



## Topic : 'A Study of auditorium of Kalyan Dombivli Municipal Corporation, Maharashtra'

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### Introduction


The modern life has become complex, including all types of fatigues causing physical and mental stress and strain. Relaxation has become necessity rather than luxury. For both physical and mental health, to have an environment in which the pressure of work can be set aside becomes an important activity as per the modern thinkers. In this direction Government and Local bodies purposefully engage in providing relaxation and entertainment centres to improve the quality of life of their citizens. In this direction Kalyan Dombivli Municipal Corporation(KDMC) Maharashtra is no exception.


Considering the view of citizens it was decided to study the theaters constructed and operated by Kalyan Dombivli Municipal Corporation for citizens of Kalyan and Dombivli.

Kalyan Dombivli Municipal Corporation was established on 1<sup>st</sup> Oct., 1983 having population 11, 93,266(2001 census) and covers 137.15 sq km.

The density of population is 8,700 per square km .Kalyan is a cultural capital of Maharashtra.

There are two auditoriums in Kalyan Dombivli Municipal Corporation area. The name of the auditoriums are-

 Acharya Prahlad Keshav Atre Rangmandir, Kalyan.

 Savitribai Phule Kalamandir,Dombivli.

Names given by the corporation are appropriate. Prahlad Keshav Atre was a well known Writer, Poet, and Director of various films in Marathi literature. His well known movie named Shyam Chi Aai was awarded Rashtrapati Padak.

Savitribai Phule is the wife of Jyotirao Phule, who has done tremendous work in women's education. The purpose to build auditorium was to conduct various programmes such as Seminars, educational programmes, Gathering Musical Programs, Conferences, Dramas Magic Shows, Orchestra etc.

### Research problem

The auditoriums of Kalyan Dombivli Municipal Corporation (KDMC) came in to operation with prime

object to entertainment of citizens. These auditoriums were never evaluated from the angle of its efficacy in delivering the required satisfaction to the citizens. An idea to evaluate what the citizens (beneficiaries) have to say is attempted to be studied. This became the driving force to conduct this research study

### Objectives of the study

To study the level of satisfaction of citizens with reference to the functioning of auditorium.

### Hypothesis

'The citizens have general satisfaction with reference to the working of auditorium; the level of satisfaction could be enhanced by proper improvement in peripheral and infrastructural factors'.

### Methodology

As the study is indicative nature and a pilot research random method of sampling was adopted. As it is a pilot study 150 citizens were covered in the study. The primary data was collected by structured questionnaire from people who came out of the auditorium after the show. As the sample size is small, a simple average method of analysis was adopted. The method of research became Descriptive and Analytical

The following table indicates the findings with reference to the level of satisfaction the citizens have.

Sr. No.	Particulars	No. of Customers Satisfied	%	No. of Customers Not Satisfied	%
1.	Cleanliness of hall of auditorium	59	39	91	61
2.	Advance booking system	102	68	48	32
3.	Regarding procedure of refund on cancellation	00	00	150	100
4.	Provision of Transport Services	18	12	132	88
5.	Facilities in the case of emergency	17	11	133	89
6.	Provision of water facility	124	83	26	17
7.	Provision of toilet facility	38	25	112	75
8.	Suggestion box	12	8	138	92
9	Canteen Facility	31	21	119	79
10.	Special Facility for handicapped	22	15	128	85
11	Special facility for senior citizen	36	24	114	76

From the table following findings revealed that the areas like

- a. Advance booking system and
- b. Provision of water facility.

The citizens are found to be comfortable and indicate a good level of satisfaction.

Further the table also revealed that the areas like:

- ✎ Cleanliness of hall of auditorium
- ✎ Regarding procedure of refund on cancellation of ticket
- ✎ Provision of toilet facility
- ✎ Facilities in the case of emergency
- ✎ Provision of transport services
- ✎ Suggestion box
- ✎ Canteen facility
- ✎ Special facility for handicapped and
- ✎ Special facility for senior citizens.

The citizens are not satisfied which hinder the efficacy of auditorium. From the observations the hypothesis set for the study gets validated.

### Suggestions

For improvement of satisfaction level of the citizens following suggestions to be considered positively.

- ✎ Hall should be cleaned properly and regularly.
- ✎ Procedure of refund on cancellation of tickets to be considered as it is in time with popular demand of citizens.
- ✎ Toilet facility should be improved.

- ✎ In case of emergency ambulance facility is necessary.
- ✎ Transport facility before and after the programme should be made available.
- ✎ Suggestion box be kept in order to collect valuable suggestions of citizens.
- ✎ Canteen facility should improve with proper quality eatables and at concessional pricing.
- ✎ Special care / facilities for handicapped and senior citizens.

### Conclusion

The study revealed that the auditoriums of KDMC were unique. By providing the suggested facilities the level of satisfaction of the citizens could be elevated to more positive level and the very purpose of having auditorium could be achieved.

### References

- ✎ BPMC Act 1949
- ✎ [www.playauditorium.com/-](http://www.playauditorium.com/-) Cached-Similar
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