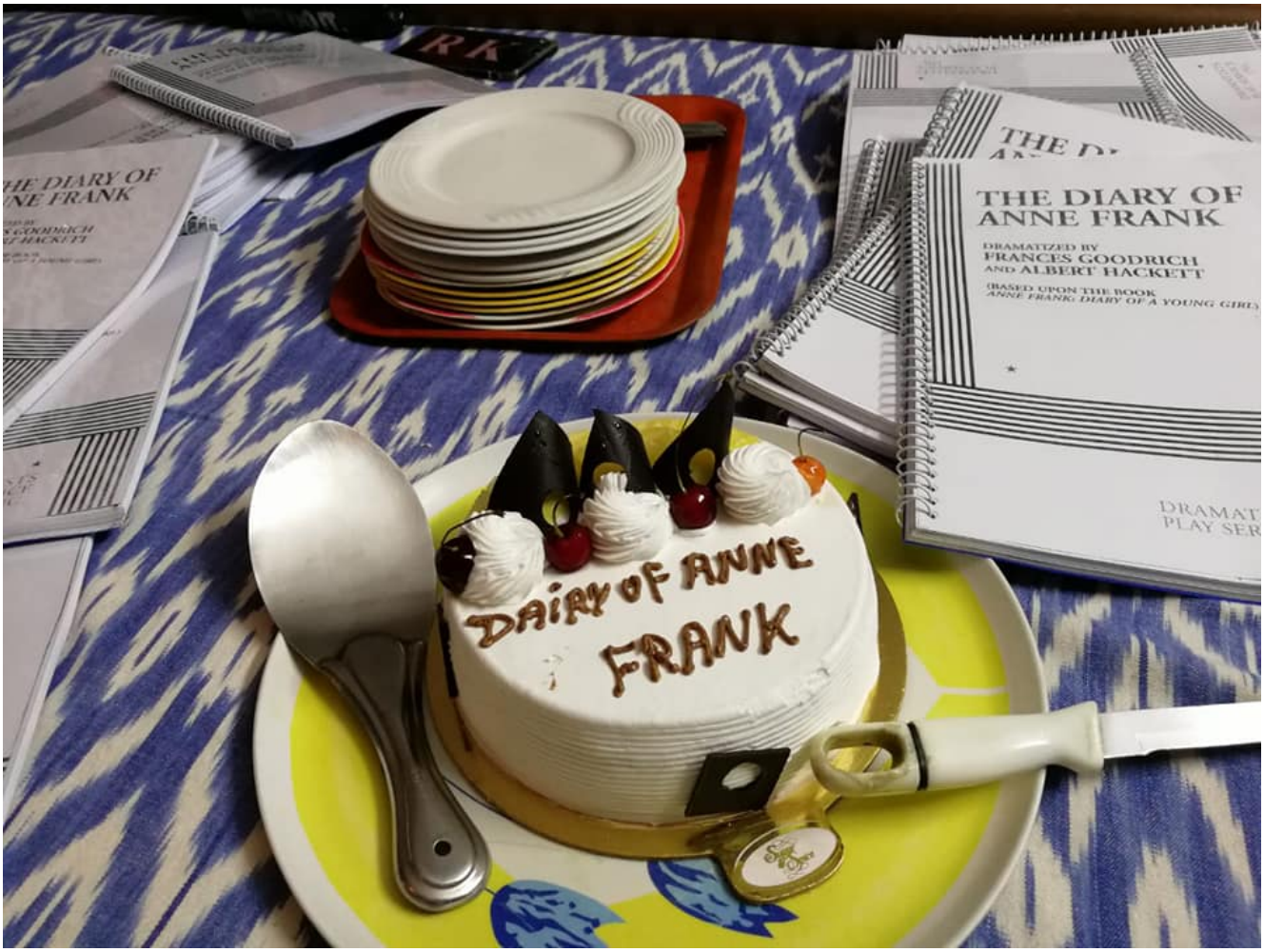
Quit Being the Same, Think Out of the Box: Creating New Opportunities in Theatre



I have heard enough, same lines over and over again, there is no money in theatre, so I am doing films; I have kept enough savings and now I have retired peacefully into theatre; I make enough money in theatre to sponsor my teams travels to festivals. To all of them I really want to say, no this is not the way out its time to think out of the box. I am not claiming that I have all the answers but certainly I have gained fairly good insight on how to create new economic opportunities in theatre after almost 35 years being in active theatre production work.

I will be going through some methods I used in my case and in

case anyone wants me further collaborate on more details do comment in the section below and I would be more than happy to share more details. However right from the start I want to also add that I have faced colossal monetary losses, to the extent my bank balance was to the bare minimal but that only gave me more interest and zeal to think out of the box. The fact that the ideas failed did not stop me from looking at other methods and I shall also discuss them here. To make things easier to understand I will be looking at the 35 years of theatre I did chronologically, from ages 21 to 54.

Age 21 to 32 EARLY YEARS, PRODUCER:
The first decade of my theatre stint I realised that my short comings as an actor and that I would not be casted much in films, though I consider myself aa an outstanding actor. My realisations was based on the tone of my skin, I am a deep brown coloured girl which I felt would be a prejudice against me. I also did not know perfect Hindi as I was a Tamil speaker. I however had the greatest skill sets in production. Name any difficult production licence, police permissions, props or sets I could procure them. As a production assistant my ranks rose to being a producer which would get me the money I needed which was enough. Besides that I also was given money for transportation and food. I started also composing music for children's plays and had a morning job both as a school teacher and a production controller in the afternoons. However age was not my side and by the time I had turned 32 the idea of going to police stations and talking to gruff constables was not comfortable and my mind was ready to embark into learning the creative part of theatre, direction. It was time to think out of the box.

Age 33-45 PROFESSIONAL CREATIVE FEILD:

I consider myself extremely lucky that the " actors bug" had not bitten me and I became totally interested in theatre direction. I also am lucky that films never seemed to attract my eyes and even today I watch few films (I am not trying to

down play the value of films, I am just trying to put the value of theatre high). I was fortunate to get a scholarship to study theatre in Miami university and I jumped at the first chance. I learnt all I could there and decided to come back to India as I felt this learning will surely help me in India. I returned back to India in 2006 and formed my own company Platform fir Action in Creative Theatre. My company did exceedingly well as we also got into corporate theatre and annual day programs. and the purple umbrella theatre festival for children and we were billing at almost 5 to 8 lakhs per month. We rose from a team of two (me and my founder Neeraj) to a team of almost 5 with a dedicated office. However my health was always a set back and despite us trying to find another artistic director for the company it became impossible so we had to downsize our work. Yes, it was time to think out of the box.

Age 45-51 SCRIPTWRITING and ACADEMIC WORK

Miami University had taught me the value of always keeping the academic factor alive in me. Being in an academic space gave me the opportunity to network with scholars and organisations all over the world, Dubai, Serbia, Japan Georgia America. I wrote and published papers and also got the chance to write for Indira Gandhi Open University and establish myself as established Academic writer. I now was ready to write scripts and I started experimenting with writing. I also was still doing direction till the pandemic! Gosh! Its time yes to think out of the box!

Age 51-53: SCRIPTWRITING

The pandemic really gave me a huge opportunity as a script writer and I was the script writer for almost 90 short youtube video films. Finally I also directed a film ” to know what it feels like!” and I can say “I fainted in just two days of work”! Is films for me that’s for time to say but yes script writing was a lot of fun despite the pandemic I was making

money and was also able to support a team. But as we all know good times never last long and after one year my contract ended abruptly as it happens in all corporate sectors. Now what, think out of the box ,girl! Go for it!!

Age 51-53 NEW VENUE FOR PERFORMANCE REINCARNATION AS A DIRECTOR

I always felt that my plays should be performed in Delhi and perhaps I will be known only as a skilled director if I perform in Delhi. I went in with a vengeance and the intensity was almost two plays. I played hard, put up costly sets lights did the works, but did it give me money?! Hahahah…ZILTCH I was broke by the July of 2024. I poured it all in and I am not sorry I did so since I did some effective plays. But with a zero Bank Balance it was time to think ahead!

Age 54: FESTIVAL CURATION

The time to find a bigger box came! I was very fortunate to have got selected for the South Asian Festival Academy Cohort which has taught me the value of festival creation. Yes I know I will be donning a new hat now, the box is yet to be opened its big and tedious and I have no clue what lies ahead! I am however excited by this phase too.

I have been totally candid in my journey with all of you readers and I welcome you all to partake in your stories with me! Some might not agree with me while some may, all I want to say is think out of the box you never know what is inside…