

FRAMES OF SUSTAINABILITY: HOW HINDI CINEMA MOVIES HIGHLIGHT POLLUTION AND ECO CONSCIOUSNESS.

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ABSTRACT

Decline in the environment and pollution, mostly brought on by excessive human activity and rising carbon emissions, are important global concerns today. Industrialisation and technological advancements have accelerated economic growth, but they have also significantly increased pollution and ecological damage. Cinema has long been a potent medium for spreading novel concepts and shaping culture. The influence of Hindi movies that address pollution and Eco consciousness is the main topic of this study. Both local and foreign viewers are greatly impacted by Indian films. This study aims to examine how these films depict environmental sustainability and pollution. by taking note of these movies' emotional and intellectual effects. This study emphasises how films have the power to alter the surroundings. It investigates the potential of films as a vehicle for social transformation. The audience and characters in films develop a close emotional connection. As they observe, viewers consider how they behave in relation to the surroundings. More public awareness may result from this emotional bond. Movies are a powerful tool for increasing awareness. The purpose of this study is to investigate the relationship between Eco consciousness and film

Keywords: Hindi cinema, Pollution, Film, Environmental awareness, Sustainability

1. INTRODUCTION

For many years, growing environmental issues have been a popular subject and focus of combative study. Researchers are always attempting to determine the causes of environmental deterioration. According to several studies, the primary cause of the accelerated environmental degradation is rising carbon emissions.(Ahmed et al., 2020),(Abbas & Kousar, 2021),(Ahmed et al., 2022). However, in practice, a high amount of carbon emissions is not always associated with environmental degradation. Human activity is mostly to blame for the decline in environmental quality. Whether on purpose or accidentally, these actions are to blame for the decline in environmental quality.(Yu et al., 2021). One of the main causes of environmental degradation is thought to be human activity(Zhang et al., 2022). History demonstrates that in order to satisfy their need to raise their level of life, humans consistently take advantage of natural resources, which progressively degrades the quality of the environment. Additionally, humans are causing significant harm to the ecosystem through everyday behaviours like burning plastic, tossing food, wrappers, and bottles on the road, leaving the tap open, and putting trash on the streets. These human endeavours have a negative impact on people's quality of life in addition to degrading the environment. For example, individuals must deal with severe health problems including asthma, the flu, coughing, malaria, dengue, and many other illnesses as a result of poor environmental quality (Pope et al., 1991) can cause people to experience sadness, worry, loss, and grief, which eventually deteriorates people's mental and physical health (Mabahwi et al., 2014).

Since the beginning of civilisation and industrialisation, there has been a noticeable increase in environmental pollution (Omoyajowo et al., 2017),(Akas et al., 2017),(Raimi et al., 2019),(Raimi & Sawyerr, 2022). It is widely acknowledged that advancements in technology, especially the industrial revolution that started in the middle of the 19th century and the increase in the human population has resulted in previously unheard-of amounts of pollution in society.(Kader et al., 2023),(Oshatunberu, 2023).India's average yearly growth rate after the 1991 economic liberalisation changes has been between 6 and 7%. Nonetheless, the industrial sector accounts for around 70% of the nation's carbon dioxide emissions, uses almost 55% of its energy, and provides about 30% of its GDP. The hallmarks of rapid industrial expansion are high energy consumption, high emissions, and high investment.(Ling et al., 2023). According to the 2024 Global Environmental Performance Index, which was published by Jawaharlal Nehru University (JNU) and IIT Delhi, India's environmental performance score is just 27.6 points, which is 35 places lower than the 2020 edition. Furthermore, there have been many unexpected environmental mishaps in recent years brought on by chemical and heavy metal pollution, pollution emissions in certain places have significantly outpaced environmental capacity, and the ecological environment has suffered severely. There are several ways that pollution harms the ecosystem. The air we breathe, the water we drink, and the land we live on are all impacted by pollutants. There are major health concerns as a result of air pollution. When different wastes, chemicals, and plastics enter rivers, lakes, and oceans, the water becomes contaminated. Plastic, chemical waste, and roadside rubbish dumping all contribute to land contamination. It pollutes and contaminates the soil. Loud noises are the source of noise pollution. Light pollution harms animals and birds and

makes it difficult to see. All types of pollution are dangerous and must be managed to safeguard the ecosystem. Numerous human actions that negatively impact the environment result in pollution. Fuel combustion in industry and automobiles is one of the main culprits. dumping trash and plastic, using pesticides excessively, felling too many trees, oil spills on the sea, etc. The earth is becoming unhealthy due to these actions, which must be stopped in order to save the ecology. In addition to causing several burning problems, such as floods, droughts, and storms, it is warming the planet. To reduce pollution, we should include sustainable practices into our daily lives. A Hindi cinema might be a potent tool for igniting passion and promoting change. The impact of pollution on the environment, animals, and nature might be demonstrated through documentaries, feature films, animated films, etc.

Environmental movies of Hindi cinema are one of the most well-known means of spreading knowledge about the value of safeguarding the environment and creating plans to protect it from pollution threats and other issues that impact it and human existence in general.

It's frequently more engaging to see something than to read it. Images, documentaries, and films may evoke strong feelings in viewers. However, social media and internet videos may quickly reach a large audience with crucial messages. TV series and films convey tales, share essential messages and amuse people. Documentaries present actual occurrences and information about a variety of subjects, including social concerns, history, and the environment. Videos and pictures are used in advertisements to draw in people and sell goods. On social media sites like Facebook, Instagram, YouTube, TikTok, and others, users post images, videos, and infographics. The impact of films on society is multifaceted.

They raise awareness of significant problems. They have the power to alter people's beliefs and actions as well. Some films impart values like kindness, morality, love, and life. People are expanding their understanding of the environment and acquiring sustainable environmental thinking through environmental films. Environmental documentaries help audiences comprehend the many metropolitan systems seen around the world. It has the potential to significantly affect the people, services, and urban system. Viewers might create fresh strategies to lessen the climate harshness following environmental film viewing. Every environmental movie is based on a different environmental problem. People can learn about many natural or man-made disasters by seeing these documentaries. Growing environmental change is posing social and financial problems. Because of this, environmental issues may start to appear often in Indian films. Movies have a unique ability to link viewers to challenges in real life. Films that depict the impacts of pollution might inspire people to take environmental action. Therefore, this study examines Hindi cinema movies that address pollution in an effort to determine how these films alter viewers' perceptions of these problems. In order to determine how pollution is portrayed differently and how successful these films have been in increasing awareness, the study contrasts earlier Hindi films with more contemporary ones.

Aim and objectives: The purpose of this study is to comprehend the environment in popular visual media. The purpose of this study is to ascertain how Hindi cinema depicts the environment through its visual elements. One of the study's potential goals may be to see whether the film can foster dialogue on delicate environmental topics. How Hindi movies involve individuals in global environmental issues. Is it possible to measure how much films contribute to raising awareness of the environment and the rising levels of pollution?

Rationale of the study: In India, pollution has grown to be a serious problem that requires quick solution. because films are such a potent medium with a large audience. Examining its function in educating people about the environment and promoting action is crucial. Although a lot of study has been done on how the media discusses the environment, not much of it focusses on Hindi films in particular. There is a vacuum in the way regional films approach environmental issues because the majority of study relies on Hollywood or Western documentaries. By examining how Bollywood films discuss pollution and how they might raise awareness and spur change, this study seeks to close that gap. It's also important to comprehend how films might alter viewers' perceptions of the surroundings. If films have an impact, then it may develop into a really helpful educational tool. This study will add to the conversation regarding how environmental advocacy and the media interact.

Theoretical Background: Because there is no other planet for humans to call home but earth, they began to consider ways to preserve it and make it a more viable place to live. It is now commonly known that the earth's biological, physical, and chemical capacities are eroding with time. Anthropocentric actions are to blame for the permanent decline in Earth's capacity. According to anthropocentric thinkers, humans have a duty to protect the earth's finite resources and use their energy to preserve them. We have a finite carrying capacity. Furthermore, anthropocentric philosophy holds that people have a moral duty to preserve the environment and restrict its use. Humans fulfil their ethical duty to one another by protecting the environment; for example, environmental pollution can be viewed as immoral since it negatively impacts people and causes health problems for those who are ill from factory-generated air pollution. In the

same way, misusing natural resources is also viewed as unethical as it obstructs sustainable development and denies future generations access to resources that the present generation enjoys. This research makes use of a number of concepts to comprehend the relationship between media and environmental challenges. These concepts aid in the explanation of how pollution is portrayed in Hindi films and how it affects public opinion. According to the Media Framing Theory, people's perceptions of issues are influenced by the way they are reported in the media. This study will investigate how pollution is portrayed in films. According to the cultivation theory, people's perceptions of the world might shift as a result of frequently seeing the same thing in the media. The study will examine if Hindi productions that depict environmental issues throughout time raise public awareness of pollution. The Agenda-Setting Theory states that while the media does not dictate what people should believe, it does have an impact on their thoughts. This study will examine if films about pollution have raised awareness of the problem and made it a hot subject of conversation. Social Cognitive Theory states that people learn by seeing others. Let's say viewers witness movie characters acting to save the environment. This study will offer a thorough examination of how Hindi films address pollution and how it might affect people's attitudes and behaviour. Using these concepts, the study will demonstrate how films might increase awareness. I've adopted the content analysis approach for this study, Researchers have chosen one of the most well-known modern films. The worldwide database and movie sources may be used to conduct a thorough search. Secondary data is gathered from publicly accessible research publications, audio-visual websites or documents.

2. DISCUSSION AND ANALYSIS

Devashish Makhija's 2023 film Joram is entwined with themes of environmental degradation and the terrible toll it takes on underprivileged populations. Despite its primary focus on institutional oppression and ethnic relocation, the film does a good job of showing how unbridled industrialisation, corporate greed, and ecological damage result in serious pollution that affects both the environment and human life. Joram draws attention to the human cost of environmental exploitation with its honest and unvarnished portrayal. The corporate exploitation of tribal lands for industrial expansion is one of Joram's main themes. The movie shows how wealthy corporations invade woods and farmland while working with dishonest political organisations. The deforestation and mining activities result in the degradation of natural ecosystems, contributing to land pollution. The movie shows how businesses unlawfully dump industrial waste into neighbouring waterways and agricultural areas because they choose profits over sustainability. In addition to making the land unusable, this pollution contaminates water supplies, which affects local residents' livelihoods and general health. Real-world environmental contamination brought on by industrial growth is symbolised by the poisonous effluents emitted by companies in areas like Jharkhand and Chhattisgarh, where indigenous tribes are the most affected. The effects of industrial contamination on the quality of water and soil are gently emphasised throughout Joram. Images of forlorn woods, contaminated rivers, and arid landscapes are used as visual metaphors to illustrate how industrial activity is destroying the environment. Native farmers are forced into poverty as a result of soil degradation, which also leaves them open to exploitation and relocation. The movie makes subtle references to the negative effects of widespread deforestation on air quality as Dasru (Manoj Bajpayee) runs through deforested areas. The arid landscapes represent the loss of greenery, which raises temperatures and increases air pollution. The portrayal of dusty, contaminated air draws attention to how deforestation and land exploitation are causing environmental conditions to worsen. Joram illustrates the damaging effects of pollution with striking visual storytelling. Corporate greed has turned the forest, which formerly provided the indigenous people with a means of subsistence and a sense of identity, into a dead zone. The film's barren landscapes and contaminated waterways act as serious reminders of the harm that industrialisation has caused to the environment. It acts as a wake-up call for the film, asking audiences to acknowledge the human cost of environmental deterioration and the pressing need for environmental justice and sustainable development. The movie also issues a warning about eco-terrorism, which is defined as wilful environmental damage done for political or economic advantage. It makes the case that deaths from pollution are more common than those from traditional terrorism. It is calling for more stringent adherence to environmental protection regulations.

3. CONCLUSION

Joram is a terrifying depiction of the actual hardships that indigenous tribes endure as they fight against the terrible effects of corporate exploitation and industrial pollution. The film effectively illustrates how widespread land grabs, illicit mining, and deforestation cause serious environmental damage. It draws attention to the predicament of displaced Adivasi farmers, whose ancestral lands are taken for profit-driven industrial growth, through the figure of Dasru. In addition to depriving these people of their means of subsistence, the ensuing ecological devastation, water pollution, and soil contamination expose them to dangerous living circumstances, signifying the larger environmental injustice afflicting India's tribal areas. The movie highlights the human misery brought on by this ecological aggression in addition to environmental plunder. Dasru's frantic quest to save his daughter Joram serves as a metaphor for the forced

migration, displacement of indigenous people, and institutional injustice. His battle serves as a metaphor for the struggle of underprivileged groups against state indifference and corporate greed. The system frequently criminalises the victims rather than holding the offenders accountable, as evidenced by the unrelenting police chase and the betrayal by dishonest officials. Joram urges immediate reforms, including stricter enforcement of environmental laws, protection of tribal rights, and responsibility for corporate crimes, through its unvarnished depiction of displacement, environmental destruction, and human resiliency. The video makes a strong case for environmental justice and sustainable development while serving as a moving reminder of the ecological and human costs of unbridled industrialisation.

4. REFERENCES

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