

Reality Shows in India : A Case Study on Kaun Banega Crorepati



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Abstract

Indian individuals and their personalities are highly influenced by cinema and television, specifically young age-group. The silver screen was enjoying the monopoly in the previous century, but television has proven a great substitute later. "Consumption of television is one of the most time-consuming activities human beings conduct in their lifetimes."¹ Every channel on television tried to bring numerous shows to attract the viewers and to achieve higher TRP (Television Rating Points) but the success formula now a days, is reality shows. "Reality shows are the trump cards of the producers of the television industry."² Reality shows, so called unscripted dramas are generally based on acting, dancing, singing, cooking, religious visits, dares, game shows etc. The study explains about the reality shows in India and gives a case study on famous Indian reality show 'Kaun Banega Crorepati'. The secondary data is being followed in this research as analyses are made on different research papers, media essays, online articles and research theses in the concerned topic.

Keywords: Indian Television, Reality Shows, Kaun Banega Crorepati.

Introduction

"Reality-based entertainment is as old as society itself."³ Indian people are enjoying an advanced age of technical development in the field of entertainment. Everybody here is using Internet, social applications, online sports, 3D-9D amusement parks etc. for recreation, though the craze of television is still present. "TV can easily take the place of a parent, teaching kids the acceptable ways of society."⁴ Indian people love to watch their favorite shows on television. In the previous decade, where there was a trend of daily soaps on television, now the most preferred shows are reality shows. Hardly there is a channel which is not telecasting any reality show. The first reality show was Candid camera introduced in late 1940s.⁵ As far as the reality shows are concerned in India, only singing acting and dancing shows were very famous in early 90s. But as the time passed, reality shows like *KAUN BANEGA CROREPATI*, *BIG BOSS*, *MTV ROADIES*, *FEAR FACTOR*, *LOVE SCHOOL*, *INDIA'S NEXT TOP MODEL*, *THE GREAT INDIAN LAUGHTER SHOW*, *MASTERCHEF*, *INDIA'S BEST DRAMEBAAZ*, *LITTLE CHAMPS*, *INDIAN IDOL*, *DUS KA DUM*, *JHALAK DIKHLAJA*, *SWAYAMBUR*, *DANCE INDIA DANCE*, *COMEDY CIRCUS*, *YATRA*, *MTV BAKRA*, *NACH BALIYE*, *VOICE OF INDIA*, *KOFFEE WITH KARAN*, *THE BOURNVITA QUIZ CONTEST*, *MASTERMIND INDIA*, *EMOTIONAL ATTAYACHAR*, *DADAGIRI*, *KYA AAP PANCHVI PASS SE TEJ HAIN*, *CROSSROADS* etc. got fame. While the reality television was trending in the beginning, the conditions were not worse as today. Today's reality shows are bringing full drama than to mirror the real talent. The study gets its significance as youth is spending a number of hours on watching such reality shows and learning a lot of things, in fact imitating the same. From the conversations between siblings to the conversations between well educated people, mostly the reality shows are first priority. Teenagers are even ready to leave their education in between if they get a chance to be a part of any reality show. Reality shows other than drama and entertainment, trying to serve the society in an ethical manner also, as one act plays on save environment are being presented in different shows and giving a strong message. Reality shows like 'Stayamev Jayathe' bring into the notice of common man, major problems of India. The reality shows based on children are creating a will in the guardians that their children come in front line too. As a whole, the guardians, the teenagers, the children even the silver screen got affected by reality shows, as almost every film is being promoted in the different reality shows.

Famous bollywood actors like Sanjay Dutt, Madhuri Dixit, Salman Khan, Anupm Kher, etc. showed their interest and become a part of reality shows.

The selected case study, Kaun Banega Crorepati, hosted by legendary actor Mr. Amitabh Bachhan is one of the most liked shows in India. It is a game based reality show which is offering public to earn money without huge investments as well as sharing the stories of contestants in a very emotional and dramatic way. It is a reality show famous since 2000 till now among all age groups in India which is giving a chance to all (above 18 years) to participate and to earn money only on the basis of their knowledge. Indians are diehard fans of Mr. Amitabh Bachhan. Even a few contestants claim on the HOT SEAT* that they come there to meet him. It could be the one perspective of the popularity of the show, but the real cause and nucleus of the show is money. Indians love to earn easy money, so the name and fame of the show is incredible. From the last 2-3 seasons, this show is also offering the audience a chance to win money in 'Ghar Betha Jeeto Jackpot'. The youth must be encouraged to watch reality shows like Kaun Banega Crorepati as the knowledge and the money, both are centre of attraction for the society and the same is served in the show. On the other hand, The stories of survival of different candidates in exceptional conditions also inspire the audience.

*HOT SEAT: A special chair placed in front of the host's chair while playing the show Kaun Banega Crorepati.

Study Duration

September to December 2018

Aim of the study

1. To list the different reality shows in India
2. Case study on Indian reality show Kaun Banega Crorepati

Review of Literature

Pramod Dabholkar (2017) defined reality shows as the best way for few people to get name, fame and money just in a short span of 1-2 months. The study further explained that a number of participants got the professional work just after the completion of the related reality show. Television those days was flooded by many reality shows and there were both positive and negative impacts on society of them. The planned and scripted drama in reality shows was a tool to grab the attention of audience. 'No drama no viewers' was a rule applied on all reality based shows.

The research made by Prashanth G Malur, Nandini Lakshmi Kantha and Prashanth, V.(Aug.2014) explained that Globalization was one of the responsible factors for western influence on Indian mentality. The content presented in the international reality shows was quite interesting for the youth of India. The same had been followed by the Indian producers to earn a number of views. Reality shows were giving identification to the new talent with the great revenue benefit to the channel producers because reality based shows were serving more

entertainment as compared to boring daily soaps. The first reality show in India was 'Meri Awaz Suno' on Doordarshan channel in late 1980s. The people preferred the most music and comedy based reality shows. It could not be identify exactly that what kind of show a particular person want to watch? Entertainment genre was preferred the most, the second position was for educational programmes and the least watched shows were spiritual programmes. People were losing moral values as there was no reality show concentrating about such values. In the trend of the music based reality shows, Kaun Banega Crorepati had become a milestone. It had proven a social as well as informative reality show.

Vijay Kumar Meti, Dr.Suresh Jange (Mar 2012) conducted a study on 100 students, research scholars, house makers and teaching faculty in Gulbarga city, revealed that 80% people watch reality shows. Nach Baliye was rated by 30% of the respondents as good, 14% as very good and 22% as excellent. 28% had rated Comedy Circus as good and 18% as excellent. However, Voice of India was rated by 40% of the respondents as good. As per the mean value calculated, the top five most watched reality shows were Voice of India, Roadies, Dus ka Dum, Dance India Dance and Indian Idol.

Manwaring (2011) made a research on 82 females of undergraduation of eastern Kentucky university to find out the effects of reality shows on female body as earlier studies showed that a woman got dissatisfaction after following reality shows and the findings of this research presented that there is a mixture of results if the reality shows are affecting women body or not.

Naveen Tiwari (2016) made a study on 50 persons of 18-25 years of Ambikapur (India) and it was proven that Reality television have influence on the life of youth and the society. It was strongly advised that the concepts of reality show programs, should be based on information, science, sports and spirituality so that the moral values and sentiments of the viewers must not be hurt, even if it gives the knowledge.

Barton (2007) explained about effects on the perceptions of people of competition based reality programmes. The reality shows are beneficial for viewers, advertisers and producers. The reality shows which tried to avoid any negative or dramatic content, loses its popularity. The most common blames levied against reality-based programs are that they reflect the worst aspects of people, especially in case of competition-based reality shows where contestants compete face to face in a direct manner for a particular prize. Reality shows must not be based on scripts. These shows must bring ordinary people in front line not the celebrities.

Rachna Parkash and Reena Philip (March 2018) researched the impact of three very popular shows of MTV among youngsters named Splistvilla, Big Boss and Roadies. These shows had a negative impact on physical and mental health of youth, so

these should have less controversies and dramatic content.

Subramaniam, S. Himanshu Tiwari (2014) concluded that reality shows watched by both male and female and they felt relaxed after watching these shows. Most of the people prefer to watch reality shows on colors channel. Any innovative concept tried out by any channel if proved successful, the other channels followed the same idea to boost the TRP. The worst part of the television reality shows was including the children into it because of the vulgar songs selection and uncomfortable dresses for children between 5 to 10 years in dance based reality shows. On the other side of the window, the shows like The Bourn vita Quiz Contest of children would always be remembered for the beautiful combination of knowledge, fun, and delight. From the other reality shows in India, Kaun Banega Crorepati was beyond comparison. MTV telecasted shows like Splitsvilla and Roadies which get the youth hooked on to their idiot boxes. The successful reality shows tried to grab the

attention of the audience with the sequels of the shows but that had not been effective in every case as Big Boss and Kaun Banega Crorepati had maintained their fame in almost every season but shows like 'Sach Ka Samna Phir Se Hoga' did not get its popularity back in second season.

https://en.wikipedia.org/wiki/Kaun_Banega_Crorepati
Kaun Banega Crorepati has been telecasted since 2000 in India in 10 seasons by Big Synergy Productions in the running time of 60 minutes in every episode. It's a reality show of Indian television based on British Reality show Who wants to be a millionaire ? The seasons 1-3 and 4-10 were presented to the public through original distributors Star plus and Sony entertainment Television respectively. Recently, on 30 November, 2018 it has completed its 10th season successfully. The following table (Table no.1) shows the Kaun Banega Crorepati with different taglines, different prize amounts and releasing dates of different seasons:

Table No. 1 Details of Different seasons of Kaun Banega Crorepati

Season	Name (Tag line)	Releasing date	Prize amount(Jackpot)
1	Kaun Banega Crorepati	3 July 2000	1 crore
2	Kaun Banega Crorepati <i>Dwitiya</i>	5 august 2005	2 crore
3	Kaun Banega Crorepati	22 January 2007	2 crore
4	Kaun Banega Crorepati(Koi bhi swal chotta nahi hota)	11 October 2010	1 crore (5 crore Jackpot)
5	Kaun Banega Crorepati(Koi bhi insaan chotta nahi hota)	15 August 2011	1 crore (5 crore Jackpot)
6	Kaun Banega Crorepati (Sirf gyan hi aapko aapka haq dilate hai)	7 September 2012	1 crore (5 crore Jackpot)
7	Kaun Banega Crorepati (Seekhna band to jeetna band)	6 September 2013	7 crore
8	Kaun Banega Crorepati(Yahan sirf paise nahi, Dil bhi jeete jate hain)	17 August 2014	7 crore
9	Kaun Banega Crorepati(Jwab dene ka waqt aa gya hai)	28 August 2017	7 crore
10	Kaun Banega Crorepati (Kab tak rokoge)	3 September 2018	7 crore

The Season 3 of Kaun Banega Crorepati was hosted by Shahrukh khan but other all seasons were hosted by Amitabh Bachhan. As far as the eligibility of participation is concerned, the selection of contestants is based on the knowledge and not on any qualification. A person has to pass through different stages of different tests to reach to the final stage. There is a fastest finger first contest among 10 participants to sit on the HOT SEAT* and the game

Table No.2 Highest Prize winners in Kaun Banega Crorepati

Date	Winner	Amount
19 October 2000	Harshvardhan Navathe	1 crore
2 May 2001	Vijay Rahul, Arundhati	1 crore

Sivakami R, P.S.N. Mehfisha, Pavithra I R (2017) explained that it was always a topic of debate that reality shows are scripted or not? As like the small screen sector in the whole world was coming up with new concepts for reality shows, India too was making efforts. Every day on television, some new reality shows were being introduced, giving the viewers an opportunity to choose one from many. The analysis

begins. There are different lifelines to help the participants: 50:50, Double dip, Expert advice, Phone a friend, Jodidaar, Power Paplu, Triguni, Flip a question. Celebrities also visit on the set of Kaun Banega Crorepati for promotion of different events. The following table (Table no. 2) is providing information about different participants who won the highest prize in Kaun Banega Crorepati:

14 may 2001	Ravi saini	1 crore
2 November 2011	Sushil kumar	5 crore
12 January 2013	Sunmeet kaur Sahni	5 Crore
9 October 2014	Achin and Sarthak Narula	7 crore

and interpretation of this study explained that many respondents spend a considerable time watching TV and reality shows do have an impact on youth. A lot of talk shows, news channels and reality shows have gained a great audience. In India, shows like Satyamev Jayathe, Nach Baliye have become popular. Young adults enjoy watching reality shows and get addicted to it but at the same time they feel that

Reality shows were scripted but not true. The youth felt that more reality shows should be encouraged in India. Hence there was a good viewership of Reality shows in India amongst the youth but they should be made less controversial and drama based and should focus more on real talent.

Enakshi Roy (2011) studied the 4 seasons of Kaun Banega Crorepati and mentioned that Kaun Banega Crorepati was a one of the most popular reality shows in India, even a movie named 'Slum Dog Millionaire' choose a set of this show for a whole film and the film won 07 academy awards in 2009. It also concentrated on changes in Indian version of the popular British game show *Who Wants to Be a Millionaire* in respect to format of the show, its presentation style and the content that made a Western show a local show in India. *Kaun Banega Crorepati (KBC)* was a franchise with a license of the British show *Who Wants to Be Millionaire*. The show was being produced in seven Indian language versions: Bangla, Bhojpuri, Tamil, Telugu, Kannada, Malayalam and Bangladeshi. A country where poverty was one of the major social problems, there the amount of Rs. 1 crore was a huge one to earn. "Most could not dream of earning this large an amount even in a lifetime, but if they were lucky and smart they could win that amount in an hour."⁶ Like its British and American versions, Kaun Banega crorepati had general knowledge and current affairs questions and for every right answer the contestant was rewarded with a cash prize. The questions kept getting hard to harder as the amount of prize went on increasing. The knowledge was not only a responsible factor for winning this show but the common sense and presence of mind. The popularity of the show was quoted as "When the phone lines opened for the second time for registration, there were 800,000 calls on the first day, from the city of Kolkata alone. Such was the craze that on July 24, after three weeks of the show, three million people registered on the same day."⁶ The use of Hindi language in the show was because Indian people were comfortable with this language, and the ease of the host in using Hindi was an another factor. The questions generally asked in this show were related to Hindu mythology and history, culture, cricket and Bollywood etc. The show put emphasis on the participants' stories in a Bollywood style.

Conclusion

Reality shows can be fruitful to watch or not, will always be a dispute. There are a number of reality shows with different concepts, different sponsors and different viewers but the one and only common thing is they all somehow affect the society. Reality shows are those webs which entangle the youth with dramatic concepts and episodes but a few are presenting the beautiful combination of knowledge, awareness towards social problems and drama as well, 'Kaun Banega Crorepati' is a prominent example of this.

Suggestions

People have to make their mind very clear about what they should watch. On the other hand, merely TRP should not be the target of the channels.

Reality shows must be focused on enriching knowledge, spirituality and motivating moral values than drama. These must not be based on the international concepts purely as the requirements of every culture is different, So the reality shows must be made according to the culture of India. The corrupted reality television is somehow responsible for the brain drain of the youth, so the first responsibility of the show maker and the telecaster is about what kind of shows they are presenting? The ultimate burden comes to the parents that they must be very attentive towards the choice of their wards that what kind of shows they are watching.

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