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N.I.S.I.E.T

DEVELOPMENT OF VIDEO SOFTWARE AT NATIONAL INSTITUTE OF
SMALL INDUSTRY EXTENSION TRAINING

RP/IND/84/002/11-02/31.5.A

Final report 2

by

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3231

FIRST IMPRESSION. One week after arrival to NISIET.

Many plans for video programmes are made here, during the last six months.

One program, intended to be broadcasted, is named "A Country Grows with Small Industries" It is a general presentation of indian small industry development, from independence till now. A rough script is ready and the work is to be started immediately.

I submit one short presentation of, the faculty member, Dr GSS Rao's research plan on S&T Entrepreneurship, as another good example of how video will be used at NISIET. Also this project starts now, in March. (Two months late according to the plan)

I am pleased to see that video programmes have become a natural part of course and research materials.

But in the matter of construction work, very little has been done. It is easy to forget the finalisation, when one has reached the point where the equipment can be used, but in a provisional way. The necessary final work has been started, again, just before I came here.

Two fellowships was suggested in my previous report. But one of the two men is in salary grade 3. And he can not possibly go before someone in grade grade 2 or 1. Therefore an another person is selected. The one in grade 3 is now, in a way, put aside. But that is a pity. He has the best "Visionary Thinking" which a good television producer really need.

AFTER SIX WEEKS

Even if it is a very small video production unit at NISIET, they must have a responsible producer. (I am not talking about the title, but the function)

There are four persons in the Communications Department, except for the printing press personnel.

- Mr Venougopal Rao is the head of the department. He does the administrative work and have also commitments in many courses. It is difficult for him to find the time for additional work. At least during the course seasons. He is selected for one of the fellowships.

- Mr Gopinatha Reddy is the photographer. He does his job very well. But he is no producer. He has got the other fellowship.

- Mr G. Hari Ram is the man in grade 3. He is now applying for other posts, outside NISIET.

- Mr Jayram is the oldest man in the department. He is a technician and is mainly responsible for the film shows, during classes.

I do recommend the NISIET to employ a television producer. Or perhaps the most practical way is to appoint an "Assistant Producer" to Mr V. Rao. That assistant can collect ideas, keep in contact with the faculty and do the most of the daily production work.

Now, things are going very "smooth", but slow. In the end of this mission I must probably start to "push" again. Otherwise nothing will be finished. A short example:

We wanted to "shoot" a scene representing over population. So, we booked a car a day before to be shure to get out in the Hyderabad early morning rush. Around 9 am.

8 am We can't find the equipment because of one of the frekvent power cuts. There are no windows in the tv-studio. In the light of a candle, we managed after a while.

9 am Waiting for the car. It should have been here at 830. Still no power. It's beginning to be very hot without a/c's and fans.

10 am The car has come. Suddenly someone thought of that we can't go without a helper. Producer, cameraman and sound engineer, 3 persons, is not enough. (In Sweden we are allways only 2 persons for the same type of job) "We must not carry heavy equipment in this heat" - Waiting in the car. Sun rises on a clear sky.

11 am A helper is found.

1130 In Hyderabad centre. But no crowded streets. The rush is over. Only a few unemployed, a herd of water buffaloes and weihcles with roaring horns.

Well, at lunchtime we got the shots. But half a day was lost. At least for me, with my stressed western habits.

AFTER 12 WEEKS

I have tried not to do too many operations by my self. This is, after all, a course in video programme production. And not a project which has to be ready in shortest possible time. (The programme which we are, just now, producing) I have realised that if I am stressing too much, I'll create a bad "I don't care" atmosphere. The personnel gets less interested. I gain most possible learning if I can take it a little bit easy.

And I'm shure that this mission at NISIET, has been the most "fruitful" and effective one. We have been able to work close together, without any disturbances, for three months.

But, there has been very little advancement in the final construction work. The only thing which has happened during this period is that the floor has been covered with linoleum. But even that is not fully completed.

WORK TO BE DONE IS:

- Proper electrical installation.
- Finished linoleum floor.
- Lighting installation in the studio ceiling.
- Curtains shall be hanged around the walls.

RECOMMENDED OPTIONAL EQUIPMENT:

- A video projector for the Auditorium,
- together with that a 3/4" U-Matic video player.
- Two 1/2" VHS recorder/players. One for copying and one for show in class rooms.
- Two 1/2" VHS "amateur" cameras and recorders for training for course participants.
- Remote handles for zoom and focus on the cameras.
- Six more batteries for cameras and VCR's.
- A Time Base Corrector for stable video signal, when editing and copying. The existing Special Effects Generator can not be used, to the full extend, without a TBC.
- 4 clip microphones and one dynamic microphone.
- A special camera stand for the b/w title camera.
- A character generator.

All together worth around 30 thousand dollars.

I suggest that if it is possible to assist NISIET with this equipment, my eventually next part of mission, will come when it is time for the technical installation.

Mr Rao and Mr Reddy are now going together with me to Sweden. Firstly for additional training in post production at my company Amical Television ab. Secondly for strengthening their self confidence and gain their authority at NISIET.

After that I will say that they are capable to do video programmes on their own. But someone has to check that final construction work and installation of eventual new equipment is done.

The fellows three months in Europe will be spent as follows:

- 9 weeks of training in programme production.
- 2 weeks of training in video equipment maintenance.
- 1 week of visits to nearby video centres.

We are starting in our editing suite at Amical for finalisation of the programme "A Country Grows with Small Industries" which we have recorded during last three months in India. Rao and Reddy brings the original tapes to Sweden and then the master back to Hyderabad and NISIFT.