

# Chronicles of Unethical Plagiarism in the Entertainment Industry – the Fear of a Blank Screen: A case study on Bollywood movies

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## *Abstract*

Plagiarism is ubiquitous, be it the academic world, fashion business, novels, information media, YouTube videos, social media, film industry, and many other domains. Sadly, the Indian cinema has a long, inseparable relationship with plagiarism especially the Bollywood Industry. Right off the bat, the filmmakers, directors, producers, screenwriters are stealing, copying and lifting the concept, plot, posters, or dialogues to the extent that even the music composers are lifting the tunes from the original source and outrightly signaling them as their own, in this manner Bollywood has gone out of the way and embraced it all. As the ideas, themes, scenes, dialogues are not copyrightable it is easily lifted in the name of “inspiration”. Though plagiarism is an ethical issue, it is misleading, a breach of trust, and entails civil suit, ergo, must be reckoned a legal offense by punishing, forfeiting and to charge on the grounds of misdemeanor.

Indian cinema is a prime source of entertainment, ruled by the viewers and audiences, it conveys messages, highlights the social issues but now because of the infiltration of plagiarism and copying it has reversed the aspect of entertainment. In addition, when the entire concept, core idea, subject, melodies and even the dialogues are stolen from movies, the original identity is lost. In this way, show businesses suffer heavy losses for the plagiarized movie, faces slurs, shame by the audiences as they feel deceived and cheated.

The paper endeavors the basic concept of ethics, the study of the menace of plagiarism, it’s impact on the victim's life. This study has taken preliminary measures and has tried to reveal the magnitude of plagiaristic practices within the Bollywood Industry.

This study also aims to highlight the results of plagiarism, the awareness level and perspective of audiences towards the same. A table of plagiarism evidences as an example is identified to show the ongoing regulation of plagiarism in the Bollywood Industry.

Thus, the closing remarks alludes the responsibility of the authorities which are releasing the movies that they must check for the originality of the print or if any plagiarism has occurred then the extent of copying or stealing has to be dictated.

**Keywords:** Ethical issue, Movie plagiarism, Film Industry, Bollywood movies, Hindi cinema, Originality, Copying.

## **INTRODUCTION**

In the current era, or precisely this point in time, it has become relatively easy to make use of the shortcut keys Ctrl C+ Ctrl V and fall into the trap of committing a crime, which leads to the institution of Plagiarism. The term “plagiarism” is obtained from the Latin word “plagiare” which means “to kidnap”. The question that arises here is, would one want to be known for kidnapping, stealing or copying someone else’s ideas, work, thoughts, identify or themes and disguise them as their own? Perhaps this would lead towards the road of unethical behavior.

In today’s world plagiarism whole solely relates to ethics which is coined as moral codes or value systems. There are repercussions and consequences for knowingly stealing or snitching someone else’s work without giving them due credit. Also, there are

some ethical issues specific to the cinematic representations. In the creation of an art or a film, the role of ethics is manifested in various ways which signifies the film's aesthetics. The way graphics are incorporated, subjects are framed, the set-up of cameras, or reeling of sequences and plot reflects the qualities and behavior of the filmmaker which is thereby clubbed by the audiences or viewers.

Plagiarism is a foul play which has obscurely surged over in the academic world. Not just the academic sector but it's in-fact us that are severely affected in many ways. Whether it is plagiarism of thesis, research, scripts, fine arts, or the Indian cinema it has overall captured one's life. However, the film industry is the biggest offender for the regulation of plagiarism executed across the globe because it has become fairly easy for a filmmaker to imitate or copy any movie, script, characters, melodies, made in perhaps 1980's and wind up by modernizing the script, narratives, storyline claiming as their own. The media and journalists often cite the events and occurrences of plagiarism and unethical issues relating to it in the entertainment industry.

In the above context, the actual trouble lies in understanding the notion of plagiarism in the movie industry as the scenes, themes or dialogues do not have a copyright on them so the filmmakers or anyone using the material refers to it as "inspiration" and labels it as their own. This most certainly is practiced in the film industry making it difficult to prove plagiarism and preventing it from happening further.

## REVIEW OF LITERATURE

"Plagiarism" today is vividly paralyzing the entertainment industry. Cribbing about the banality has always been easier than to actually focus on undertaking a serious action against the enigma. The cases of plagiarism have been endless and it has been around since ages in the film industry, from the abundance; few of the occurrences were collected from a source by Ouriginal in July 02 in 2017. The fictional movie instances like "Comic Books Avatar vs Avatar (2005)" which drops insights about the Na'vi alien world of Pandora has numerous plagiarism allegations and charges in it's opening appearance. This fallout majorly grabbed the attention among its viewers.

The accusations and claims on the offenders never took a backseat and reluctantly in 2013, William Roger Dean – an English artist, alleged a film company "Twentieth Century Fox" for plagiarizing his creations of various art content and lifting the same

for the look of Pandora. Not falling short with his words, he provided evidences of the art pieces he created in the books namely (Dragon's Dream, Magnetic Storm and Views).

The rollercoaster ride of unethical crime does not end here, nor the victims have eloped, instead voices are raised and stringent action has been taken. The case of Ruslan Zakriev – a Chechen author, draws the same story of scenes being stolen and copied recklessly from his book. He insisted a third of the profits of the blockbuster plagiarized movie. This seems that the original theme and characters were copied by Bollywood directors and producers. This, without a doubt proclaims that even after flourishing drastically, the Indian fraternity has no intend to share profit with the original creators nor acknowledge them.

Bollywood industry shares an intimate relationship with plagiarism and the connection seems getting stronger as the cases of plagiarism have been piling up and as usual there seems to be a failure in doing something about it. This can be seen in the case of the movie Raabta, starring Sushant Singh Rajput and Kriti Sanon, that got whirled in the trap of plagiarism. The makers were accused of allegedly copying and lifting the content and storyline from the Telugu blockbuster Magadheera (2009). The severity of the incident caused the Raabta makers to almost put a halt on the release of the movie. There are many parties who try to go for out of court settlement after the success of the films.

However, unlike other countries, consideration in regards to plagiarism in Indian cinema has still not been taken cognizance of, perhaps of it being a moral issue and not legal one. The synonyms have probably manipulated the Bollywood fraternity as the term 'Inspiration' is considered as 'Copying' which urges to turn a blind eye on plagiaristic practices making it perfectly acceptable and not unethical. The bone of the dispute is that plagiarism is considered to be unlawful but not illegal, thereby entailing civil action against the plagiarizer.

The following Table 1 contains a brief summary of the plagiarized Bollywood films which has been heavily lifted from the original source within the year 2007 to 2020. The compilation of the relevant information from various authentic sources has been synthesized and assembled that exhibits the similarities and resemblances stolen from the original sources. Also, the table provides a brief description of the accusations laid down by the victims of plagiarism, the complaints and charges raised for the unethical crime committed by the offenders.

Plagiarized Hindi Movies	Original Source	Accusations / Charges
Genre: Suspense Name: Devi (2 March 2020) Director: Priyanka Banerjee	Accuser: Abhishek Rai (Filmmaker) Film: Four (2018 Production) 'Short Film'	Legal charges pressed against the Devi makers for plagiarizing and copying the concept of 'Four'.
Genre: Action/Thriller Name: Baaghi 3 (05 March 2020) Director: Ahmed Khan Producer: Sajid Nadiadwala	Accuser: British DJ: TroyBoi Song: Do You	An unexpected blow in the face by a famous DJ TroyBoi to the Baaghi makers for picking up his song and using it without approval makes the situation mortified for the makers. Using Instagram as a platform the musician shared stories making the viewers go haywire.
Genre: Comedy Name: Gulabo Sitabo (17 April 2020) Director: Shoojit Sircar Screenwriter: Juhi Chaturvedi	Accuser: Akira Agarwal Story- '16, Mohandas Lane'	Akira Agarwal alleged scriptwriter for plagiarizing, criminally breaching of trust, cheating and copyright infringement. A police

		complaint was filed.
Genre: Crime/Drama Name: Why Cheat India (18 January 2019) Director: Soumik Sen Producers: Tanuj Garg, Atul Kasbekar, Praveen Hashmi, Bhushan Kumar, Krishan Kumar	Accuser: Writer: Dinesh Gautam Actor: Imran Zahid Hindi film: 'Marksheet'	"When you're unable to beat someone, use them instead"; the phrase matches with accusations of plagiarism laid on the producers of the film 'Why Cheat India' alongside a complaint was filed with SWA (Screenwriters Association) for allegedly stealing the concept and chronicle of the movie 'Marksheet'.
Genre: Dark Comedy Name: Judgementall Hai Kya (26 July 2019) Director: Prakash Kovelamudi	Accuser: Hungarian Artist Flóra Borsi.	Using social media, the Hungarian artist wrote a heart wrecking note alleging the movie makers of copying her 'Digital Photography Work' in one of the movie's Poster.
Genre: Action/Thriller Name: Saaho (30 August 2019) Director: Sujeeth	Accuser: French Director: Jérôme Salle Indian Contemporary Artist: Shilo Shiv Suleman	Saaho seems to be dipping in the ocean of plagiarism charges as it has been accused by a French Director for

	SFrench Film: 'Largo Winch' Illustration Artwork: 'Pulse and Bloom'	copying his film as well as an Indian Artist for blatantly copying her art in the movie poster.
Genre: Satire/Drama Name: Bala (08 November 2019) Director: Amar Kaushik Producer: Dinesh Vijan	Accuser: Filmmaker: Naman Goyal  Filmmaker: Kamal Kant Chandra  Naman Goyal's Short Film: 'The Beginning to Get Bald'  Kamal Kant Chandra's Project : 'Wig'	Not one but two filmmakers have alleged the Actor, Director, Producer and team of Bala for plagiarizing and copying the script.  Naman Goyal claims resemblances of several scenes to his Short Film 'The Beginning to Get Bald'.  Kamal Kant Chandra expressed about the project concept which he registered with SWA being similar to the film. He accuses the Bala team of picking up the central plot from his project.

Genre: Biopic Name: Padman (09 February 2018) Director: R. Balki	Accuser: Writer: Ripu Daman Jaiswal  R. Jaiswal claims to be the original script writer of 'Padman'	This scenario of Plagiarism is quite ferocious as the writer Ripu Daman Jaiswal has provided evidence along with pressing charges against the makers of Padman. He asserts being the original writer of Padman, shared the proof of forwarding his original script by email to the filmmaker and Dharma Productions. He alleges the content he had drafted being lifted by the makers. As this demands attention a police complaint was registered and he received an email from (SWA) for further investigation.
Genre: Romance/Drama Name: October (13 April 2018) Director: Shoojit Sircar	Accuser: Sarika Mahesh Mene Marathi Film- 'Aarti – The Unknown Love Story'	Legal complaint filed against Film 'October' for blatantly copying the Marathi film based on Sarika

		Mahesh Mene brother's life.
Genre: Action/Thriller Name: Kaabil (25 January 2017) Director: Sanjay Gupta FilmkraftProduction company: Rakesh Roshan	Accuser: American entertainment company: Netflix American television series: 'Daredevil'	The scoops reported uncanny similarities, plot being pilferage from Netflix series 'Daredevil' by 'Kaabil' makers.
Genre: Romance/Drama Name: Raabta (9 June 2017) Director: Dinesh Vijan  Producers: Dinesh Vijan, Homi Adajania, Bhushan Kumar	Accuser: Director: S. S. Rajamouli  Telugu Film: 'Magadheera' (2009)	Knocking the court door, the Telugu makers of film 'Magadheera' filed a case against the filmmakers of the movie 'Raabta' on finding strange similarities between the two films thereby accusing the makers of plagiarism and copying their content.
Genre: Crime/Thriller Name: Udta Punjab (17 June 2016) Director: Abhishek Chaubey	Accuser: Ben Elton Novel: 'High Society' (2002)	Plagiarism charges against Udta Punjab claims the storyline, scenes, movie's title was said to be lifted from the Novel-High Society.
Genre: Romance/Drama Name: Dear Zindagi (25 November 2016)	Accuser: Production company: Temple Street Production	Legal notice was duly served to Karan Johar's banner

Director: Gauri Shinde Film company: Red Chillies Entertainment, Dharma Productions, Hope Productions	Producer: Jana Sinyor  Television series: Being Erica Genre: Comedy/Drama	Dharma Productions by the Canadian series producers for copying and stealing the notion of their series and in incorporating in the movie without permission.
Genre: Biopic Name: Manjhi-The Mountain Man (21 August 2015)  Director: Ketan Mehta	Accuser: Filmmaker: Ajitpal Singh  Ajitpal Singh's idea of making Manjhi – The Mountain Man was stolen by Filmmaker Ketan Mehta.	In the aim of marking his debut as a director Ajitpal Singh first came up with the idea of making a film based on the life of Dashrath Manjhi. The plan backfires when Ajitpal Singh accuses Ketan Mehta for allegedly stealing his idea and signing actor Nawaz Siddique in the lead for the film.
Genre: Action/Thriller Name: Ek Villain (27 June 2014) Director: Mohit Suri  Producers: Ekta Kapoor & Shobha Kapoor	Accuser: Director: Kim Jee-woon  Korean Drama: 'I Saw the Devil'	Mohit Suri could have legally acclaimed the rights from the filmmaker Kim Jee-woon for making Ek Villain yet it was chosen the other way and thus falling into the legal trouble of

		plagiarizing not only the scenes, but also the plot and dialogues remained same.
Genre: Action/Thriller Name: Mardaani (22 August 2014) Director: Pradeep Sarkar Producer: Aditya Chopra (YRF Chairman)	Accuser: Mrityunjay Devvrat Film: 'Children of War' Released: 16 May 2014	'Mardaani' falls under the hit list of Plagiarism. The producers along with the makers of Mardaani are to be blamed for lifting the central plot of Human Trafficking as well as several sequences from the movie 'Children of War' with no credits given to the director.
Genre: Fantasy/Comedy Name: PK (19 December 2014) Director: Rajkumar Hirani Producers: Rajkumar Hirani Vidhu Vinod Chopra	Accuser: Kapil Isapuri Novelist: 'Farishta'	The novelist seeks Rs. 1 crore as penalty charges along with the credits for his hard work after reports of embezzlement was issued on PK makers.
Genre: Sci-fi/Action Name: Krrish 3 (01 November 2013)	Accuser: Roop Narayan Sonkar	Krrish 3 director was caught red-handed by the Indian Novelist Mr. Sonkar for

Director & Producer: Rakesh Roshan	Novel: 'Suardan'	blatantly plagiarizing the entire concept from his novel 'Suardan' for which he filed FIR along with handing a copy of his book as an evidence in the case.
Genre: Action/Thriller Name: Dhoom 3 (20 December 2013) Director: Vijay Krishna Acharya Producer: Aditya Chopra, Aashish Singh Production house: Yash Raj Films	Accuser: Mansoob Haider The writer Mansoob Haider claims to be the original writer of the script for Dhoom 3.	No case would be filed if due recognition would be given: The writer Mansoob Haider asked nothing more than credits for his original script from the makers of Dhoom 3. In spite of several indications, no one addressed the issue and thus the writer allegedly slammed the YRF production banner for stealing the plot, and copying the idea from his script.
Genre: Comedy/Romance Name: Housefull 2 (05 April 2012) Director: Sajid Khan	Accuser: Indian playback singer: Abhijeet Bhattacharya Album: Tere Bina	Entailing into the unethical world of plagiarism were the music composers, T-series, Head

<p>Music Composers: Sajid-Wajid</p> <p>Producers: Sajid Nadiadwala</p> <p>Managing Director of T-series: Bhushan Kumar</p>	<p>Song: Bae Jo Bansi Thama Karo</p>	<p>Bhushan Kumar and the director Sajid Nadiadwala of 'Housefull 2' for the song 'Do You Know'. An Indian singer who seemed to have found his fragment of melody abruptly copied in the title song of the movie was disheartened and saddened with the news. Then, following the path of law; an alleged case of plagiarism was filed.</p>
<p>Genre: Thriller/Bollywood</p> <p>Name: Jannat 2 (04 May 2012)</p> <p>Director: Kunal Deshmukh</p> <p>Producers: Mahesh Bhatt &amp; Mukesh Bhatt</p>	<p>Accuser: Screenwriter: Kapil Chopra</p> <p>The screenwriter holds the movie producers 'the Bhatta' responsible for stealing his work.</p>	<p>Kapil Chopra (writer) reportedly claims to have written the script of Jannat 2 accuses the film producers of plagiarism by alleging charges against them and demanded due credit for his work and a remuneration of Rs. 10lakhs. The writer states of him being shocked and baffled with</p>

		<p>the movie's similarities in the plot, characters and even the dialogues.</p>
<p>Genre: Romance</p> <p>Name: Barfi! (14 September 2012)</p> <p>Director: Anurag Basu</p>	<p>Accuser: Bloggers and Film Critics.</p>	<p>Lost Oscar: 'Barfi' plagiarized from several movies; Charlie Chaplin, The Notebook, Cops, Singin' in the Rain, Amélie.</p>
<p>Genre: World cinema/Bollywood</p> <p>Name: Banda Yeh Bindaas Hai (01 July 2011)</p> <p>Director: Ravi Chopra</p> <p>Producers: B. R. Chopra, Ravi Chopra</p> <p>Production company: B. R. Films</p>	<p>Accuser: Film Studio: 21st Century Fox</p> <p>American Film: My Cousin Vinny</p>	<p>Hollywood studio chose not to take a backseat and pressed alleged charges of plagiarism and also copyright violation against B. R. Films for blatantly copying the storyline making it completely identical to the Hollywood film 'My Cousin Vinny'. Rightfully the case got dismissed after settlement charges of Rs. 1 crore was sought out by the producers.</p>

Genre: Thriller/Drama Name: Murder 2 (08 July 2011)  Director: Mohit Suri	Accuser: (content not disclosed)  Korean movie: 'The Chaser'	The mention of the term Plagiarism can't seem to get away from the Director Mohit Suri who was earlier twirled in for the same controversy of copying and stealing renowned work of Korean Drama: 'I Saw the Devil' and is now alleged for copying another Korean movie 'The Chaser'.
Genre: Sci-fi/Action Name: Ra.One (26 October 2011) Director: Anubhav Sinha  Production company: Red Chillies Entertainment	Accuser: Television and Film Producer, Screenwriter: Yash A Patnaik  The screenwriter holds the production company responsible for copying the content and concept of his script.	A lawsuit filed against the makers of the movie Ra.One for stealing the concept & story from a script and incorporating them in their movie. Indeed, they were held responsible for the act which lead to copyright violation and remuneration of Rs. 1 crore.
Genre: Thriller/Bollywood Name: Knockout (15 October 2010) Director:	Accuser: Production company: 20th Century Studios	The viewers and audience could not connect with the movie due to the definite similarities in

Mani Shankar  Producer: Sohail Maklai	Hollywood film: 'Phone Booth' (2002)	the storyline and scenes lifted from the Hollywood movie Phone Booth. The producer was served with a legal notice and damage charges of INR 12.5mn and after the movie released, it didn't go down well on the box office.
Genre: Romance/Drama Name: Guzaarish (19 November 2010)  Director: Sanjay Leela Bhansali	Accuser: Scriptwriter: Taabish Romani  Film: Goonj Uthi Shehnai	The hyped controversy over the movie 'Guzaarish' falls flat on the face of the director (Mr. Sanjay Leela Bhansali) after he was blameworthy for copying the content and plot from the writer's script which cost the makers to pay the compensation of 3 lakhs as damage and remuneration.
Genre: Comedy Name: Krazzy 4 (11 April 2008) Director: Jaideep Sen Producer: Rakesh Roshan	Accuser: Indian composer: Ram Sampath Film: Track "The Thump"	Proved guilty: The Roshans (producers) urged settlement, paid Rs. 2 crores for stealing the track "The Thump"

		composed by Ram Sampath and used it in Krazzy 4 songs.
Genre: Drama/Bollywood Name: Fashion (29 October 2008)  Director: Madhur Bhandarkar	Accuser: Seema Seth  Novel: Eldorado	The plagiarism accusations wouldn't be left unresolved and dangled if only there was a stringent law passed for plagiarism to move the industry on a more ethical path. This could be evidently seen in this scenario where an Indian author rightfully pleaded and alleged a Bollywood filmmaker for lifting the plot and idea from her book without giving credits or rightful recognition.
Genre: Action/Drama Name: Ghajini (25 December 2008) Director: A.R. Murugadoss	Accuser: Highly criticism by the audiences, bloggers and Film critics.  Film: 'Memento' (2000)	It is probably not his first, but earlier too the profound Tamil Industry filmmaker A.R. Murugadoss has got accused of Plagiarism. Reports claim that the plot of Ghajini is

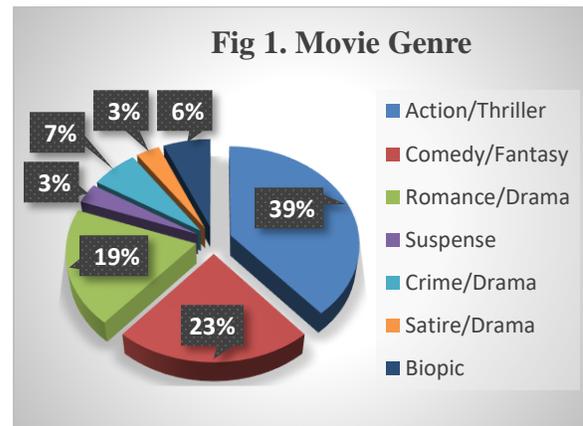
		plagiarized from the Hollywood movie 'Memento' (2000).
Genre: Romance/Comedy Name: Partner (20 July 2007)  Director: David Dhawan Producers: Sohail Khan, Parag Sanghvi	Accuser: Producer Will Smith Production house: Overbrook Entertainment Film: 'Hitch'	Price paid for the deeds: 'Partner' got slammed with a lawsuit of \$30m for snitching the entire plot from movie 'Hitch' (2005).

Table 1. Plagiarism Evidences

\*Compiled the above data from various sources

**DATA ANALYSIS AND DATA INTERPRETATION**

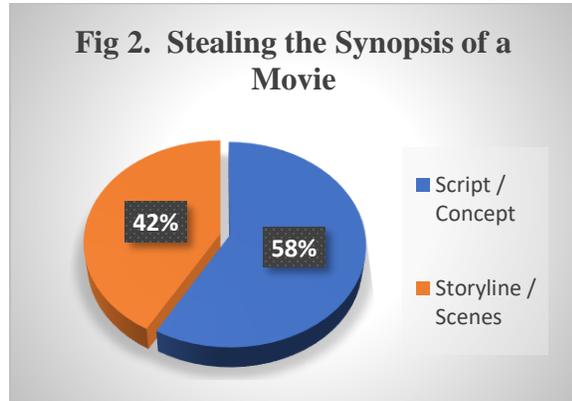
The following data has been compiled to uncover the trends and patterns of committing plagiarism in the movies to form an opinion and unravel the knots of findings and conclusion.



**Movie Genre:**

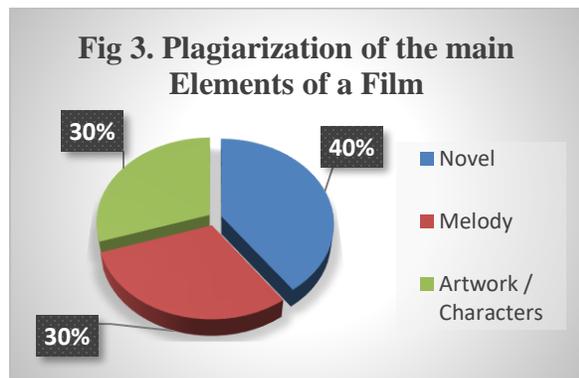
Out of the total data collection of the movie genres it statistically shows the highest plagiarism of 39% convicted in the category Action/Thriller following with 23% in the Comedy/Fantasy, 19% in Romance/Drama. The Crime/Drama holds 7% whereas the Biopic category shows 6% of plagiarism. The least classification with a tie in the category falls under Satire/Drama and Suspense with 3%

respectively. This further adds to the knowledge that Action/Thriller category holds the maximum weightage in committing plagiarism.



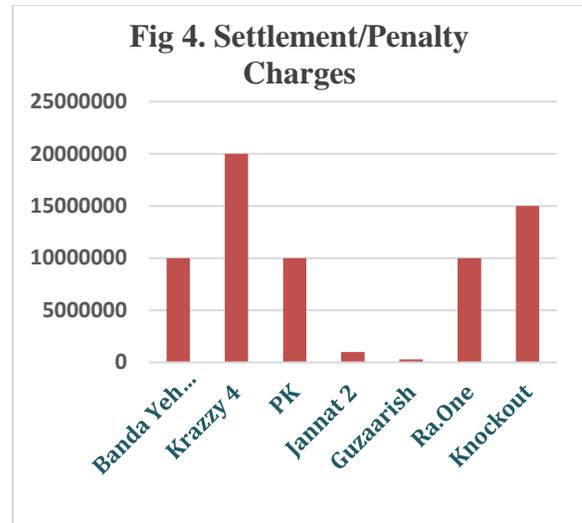
**Stealing the Synopsis of a Movie:**

The above data shows the medium of plagiarism, the source for carrying out the crime. The numerical data easily reflects that 58% of copying and stealing is done from Script/Concept classification. While the 42% reflects the theft done from Storyline/Scenes category. Since the concept or scenes, ideas, dialogues cannot be copyrighted, it becomes an easy source for copying.



**Plagiarization of the main Elements of a Film:**

Copying in the name of inspiration has always been a style of Bollywood. By the assemblment of the above data shows the majority of theft i.e. 40% is lifted from the Novels, 30% Melodies and 30% in the category of Artwork/Characters. This piled up information states that the originality has strikeout and thus the sincerest form of flattery is indeed imitation which needs to be discontinued.



**Settlement / Penalty Charges:**

Out of all the data collection, the above movies got whirled in the legal hassle, this time with no escape the authorities were made to pay for their deeds. The lawsuits were filed on copyright violation, plagiarism accusations and copyright infringement, etc.

The highest remuneration and damages were paid by the ‘Krazzy 4’ makers of Rs. 2 crores. Following with the orders from court the makers of ‘Knockout’ had to compensate Rs. 1.5 crores. The movies ‘Banda Yeh Bindaas Hai’, ‘PK’, ‘Ra.One’ resulted in the same compensatory figure of Rs. 1 crore. The film ‘Jannat 2’ reflects damages of Rs. 10 lakhs while ‘Guzaarish’ makers had to bear the cost of Rs. 3 lakhs to come clean.

**RESEARCH OBJECTIVES**

- 1) To study the level of awareness amongst the audiences in regards to plagiarism.
- 2) To identify the impact, limitations and imputations towards plagiarism in the film industry.
- 3) To address the alarming in the film fraternity to give credit to original creator.

**RESEARCH METHODOLOGY**

This ex post facto study was carried out using various blogs, articles, journals that included searches regarding “comparative movies” made by the critiques, unpaid movie lovers and the article publishers revealing the accusations and charges alleged for detecting plagiarism in scripts, scenes,

posters, melodies and dialogues. The relevant searches were conducted from July 2007 to January 2020. Also, some of the sources were referred in order to understand the individualistic and public conscious views in regard to plagiaristic practices in the film industry. The searches were compiled from different movie industries (within Hollywood, Tamil, Hindi, Telugu films) to examine the personal opinions of various personalities in the film fraternity. The severity of thefts, copying and stealing forms the basis of this primary study. Though the plagiaristic practices are enacted globally in every movie industry, due to time constraints, only a distinct Bollywood film zone has been adopted for the study.

## FINDINGS

The summarization of all the data which is collected and compiled from various sources is shown in Table 1 that contains all the evidences of plagiarism with accusations and actions taken against the offenders. As mentioned in the data analysis, the Fig 1 displays plagiarism deriving from different categories along with Fig 2 and Fig 3 comprises a compendium of medium for plagiarism.

Interestingly, based on the evidences and accusations accurate and concise findings are further drawn to contemplate the vastness of plagiarism and unethical practices performed in the film fraternity.

### Originality has been doomed

When someone pays a compliment saying, "I've never heard something so fresh and unique before" it enlightens the authenticity of the material, work or art showcased. There is always appreciation for the talent or individuality one creates in their work. As such, the film industry too accepts the newness in the form of art in a broaden manner yet on the other side the above reports qualitatively seem to prove that the originality is dead or lost somewhere. Plagiarism has destroyed the Indian cinema, it has indeed become easy to steal, copy or fabricate any form work; be it the storyline, characters, plots, scenes, dialogues, to that extent that even the melodies are lifted abruptly from the original source. Hence, the Fig 2 and Fig 3 showcases the source of theft performed by the offenders which indicates that there's no line drawn between borrowing and stealing.

### Awareness Level

Films are an effective tool as it's a source of entertainment, learning and teaching is therefore assimilated. So, inevitably the impact on the viewers

and audiences are huge. The source from where the impact is created or built is largely important. Similarly, the audiences are unaware about the rightful owner or original content creator because of the movie professionals blatantly exercising plagiarism using the high-tech resources. Hence, due to lack of awareness, plagiarism is vigorously followed with no credits given to the original source.

### Ignorance

Plagiarism being an ethical and moral issue holds no legal repercussion. No severe penalties or punishments are drawn, which turns the matter ignorant. The accusations have been vigorously made by the original work creator with evidences yet no action has been addressed maybe because there has been no law passed peculiarly for Plagiarism. Eventually, the matter is ignored and turned a blind eye on.

### Ill-gotten gains

In the essence of generating large revenues, Bollywood industry has urged and pushed towards copying, stealing and plagiarizing the content from various other film industries and sources. Though the profits are entitled to the primary source, instead it goes to the wrong places where plagiarism has ruled over. Similarly, lifting the plot, scenes and dialogues from a remake or Hollywood movies seems rather easy than experimenting and risking on the original script or fresh content. Due to this, the original creator is not acknowledged, no credits are given, nor are included in the profit share. Hence, illegal money making has streamlined into the Hindi cinema.

## SUGGESTIONS

- 1) The Central Board of Film Certification (CBFC) must make the use of Plagiarism Software or a Checker and review all the similarities or resemblances in the movie before giving a go-ahead to the filmmakers.
- 2) A particular law must be passed for Plagiarism, with proper guidelines and justification, compulsion on reckoning credits, similar to the Copyright Act and Infringement law.
- 3) Severe punishments, penalties and damages should be implemented and imposed on the offender and a stringent action must be taken.
- 4) Originality and uniqueness should be given a top priority, risks for a fresh content, ideas, thoughts must be comprehended.

## CONCLUDING REMARKS

The heedlessness and lack of defined standards in comprehending and understanding the regulation, control and predicament of plagiarism in the film industry makes it go absolved and unchecked. Majority of resentful authors and content creators avoid taking legal course of action due to the absence of legislation and high costs bearing. It is a must, that a stringent law on plagiarism must be passed, an ordinance should be practiced and the journey of plagiarism must lead towards legalization. In addition, even the film industry should draw up a regulatory framework to address plagiarism, sensitize and protect a creator of any form.

The story depicted behind the camera is completely different; as per the data, in the present era the plagiarist cannot easily get away after committing the offense. The advancement in the technology, and the use of powerful media comprehends the wrongdoings and makes sure the offender has to pay for the immoral actions taken. The statistics of Fig 4 shows the plagiarists being sued for unethical deeds, lawsuits filed against them by the accusers and severe compensatory punishments levied upon them.

The audiences and viewers are the heart and soul of the entertainment industry. Ultimately today, the audiences root for originality, they are educated, well-read and intellectual, therefore they are not fools and can address and spot the resemblances and similarities in the movies, and if this continues down the line, the Film Industry can be doomed.

Overall, implementation of statutory laws, believing in the originality, and by giving the credits to the rightful creator would lead towards non-plagiarism and ethical society.

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