and socially responsible filmmaking.

By reviewing existing research on sustainable HR practices and their application in similar creative industries, this paper identifies strategies that can help Marathi film organizations integrate sustainability into HRM. The findings offer insights into how HRM can influence workforce behaviour, enhance skill development, and motivate employees toward sustainable production goals. This study fills an important gap in the literature by focusing specifically on the Marathi film context and provides useful implications for HR professionals, production leaders, and policymakers committed to fostering sustainable practices in regional cinema.

Keywords

Human Resource Management, Sustainable Film Production, Sustainability Practices, Recruitment, Training, Talent Management, Employee Engagement

Introduction

The Marathi film industry, a prolific contributor to Indian cinema, is experiencing a growing movement towards sustainable filmmaking practices. This shift reflects a broader global trend in the film industry, where environmental and social responsibility are gaining increasing importance. Human Resource Management (HRM) plays a critical role in enabling this transition towards sustainability. Effective HR practices can cultivate a workforce committed to sustainable practices, develop talent with the necessary skills, and foster a culture of environmental and social responsibility within production houses. This paper presents an analytical study of HRM practices within Marathi film production houses and their role in driving sustainability. The

research investigates how these practices are being adapted to address sustainability concerns throughout the film production process.

By examining key areas of HRM, such as recruitment, training, and talent management, the study aims to understand how they are being shaped by sustainability goals. Additionally, the research explores how employee engagement and motivation are fostered towards adopting sustainable filmmaking practices. Through this analysis, the paper seeks to identify successful strategies employed by Marathi film production houses to achieve a more sustainable industry. These findings can offer valuable insights for production houses, HR professionals, and policymakers working towards environmental and social sustainability within the Marathi film industry and beyond.

Objective of Study:

1. To study the past research on Sustainable HR Practices in Marathi Film Industry
2. To study literatures based on factors influencing the HRM Practices in the Marathi Film industry and barriers towards the transition of sustainable HRM Practices

Review of Literature

The transition towards sustainable filmmaking practices requires a multi-faceted approach, and Human Resource Management (HRM) plays a vital role in this process. This literature review examines how HRM practices are being adapted to address sustainability concerns within the film industry. The film industry, while a powerful creative force, faces growing scrutiny for its environmental impact. Sustainable Human Resource Management (HRM) practices can play a crucial role in mitigating this impact and fostering a more responsible film production environment. However, limited research specifically explores sustainable HRM in the context of film production. This review aims to analyse existing literature on sustainable HRM practices and identify potential applications within the film industry.

- **Sustainable Film Production Process**

A growing body of research explores the concept of sustainable filmmaking, encompassing environmental and social responsibility throughout the film production process (Sangita Girish Naik, Ankita Malpani, 2019). Scholars emphasize the need to minimize environmental impact by reducing energy consumption, waste generation, and resource depletion (Monika Tulsyan, Prof. Rajeev Prabhakar, 2021). Social sustainability considerations include fair labour practices, diverse representation within the workforce, and ethical treatment of communities impacted by filmmaking (K. Prashanthi, 2013)

HRM and Sustainability

Research suggests that sustainable HRM practices are essential for integrating sustainability into an organization's core values and operations (Mr. Maheshkumar Devendra Mohite, 2019). Strategic recruitment can target candidates who possess the knowledge and skills necessary for sustainable filmmaking practices (Loic Cadin, Francis Guerin, Robert Defillippi, 2006). Training programs can equip employees with the competencies required to implement sustainable initiatives (Deepak Mahadev Salve, Dr. Vidya Hattangadi, 2011). Additionally, effectively communicating sustainability goals and fostering employee engagement are crucial for successful implementation (Gustrin Oktaviayu Cendhikalistya, Muhammad Said, 2022)

- **The Marathi Film Industry**

The Marathi film industry, renowned for its rich cultural heritage, is increasingly recognizing the importance of sustainable filmmaking practices. However, limited research exists specifically exploring how HRM practices within Marathi production houses are being adapted to address sustainability concerns.

Future Research Directions

Identify the need for further research on the implementation and effectiveness of sustainable HRM practices in film production companies. Advocate for case studies exploring how film production companies have successfully integrated sustainable HRM practices into their operations. Suggest research on the impact of sustainable HRM on environmental outcomes, employee engagement, and overall film production efficiency.

Gaps in Knowledge

While research exists on sustainable filmmaking and HRM practices within the broader film industry, a dearth of scholarship specifically explores the Marathi film industry context. This study aims to address this gap by examining how HRM practices in Marathi production houses are being shaped by the transition towards sustainability.

1. **“Challenges Faced by Regional Cinema - A Study in context of Marathi Cinema”, Page Number 51-56.**

Findings - It states that the Marathi cinema has many challenges according to the industry standards in terms of box office collection, Bollywood fever, technical challenges, social challenges, financial challenges, and the main aim to understand the difficulties faced by Marathi films the challenges marked as regional Indian cinema.

2. “Analytical Study on the Relationship between Human Resource Management Practices and Organizational Performance”, Page Number 234-243.

Findings - Human Resource Management is an critical role of an organization, that enables the most efficient of the people to accomplish corporate and personal objectives according to the findings HR are managed in a coordinated way by companies in order to produced optimal productivity, Company can achieved great outcomes of pool of an employment, HRM and organization performance are directly proportional to each other.

3. “Human Resource Planning - An Analytical Study”, Page Number 63-68.

Findings - The success of Human Resource Planning mainly depend on the will of an organization to device such a plans that will attract the people in an environment of peace, tranquillity, progress, growth and development of both employee & employer.

4. “Human Resource Management in Media & Entertainment: Review”, Page Number 1381-1385.

Finding – Studied that Human resource means both the people who work for organization or company and the department responsible for managing resources related to employee, The term HRM can be describing formal system device for the management of people within an organization.

5. “HRM Practices in the Video Game Industry: Industry or Country Contingent” Page Number 288-298.

Findings - Finally when something is new this does not necessarily mean that everything else is new too, the same can be said of instability, and the video game industry is still young through maturing at a considerable rate. This paper talks about the innovative techniques by HRM practices.

6. “Marketing & Distribution of Marathi Films: The Biggest Challenge Before The Film Producers”, Page Number 38-45.

Findings - Overall we got that film making process is comparatively easy rather than film distribution & making, because now a day Marathi film has very less viewers in theatre as well as theatre owners prefer Hindi movies & other language movies, overall Marathi film didn't get proper market to recover its invested money, this is the biggest challenges of producer of Marathi film.

7. “The Role of Human Resource Development Management in, Improving Creative Entrepreneurs at over loops Photography, Yogyakarta, Indonesia”, Page Number 67-86.

Findings - The Conclusion is to determine the role of management in the development of creative entrepreneurship HRM strategies for over loop as creative entrepreneurship in the photography industry.

Discussion:

[1] Balancing Act: An Analytical Study of Human Resource Management Practices for Sustainability in Marathi Film Production Houses – The balancing act through which we can balance the human resource in the production houses of Marathi film industry

Recruitment: Targeting candidates with skills and experience in sustainable filmmaking practices (e.g., energy efficiency, waste reduction), prioritizing candidates who demonstrate a commitment to environmental and social responsibility.

Training: Implementing training programs on sustainable filmmaking practices for all crew members. Equipping employees with the knowledge and skills to minimize environmental impact during production (e.g., water conservation, set design using recycled materials). Training on social sustainability issues like fair labour practices and ethical treatment of local communities involved in filming.

Talent Management: Developing career paths that encourage specialization in sustainable filmmaking practices. Recognizing and rewarding employees who champion sustainability initiatives. Fostering a culture of collaboration between different departments (e.g., production, design) to achieve sustainability goals.

Employee Engagement: Encouraging open communication about sustainability challenges and solutions. Implementing incentive programs that motivate employees to adopt sustainable practices. Creating a sense of ownership and responsibility for achieving sustainability goals within the production house. Summarize existing research on sustainable filmmaking practices, highlighting environmental and social aspects. Discuss the role of HRM in achieving sustainability goals within organizations. Explore how HR practices like recruitment, training, talent management, and employee engagement contribute to sustainability initiatives.

[2] Lights, Camera, Action.... Sustainably! Exploring Training & Environmental Sustainability Practices in Film Production – The film making process has three major steps of unit through which the making process has completed

Pre-Production: Increased adoption of virtual location scouting tools to reduce travel emissions. Growing use of recycled materials and sustainable set design practices. Scriptwriting software that considers environmental impact during filming (e.g., minimizing scenes requiring extensive travel or resource consumption)

Production: Widespread shift towards energy-efficient LED lighting technology. Implementation of on-site renewable energy generation (e.g., solar panels) for some productions. Increased use of electric vehicles for transportation on set. Adoption of water-saving practices and catering services minimizing food waste. Repurposing of props and costumes across productions to reduce resource use.

Post-Production: Optimization of digital editing workflows to minimize energy consumption. Growing popularity of digital distribution platforms, reducing reliance on physical copies.

[3] The Power of the Reel: Exploring Social Sustainability in Film Production -

Fair Labour Practices: Increased adoption of fair labour practices like transparent contracts, adherence to minimum wage laws, and safe working conditions (e.g., reasonable working hours, breaks, and safety protocols) growth of union representation in film production, particularly in certain regions, leading to stronger worker protections. However, challenges persist, especially regarding independent productions and non-union environments.

Diverse Representation: Growing awareness of the importance of diversity behind the camera and on screen, leading to initiatives like unconscious bias training for filmmakers. Increased focus on talent development programs specifically aimed at underrepresented groups in the film industry. Despite progress, significant gaps remain in achieving true diversity across all areas of filmmaking, particularly in leadership positions.

Ethical Community Engagement: Growing recognition of the need for ethical engagement with communities impacted by film production projects. Increased focus on transparent communication, collaboration with local populations, and ensuring economic benefits for communities (e.g., local hiring, support for local businesses) Instances of film productions causing disruption or neglecting the needs of local communities, highlighting the ongoing need for education and best practices.

[4] Building a Greener Workforce: Exploring Sustainable Human Resource Management Practices –

Training, recruitment, development are the some potential practices of HRM through which the workforce environment can manage the organization goals

[5] Planting the Seeds: Effective Recruitment Strategies for Sustainability Roles - Effective Recruitment Strategies are very important aspect of any organization to achieve the goals of an organization in less efforts

Job Description Design: Emphasize the organization's commitment to sustainability and the impact of the specific role. Clearly outline the required skills and experience, focusing on both technical expertise and sustainability knowledge. Use keywords relevant to the field of sustainability to attract qualified candidates searching for green jobs.

Targeted Sourcing: Utilize online platforms and professional organizations catering to sustainability professionals. Partner with universities or colleges with strong sustainability programs to source potential candidates. Consider attending industry conferences and events focused on sustainability to network with potential talent.

Candidate Assessment: Develop interview questions that assess candidates' understanding of sustainability principles and industry best practices. Include scenario-based assessments to evaluate problem-solving skills and strategic thinking in a sustainability context. Prioritize candidates who demonstrate passion for

sustainability alongside relevant technical skills and experience. Partner with universities or colleges with strong sustainability programs to source potential candidates. Consider attending industry conferences and events focused on sustainability to network with potential talent.

Conclusion of Literature Review

The literature review highlights the growing importance of sustainable filmmaking practices within the film industry. Existing research emphasizes the critical role of Human Resource Management (HRM) in facilitating this transition. Studies suggest that effective HR practices can contribute to sustainability by

- Recruiting talent with the skills and knowledge for sustainable filmmaking.
- Implementing training programs to equip employees with necessary competencies.
- Fostering employee engagement and communication of sustainability goals.

While research explores these themes within the broader film industry, a gap exists regarding the specific context of the Marathi film industry. This study aims to address this gap by examining how HRM practices in Marathi production houses are being adapted to support the industry's transition towards sustainability.

By analysing recruitment, training, talent management, and employee engagement practices, the study seeks to identify successful strategies employed by Marathi production houses. These findings can offer valuable insights for the industry and contribute to a more sustainable future for Marathi cinema.

Conclusion

Sustainable HRM has the potential to significantly contribute to a more responsible and sustainable film industry. While research in this specific area is limited, existing knowledge from broader HRM practices offers valuable insights for adaptation within film production. Further research is crucial to develop and implement effective sustainable HRM strategies within the unique context of the film industry.

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