HOW BOLLYWOOD MOVIE HIGHLIGHT POLLUTION AND ECOLOGICAL ISSUES

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ABSTRACT

Cinema has always been a powerful tool for communicating new ideas and influencing society. This study focuses on the impact of Bollywood films that tackle pollution. Indian cinema has a significant effect on regional and international audiences. Bollywood films are known for their melodrama and historical. The purpose of this study is to analyse how these films show pollution. By observing the emotional and intellectual impact of these films. This research highlights the potential for cinema to environmental change. It explores how movies can work as a tool for social change. The cinema creates a strong emotional bond between the characters and the audience. As viewers watch they reflect on their own behaviours towards the environment. This emotional connection can lead to greater public awareness. Films play an important role in raising awareness. This study seeks to explore the connection between cinema and environmental awareness.

Keywords: Bollywood, Pollution, Environmental awareness, Pollution, Film)

1. INTRODUCTION

Pictures, videos, movies, television shows, advertisements, social media content etc. are comes under the umbrella of visual media. Visual media makes it easier for people to understand ideas because images and videos can explain things better than words alone. People can understand pictures and videos faster than long texts. Watching something is often more interesting than just reading. Movies, documentaries, images can make people feel emotions. But Social media and online videos can share important messages with many people in a short time. Movies and TV Shows tell stories, entertain people, share important messages. Documentaries show real events and facts about different topics, like nature, history, social issues. Advertisements use videos and images to sell products and attract customers. In Social Media Content People share videos, pictures and infographics on platforms like Instagram, YouTube, TikTok, facebook etc. Visual media can change how people think and act. For example: Advertisements can influence what people buy. News videos can help people understand world events. So Visual media is a powerful tool that helps people learn, share ideas also express emotions. Movies or cinema are a form of storytelling that uses moving images. It entertains people and shares ideas. Movies can make us laugh, cry or think deeply. They show different cultures, histories, emotions, stories through camera lenses. Films are made in many languages and styles. Some tell real stories while others are imaginary. Action, drama, comedy, horror, and science fiction are some popular genres. Movies influence society in many ways. They spread awareness about important issues. They can also change people's opinions and behaviours. Some films teach lessons about life, love, morality, kindness etc.

Technology has changed cinema over time. Earlier, films were black and white. But now they have bright colours, special effects and 3D animation. Cinema is a powerful tool. A survey by the World Air Quality Index (WAQI) reveals that 37 out of the 40 most polluted cities in the world are located in this region. This is alarming statistic has not gone unnoticed by filmmakers who are addressing environmental concerns in their work. These environment or pollution related films are meant to create awareness and motivate people to act to protect their environment by showing the consequences of pollution. Pollution damages the environment in many ways. Pollutants affect the air we breathe, water we drink and the land we live. The pollution that enters the air leads to a serious concern in health. The water gets polluted when various wastes, chemicals, plastics get into rivers, lakes and oceans. Land pollution arises from the road-side garbage disposal, plastic, chemical waste etc on the ground. It makes land dirty and unhealthy. Noise pollution arises from loud sounds. Light pollution makes it hard to see and affects birds and animals. Pollution in all forms is harmful and it needs to be controlled for protect the environment. Pollution is caused by many human activities that harm the environment. Some major causes are burning fuel in cars and factories, Throwing plastic and garbage, excessive use of chemicals, Cutting down too many trees, Oil spills in oceans etc. These activities are making the planet unhealthy and need to be controlled to protect the environment. It is making the earth hotter and leading to many burning

issues floods, droughts, storms etc. To reduce pollution sustainable practices should be implemented in our daily lives. Planting more trees and protecting forests. Minimal use of plastics. Saving water and ensuring waste. Using clean energy sources (solar and wind power etc). A cinema could be a powerful medium to raise awareness and inspire action. It could feature documentaries, feature films or animated movies etc that show the impact of pollution on the environment, nature, pollution and wildlife. For example, before the Flood or An Inconvenient Truth could be documentary examples, which depict climate change and pollution. It also represents real consequences. Fictional films could narrate stories regarding environments or focus on the efforts of the individual who is fighting to protect nature and pollution among people. Among them environmental pollution has become the most prominent theme in many of the contemporary films, reflecting growing global consciousness about ecological degradation. South Asia is among the most susceptible places on the Earth. This region (Bhutan, Bangladesh, India, Pakistan, the Maldives, Sri Lanka, Nepal, and Afghanistan) suffers from a severe pollution threat. A latest research study finds that 37 of the world's 40 most polluted cities are in South Asia. This is causing major health problems. Worsening climate change creating social and economic challenges. Because of this environmental problems might be become a major topic in India movies. Movies have a special way of making people feel connected to real life issues. Showing the effects of pollution in films can push people to take action for the environment. This study looks at how Bollywood films talk about pollution and what kind of impact they have. By analysing movies that deal with pollution this research tries to figure out how these films change the way people think about these issues. The research compares older Bollywood films to more recent ones to see how the portrayal of pollution has changed and how effective these films have been in raising awareness.

Aim and Objectives: This study attempts to understand environment in mainstream visual media. This research aims to determine how bollywood show the environment through the visual component. The possible objectives of the study can include: are the movie able to create a space for discussion on sensitive environmental issues. How visual media engage people in the world ecology. Can we quantify the impact of movies in creating awareness about the ecosystem and the growing pollution?

Rationale of the study: Pollution has become a critical issue in India that needs immediate attention. Since cinema is such a powerful tool that reaches a wide audience. It is important to explore its role in teaching people about the environment and encouraging action. While there's a lot of research on how media talks about the environment, not much focuses specifically on Bollywood films. Most research looks at Western documentaries or Hollywood movies, leaving a gap in how regional films address environmental problems. This study wants to fill that gap by looking at how Bollywood films talk about pollution and see how they can create awareness and inspire change. In addition, it is significant to understand how films may change their perception regarding the environment. If movies make a difference then it could become a very useful tool for learning. This study will contribute to the discussion about the intersection of media and environmental activism.

Theoretical Background

This study uses several ideas to understand how media and environmental issues connect. These ideas help explain how Bollywood films show pollution and their impact on public thinking. The Media Framing Theory suggests that the way issues are presented in the media affects how people understand them. In this study, it will explore how filmmakers present pollution. Cultivation Theory explains that seeing the same thing in media repeatedly can change how people see the world. The study will look at whether Bollywood films that show environmental problems over time lead to a stronger awareness of pollution in society. According to the Agenda-Setting Theory media doesn't tell people what to think but it influences what they think about. This study will check if films about pollution have brought this issue to the public's attention and made it a key topic of discussion and Social Cognitive Theory is about learning through seeing others. Suppose people see characters in films taking action to protect the environment. This study will provide a deep look into how Bollywood cinema deals with pollution and how it can influence people's thinking and actions. By using these ideas the research will show the potential of film in raising awareness.   Methodology and the schedule will be used according to the type and nature of our study. It can be based on a descriptive observational study of the research area. The nature of the survey will be analytical and descriptive. For this study, I take the content analysis method. Researcher have taken a most famous contemporary movie. A comprehensive search can be performed using the international database and film sources. Secondary data are collected from available Research papers, Audio-visual documents or Websites.

2. DISCUSSION & ANALYSIS

The 2017 film Irada, produced by Falguni Patel and Prince Soni, is based on true events in Bathinda. The city, entangled with electric wires and narrow lanes, suffers from pollution caused by thermal power plants and factories, releasing carcinogens into water sources and increasing cancer cases. NIA officer journalist Arjun Mishra exposed PPFCL as a

10-year-old company worth ₹6000 CR for illegally dumping hazardous waste into groundwater, canals, and agricultural fields. Despite its owner Paddy Sharma's clean image and social welfare activities, the company is responsible for severe contamination. The film highlights environmental issues like groundwater depletion, uranium toxicity, and fertiliser poisoning. It also portrays the struggles of cancer patients, detailing symptoms like weight loss, breathlessness, and mental trauma. The horrifying "cancer train" 54701, carrying patients to Bikaner Hospital, depicts the sale of blood and insurance exploitation.

Journalists and media raise awareness through radio discussions and reports. The film ends with senior advocate Colin Gonsalves emphasising the right to toxin-free food and revealing that seven lakh people die annually due to pollution-linked cancer. It warns that eco terrorism has caused more deaths than conventional terrorism in the last two decades. Therefore Irada won the National Film Award for Best Film on Environment Conservation in 2017.

The Dark Reality of Industrial Pollution is shown here. PPFCL, the fictitious company in the movie, represents real-life corporations accused of illegally dumping hazardous waste. Many factories have been reported in Punjab to have effluents that contain toxic heavy metals and pesticides with even uranium emissions into the local water supplies. Research suggests industrial pollution leads to birth defects, cancer and other potentially deadly conditions causing groundwater contamination in Bathinda and Faridkot. After the film's release, discussions about Punjab's environmental crisis gained momentum. It prompted a renewed focus on the Industrial regulations and environmental audits of factories in Punjab. Awareness campaigns about safe drinking water and pesticide-free farming. Also environmental laws should be strengthened to curb illegal waste disposal. The film warns about eco-terrorism which refers to deliberate environmental destruction for financial or political gain. It argues that pollution related deaths surpass those caused by conventional terrorism. It is urging stricter enforcement of environmental protection laws.

3. CONCLUSION

Drawing from real-life incidents, Irada sheds light on the Punjab cancer crisis, particularly in the Malwa region, where industrial pollution and chemical contamination have resulted in a health catastrophe. One of the most horrifying realities depicted in the film is the infamous "Cancer Train" (Train No. 54701), which runs from Bathinda to Bikaner, carrying cancer patients seeking treatment at Acharya Tulsi Regional Cancer Treatment and Research Institute. The train has become a tragic symbol of the silent suffering caused by unchecked industrial pollution. The film portrays the struggles of cancer patients in detail. It is highlighting symptoms of weight loss, breathlessness and mental trauma while also exposing the dark world of blood selling and insurance exploitation. It's a significant role that investigative journalism plays in the narrative. Specially with the discussion and reports about the media and whistleblowers tireless efforts to expose corporate crimes and increase awareness through radio discussions and reports. In fact, several journalists and social activists in Punjab have risked their lives to expose the nexus of corrupt politicians and industrialists who often look the other way when it comes to environmental violations. The movie ends on a strong note as senior advocate Colin Gonsalves emphasizes that the right to toxin-free food is a fundamental right, and he reveals that nearly seven lakh people die every year due to cancer.

It makes a strong statement on eco-terrorism, a term used to describe deliberate environmental destruction for financial or political gain. The film suggests that eco-terrorism has caused more deaths than conventional terrorism in the last two decades, calling for stricter laws and stronger enforcement of environmental regulations. This theme of corporate greed versus environmental justice is represented through its characters Arjun Mishra symbolises honest government agencies. Who is fighting against corruption. While Paddy Sharma represents industrialists who exploit resources for profit under the guise of philanthropy and the suffering. Farmers and cancer patients represent the harsh reality of Punjab's agricultural community which has been battered by pesticide poisoning, soil infertility, and water scarcity.

4. REFERENCES

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