

## Live 'n' Let Live

*Nisha S. Mane* believes love is changing and live-in relationships have come of age in India.



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With more and more couples opting for a golden midway in live-in relationships, the Indian society remains divided on whether this Western concept be encouraged or should it be erupted from the roots.

### What exactly is it?

Live-in relationships have come to symbolise the love and understanding between a boy and a girl who think that they are better off they can live together without getting married. Marriage is a respected and traditional institution but nowadays, many youngsters want to be in a live in relationship. As is said 'marriage makes life'; But then, it can also be said that marriage breaks life. If a marriage breaks, it can create problems to both the

partners, making them upset and disillusioned with life. But in a live-in relationship, both the partners are aware of the situation in the present and the future, and so are prepared for any eventuality. In case the live-in relationship breaks in future, they may be upset for some time, but it becomes easier to forget things and move on in life.

### A trend

"Live-in relationships seem to have become a trend in today's generation. It's nothing but the similar risk (like marriage) without legal bonding" asserts Ashutosh Pagare, Web Designer. Whether in movies or real-life, Bollywood is leading the trend of live in relationships. Movies like 'Salaam Namaste' and 'Bachna Ae Haseeno' which dwelled on this concept were runaway hits. Besides movies, in real life too, many celebrities like John-Bipasha, etc. are involved in live in relationships.

In a traditional set-up like India, live-in relationships are generally frowned upon; but the younger generation seems much inclined to the idea as they prefer staying with the people they love

and want to understand them before getting committed for a lifetime. Most of the couples who live together would like to get married someday, and within five years, slightly more than half of them definitely do so. They just want to ensure that they are compatible before they make a lifetime commitment to each other.

With this increasing trend, and India's easy acceptance of Western ideas and culture, it will not be long before the concept of live-in relationships gains acceptance in India too. Marriages are a bond not only between a boy and a girl but between two families. The concept of arranged marriage is going on from decades but sometimes these marriages which are planned by the elders in the family, fail if the husband and wife are not compatible. The consequence would then be a bitter divorce, which sometimes affects the life of not only the partners but children as well. In such circumstances, live-in relationships play a vital role, fostering affection, understanding and trust between partners.

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## The show must go on...

After a conflict with film producers, multiplexes are back on track, finds *Gayatri Pagare*

Following heavy discussions between the film producers and national multiplex chains association, multiplexes in the city reopened at last after a hiatus in May and June. Producers and the multiplex owners incurred heavy losses worth crores of rupees. Many big budget films were not released in the last few months because multiplex owners wanted a bigger share of the profit and producers were not willing to give in.

In the hiatus, no movies got released in multiplexes. Six major Bollywood films and two Hollywood movies were delayed because of this dispute. Movie producers complained that India's national multiplex chains, which control 5.2 % of the nation's 12,500 movie screens, account for 60 to 65 % of ticket revenues. Also, the producers accused the multiplex owners of being a 'cartel'; negotiating revenue sharing agreements on a per-film basis thus putting individual producers in a fix. The producers asked for more timely and transparent payments and demanded a standard 50:50 after-tax revenue sharing agreement.

Now that the agreement has been reached, from the first week of June onwards, multiplexes have begun getting a majority share in revenue from ticket sales. The conditions remain the same for small budget and big budget movies, but small budget movies will be released in fewer prints. Revenue sharing rules will offer producers and distributors a higher share of initial revenues than before. They also have the right to choose the release of the films according to their business plans.

With this consensus between the producers and the multiplex owners, there are brighter days for the entertainment industry once again. Millions of Bollywood fans are now being able to enjoy the films on the large screen, in plush comfort. The recent blockbuster 'Kaminey' has seen movie-goers flocking the theatres in large numbers. Multiplexes like Big Cinemas Wadala are screening the movie in as many as 3 screens at a time. With mega movies like



Image courtesy: Google

'Kites', and 'Three Idiots' awaiting release, it is going to be greater time for movie lovers. After computers, MP3, DVD players and pirated CDs having made their presence felt, if we thought that people may not go for movies, then we're mistaken. That's because, for a true movie lover, it can only be the big screen that is the most enjoyable. So now the curtains are open and the show goes on...

### Popular reactions

Speaking to a cross section of people, we got the following reactions regarding the situation:

A student of Mumbai University, Kalina Campus Sonali Chauhan said "We didn't want to see an English movie, but had no choice. It's a weekend and so we went for 'Hangover'.

Krunal Sathe studying in first year student from Chetana college, Bandra said, "Before the holidays I had decided which films I wanted to see in my vacation. But due to this chaos I could not see even one. With the dispute being resolved, I think they will increase the rate of the tickets."

Shubhangi Kulkarni working in BPO said, "Marathi movies got the benefit of this dispute because 'Mi Shivajiraje Bhosale Boltoy' has done a good business in these months. Those people who never watch Marathi films also went for this movie and they enjoyed and appreciated it".

But some like Nilesh Jadhav, an MBA student did not miss the movies. He said, "Around the time, we had the IPL 2 and I enjoyed watching the matches. It did not make much difference to me. But now, I really want to see nice movies like Kites or Kaminey".

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