

## A Tamil Film Analysis Of "Kadaisi Vivasaayi" As A Media Representation Of Global Change And Environmental Sustainability

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### ABSTRACT

This study examines the depiction of environmental and global changes in M. Manikandan's 2022 Tamil film *Kadaisi Vivasaayi* (The Last Farmer), which received a National Film Award. This study examines the Sustainable Development Goals, emphasising the three-dimensional, multifunctional, and multidimensional features of their connection to economic, social, and environmental sustainability. In recent years, sustainable development goals have emerged as the most relevant social development paradigm, both domestically and internationally. This research examines the aspects of the Sustainable Development Goals (SDGs) within the storyline of the film "Kadaisi Vivasaayi" and its three dimensions in popular Tamil cinema related to the SDGs. This film presents a distinctive viewpoint on global challenges and environmental deterioration, emphasising their influence on visual narrative. It functions as a robust platform for enhancing awareness and facilitating discourse on these interrelated issues. The analytical section of the research illustrates the film's alignment with the Sustainable Development Goals (SDGs) of the 21st century. This film vividly depicts numerous social and environmental challenges, including industrial animal feeding, hybrid seed cultivation, urbanization, and the high-level practices that farmers maintain in industrialization. The research employs a qualitative descriptive approach, analyzing environmental, social, and economic factors through the lens of the three pillars of the Sustainable Development Goals (SDGs).

**Keywords:** *Kadaisi Vivasaayi, Sustainable Development Goals (SDG), Social, Environmental, Economic*

### Introduction:

In recent years, Tamil cinema has gained significant recognition within the Kollywood industry. The industry has produced a number of films that underscore social, economic, and environmental consciousness, exploring both positive and negative perspectives, and rooted in current real-life events. This research picked a film based on true societal happenings, concentrating on its principal topic and subthemes related to social issues, social awareness, societal realities and challenges, agricultural difficulties, environmental sustainability, and global transformations and challenges. The sustainable development process persists to a degree, incorporating the social, environmental, and economic dimensions of the Sustainable Development Goals (SDG). The United Nations Environmental and Development Council (1987), known as the Brundtland Commission, delineates the most significant definitions individually. Sustainable development involves many individuals, entities, and approaches; it promotes the use of sustainable development goals to achieve indefinite socially and environmentally viable long-term outcomes. Ivana (2018). The Indigenous experience, environmental justice, and settler colonialism significantly impact marginalised groups, including people of colour, Indigenous peoples, women, individuals with disabilities, and other disadvantaged populations, resulting in detrimental effects on human health and community cohesion. Environmental nuisances and conditions include population density, pollution, environmental-related injuries, childhood asthma, population burdens, various types of oppression, systemic racism, and systemic poverty.

Numerous social institutions have an impact on environmental quality, distribution, and various population types. Understanding humans and nonhumans, along with additional environmental justice responsibilities, is crucial. Moreover, future studies will examine the lives of societal members and various environmental capacities through the lens of indigenous peoples and settler colonialism (Kyle Whyte, 2016).

The function of the regional language in Tamil cinema offers insight into Tamil society's socio-economic, political, and cultural evolution. The Tamil cinema business in the 20th century faces social issues, environmental constraints, and obstacles to achieving sustainable development goals. Communication and societal aspects play a crucial role in discussing the key challenges and developments facing the Tamil film industry within the framework of sustainable development goals. The film *Jai Bhim* (2021) illustrates the three pillars of the Sustainable Development Goals in the context of Tamil cinema. The study utilised the three foundational pillars of the Sustainable Development Goals (SDGs): social, economic, and environmental. We employed qualitative analytical methodologies and agenda-setting to sequence, decode, and categorise these three elements of the Sustainable Development Goals (SDGs). The filmmaker's message for society underscores the treatment of individuals and tribal communities, the fundamental responsibilities of law enforcement, and the entitlements of women, children, and men to exist with dignity, devoid of discrimination, as integral to the sustainable development of communication within the Tamil film industry, as detailed in R Bathran's 2022 report. We intend to formulate sustainable development goals for characters in children's films and analyse their representation of human diversity. The design seeks to establish a corpus of newly produced animated films to examine cultural, ethnic, and sexual diversity, along with its educational consequences. The emphasis is on the widespread consumption of cultural objects, the elevation of children's awareness, and the establishment of behavioural benchmarks and role models. The primary goals of depicting distinct types of children, as well as the exploration, advancement, and innovation of research methodologies for future film analysis.

*Saneleuterio* (2021) has significantly impacted over a hundred film evaluations concerning education, animation motivations, and audio-visual genres, emphasizing her capacity to empower individuals in the formation of their identities. The Tamil film industry, the foremost producer of regional language films, originated nineteen centuries ago. Numerous analogous topics pertain to the advancement of sustainable development within society, a significant aspect of the Tamil cinema industry. This research examines the sustainable development goals within the context of SDG communication in contemporary Tamil films. The film *Kadai Vivasayi* received a national award for its portrayal of the three components of sustainable development goals, deemed the most critical elements of SDG communication. Additionally, research studies delineate the theoretical framework and methodologies employed to ascertain the principal thematic variables associated with the three dimensions of the Sustainable Development Goals in Tamil cinema.

#### **Sustainable Development Goals:**

Many elements shape the sustainable development goals, including environmental degradation, air pollution, climate change, deforestation, biodiversity loss, pollution, waste management issues, water scarcity, and global concerns. International and national committees deal with climate change by examining environmental deterioration, global issues, the Intergovernmental Panel on Climate Change (IPCC), and global warming. The greenhouse gas (GHG) emissions elevate water levels in oceans and lakes. The United Nations' sustainable development goals and national and international frameworks for environmental degradation and global concerns aim to tackle issues of environmental, social, and economic sustainability (Bathran, 2022).

The primary objective of the Sustainable Development Goals (SDGs) is to eliminate poverty, diminish hunger, encourage sustainable consumption and production, deal with climate change, and foster terrestrial biodiversity. Goal No. 15 underscores the vital significance of natural ecosystems, mitigating environmental degradation, and advancing resources aligned with sustainable development objectives. Sustainable development refers to the use of existing resources within the social framework to satisfy current and future needs. As a result, sustainable development maintains the quality of progress and essential resources for survival, not just for future generations. Sustainable development provides a novel viewpoint on global advancement, employs efficient development tactics, and complies with rigorous economic, ecological, and sociological standards. Education, culture, media, and social reproduction each uniquely contribute to environmental awareness. *Kadai Vivasayi*'s research focuses on small-scale agriculture, climate change, sustainable rural development, and livelihoods with the goal of addressing global issues related to environmental degradation and sustainability. The examination of the film's narrative will highlight the significance of addressing global challenges through an environmentally sustainable

framework, consistent with the objectives of sustainable development. The Tamil film *Kadaisi Vivasayi* prominently features tradition and culture in its exploration of social and environmental issues, highlighting concerns such as poverty, inequality, caste prejudice, ecological challenges, and sociological problems. The film examines agriculture and environmental degradation, highlighting the tendency in Tamil cinema to delve into rural themes and subthemes, as well as the effects of modernisation on traditional lifestyles. In recent years, Tamil cinema has encountered obstacles such as land disputes, financial difficulties, and diminishing rural livelihoods. *Kadaisi Vivasayi*, the farmer, adds to the film's expanding corpus to contest the prevailing narratives of industrialisation and urbanisation. The film's depiction of the profound bond between humanity and the soil reflects the cultural and historical importance of agricultural advancement in Tamil society.

**Background of the research:**

The level of sustainable development in well-being is determined by a few factors. These include overarching standards, the primary tier of economic sustainability, the national statistical institution, and specific economic models employed at the existential level of sustainable goods, services, and safety. The film director is originally from Usilampatti village in Madurai, where he began his career as a cinematographer in Tamil cinema. The film director initially collaborated on the feature film *Kaaka Muttai* (2015). The squatters' offspring resolve to savor the exquisite pizza. The 2014 Toronto International Film Festival featured the film. The film "June" (2015) received the Best Child Artist and Best Children's Film prizes at the 62nd National Film Festival and established a record for the best feature at the 13th Indian Film Festival in Los Angeles. In 2015, director Manikandan authored the film *Kirumi*, which was later influenced by two film directors and a writer-cinematographer from 2016. Moreover, following a four-year hiatus, he participates in *Kadaisi Vivasayi*, a Tamil film directed, written, shot, and produced by M. Manikandan. *Kadaisi Vivasayi* (The Last Farmer) won the National Film Award for Best Feature Film and the Tamil Filmfare Award South for Best Film. Upon its premiere, the film *Kadaisi Vivasayi* (The Last Farmer) attracted considerable attention from the media, social media, and newspapers. M. Manikandan's film *Kadaisi Vivasayi* stands out as a unique masterpiece. The film is a children's feature, and Satyajit Ray's approach to humanity, realism, and authenticity enhances its character and narrative, resulting in a humorous and cinematic experience. The film *Kadaisi Vivasayi* (The Last Farmer) showcases a varied ensemble of directors, performers, and film industry professionals. It also corresponds with the Sustainable Development Goals (SDGs), which function as three fundamental pillars for fostering economic growth, combating social exclusion, enhancing social integration, safeguarding natural resources, and evaluating environmental impact from three unique perspectives.

**1. Economic Dimension Sustainability:**

Controlling pest-related diseases is crucial, leading to an increased reliance on pesticides, which can be expensive and harmful to the environment. The film highlights the economic difficulties encountered by farmers as they contend with rising input costs and the necessity to maintain their agricultural operations. This depiction highlights the unsustainable characteristics of existing agriculture methods and the pressing necessity for more egalitarian and sustainable development strategies. The film highlights the considerable financial strain that elevated costs of high-yield seeds have on farmers' budgets, particularly regarding economic stress, as illustrated in the narrative. Many farmers, as illustrated in the *Kadaisi Vivasayi* film, feel obligated to enhance their production and productivity to satisfy market expectations, even if it necessitates incurring elevated costs due to their dependence on sustainable development objectives. Moreover, the scientific elements about sustainability in this film highlight apprehensions about the long-term viability of dependency on high-yield seeds, which may lead to soil degradation and reliance on the Sustainable Development Goals (SDGs). *Kadaisi Vivasayi*, a Tamil film, highlights the economic burdens that farmers endure as a result of rising pesticide costs. The Tamil film emphasises that managing pests and diseases frequently necessitates the application of chemical pesticides, which are notably expensive and burden farmers' finances. This financial strain might hinder farmers' ability to maintain their livelihoods, potentially resulting in indebtedness and economic distress. The film underscores the harmful environmental consequences of excessive pesticide use. The Tamil film highlights that pesticides can pollute soil, resulting in diminished fertility and enduring agricultural difficulties.

Moreover, the film underscores the capacity of pesticides to cause pollution. Pesticides are damaging aquatic habitats and jeopardising human health. Moreover, the film underscores the detrimental effects of pesticides on beneficial insects and species, disturbing the fragile equilibrium of the agricultural ecology. The last film, *Farmer*

Kadasi Vivasayi, illustrates the economic hardships faced by farmers among contemporary farming methods. The film's protagonist, the final farmer in his hamlet, epitomises economic sustainability by opposing high-input methods such as hybrid crops and chemical fertilisers. These methods, frequently advocated by the industrial agricultural sector, jeopardise small farmers' economic stability by increasing costs and decreasing their self-sufficiency. The farmer's straightforward, economical techniques stand in stark contrast to the costly and unsustainable procedures advocated by industrial agriculture. This underscores the necessity for sustainable economic frameworks that assist smallholder farmers and foster fair trade, local economies, dignified employment, and economic advancement (SDG 8).

## **2. Social Dimension of Sustainable Development:**

The film addresses the social dimension of sustainability, including the weakening of rural communities and the loss of traditional wisdom. As urbanization and industrialization expand, younger generations ignore agriculture, resulting in the depopulation of rural regions. This undermines the social fabric, resulting in a deterioration of identity, culture, and communal bonds. The protagonist's solitary existence symbolizes the isolation of traditional farmers confronting the extinction of their lifestyle. The film promotes the conservation of rural communities, local traditions, indigenous agricultural knowledge, the depiction of sustainable cities and communities, and the objective of eliminating hunger. The social component encompasses elements including higher education, community development, computer science, geography, and sustainability. The social dimension of higher education includes assessments of privileged and marginalized groups, economic and financial assistance, and counselling and guidance services. The community development aspect of the social dimension encompasses a cross-cutting subject and subtheme involving social, human, policy issues, technological support, and governance solutions. We might liken the spatial aspect of the social component to an ecosystem, striving to extend its influence beyond territorial boundaries. The sustainable development goals encompass the social dimension within the triadic framework of social, economic, and environmental sustainability. The optimal social dimension includes the sustainability of interpersonal connections, interactions, and persons within society and the community. Human behaviour includes social standards, communication, dispute resolution, and cooperation.

## **3. Environmental Dimension of Sustainable Development:**

Environmental destruction is a major concern in Kadasi Vivasayi, since the protagonist's agricultural practices align with nature. The film analyses the detrimental effects of modern agriculture on the environment, encompassing soil deterioration, water scarcity, and biodiversity loss. The farmer's organic, low-input methods enhance environmental sustainability by conserving natural resources and sustaining ecological equilibrium. The farmer's rejection of hybrid seeds and artificial fertilisers represents opposition to ecologically harmful practices. His relationship with the soil is profoundly spiritual and sustainable, symbolising climate action (13) and life on soil (15). Kadasi Vivasayi addresses the three pillars of sustainability by promoting the conservation of traditional agricultural practices that are economically viable, socially cohesive, and environmentally sustainable. Sustainable development objectives include multiple facets and promote positive interactions with the environment and immediate surroundings, with a specific emphasis on safeguarding against environmental communication. The environmental aspects of sustainable development involve the stewardship of natural resources and consumption, including the minimisation of waste and pollution. The environmental aspect of sustainable development goals addresses the effects of natural environments and social concerns, including waste management, greenhouse gas emissions, and the preservation of natural ecosystems. The term "environmental" pertains to the elements of an organisation's products, operations, services, and their interactions with the environment. Three levels of ecological and biophysical vulnerability, along with other functions and components, are susceptible to damage and degradation. Environmental wellness, a component of sustainable development goals, promotes overall health, wellbeing, and wellness. The dimension encompasses all aspects of health and pertains to the impact of environmental influences on human well-being.

## **Research Methodology:**

The research paper adopted a qualitative method of narrative thematic analysis to identify the film, concentrating on pertinent topics associated with the 17 Sustainable Development Goals (SDGs). This analytical method addresses the identification and examination of themes, symbols, and patterns. The analytical procedure involves the generation of codes that will investigate, evaluate, and delineate the theme before generating a product report

that aligns with it. The evaluation of internet sources entailed acquiring a secondary understanding of the film, viewing it repeatedly with scrutiny, and discerning codes through the analysis of visuals, symbols, imagery, conversation, mise-en-scène components, and narrative elements pertinent to the 17 Sustainable Development Goals. The 17 Sustainable Development Goals elucidate the concepts of sequence, initial coding, and both direct and indirect open coding. Moreover, the three topics originate from the three dimensions of sustainable development. The narrative style of social, economic, and environmental films incorporates the three components of the Sustainable Development Goals. The study also examined themes extracted from the data.

#### **Theoretical Framework:**

Understanding the agenda-setting theory is critical for the impact of mass communication and societal public awareness (McCombs, 2009). The social acquisition of observing attitudes, behaviours, and films facilitates learning (Bandura, 1977). According to Nicholson-Cole's (2005) research, attitudes, behaviors, and concerns related to global climate change and global warming are portrayed in television experiences. Films serve as a crucial agenda-setting mechanism in sustainable development research, primarily interpreting the global sustainability transformations and difficulties faced by the media audience. During the COVID-19 pandemic, numerous series and Tamil films convey concepts related to the Sustainable Development Goals through film, serial, and documentary formats. The societal issues associated with the War of Horrors include suffering, poverty, addiction, the right to equality, the right to freedom, humanity, feminism, and the reliance on visual representation and display. *Jai Bhim* (2021), *Mandela* (2021), *Maadathy* (2021), *Methagu* (2021), *Karnan* (2021), and *Kaadan* (2022) are Tamil films that address significant societal concerns of poverty, starvation, discrimination, awareness, and exploitation of individuals. The Internet Movie Database (IMDb) is a prominent film review platform within the cinematic business. Globally, 42 million individuals have utilised this website for information pertaining to film reviews, critical analysis, and film ratings. The film garnered the highest accolades and popularity in 2022. The film *Kadaisi Vivasayi* (2022), directed and written by producer M. Manikandan, received a high popularity rating of 8.9 in IMDb. The film illustrates the sustainable development goals of the previous century, addressing societal issues such as poverty eradication, hunger elimination, and global challenges. This research aims to compare several forms of sustainable development within the acclaimed narrative style of the 2022 Tamil film *Kadaisi Vivasayi*. The protagonist, Mayandi, an 80-year-old farmer, has a modest existence in the village of Usilampatti. The last farmer in that village speaks with minimal emotion. He uses other farmers' land to advance the project. One day, he discovered three deceased peacocks on his property. He believes that they are the vessels of his favourite deity, Lord Murugan, and inter them on his property. A witness observed Mayandi slaughter the peacocks and inter them on his property, subsequently notifying the police, who apprehended the elderly farmer for the unlawful killing of a national bird of India. They recall that a year ago, someone killed a peacock, but the investigating police found no proof or eyewitnesses to support their claim. They identified that individual as a witness in the case against Mayandi, resulting in his placement on judicial remand. The police submitted an updated report to the First Information Report (FIR), resulting in the suspect's incarceration for 15 days. The police delayed completing the charge sheet, resulting in his prolonged incarceration. The pests were infesting the agricultural field, and Mayandi suggested applying traditional antibodies. The case concerned the final hiring date. Mayandi fled to inspect our territory, resulting in the destruction of the land's seeds. The festivals held at the Ayyanar temple united different caste groups within the community. Potter was the exclusive provider. One aspect of the narrative depicts a world in chaos, while another features an elephant acclimating to the land of the former. The film critiques the detrimental methods of industrial agriculture that undermine sustainable farming. The analysis of *Kadaisi Vivasayi* Tamil cinema content generates a sequence of coding and mapping. Sustainable development does not take into account the sequential relevance of the 17 Sustainable Development Goals, nor does it identify the coding and thematic mapping of film narratives and key concepts. Priorities largely emphasise the social, economic, and environmental dimensions of sustainable development.

#### **Findings and Discussion:**

##### **Sequence 1:**

**The previous individual in Usilampatti village begins cultivating agricultural land in conjunction with the Ayyanar temple festival, as depicted in the film. After several days, the seed develops optimally, and he carefully delineates it into a pit, line by line. The land buyer asks the seller to sell his property for a lower price. Mayandi, on the other hand, refuses to sell his farm, prioritizing the provision of water to the fields every day. One day, the elderly farmer noticed the death of three peacocks on his property and their burial**

there. This happened because he saw them as sentient beings rather than mere animals. In the initial courtroom scenario, the man declared to the three peacocks, "I am deceased on my land, and I shall be interred on my land." Lord Murugan's chariot is approaching. How could such a magnificent creature bring about its own destruction?

#### **Dimension SDGS: Social Dimension sustainability, Environmental Dimension Sustainability**

##### **Coding and decoding:**

The narrative of the Tamil film Last Farmer (Kadai Vivasayi) explores the social and cultural significance of the Ayyanar temple deity, which plays a crucial role in the lives of farmers. It addresses the impact of the peacock's demise on agricultural land, emphasising the responsibilities of individuals, animals, and birds. The film aligns with the United Nations' sustainable development goals, particularly responsible consumption and production (Goal 12), life on land (Goal 15), and peace, justice, and strong institutions (Goal 16), as outlined by the Department of Economic and Social Affairs (2023). The director integrated the three components of social, economic, and environmental sustainability in the Tamil film Kadai Vivasayi (Last Farmer), with particular emphasis on the social and environmental facets of these sustainability objectives.

##### **Sequence 2:**

The scene where the elderly man asks them to pray to their deity and seek guidance for planting their first crop is truly captivating. While the judge confronts the elderly farmer, no one attends to the seeds, cares for the cow, or plants grains as offerings for the deity. During the harvest season and field irrigation, rituals are required. Because of its extensive cultural heritage, the celebration emphasises agriculture and deity veneration. Presenting the initial grains in commemoration of Thanksgiving signifies appreciation and optimism for an abundant future crop. "The act of spreading grains and tending the cow highlights the community's deep connection to the land and cattle, which are considered sacred." If you wish to persist in this dialogue, he will request that you utilise irrigation equipment and accompany you while you irrigate the field. Could the judge, or another person, please explain to him that he is facing charges in this court? He is the foremost farmer in our village, providing the initial harvest, while no other villagers participate in agriculture. The judge proposes to provide payment; I have reimbursed you with the funds, but he is unable to irrigate the field. The seeds we planted for our deity have germinated and now require irrigation. As they are not sentient entities, should they not inherently cease to exist? By preserving one's life here, we make the act of killing a thousand others unlawful."

#### **Dimension SDGS: Social Dimension sustainability, Environmental Dimension Sustainability**

##### **Coding and decoding:**

The elderly farmer's act of killing peacocks, his interment in the field, and the universal right to equality are significant issues. Safeguarding, rehabilitating, and promoting the sustainable utilisation of forests and ecosystems is crucial, as is combating biodiversity loss, desertification, and land degradation. In order to address forest loss, land degradation, and species extinction within a moral and global biodiversity context, it is essential to examine the fundamental relationship between mankind and nature. These projects align with the Sustainable Development Goals (SDGs) of No Poverty (1), Zero Hunger (2), Peace, Justice, and Strong Institutions (16), and Life on Land (15). The Tamil film Kadai Vivasayi embodies a multifaceted perspective on social and environmental sustainability in alignment with the Sustainable Development Goals (SDGs).

##### **Sequence 3:**

The elderly man has resided here without electricity, exploiting others and indulging himself. He takes pleasure in discussing cereals and seeds, and he is adamant about cultivating the fields. He has returned to my time; if we had five acres of land, we could marry and establish a family, but under the present conditions, there would be no water or rainfall, only aridity. Subsequently, procure the jar and introduce a modest quantity of water. Place it in direct sunlight. We possess numerous seeds from the Lord. When it rains, a plant develops and gets sustenance from a pine tree. There exists only one location, which encompasses a singular viewpoint within a circular region.

**Dimension SDGS:** Social Dimension sustainability, Environmental Dimension Sustainability

**Coding and decoding:**

The Tamil film Kadaisi Vivasayi exemplifies efforts to guarantee healthy lives and enhance well-being for individuals of all ages by safeguarding, restoring, and promoting the sustainable use of ecosystems, forest management, biodiversity, and sustainable consumption and production practices. The film's sustainable development goals include: Life on Land (15), Responsible Consumption and Production (12), and Good Health and Well-Being (3).

**Sequence 4:**

One scenario entails requesting that they split a fruit tray, which disappoints your father in the presence of the other cast members. No one from any other caste is allowed to enter our temple after your respectful gesture. During the rite, I will compel each member of the caste to participate in worship. No individual from the opposing caste entered the shrine; an elderly man scowled at his son. Unauthorised entry into the temple could result in our demise. A beneficial rainfall on the pitch signifies the cessation of concerns.

**Dimension SDGS:** Social Dimension sustainability, Environmental Dimension Sustainability

**Coding and decoding:**

Tamil cinema showcases themes such as caste disparity, inclusive human settlements, safety and security, and resilient and sustainable cities. The film Life on Land (15), which is about peace, fairness, and strong institutions (16), concludes with a beautiful rain falling on the field. The film uses social environmental sustainability to manage ecological systems, biodiversity loss, and land drought in line with its sustainable development goals. The film addressed agenda-setting for social, economic, and environmental issues, as well as sustainable development.

**Sequence 5:**

The judges have mandated your presence here for an additional fifteen days following the case's conclusion. He asserts that he interred a deceased stray dog he found last year. Let us examine that. Peacocks are the only animals impacted by the crime and its consequences. We must address the problem of worms and insects damaging the rice crops by gathering natural cow urine, soaking neem leaves, lima bean leaves, rubber bush leaves, Malabar nut leaves, and several wild neem leaves, combining the mixture, and then applying the dispersed neem leaves to the crops. Wild Neem trees now inhabit the highlands; formerly, the area was devoid of vegetation.

**Dimension SDGS:** Social Dimension sustainability, Environmental Dimension Sustainability

**Coding and decoding:**

The film encapsulates the spirit of natural agricultural formation, offering a realistic portrayal of the crops. In agricultural and botanical applications, natural trees and seeds provide several alternatives to antibiotics. Moreover, agriculture extensively uses essential oils, powders, and vaccinations as antibiotic substitutes. Among the most prevalent alternatives and creative goods are those that employ agricultural land, foster terrestrial biodiversity, advocate for peace, justice, and robust institutions, and correspond with the three pillars of sustainable development: economic, social, and environmental sustainability.

**Sequence 6:**

**A merchant received a request to supply wild neem powder and oil in a specific scene. He explained that oil and energy were essential for the paddy crops' booting stage. He further explained that the application of this chemical oil will exterminate all insects, have no adverse effects on crops, and resolve any issues in the field. Lightning initially damaged the two-hundred-year-old tree, leading to an extended drought. The climatic circumstances have altered, resulting in multiple years of drought in this community. The sequence narrates the importance of each tree on the planet.**

**Dimension SDGS:** Social Dimension sustainability, Environmental Dimension Sustainability

**Coding and decoding:**

The elderly farmer employs organic agricultural methods on his land, eschewing chemical applications in his crops. This method fosters the harmonious development of plants and trees worldwide. Furthermore, the management of agricultural land ensures crop protection and uses natural antibiotics to combat pathogenic organisms. Changes in weather, antibody patterns, and climate fluctuations adversely affected the two-century-old tree. The data related to Life on Land (15), Peace, Justice, and Robust Institutions (16), No Poverty (1), and No Hunger (2) interconnect with the progress of the three sustainability pillars: the social dimension, the environmental dimension, and sustainability challenges.

**Sequence 7:**

The elderly man in front of the courthouse starts the vehicle, and once they reach the agricultural fields, their responsibility is to effectively regulate the water and safeguard the crops. The elderly man observed the field, which starkly depicted the deceased crops, while Mayandi gazed poignantly at the multitude of seeds before him. He is adept at communicating the sequence's meaning through his emotions. The judge told you to protect this crop and prove your reliability, so you killed them all. Without waiting for the completion of the formalities, the judge ordered their immediate return home. The elderly guy sat on the bench, reflecting sorrowfully on the deceased crops. He observed the field ahead of him, where thousands of lifeless crops remained. The dialogue between the two individuals regarding wild neem spray only referred to the crop field, and the shopkeeper erred in attributing the crops' demise to that reason.

**Dimension SDGS:** Social Dimension sustainability, Environmental Dimension Sustainability

**Coding and decoding:**

The elderly man begins to inspect his property and crops for religious reasons; regrettably, the crops are deceased due to the application of outdated pesticides in the fields. Agriculture, health, and well-being are more important than rehabilitating specific lives on the land, promoting peace, justice, and strong institutions, eradicating poverty, and eliminating hunger. The film's third and fourth sustainable development goals are to ensure healthy lifestyles and promote well-being for individuals of all ages. These objectives encompass attaining food security, enhancing nutrition, promoting sustainable agricultural and rural development, and improving global health outcomes through poverty alleviation. The triad of social, economic, and environmental sustainability constitutes the basis of the sustainable development goals.

**Sequence 8:**

The elderly farmer was resting on the bench. All were awakening to Farmer Mayandi, and one individual informed him, "We require water for the fields, old farmer." He bore no responsibility. The community was anxiously searching for the elderly man due to his silence, and ultimately the peacocks began to screech after farmer Mayandi awoke. The entire community is meticulously tending to the crop field, removing all deceased crops and preparing the soil for the subsequent agricultural planting, which is an essential aspect of our cultural traditions and rituals. The elephant Kalyani is employed to cultivate and clear fields of deceased crops, following traditional agricultural practices. Finally, the Ayyanar temple and the crops celebrate the event.

**Dimension SDGS:** Social Dimension sustainability, Environmental Dimension Sustainability

**Coding and decoding:**

The permanent and diverse cultural community of people adhering to shared traditions, rituals, and practices of agricultural life, which serve as the foundation for future expression. We strive to safeguard forests, rivers, mountains, oceans, land, trees, plants, animals, birds, water management, waste management, resources, clean energy, pollution, air and noise, water, waste, and the environmental sustainability of all living organisms for the benefit of the present and the future. To secure a sustainable future, we must collectively endeavour to protect and maintain the planet's energy, conserve resources, safeguard humanity, and uphold the Sustainable Development Goals (SDGs). Moreover, preserving the future of biodiversity and ecosystems is the sole means of ensuring our own survival. To produce feature films, the Tamil film industry concentrated on ecology and biodiversity aspects. Life on Land (15), Peace, Justice, and Strong Institutions (16), No Poverty (1), No Hunger (2), Health and Well-Being (3) Preserve the Earth's environment. Conserve, repurpose, and recycle by protecting our renewable energy resources, eschewing plastic bags, conserving forests, and advocating for sustainable development for future generations. Moreover, the sustainable development goals, which include social, environmental, and economic aspects, dictate the direction and future condition of the Earth's surface.

**Discussion & Conclusion:**

The research film analysis examined the Sustainable Development Goals (SDGs), encompassing social, economic, and environmental dimensions. The Kadaisi Vivasayi Tamil film underscores the challenges encountered by marginalised rural communities in poverty alleviation and enhancement of living conditions while also addressing the significance of gender dynamics in agricultural and rural contexts, particularly highlighting women's empowerment in agricultural endeavours and decision-making processes. The principal objectives of the social dimension of sustainable development are poverty alleviation, social investment, and the establishment of

secure and nurturing communities. The 17 Sustainable Development Goals (SDGs) seek to address social challenges stemming from barriers in individuals' lives and alterations in the global environment. The Kadaisi Vivasayi Tamil film primarily emphasises the sustainable development goals pertaining to social, economic, and environmental factors in the context of global and climatic changes, particularly with agricultural land use. The film's comprehensive examination of judicial processes, societal realities, and organisational structures within society all contribute to fostering optimism for the Sustainable Development Goals related to justice. Finally, the video examines the social realities of people in a civilized society, aiming to assist rural villagers in developing a sustainable communication plan. The research is essential to guarantee that Kadaisi Vivasayi can maintain a dignified livelihood, enjoy all freedoms, exercise their right to education, safeguard trees, and engage in responsible consumption in alignment with their environmental and legal rights. The film articulates that equitable management of social, environmental, and arboreal resources, coupled with respect and accountability for all fauna, flora, and agricultural produce, constitutes the fundamental obligation of every individual globally. The film underscores the entitlement of sustainable development communicators, regardless of gender, to exist with dignity, unencumbered by the three components of sustainable development: social, economic, and environmental, as delineated in the SDGs.

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