

Chapter IV

RISE OF ELECTRONIC MEDIA IN THE STATE

RISE OF MEDIA IN THE STATE

4.1 INTRODUCTION

There is a huge hole in media research everywhere in the present situation especially in Mizoram, a small state in the northeast corner of India. Even though media is a new phenomenon, a new word or let say a word which is considered as a foreign property, no longer remains a silent guest. Instead it is now occupying the integral part of the everyday lives of the people. Media is a word which is now understood by the Mizos and is now to say so - imbibed in them.

4.2 RISE OF MEDIA

The media industry in Mizoram is very well established and stronger comparing to other north-eastern states. Every part of the media functions well and provides adequate information and entertainment to the audiences. The media industry in Mizoram keeps growing day by day. As per the population of the states in India there are no states other than Mizoram where media industry is stronger and well established (Vanneihtluanga, 2013).

Mizoram is equipped with government owned media Doordarshan Kendra known as Aizawl station and All India Radio Aizawl station which is also having FM station known as “FM Zoawi”. The cable operators in the State act as a production house as well, they give out their own channels and programmes apart from star channels. Before there were three main cable operators in the capital Aizawl, and after the first cable operator Skylinks was shut down in 2007, now 2 main cable operator LPS and Zonet serve as the main supplier not only for the capital Aizawl but also for other districts. Their programmes are sent through video CDs and today direct cable wire and satellite connection is as well available.

Apart from Doordarshan and AIR kendras in Aizawl, 29 cable operators have been functioning in urban and semi urban areas. The “Skylinks” was offering Star TV programmes to limited subscribers since 1991. The LPS and ZOZAM started their own production centers in 1992 and 1994 respectively. Among all the states, Mizoram was the leading state with 96.8% cable viewers. The local channels in Mizoram provide their viewers with adequate information and entertainment. The local operators like Zonet and LPS broadcast different types of entertainment for 24 hours. They give out the news at 7:00 in the evening, there is no fixed duration for the news, and it depends on the number of news stories. Sometimes the news took more than 1 hour and sometimes even less than half minute. Besides the 7 O’Clock news, both the cable LPS and ZONET broadcast news in the morning at 7. The morning news is not brief, but gives out information on weather forecast, VIP schedule, important program of the day and others. The news in LPS is called “Chibai Mizoram” which means “Welcome Mizoram” and in Zonet “Zonet Zing Daifim” which means “morning dew drops”. DoordarshanAizawl station broadcasts news headline at 5pm in the evening for 5 minutes and at 6:30 pm, the main news for 15 minutes.

Mizoram with a population of 1,091,014 as per census data 2011 has the second highest literacy rate in India, which comes to 91.58%. It is believed that media both in print and electronic contributed for its growth. Since media provide entertainment and information to its audiences it creates an enthusiasm in a person to become literate to understand wells.¹

According to the census data 2011 the number of radio listenership in Mizoram is 74,113 (33.5%). In terms of coverage, radio has the most extensive coverage in the whole state. The programmes mainly concentrated on education, health, agriculture and family planning. Radio is tuned in for mostly for news and current affairs programmes.

According to Lalrammawia Ngente (1994) in his book “Khawvel nghawr nghingtu Television” he mentioned that television reached Mizoram in the year 1980. Soon after its entry into the state it started to increase very fast. After six years in 1986 (ie on 22.8.1986) it is recorded that in the capital city Aizawl there were 1078 (One thousands seventy eight) television sets and in June 1991 it has increase to 4114 (Four thousands one hundred and fourteen).

The latest survey shows that the number of television owners in Mizoram is 121,725 (55.1%). Television is viewed by 92.8% of the population surveyed thereby making it the most popular mass medium among all other media. Access to TV channels was largely through cable connection (69.4%) followed by the Direct to Home (DTH) service (15.3%). A large number of people in Mizoram i.e. 84.5% are exposed to at least one or more media.²

4.3 ELECTRONIC MEDIA: HISTORY AND EVOLUTION.

Today, it is observed electronic media have an important place in one’s life and in the society as well. It is an enthusiastic and interesting subject to learning the electronic media history and its evolution.

4.3.1 RADIO - ALL INDIA RADIO AIZAWL STATION

All India Radio Aizawl station is situated at Tuikhuahtlang locality which is in the main mid area of the capital city Aizawl. Programs were officially broadcast from July 31, 1966, which is successfully continued till today.

The transmission capacity is 20 KW MW supported by 10 KW. There are three transmissions in a day. The first transmission is from 6am to 9:30am. The second transmission is from 12:30pm to 3:30pm and the third and last transmission of the day from 5pm to 10pm.³

It is recorded by the station that 76.31% of the population is covered. Transmitter station is located at Chawnpui locality eventhough its main office is in Tuikhuahtlang locality. It gives out one channel only and the frequency of transmitter is 540 Khz, 5050 KHz, 100.7 MHz.⁴

There are 16 people including announcers in the program section, 20 people in the engineering section and 18 people in the administration working for the successful broadcasting of the station at present.

For the second station, a station is set up at Lunglei in the year 1995. It functions as a separate station broadcasting its own program, having its own production centre and separate transmitter.

According to the survey done by audience research survey wing at Guwahati, the percentage of radio listener decreases year by year especially from the late 1990's when other electronic media started to bloom. It is seen that television, mobile and internet took the places of radio. Biakchungnunga, PREX (program executive) mentioned that before when people died, relatives and friends who are in other districts and villages are informed through radio. But today this has faded away. Also when people had good news like academic pass result, new job requirements were sent through radio by selecting songs which is also no longer done. He also believes that the percentage of listeners has decreased and at the same time he mentioned that there are still many listeners especially from villages because All India Radio Aizawl station still receives phone calls when the announcer announces some word incorrectly or for more information. Biakchungnunga believes that the percentage of listeners has decreased due to bad reception of signals apart from the rise of other electronic media as well.⁵

All India Radio Aizawl station always has made two minor changes in its program every year. Since it is a government owned media it follows certain rules and regulations in its program design. News, spotlight and commercial spot from Delhi are being relayed by the station. In Aizawl station, since the Mizos love music and love to sing as well, therefore songs by

individual and choir are the main item broadcast from the station. Music broadcasts include Mizo folk, traditional, devotional, secular, patriotic songs and instrumental as well. Request programmes of Mizo love songs and devotional songs including phone in request find prominent place in the station's program. Western music, Hindi film and nonfilm songs are also broadcast regularly. Western music occupies second place in the station's music programming and also Hindi film music is becoming popular among the rural listeners. Youth programme of 25 minutes is given out three times every week. Since the Central government gives importance for the upliftment of women and women's welfare, every week for 25 minutes, women program is given out at least three times. Children's program once in a week, formal education either in English or Hindi is also given out once in a week. A special program of one hour is allotted every week where certain tribes residing in the state Mizoram like Lai, Mara, Hmar, Chakma have their own programmes in their own dialect.⁶

According to the News Section of All India Radio station, news at 6:30 pm to 6:40 pm, 10 minutes in the evening and "Thlirvelna" a type of morning news for 10 minutes at 7:30 am to 7:40 am is still tuned in by many. Apart from printed news, radio is the pioneer broadcaster of news. People have trust in radio news.

The regional news unit at All India Radio, Aizawl station, started functioning in 1975 with one post each of assistant news editor, correspondent and news reader cum translator sanctioned for the unit. It started with a daily Mizo news bulletin of 5 minutes duration. The duration extended to 10 minutes from January 1977. The news unit also originates weekly news commentaries, district newsletters and state newsletter. Reviews of the proceedings of the state legislative assembly also originate when the state assembly is in session. All India Radio Aizawl relays the entire major and most of the hourly national bulletins in English and Hindi. It also relays sports news in English every evening besides relaying the north east news in English from Shillong.

Zosangzuala, Assistant Station Director, All India Radio Aizawl station mentioned that it is radio that brought and moulded the Mizo singers to a high level and is an important step in moulding them to become professionals. Through All India Radio Aizawl station, they got their fame. People not only from the city but also from villages started to know them. He also mentioned that radio is a pioneer in educating the masses in terms of agriculture, science and technology, health and sanitation, prevention of diseases.

4.3.2 FM RADIO; ZOAWI

FM Zoawi is the first FM radio of Mizoram. All India Radio Aizawl officially started its FM channel to be officially called FM Zoawi on September 15, 2007. It is broadcast at 100.7 MHz. It is designed to be broadcast for 24 hours but due to lack of professional staff, material, infrastructure and required technology instrument it cannot function for 24 hours as officially planned.

In its initial stage it was on trial for one year. During its trial period it is seen that FM Zoawi found its place in Mizoram media and so is continue till date. Programmes in FM Zoawi were broadcast during 11 am to 2 pm at day time, then again at 5 pm to 10 pm at night. News at 6:30 pm is broadcast from FM Zoawi and news update for two minutes each is given during 8 pm to 9 pm as well.⁷

From the beginning, FM Zoawi is being listened in car tape, through mobile and even farmers who spend their night in their farms and field. FM Zoawi fan club is formed in many localities within the capital city of Aizawl and also in many districts and villages. The fan club even organizes a blood donation camp once in every year.

4.3.3 DOORDARSHAN KENDRA: AIZAWL STATION

Doordarshan Kendra, Aizawl has its office in Durtlang locality, a hilly area at the entrance of the Aizawl city. The station office with its entire production studio, editing and other technical infrastructure along with administration building was officially inaugurated in 1995.

The government owned television Doordarshan was before attached to All India Radio Aizawl station. Till 1995, it had its office at Tuikhuahtlang locality occupying some space at All India Radio Aizawl station office building. During 1993, 1994 in a small studio at Tuikhuahtlang, trial recording was started and also trial telecasting. Many programmes to be telecast were pre recorded during this time.⁸

In 1995, when Doordarshan started functioning in its own office at Durtlang, telecasting of program started as per PrasarBharati Board rules and regulations.

Today, Doordarshan Aizawl station has its own program everyday from 3 pm in the evening till 6:45 pm.

The Regional News Unit (RNU) Doordarshan Kendra, Aizawl.

The Regional News Unit (RNU) Doordarshan Kendra, Aizawl, started its functioning with the launch of a 15-minute 'Events of the day' on May 10, 2000. The programme was telecast every Monday, Tuesday, Thursday and Friday. The daily news bulletin in Mizo (recorded) was first telecast on January 26, 2003. Picture headlines and sub-headlines in Mizo were included in the news bulletin from April 21, 2006. News bulletin in Mizo is being telecast live since September 24, 2006. Scroll News in Mizo has been included in the News bulletin since 20th December 2006. A weekly news round-up programme of 30 minutes, entitled 'ZoramThlirna', in Mizo was first started on June 2, 2007 and is telecast every Saturday. The telecast of a 5-minutes daily headline news in Mizo (live) was started on May 15, 2007. A

The chronology of various regular programmes telecast by the RNU :

1. 10-05-2000 A-15 minute duration 'Events of the Day' telecast every Monday, Tuesday, Thursday and Friday.
(7:00 PM – 7:15 PM)
2. 26-09-2003 Started daily news bulletin in Mizo (recorded)
(7:00 PM – 7:15 PM)
3. 21-04-2006 Includes picture headlines and sub-headlines in Mizo
(7:00 PM – 7:15 PM)
4. 24-09-2006 Started daily news bulletin live in Mizo
(7:00 PM – 7:15 PM)
5. 20-12-2006 Started Scroll News in Mizo (7:00 PM – 7:15 PM)

6. 02-06-2007 A-30 minute 'ZoramThlirna' a weekly news round-up programme in Mizo telecast every Saturday from 1930 hrs to 2000 hrs.
7. 15-07-2007 Started 5 minutes duration headline news Live in Mizo
(5:30 PM – 5:35 PM)
8. 17-10-2007 A-30 minutes 'Sports Magazine' programme which is telecast every Tuesday from 1930 hrs to 2000 hrs.
9. 06-07-2009 Started weather report in Mizo (7:00 PM – 7:15 PM)
10. 08-10-2009 A-30 minute News and Current Affairs Programme in Mizo 'ZoramThupui' which is being telecast every second and fourth Thursday from 1930 hrs to 2000 hrs.
01-03-2014 : Telecast day of ZoramThupui was shifted from every second and fourth Thursday to every first and third Wednesday and telecast timing was changed at 4:00 PM – 5:00 PM. (One hour news and current affairs programme)
11. 23-10-2009 A 30-minute 'Sports Magazine' programme which is telecast every Friday from 1930 hrs to 2000 hrs.
12. 02-08-2011 Started doubled scroll news in Mizo
(7:00 PM – 7:15 PM)
13. 08-07-2014 Breaking news/scroll news started from 3:00 PM

14. 01-03-2014 Telecast timing of news bulletin live in Mizo was changed at 6:30 PM – 6:45 PM
DoordarshanAizawl News / programmes can also be viewed at Mizoram houses located at Delhi, Kolkata, Shillong, Guwahati, Vellore and Silchar.
15. 01-03-2014 Telecast timing of ZoramThlirna was changed at 4:00 PM – 4:30 PM
16. 01-03-2014 Telecast timing of headline news live in Mizo was changed at 5:00 PM – 5:05 PM
17. 01-03-2014 Telecast timing of sports magazine was changed at 4:00 PM – 4:30 PM¹⁰

4.3.4 CABLE TELEVISION

Cable television in Mizoram started its existence in the 1990s. From its inception till today cable television remains to be most the popular electronic media in the state.

4.3.4.1 SKYLINKS CABLE

Skylinks which started as an audio visual production was the first to develop cable television in Mizoram. It was also the first cable operator in the North East region of India. Skylinks was started as a joint venture comprising of Anthony Chhuanvawra, Yoga Raja and Anthony Lianzuala respectively. It was officially launched on September 5, 1991 which was Teachers' Day, the reason they started this very day was that the main purpose and aim of Skylinks was to educate people' stated James Lalrindika, production manager between 2000 – 2005. Skylinks had its head office in Tuikhuahtlang, a locality in the southern part of Aizawl and also its side office at Zarkawt and Chaltlang localities which are situated in the main hub of the capital, Aizawl.¹¹

In the beginning, Skylinks telecast a few channels like STAR TV and the BBC. In 1993 it telecast a program under Zozam production house. It was until 2000 that the Skylinks had their own limited local program. The program during the period was mainly news and interview, later certain programs like discussion and special report were included in the local fare. Music video was the main TV show during the 1990s and several local singers emerged and became popular due to these videos which were the main hit program of the cable during those days. Making and editing music video was the main work for the production crew during this period as there were not many other program shown on the local cable television. Most of the music videos during that time were shot indoor and Skylinks were the first to introduced outdoor shooting. In the year 2000 Skylinks in collaboration with the All India Radio Aizawl station broadcast a live streaming of news from the AIR studio and they also covered certain important events like the Independence Day celebration using a multi color camera and broadcast it live on TV. A VHS camera like Panasonic M 3000 and mini DV were among the eight cameras owned by them. Theyalso created the first make shift teleprompter in Mizoram for broadcasting news as they could not afford the normal one. James Lalrindika also mentioned that productions were difficult as there were lagged in technology and also professionals who had a proper educational background in the field. He also mentioned that he used to do all the editing and technical works by himself or sometimes getting help from friends who had better knowledge of editing. They now and then would work during the day and study at night for the next day.¹²

Being the first cable television, Skylinks remains as the pioneer of many cable television local programs. According to Stephen Auhmun, who worked for Skylinks during the early 2000s,explained that they were the pioneers for local made program like Fiamthuhuang, special report, dubbing of films, and English news. Fiamthuhuang was a program on comedy, reading out sms comedy messages and even alive show was made where a group of comedians gathered and had discussions entertaining viewers. During those days Fiamthuhuang was a famous showon cable television. Apart from giving

news everyday Skylinks made a special program where a special issue was covered in detail on the spot and if necessary certain interviews and other necessary details were included. Skylinks dubbed Bible movies in Mizo which was greatly appreciated by the viewers. According to Stephen Auhmun, who was the main person in the program for dubbing of films he had to contact people who made Bible films and informed them informally that they translated and dubbed their films in Mizo dialects eventhough theydid not have the copy right. But to his surprise they were happy that their films could be watched by Mizos in their own dialect.¹³

With the entry of new cable operators like LPS and Zonet, the competition among the three cable television network was high during the late 1990s and early 2000. As a result, they used to work very hard for better production quality to capture more customers, sometimes they would stay back in the office the whole night working and study the technology in order to cope with their main competitor - the LPS cable, which during those times had a better technology and equipment. Eventually Skylinks started to face problems as the market competition became very tense. It was not able to compete with the rival regarding certain programs, so a financial crisis loomed large due to lack of customers. Internal management began to crumble with all these issues and Skylinks began to sink and thus close the shop in 2007.

4.3.4.2 LPS VISION CABLE

LaldailovaPachau and Sons commonly and officially known as LPS Vision Cable, one of the leading cable television networks in the state was started by LalsawmlianaPachau, son of LaldailovaPachau in 1993 and started as a cable operator distributing to almost all localities in Aizawl in 1994. LPS started the cable television as a family business.

In 1991, LPS was started as an inhouse video production where music video shooting and editing were done. In 1993 when it started distributing cable connection only STAR was given but from 1994 it started formally as LPS Vision starting to give out local programs.¹⁴

The main brain and head of the cable, LalsawmlianaPachau stated that he started a video production way back in 1980s and work as a free lance reporter and film maker. He also works for Doordarshan Kendra, Aizawl as a part time producing documentaries and reporting news. In 1984, he made the first film of his own. During those days, cable television was limited to certain areas and localities only; therefore he found it necessary to start a cable television which reached more areas. Being educated in film and video production, he started to research the technology that could be suitable for Aizawl and the whole of Mizoram. He did a few researches that could lead to better signal and better quality of cable television production. He was the first person to use fiber optics in the north east region for cable television. LPS first gave out cable connection to Chanmari West locality by using an amplifier. The owner PuSawma himself would go out to the field and install cable connection to certain households. Music video was the first program they telecast on their cable TV.

At the early stage, editing music video was done by him using a VCR, camera and television. The technology they use for video production was a make shift technology which could easily be seen in many homes.

LPS started to produce news in 1993. Since then news is given out at 7 pm daily except on Sunday. There is no fixed or limited time for news. It depends on the news story; sometimes the news is for only 30 minutes or less than that and sometimes it is takes one hour or more.

Till 1995, LPS would telecast its local program in a DV cassette format which was again played by each sub operator in a different area. But in the late 1995, LPS used fiber wire connecting all its subscribers, so all the connectors could watch the local programs at the same time.

For one and a half year, LPS telecast its main local program through satellite but as the payment of fees was not done properly or in time by the subscribers it was again stopped.

As the cable fee in Mizoram was very low they manage themselves through advertisements. They also started certain reality shows like Youth Icon, a live show of selecting the best singer from contestants similar to American Idol and Profight, a live show of boxing. These shows became hit programs among the audiences and have also influenced and changed the lives of many people. LPS's first live coverage was the Mizoram government assembly.¹⁵

Dubbing of different films and serials in Mizo language was also a great customer attraction among the Mizos. LPS first dubbed a Hindi serial "Kasauti Zindagi Ki" which was a hit show all over Mizoram and created waves among viewers. It was produced in 2004. They were the first to telecast dubbed serial. They introduced the Korean serial which was again a great hit among the Mizos (especially the youth) to this date.¹⁶

Pu Lalbiakkima aka Pu BKa, one of the most senior employees of LPS Vision said that he joined LPS on March 21, 1996. For eight years he has been an active executive member of the Mizoram Journalists' Association (MJA). He joined LPS Vision as a cable technician, and looked after the cable wire and giving connections to houses. He later became a cameraman and then, concentrated on news and till today works as a news cameraman. Since he did not have any background in media, journalism and technology machine like camera, editing software, Pu Sawma, the owner of LPS himself used to train them occasionally and today as he said is confident both with the machine and in reporting and covering news stories.¹⁷

LPS is the first television in Mizoram to give morning news called "Chibai Mizoram". The editor of this programme C. Lalduhawma aka Pu Duhtea is an active journalist who had the experience in working for print media, Varparh daily and Zoram Voice magazine during 1998, and then worked as News Editor for Skylinks cable television. He joined LPS Vision in July 2009 and worked as news editor for morning news Chibai Mizoram. But later, he was even engaged with the main news bulletin which is given at 7 pm.

Mizoram's first formal live morning news Chibai Mizoram gives weather forecast, police station report, hospital report and information – which doctor will be available, VIP programs and highlights of important programs of the day and also repeating some selected news stories which are already given at night. Chibai Mizoram is telecast at 7:30 am everyday except on Sunday. There is no fixed time or limited duration for the news as it depends on the news stories but it usually takes 40 to 45 minutes.¹⁸

Vanlalchhuangi, News Reader of LPS Vision is one of the most popular news readers in the state. Eventhough she doesn't have any experienced in journalism, media or news reading she said in an interview that she joined as a receptionist in 1998 and then later from 1999 she started reading news. Today she is officially known as news reader but at the same time also does many other works like receptionist and any other work which is assigned to her.¹⁹

Pi. Lalmalsawmi aka Mali, Executive Councilor under Aizawl Municipal Council says that “Under Mizoram media the income in terms of money is not at all good but at the same time it is interesting to work and also it is because of the media I can be what I am today”. Mali joined LPS Vision in 1994 as an anchor. She designs a program like “Luangliam” telecast in 1995, a program appreciated and watched by many. It is a program on where viewers can request songs. In 1996 she left LPS as she was not satisfied with the salary and joined Doordarshan Kendra Aizawl as an anchor. Later in 2003 she again joined LPS Vision and started new programs like X-Ray, a talk show where she interviewed celebrities and prominent persons of the state. For the first time in the state, Mali organized a live show of quiz competition on HIV AIDS awareness. In 2006, the first ever live show “Youth Icon” a search for the best singer was organized and hosted by her. A show for the children, Spelling Bee was as well made for the first time in the state in 2009 which was also telecastlive from LPS studio. Mali agreed that it is the media which brought her fame and could even make her win an election in the first Aizawl Municipal Council election.²⁰

According to LalsawmlianaPachua aka PuSawma, owner of LPS Vision although there is room left for improvement in different departments, the overall working condition is good as there is a good relation between the owner and employees and also among the employees themselves.

4.3.4.3 ZONET CABLE

Zonet cable was established in 2004. It was started as a partnership among three prominent citizens namely RK Lianzuala who has the experience working for All India Radio Aizawl station, K. Sapdanga, a journalist and owner and publisher of the leading daily newspaper of the state “Vanglaini” and Vanneihluanga, journalist, owner and editor of most popular monthly magazine of the state “Lengzem”, who also had an experience of working with All India Radio Aizawl station.

Zonet became a private limited company in 2011 under registration No- U92100MZ2011PTCOO8262. It is the only licensed Mizo satellite TV channel that provides viewers with a wholesome 24-hour entertainment. Zonet cable’s mission statement as given in their official website is to become the premier media platform for Mizo by providing viewers better accessibility to information and entertainment at the most competitive price through the media. Zonet has the largest network of viewership. 150 set top boxes have been distributed throughout Mizoram and neighboring states. The channel is uplinked via INSAT 4A, the signal can be received from the entire South East Asia region.²¹

Providing reliable information is one of the foremost endeavors Zonet Cable has promised to the customers. It has spread its arms for its mission of charity and philanthropy. Charitable programmes and functions have been made for the following: Tsunami victims in 2004, Haiti earthquake, landslide victims in Mamit area (within the state), Orphanages, Rescue Centres, Poor Fund in Local Hospitals, Fire victims in Saiha (within the state). Zonet is very popular in Mizoram and the neighboring areas.

As the main purpose is to serve the people, which is the main reason that they have not yet changed the cable fee which is Rs. 200 per month relatively low as compared to the fee collected by other cable operators outside Mizoram, said LV Lalthantluanga the general manager of Zonet cable television. Their first aim is to survive through advertisement. K. Sapdanga is the chairman of Zonet television, managing director is RK Lianzuala and Vanneihluanga is the program coordinator. They have two managing director, 35 staff out of which 15 are regular.

Zonet telecasts ZonetZawlbuk, their main channel through satellite to different parts of India and they are the only cable television in Mizoram to have this service. Most of the channels are outsourced to some private firms, where ZonetZawlbuk and Rihnim channel are the main channels and are controlled and operated by the main office itself. They started their reality hit show Mizo Idol in 2007.²²

According to Zonet, there is a healthy competition between the two major cable television networks in Mizoram, LPS Vision and Zonet, but this competition has led to the betterment of cable television in Mizoram. It also believes that recent dubbing war is a potential threat to the Mizo society as more and more people are influenced by dubbed movies and serials. Though both the cable networks wanted to change or even stopped dubbing, the audience love them and it is the main source for customer attraction. So in order to survive they need to show this kind of films and serials as of now, but are still willing to change if they find a good replacement for the show and are thinking about it.

Zonet main channel is uplinked via INSAT 4A. The signal can be received from the entire South East Asia region. Areas where Zonet can be viewed from other places other than Mizoram are Guwahati, Lakhimpur, Silchar, Imphal, Churachanpur, Shillong, Kolkata and Delhi.



The main problem which they usually face is the weak signal and particularly during the monsoon season. Their aim is to give quality programs to their customers as long as possible and they are also planning to set up their own office and studio in the near future as well.

4.4 DUBBING FILMS AND SERIAL

The dubbing industry in Mizoram is growing rapidly. It has become the main viewed program of cable television. Although the dubbing industry starts its business with the western and Hindi films, the main force that pushes the industry to its peak is the Korean serials.

“We decided to dub films into Mizo language because majority of the Mizos do not understand either Hindi or English. To run the cable giving local channel for 24 hours we cannot afford, but fortunately the viewers loved it and made us find the need to dub more films and serials”, says PuLalsawmlianaPachau, the man behind of LPS Vision.

In 2005, LPS started to dub Korean serials. The first one to dub was “Full House” serial. It was a great hit and LPS Vision realized that it enticed many viewers and so got many new cable connections. Then, a number of Korean films and serials like Green Rose, Autumn in My Heart, the Classic, My Sassy Girl and others were continued to be dubbed and telecast till date.

Later, LPS outsourced the dubbing business. Studios like ARZET and Remphamly started to dub many serials and films. Now they even have their own channels under LPS Vision where 24 hour shows go on continuously.

Zonet, the third cable television in the state even though does not appreciate dubbing of serials and films, has no other choice but to telecast dubbed films like other cable networks. The Head of Zonet, R.K.Lianzuala says, “We don’t give out any films from our main station, but we have a number of sub-operators under Zonet. And these sub-operators have their own channels in which they give out dubbed films.”

Zamzo studio, a local channel under Zonet started dubbing films in 2005, and the first film they dubbed was ‘Love Story in Harvard’. This Korean serial became so popular not only among the youths but also with viewers of every age group. Since 2005 it has dubbed 28 Korean serials so far.

JNR studio under Zonet cable television began dubbing from 2006 and since then, they have dubbed a number of foreign films in the local language Mizo. The highest numbers of films that they have dubbed are English films.

Today, the cable television networks, LPS vision and Zonet agree that dubbed serials and films are the most watched among the many programs of the local channels. They tried their very best to bring out more dubbed serials and films. It is seen that all types of serials and films from English, Hindi, Korean, Tamil and many other languages are collected and dubbed into Mizo dialects to be telecast.

It can be inferred from the interviews with various people working in the electronic media that no copyright has been procured for dubbing of serials and films.

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¹⁴LPS Cable Television Official document

¹⁵Personal interview with PuLalsawmlianaPachau LPS

¹⁶Ibid

¹⁷Personal interview with Lalbiakkima LPS

¹⁸Personal interview with Lalduhawma LPS

¹⁹Personal interview with Vanlalchhuangi LPS

²⁰Personal interview with Lalmalsawmi LPS

²¹ZONET Cable Television Official document

²²Personal interview with LV Lalthantluanga