

Role Of Indian Cinema In Presenting Sanatana Dharma

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Abstract: -

This is a non-religious issue, however, reading up on the religions of India can be interesting. The Sanskrit roots of the term "Sanatana Dharma" are the terms "Anadi" (without a beginning) and "Anantha" (without an end) (dhri). And now, Sanatana Dharma is the term most often used to refer to Hinduism.

The Lumiere Brothers exhibited six pictures at the Watson Hotel in Mumbai (then called Bombay) on July 7, 1896, marking the beginning of Indian cinema.

Knowledge about the history of Indian culture and its adherents to Sanatana Dharma. Land is revered in India, a country whose inhabitants see the earth as their mother. Indian film seeks to discover and display to the world our cultural growth and the many ways in which we honor our ancestors' sacrifices. Understanding their economic strategy, political strategy, relations, and more, as well as their history and methods of protecting their people from outsiders.

The Hindus were wounded by the defamation of Sanatana Dharma even if it didn't start out strongly, and they began to avoid watching movies that may offend them.

Recently, Shah Rukh Khan's film "Pathan," titled "Beshram Rang," song caused controversy since the fabric worn by Dipika Padukone in the music video was saffron (Bhagwa). As a result, many viewers decided to avoid seeing the film and the song.

Introduction: -

Of course, there's also tollywood, lollywood, and kollywood, all of which operate only in regions where speakers of those languages have a strong demand for movies made in their own tongue. Each director has his or her unique style, whether it is a romantic comedy, a biopic, an action picture, or something else else.

Production companies adapted their methods of storytelling to suit the tastes of their target demographics. Not only did Indian movies have devoted followers at home, but they also attracted attention from outside India's borders. They wanted to see the movie that was produced in India at the same price as their own.

Indian cinema has a devoted audience across the world, and these viewers want to see films about the "Sanatana Dharma," or the actual religion of the monarchs of Hindustan who governed the country for centuries.

A large number of studios began producing period dramas like Baji Rao Mastani, Shivaji, Rani Lakshmi Bai, etc., during this time. Popularity for these films far outpaced that of films based purely on fiction, which often focus primarily on the entertainment value of their plots. The Indian film business, known as Bollywood, was the biggest of its kind in the world. Annually, Bollywood produces more than a thousand films of many genres, which brings in a lot of money for India. In the United States alone, Bollywood generates \$100,000,000 in revenue every year. Not only in a few chosen nations, like the developed ones, but also in the emerging ones. Hollywood's contributions to India's GDP were significant.

Those who like Bollywood tend to be those who appreciate realism and can relate to the themes, characters, and situations shown in the films. Bollywood music is also very popular abroad; audiences there appreciate the genre's emphasis on traditional Indian music, dance, and fashion.

Bollywood or tollywood, Indian film is a popular genre. In order to distinguish the true Indian monarchs from the invaders who invaded India and killed millions of Hindus, Hollywood and similar production companies began basing their films on historical figures of Hindu ancestry.

Why is Bollywood doing this? Why did they choose to make a series on Sanatana Dharma? Why is it becoming so popular?

Literature review:-

“Sanatana Dharma” ideology is Vasudeva Kutumbh Vakam, which means all the world is our family.

Indian culture is known for its broad richness and diversity across the world. Indian culture is also known for its emotionally connected towards their Gods and uniqueness of worshipping , devotion . Indian culture was very vast, it had many Gods for worship . There are a few big-budget series , cinemas and animated movies from a major parts of peoples’ social characteristics.

Supports of Indian culture in Indian cinema too. Because of the diversity of the Indian culture, Indian cinema gets fame and revenue from all over the world.

1. Mahabharat (1965)
2. Sampooma Ramayana (1961)
3. Mahabali Hanuman (1981)
4. Jai santoshi maa (1975)
5. Karwa chauth (1980)
6. Bal ganesha (2007)

Bollywood is the India's largest film industry, Bollywood produces films in Hindi, as it produces over 1000 movies every year. It generated a million dollars and significantly contributed to Indian economy. Bollywood had much reach and fame rather than other cinema industry across world and India also. Bollywood movies ,their songs, their expressing ways all had their own places in world that makes it unique.

The first coloured movie in Bollywood was" Kisan Kanya" created in 1937, 1960s film gave birth to modern Bollywood cinema.After Bollywood started struggling from many angles, box office has not created revenue , popularity, every thing, After these movies launched outside of India, it also a major problem for the Bollywood industry . From the 1980s, Bollywood's movies creating fans in foreign, actors have suffered a lot from that discrimination. Indians (brown colour) has decreased, the demand for Bollywood films is generated by foreign, actors, their acting is liked by them. By struggling from all this now Indian Cinema is world's most producing Industry that created alot from others industry.

Nowadays movies are based on Sanatana Dharma, that is not pretending to Hinduism, but it is showcase Sanatan dharma that presents the culture of India. Many times, Bollywood created Hindu ancestors biography movies that's mostly like by others in India . Many film production houses like ADF (Aajay Devgan Flim), Bansali Productions, Amer Entertainment , Eros International many more are stared producing those films which based on Hindu ancestors , they work alot to find the exact story what that happened and beautifully present to us . You may always notice every films starting declaration is motioned that their intention of creating that particular movie and they hand no any abd intention to hurt someones feelings .

Defaming of Hinduism ? Hollywood outer countries are emerging in Indian culture, specific like yoga, they like traditional songs, devotion towards Hindu gods. Bollywood and any Indian cinema are not exactly defaming Santana Dharma, They are not against Hindus' / Hinduism, only the aspect of making films of entertainment , emotional attachment , and with others' point of view, but yes, they make Hinduism ideologies fun that is not correct to many peoples. The babas, the some Hindu tradition , that only makes some fun in movie with no real exact work. They are only for entertainment and that may hurt someone's feelings towards their religion. Some how they not intentionally demoing Hinduism .Amir khan's movie PK is the most controversial movie , that has been in controversy for defaming Hindu god and making fun of Hindu traditions and many more like that .

Nowadays, films which are based on the Sanatana Dharma, the ancestors , based on gods , on real Indian culture, their lifestyle , their biography must known to us and also be known to the outer world .public is also interested seeing such things like these films:-

- Shivaji
- Baji rao mastani
- Rani lakshmi bai
- Padmavat

Besides these films, why are people boycotting many films? we take recent example of boycotting film is movie “ Pathan” , in this movie has a song “ Beshram rang” that has been not like by many people because of dress’s colour “ bhagwa” movies actress Dipeka Padukoon wore saffron colour in such like song.

show all the exact real events in ancient times with Sanatana Dharma ‘s ancestors, the real kings of India was very hard to show or to present in that realistic way, but our Indian cinema had done this so well and trying to build it fast and most impact fully.

Upcoming movies which is based on Sanatana Dharma: -

- Ram setu
- Samrat Prithiviraj
- OMG 2

Methodology: -

Qualitative methods have been followed to execute this research work on the above topic as we are supposed to study the role of Indian Cinema In Presenting Sanatana Dharma. For this, researchers have done Random Sampling to search and select various Hindi films that portray Sanatana Dharma. Along with this, Secondary Data analysis on Online/Offline articles and papers with Content Analysis on selected movie stories, mesmerising stories of great leaders in Indian history has been done to find related contents and outcomes. Based upon the above studies, some case studies have also been carried out to draw the changing scenario of the role of Indian Cinema in presenting Sanatana Dharma in recent times.

Sanatana Dharma is the medium of introducing real leader of India have to show to the world. This research revolves around the Indian cinema and their concept of promoting “Sanatan dharma” ,the impact and result of making these series. Everyone has to know about the Hindu ancestors and their deeds. Culturally developed Hinduism and about the Indian traditions.

Conclusion: -

This study found that the wrong impact on people about Indian cinema, impact of Indian cinema, logical and practical way of understanding Indian cinema and many in many more ways of understanding. series of these types movies in Hindu ancestor film having block busters and youth and any age group people like and have interested to watching these types of movies. It may be for information, for entertainment, for joy or for any other purpose. Promoting certain narrative films is becoming famous whole world. Had a huge encouragement for Bollywood filmmakers and production houses with the trends.

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