

Hindu undivided family e-business houses Social Innovation junior artists in Film industry

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ABSTRACT: Film industry junior artists to form hindu undivided family e-businesses for economic prosperity from social innovation. Junior artists master various forms of arts for resource sharing with producers' guild at an agreed annual contractual price. Every family member has a defined role in the family business and also masters multiple forms of arts. Social challenges need social innovation for solutions.

KEYWORDS: family, junior artists, e-business, social innovation

Date of Submission: 06-12-2022

Date of Acceptance: 19-12-2022

I. INTRODUCTION:

Nothing as precious or as complicated as a family [1]. A cohesive family is a multitude of strengths to a business, with common values and a sense of mission and purpose, a shared identity, for change and growth [1].

II. LITERATURE SURVEY:

Throughout History, the most successful form of business is family business [2]. Family-businesses make 50 to 90 percent of GDP in all free markets [2]. In USA, small family firms generate 60 percent of the employment [2]. In India, sixteen family groups account for 65 percent of all the private sector assets [2]. A family business is defined as the one that is controlled by a family and has any of the characteristics- three or more family members all active in the business; two or more generations of family control; current family owners intend to pass on control to another generation of the family [2]. A family business should understand the elements that create a family culture building traditions of value creation, ethics and quality [3]. A family business prospers combining consensus with empowerment [3]. Unlike a company's strategic plan for business goals, a family business plan articulates the family's overall intentions for the business and a customer service excellence [3]. Successful organisations' business models revolve around customization, innovation and authenticity [4]. Junior artists often fall into the bottom of the pyramid theory, that four million world population live with a daily per-capita income of two USD, a potential low-income market to be explored [5].

III. METHODOLOGY:

Social challenges need social innovation for solutions [6]. Social innovation is a mechanism for social challenges viz. income inequality, gender inequality, unemployment [6]. Social innovation cross-sectorial information and resource sharing empower society to solve social challenges [6]. Social innovation not only includes new products and services but also changes in behaviours, processes and routines [6]. Social entrepreneurship is an entrepreneurial behavior to use profits for the betterment of dis-advantaged groups [6].

The hindu undivided family business is a social innovation in the film industry for the well-being of junior artists. Junior artists families to form hindu undivided family business houses. The business house caters to various functions of the film industry at an annual agreed contractual price with the producers' guild. The family business model is the hindu undivided family business wherein every family member has a participative and active role in the business dynamics. Every family member has a participation plan as to the targeted skills nurture and achievements. Thus, every family member has an income projection. The junior artists form a knowledge economy in the film industry with knowledge in specific arts like music, dance, choreography, photography, story writing, script writing etc.

Junior artists to practice arts- music, dance, theater performance, multi-linguistics. Junior artists to learn music and dance from childhood to earn a doctorate in music, both vocal and instrumental, for background songs. Junior artists families and children to learn different Indian languages to enact a film role in those languages and also to tell dubbing. Pupil to do linguistics graduations to efficiently write and translate film stories. Junior artists also to do the job of food catering in the production house.

These e-business houses reduce the producer's cost of a film budget because the family business takes remunerations in kind other than monetary compensations. For example, annual grossery expenditure to the

entire family, health insurance to the adults and senior citizens, public provident fund deposits to the children, children school expenses.

Social entrepreneurship builds apartment buildings for junior artists and families. The film stars remuneration from advertisements to bear the building cost partially. The film stars save on tax slabs. The apartments to cater to three generations of a family.

IV. CONCLUSION:

Social innovation helps find new avenues of work for the well-being of bottom of the pyramid junior artists and families. These families to form HUF e-business houses to share resources to the producers' guild for economic prosperity. These families to master various forms of arts to earn their morsel of food in the film industry. The research-centric idea is to achieve economic stability and well-being.

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