CHAPTER 3

METHODOLOGY

This chapter presents the methods used to obtain data and also the theoretical framework used in the analysis of the data. It also provides the details of sample size, the sampling procedure and unit of analysis in this study. This chapter also presents the plot of the films selected for analysis.

3.1 THEORETICAL FRAMEWORK

Cinematic representations and interpretations of nature and ecological issues are examined eco-critically, using media analysis techniques, for the assumptions and ideologies it fosters and reinforces through the medium of cinema.

Eco-criticism is the study of the relationship between literature and the physical environment. Similar to feminist criticism, which studies texts in a gender-conscious perspective, eco-criticism examines texts from the ecological and earth-centered perspective (Glotfelty & Fromm 1996).

Eco-criticism tracks environmental ideas and representations, both explicit and implicit, in works of art, literature, films and other texts. It seeks to evaluate texts and ideas in terms of their consistency and usefulness as responses to environmental crisis (Kerridge 1998).
3.2 METHODS

The study uses both quantitative and qualitative methods of content analysis. Firstly, the researcher employs content analysis to make quantitative generalisations on the basis of reliable classification and observation. Dual approaches, i.e. humanist approach which studies media content as a reflection of society and culture, and a behaviourist approach which analyses media content with an emphasis on its likely effects, are used in the content analysis of the films. As the research explores media content by employing behaviourist and humanist traditions, a combination of quantitative and qualitative content analysis methodologies, enriched with the framework of qualitative approach of discourse analysis, is used to fully understand the meaning and possible impact of media texts.

3.2.1 Content Analysis

Content Analysis is defined “as a systematic and quantitative method for analyzing media content, it involves the transparent and systematic coding and counting of specified dimensions or characteristics of content in selected samples of media output” (Hansen 2010). It is a widely used method in media and communication research, especially in the analyses of media coverage of environmental issues.

3.2.2 Discourse Analysis

A discourse analysis, done on predefined categories of variables from the films, backs the quantitative findings of the content analysis with qualitative data. Discourse analysis is one of the widely used social constructionist approaches, which will reveal the hidden motivations behind a text, therefore enabling the resolution of concrete problems, by making us ask ontological and epistemological questions.
In other words, Critical or Discourse Analysis is the deconstructive reading and interpretation of a problem or text, which will help in the understanding of the conditions behind a specific "problem" and make us realize that the essence of that "problem", and its resolution lie in its assumptions; the very assumptions that enable the existence of that "problem" (University of Texas, 2013).

3.2.3 Expert Interviews

Expert interviews from the directors of the films and film scholars supplements the study as it sheds light on the directional intent in the creation of the text and also the possible impact of creations.

3.3 CATEGORIES FOR ANALYSIS OF FILMS

Categories that are mutually exclusive but are exhaustive of the topic of study were arrived at for the content analysis. Basically, the categories were distributed under eight major topics. These are:

- Ecosystems
- Causes of disturbance
- Nature of the disturbance and its levels
- Impact of the disturbance
- Victim profiles
- Behavior of victims
- Solutions
- Characters
Validity of the research is confirmed by experts consulted in the field. These experts agreed that the categories finalized to analyze the selected films do justice to the topic. Inter-coder reliability issue of coding does not arise as the researcher herself did the coding.

3.4 CHOOSING FILMS FOR THE STUDY

3.4.1 Criteria for Selecting the Films

The population of the study is the Tamil cinema in the period 1970-2013. Films in which an environmental issue is raised explicitly and is central to the narrative are chosen for the study. Ingram’s (2004) definition “Environmentalist” films, as those “in which an environmental issue is raised explicitly and is central to the narrative” is used as the criterion for selection of the films. Only Tamil films which come under the category of popular cinema are taken for study. Popular cinema is a style of entertainment usually in the form of a film that the populace enjoys en masse, rather than in select groups. It is made for theatrical release with commercial motive.

3.4.2 Sampling

Non probability sampling procedure was used in selecting films for analysis. Since there was no documentation of films by any institution in Tamil Nadu, film scholars, film teachers, film makers, film fans and critics were consulted in the selection of films from four decades which dealt with ecological issues. Twenty one films were carefully chosen for analysis as all those consulted agreed that these films dealt with ecological issues.

3.4.3 List of Films

The following twenty one films are selected for the analysis:

- Nalla Neram
• Annai Oru Aalayam
• Ram Lakshman
• Thanneer Thanneer
• Kadal Meengal
• Nalaya Manithan
• Captain Prabhakaran
• Ulavu Thurai
• Chinnavar
• Citizen
• Dhool
• Adhu
• Kana Kandein
• E
• Thagapansami
• Dasaavatharam
• EzhamArivu
• VaagaiSoodaVaa
• AzhagarsamiyinKudirai
• Maatran
• Kumki
3.4.4 Plot & Synopsis of the Selected Films

The following content presents the details of the twenty one films selected which includes the year of release, the meaning of the title, the director and the synopsis of the film.

- Nalla Neram

  **Meaning of the Title**: Good times

  **Year of Release**: 1972

  **Director**: M A Thirumugam

  **Genre**: Drama

**Plot**: This story is about a unique friendship shared by wild elephants and a man.

**Synopsis**: The protagonist, Raju (played by a mass hero M.G.Ramachandran) develops a special bonding with wild elephants as they rescue him from wild animals when he was lost in a forest as a child. Raju brings them home to introduce his elephant friends to his father. The father, who had fallen sick yearning for his lost son, dies peacefully upon seeing his son return and leaves the already motherless Raju under the care of the elephants. Raju is brought up by the elephants and he soon becomes a successful merchant. Due to a financial misfortune, he loses all his wealth and is forced to eke out a living by making his elephants perform tricks. Though offers pour in from animal traders to buy these elephants in exchange for his wealth, Raju refuses to sell them stating that they are his brothers. He falls in love with K R Vijaya, a wealthy woman, and soon they get married. However, just as much as Raju loves his tusker friends, Vijaya hates them owing to an incident where she sees a child victim brought to hospital mauled by a pet elephant. She imagines
the free roaming elephants to be a threat to their newborn son and misinterprets the elephants’ attempt to play with the child as attack and forces them out of the house to the stable where they are bound by chains. Eventually, she moves out of Raju’s house, giving him an ultimatum to choose between her and the elephants. The rest of the story is about the attempts made by the elephants to win her trust back.

- **Annai Oru Aalayam**
  
  **Meaning of the Title**: Mothers are a Sanctuary
  
  **Year of Release**: 1979
  
  **Director**: R. Thyagarajan
  
  **Genre**: Drama

**Plot**: The film depicts the pains the protagonist takes to help a baby elephant unite with its mother.

**Synopsis**: The protagonist Vijay (Rajnikanth) plays a hunter and takes pleasure in hunting and trading of wild animals. His mother shows her displeasure against his hunting sprees and often speaks about the sufferings of the animals when separated from their mothers. He refuses his mother’s theory, saying that animals are not humans and do not have the potential to love. However, his attitude totally changes after he loses his mother. Vijay traps a calf elephant in the forest to be sold to a circus. The mother elephant, seeking revenge for her calf being separated from her, chases Vijay. Vijay’s mother, while attempting to save her son from the elephant’s fury, is caught by the elephant and trampled to death. Before dying, she gets a promise from her son that the baby elephant should be reunited with its mother. The film elaborates the pains the protagonist takes to help the baby elephant unite with its mother, as an act of fulfilling the promise he had made to his mother on her deathbed.
• **Ram Lakshman**

**Meaning of the Title**: Name of the protagonist and his pet elephant

**Year of Release**: 1981

**Director**: R. Thyagarajan

**Genre**: Crime drama

**Plot**: The protagonist’s fiancé’s father is killed by an elephant and the blame falls on the protagonist and his pet elephant. Both the elephant and the protagonist go undercover to expose the real culprits and prove their innocence.

**Synopsis**: Ram, the protagonist, and his pet elephant Lakshman have been together right from their childhood days and share a close bond. As an only child, Ram loses his mother at a very young age and Lakshman becomes his elder sibling and takes care of him. When he falls in love, his relationship with the elephant is objected to by his fiancé’s father. Ram refuses to marry the heroine when her father lays down a condition that Ram and Lakshman should part ways as the heroine’s mother was mauled to death by a wild elephant. He gives an ultimatum either to sell his pet elephant to a circus or forget his daughter as he believes elephants are unpredictable and belong to wild. Meanwhile, the heroine’s father is murdered and the blame falls on Ram and Lakshman. Ram and Lakshman together go on an investigative mission and prove their innocence by identifying the real culprits and handing them over to police.

• **Thanneer Thanneer**

**Meaning of the Title**: Water Water

**Year of Release**: 1981
**Director**: K.Balachander  
**Genre**: Socio-political Drama

**Plot**: A poignant story of a drought hit village people’s struggle to get water supply to their village.

**Summary**: Set in a village near Kovilpatti in Tamil Nadu, the film details the problems encountered by the villagers due to acute water scarcity in a touching manner. The villagers run from pillar to post and try all possible means to highlight the burning issue to the officials. But, they are only met with red tapism, apathy of the officials and politicians, and administrative negligence. The villagers start to protest and use various methods like road blockade, ghereo and finally boycott elections, but still their problems remain unresolved. A murder convict takes refuge in the village and analyzing the situation, he volunteers to fetch water from a spring ten miles away in exchange for food. The politician who is angered by the villagers boycott of the elections, breaks the water cart and attacks the convict thus ending their self help initiative. Unrelentened by these setbacks, the villagers start another cooperative scheme to dig a channel to bring water from that distant spring into the village based on the idea given by the convict. The villagers start the collective work and dig the channels only to be stopped by the government, declaring it as an illegal and unlawful scheme. The villagers protest the action by officials only to be lathi charged and violence ensues. In the melee, the police fire gunshots and people get killed. The climax show few youth joining the naxals groups and then the entire village migrate in search of livelihood. Sevanthi, the female protagonist alone remains in the village hoping that one day rains will arrive.
Kadal Meengal

Meaning of the Title: Fishes of the Sea

Year of Release: 1981

Director: G N Rangarajan

Genre: Family drama

Plot: A struggle of two generations of fisherman who embrace modernity in a traditional fishing community.

Synopsis: Set in a coastal village, the film details the life of two generations of a fisherman’s family. Kadal Meengal revolves around the story of Selvam, an ambitious young fisherman who goes against the village’s restriction and uses motor boats to eke out more money to support his family and his fiancé, Bhagyam. But the villagers boycott him and his catch as he uses motor boats against the rule of the village. He is forced to move out of the village and on one occasion lost in sea in a cyclone. Meanwhile, Bhagyam gives birth to their son Rajan. Born as an illegitimate child, he too is refused fishing rights by the community because of his social status. Meanwhile, Selvam, who was lost in the sea, is rescued and saved by neighboring state fishermen. He returns to his village in search of Bhagyam, but due to threats from moneylenders, she had left the village. Selvam too leaves the village and soon becomes a big business tycoon having invested in motorboats and deep sea trawlers. Angry that his father had abandoned him and his mother, Rajan instigates the traditional fishermen against Selvam. The drama culminates with Selvam telling him that he had taken them for lost. The father and son unite finally, but Selvam dies at the hands of villains trying to protect his son.
• Nalaya Manithan

**Meaning of the Title**: Tomorrow’s Man

**Year of Release**: 1989

**Director**: V Prabhakar

**Genre**: Science Thriller

**Plot**: This story is revolves around a dead man brought alive by a scientist and the horrific consequences of this experiment.

**Synopsis**: Set in the year 2020, an award winning doctor who invents the cure for HIV develops a medicine to bring a dead person back to life, provided he is injected with the potion within two hours of his death. The doctor involved in human clinical trial successfully revives an unclaimed dead body with this path-breaking invention, which makes the person immortal. The experiment though successful in bringing a dead man alive goes wrong when the doctor finds out the revived person's is a serial killer whose mental make up is deeply affected. He tries to put this revived person to death only to be killed by him. The protagonist, a policeman strives hard to put an end to his menace, but the dead man is immortal.

• Captain Prabhakaran

**Meaning of the Title**: Name of the protagonist “Prabhakaran” with his title “Captain”

**Year of Release**: 1991

**Director**: R.K.Selvamani

**Genre**: Crime
**Plot:** The story revolves around the travails of an IFS officer who is sent to arrest a forest brigand involved in destruction of forest resources only to find out the nexus between the forest brigand, police and politicians.

**Synopsis:** IFS officer Prabhakaran takes charge of the case to nab outlaw Veerabadhram, who spells terror in the forest areas of Sathyamangalam. Veerabadhram is a forest brigand who is involved in poaching, logging and smuggling from reserved forests. He brutally kills everyone who tries to stop him, including Prabhakaran’s friend and forest officer Rajaraman. A corrupt police commissioner and a collector favor Veerabadhram, who then kidnaps Prabhakaran’s wife and son. But, Prabhakaran manages to save his family and arrest the desperado. The corrupt official duo, however, kill Veerabadhram and Prabhakaran in turn kills both. In the end, Prabhakaran proves in a court of law the corrupt nature of the two and walks scot-free.

- **UlavuThurai**
  - **Meaning of the Title:** Intelligence Department
  - **Year of Release:** 1998
  - **Director:** D S Ramesh Selvan
  - **Genre:** Action & Crime

**Plot:** This story is about the potential destruction sunken ships can cause to people in coastal areas.

**Synopsis:** Following a series of mysterious deaths of swimmers in the sea, the Navy seeks the help of officer Vasanth Periyaswamy, the protagonist. He refuses to investigate as he declares the Navy’s irresponsible behaviour to be the cause of his wife’s death. Later, he takes up the case, only to reveal that arms in a sunken ship guarded by a few terrorists were the reason for the murders.
- **Chinnavar**
  
  **Meaning of the Title** : Small Person
  
  **Year of Release** : 1992
  
  **Director** : Gangai Amaran
  
  **Genre** : Family Drama

  **Plot**: This story is about a friendship between two fishermen torn, when one takes up mechanized fishing while other sticks to traditional fishing.

  **Synopsis**: The story talks about the conflict between mechanised boat fishermen and artisanal fishermen. Muthu and Veeraswamy are childhood friends in a fishing hamlet. A rift surfaces in their friendship when Veeraswamy, a drunkard, joins the rich motorboat owner and fishermen union leader Kumar (the antagonist) for fishing using motor boats and he makes good money and settles with his family. Problem arises when he agrees to give his sister in marriage to Kumar, despite knowing that she is in love with Muthu. The friends finally unite and save Veeraswamy's sister from Kumar, and Muthu compromises and accepts the usage of mechanized boats.

- **Citizen**
  
  **Meaning of the Title** : Citizen
  
  **Year of Release** : 2001
  
  **Director** : Sharavanan Subbaiya
  
  **Genre** : Action & Crime

  **Plot**: This story is about a boy from fishing community bringing those responsible for the massacre of his entire community to justice.

  **Synopsis**: The entire population of a fishing community is massacred by three officials when they question and protest for a sea wall to be built in their
The officers swindle the money allotted for the purpose and create fake official documents that show the existence of the sea wall. When the community learns about this, they start to protest and ghero the officials. Humiliated and fearing exposure, the trio massacre the entire community. One boy from the massacred community of fishermen survives and comes back for revenge. He grows up and educates himself as a lawyer. He kidnaps the three now very prominent personalities -- a collector, a judge and a cop. A senior CBI officer investigates the case and finds out that the protagonist’s village with a population of more than 600 members were killed and dumped into the sea, owing to the trio's greed for power and money. The male lead strives to take this issue to the attention of the public and the law finally gets legal punishment for the trio.

**Dhool**

**Meaning of the Title**: Super

**Year of Release**: 2003

**Director**: Dharani

**Genre**: Action Drama

**Plot**: This story is about a village’s fight to shut down a factory polluting their water source.

**Synopsis**: This film’s lead character Aarumugam travels to Chennai from his village to meet a Minister to resolve the water pollution by a factory in his village. In the beginning of the film, the protagonist Aarumugam, thwarts the attempt by few villagers to blast the factory with bombs saying that there is always a legal way to shutting down the factory. The pollution of the local river by a chemical factory creates lots of health hazards. Hence, he initiates a petition campaign and comes to Chennai to meet their constituency minister. Though initially the minister agrees to help him, problems arise when
Aarumugam challenges the criminalities of the Minister and his associates. Finally, the hero thwarts the attempts of the minister to kill the chief minister by killing him and getting the factory closed down in his village.

- **Adhu**
  
  **Meaning of the Title** : Something
  
  **Year of Release** : 2004
  
  **Director** : Ramesh Krishnan
  
  **Genre** : Thriller

**Plot:** This story is about a spirit of dead women helping her community understand the effects of a factory, polluting the village’s water body.

**Synopsis:** The protagonist, Meera (Sneha), is a blind girl who regains her sight through eye transplant. However, her problems start as she sees visions of a woman, supposedly the spirit of her eye donor. Meera's recurring nightmare is that of an unfamiliar village with huge temple domes. Dr. Aravind finds that her eye donor was from the same village and along with Meera, he pays a visit to the village to discover the truth. The village is controlled by a headman (Vijayan) and the evil bosses of a factory who pollute the local river, causing health hazards to the residents. Meera’s eye donor was Kayalvizhi (Suha), a soothsayer who was stoned to death by the villagers for speaking against the factory owner and the headman. The rest of the story deals with how the spirit in Meera tries to finish what Kayalvizhi had left undone by taking revenge on the evil doers. In the end Kayalvizhi uses Meera’s body as a medium and kills all the men involved in her murder and pollution of the water body.
Kana Kandein

Meaning of the Title : I dreamed

Year of Release : 2005

Director : K.V. Anand

Genre : Drama

Plot: This story is about research scholar’s struggle against water and business barons to reach his technological innovation of low cost desalination plant free of cost to people.

Synopsis: Bhaskar, the protagonist, is a research scholar in Anna University, who emerges successful in his research to convert sea water into potable water. Unwilling to commercialize his invention and wanting the common man to benefit, he tries to give a proposal to the government which does not materialize due to red tapism and corruption in the system.

His wife Archana motivates her husband to start a plant and help people sort the water crisis. Bhaskar’s research supervisor and Professor pitches in by providing with a plot of land for the construction of the desalination plant. But again lack of finance comes in the way of completing the project. It is then that Archana meets Madan, a businessman who was her senior in college. Madan promises to help the couple, who trusts him blindly. But Madan turns out to be a cold blooded money lender who wants to patent the Bhaskar’s low cost desalination process and sell it to bottled water barons. Bhaskar using his intelligence thwarts Madan’s plans one by one, but eventually kills him to save his factory from being blasted by Madan.

E

Meaning of the Title : Fly

Year of Release : 2006
**Plot:** This story is about clinical trials conducted on unassuming poor people by doctors for monetary gain.

**Synopsis:** Actor Jeeva plays the role of 'E' (Eswaran), a slum-dweller who would do anything for money, in the film. Actor Ashish Vidyarthi plays a doctor and a scientist, who is involved in testing a virus intended to be used as a bio-weapon, on poor people from the nearby slum. Jeeva's stepmother, and a child is chosen by the doctor as specimens for his latest clinical trial. Unable to withstand the trial, both the child and the old women die. Unaware of all these the slum dwellers worship the doctor as they presume he renders free service to them. But in turn, the human clinical trials done by the doctor earns him huge amount of money from foreign drug companies.

Nellaimani, an activist who learns about the evil intentions of the doctor tries to kill the scientist, but is prevented by ‘E’. In another attempt to kill the doctor, Nellamani is shot by police and ‘E’ gives him asylum and learns everything about the doctor through him. Though ‘E’’s initial intention was the money promised by the doctor if ‘E’ hands over Nellaimani to the doctor, he undergoes change of heart as learns of the devious ways of the doctor. After the death of Nellaimani, he takes it upon himself to put an end to the evil ways of the doctor and succeeds in it.

- **Thagapansami**
  
  **Meaning of the Title** : Father God
  
  **Year of Release** : 2006
  
  **Director** : Shivashanmugham
  
  **Genre** : Drama
**Plot:** This story is about a community faces when the monsoons fail.

**Synopsis:** The protagonist, Kadhirvel, is keen on getting water to his village, reeling under drought with monsoon continuously failing. He brings Shanmugham, a traditional water-finding expert, to dig a well in the village. However, Shanmugham gets killed in a freak mishap while digging the well.

The villagers are forced to leave the parched village and they move to a farm owned by a ruthless landlord Thakur Das in Rajasthan to eke out a livelihood. After reaching the place, they realise that they have become bonded labourers and work tirelessly for the next three years under inhuman conditions. Finally, the villagers make an attempt to flee the place only to be caught by Thakur Dass, who tortures them physically and mentally. The rest of the story is how Kadhirvel takes up numerous attempts to flee the farm with his people and eventually fails as the police is in favour of Thakur Dass. Finally, Thakur Dass sister, who has a softcorner for Kadirvelu, who saved her life in an electrical accident helps him and his people escape the farm. On arrival at the village, it begins to rain, thus putting an end to their misery.

* Dasaavatharam
  
  **Meaning of the Title** : Ten Avatar
  
  **Year of Release** : 2008
  
  **Director** : K.S.Ravi Kumar
  
  **Genre** : Action

**Plot:** This story is about a scientist trying to save a vial containing bio-weapon from being sold to terrorists.
**Synopsis:** Govind, an US-based scientist, works with a team that develops a mass destructing biological weapon. Realising that a colleague is planning to sell the bio-weapon to a terrorist, he hides it, but it gets shipped to India. A hit-man called Fletcher follows Govind to India. The bio-weapon is concealed in an idol of Lord Perumal. Govind pairs up with a girl and runs away from Fletcher. Meanwhile, the police are also after Govind. In the climax, Fletcher who is fatally injured seeks his revenge on Govind by biting into the vial, the virus spreads but a tsunami engulfs the area brings in destruction at the same time the salt water acts as an antidote for the bioweapon and destroys the deadly virus and prevents the spread of disease.

- **EzhamArivu**

  **Meaning of the Title** : Seventh Sense

  **Year of Release** : 2011

  **Director** : A R Murugadoss

  **Genre** : Action

**Plot:** This story is about a scientist trying to save India from biowar unleashed by China by going back to traditional knowledge using modern biotechnology concept like DNA memory.

**Synopsis:** The film begins with the journey of Bodhi Dharman of the Pallava kingdom travels to China in the 6th century AD as part of his mission to spread Buddhism. In China, the locals are initially hostile towards Bodhi Dharman, but soon respect him when he cures a girl from a deadly disease and single handedly uses martial arts to defeat a gang of bandits. He teaches the Chinese, medicinal and martial art skills and is interred in China upon his death by poisoning.
In the present scenario, the Chinese government hatches a plot to destabilise India and sends Dong Lee to spread the 1600-year-old virus in India. The only person who can stop them is genetic engineer, Subha Sreenivasan, as she has access to Bodhi Dharman’s DNA. Bodhi Dharman has the knowledge for cure of the virus. When Bodhi Dharman’s DNA is matched with his descendant Aravind, Subha through clinical trial on Aravind rekindles the knowledge using the advanced technology of DNA memory and offers the cure for the deadly virus unleashed by China in India.

- **Vaagai Sooda Vaa**

  **Meaning of the Title**: Come seek your Victory

  **Year of Release**: 2011

  **Director**: A Sarkunam

  **Genre**: Drama

**Plot**: This story is about a school teacher working in a community of brick kiln workers in a desertified and barren land trying to change the lives of the next generation through education.

**Synopsis**: Set in 1966, the film's protagonist, Veluthambi, is looking for work after completing a teacher training course. As his father Annamalai insists that he do something to further his career, Veluthambi sets out for the remote Kandeduthaan Kadu village to educate its children for a monthly salary of Rs 30. The area, which was previously a forest, was denuded for the woods to fire the brick kilns set up in the vicinity. The establishment of the brick kilns had wiped off the forests and made the people bonded labourers. Veluthambi’s efforts to teach the kids do not work as the local bigwig JP treats the whole village as bonded labourers and the last thing he wants is to see them educated. Veluthambi finally wins over the children’s trust as he
sees education as the only way out for all their misery. Though he gets a better employment outside this village, he comes back to educate and free the children from the brick klins.

- **Azhagarsamiyin Kudirai**
  
  **Meaning of the Title**: Azhagarsami’s (name of the protagonist) horse
  
  **Year of Release**: 2011
  
  **Director**: Suseenthiran
  
  **Genre**: Drama

  **Plot**: This story is about the efforts of a drought hit village community to organize a temple festival to appease the rain gods.

  **Synopsis**: Villagers of parched Mallayapuram near Theni believe that they can appease the Rain Gods by taking the deity on a procession around the village in a wooden horse after the annual temple festival. However, they are in for a rude shock as the wooden horse goes missing. Meanwhile, Azhagarsami, a youngster who earns his livelihood by ferrying loads on his horse in Aagamalai village in nearby Periyakulam, gets ready to enter wedlock. His marriage is, however, put on hold after his horse goes missing. Whether the villagers and Azhagarsami find their horses forms the rest of the story.

- **Maatran**
  
  **Meaning of the Title**: New person
  
  **Year of Release**: 2012
  
  **Director**: K.V.Anand
  
  **Genre**: Action Drama
**Plot:** The story revolves around genetic scientist who launches a genetically modified health drink for children inspite of knowing the harmful effects to make quick money.

**Synopsis:** Ramakrishnan, a genetic scientist, and his wife beget conjoined twins with only one heart. Ramakrishnan scientific experiments on his wife are blamed by the doctors for the conjoined twins. Against the doctor's advice to surgically remove one of them, the mother brings up both.

Ramakrishnan starts a company and launches a health drink for children under the name 'Energion', which is an instant hit. Energion is actually a genetically modified health drink which can actually cause great harm to people who consume it. Vimalan learns from Volga, a Russian undercover journalist, that Energion is a genetically altered adulterated product and could lead to the death of thousands of children. A pen drive containing all evidences against his father lands in the hands of Vimalan, but Ramakrishnan sets goons against the twins to save his skin. A seriously injured Vimalan becomes brain dead and his heart is transplanted to Akilan. Akilan's relentless efforts to get to the bottom of his brother's death reveals many horrible truths and he gets hold of the pen drive. He exposes his father to public and eventually kills him to save the children from harmful effects of the GM drink.

- **Kumki**
  - **Meaning of the Title**: Name given to trained elephants used to chase wild elephants back into forests
  - **Year of Release**: 2012
  - **Director**: Prabhu Solomon
  - **Genre**: Romantic tragedy
Plot: The story revolves around a romantic affair between a mahout and tribal chieftain daughter in the backdrop of human elephant conflict in a tribal village.

Synopsis: Bomman ekes out a living by hiring out his pet elephant, Manickam, for temple festivals and wedding celebrations. Bomman and his crew go to a conservative village, which is looking for a kumki elephant to chase away the rogue elephant (Komban), ravaging crops and ambushing villagers. Bomman goes to the village only as a standby option till the real kumki comes in. However, life changes for Bomman as he falls in love with the village leader's daughter Alli (Lakshmi Menon). Though reluctant at first, Alli also soon falls for Bomman. In the climax, Komban kills the two associates of Bomman and injures him. Manickam manages to kill Komban, but suffers serious injuries and dies. Bomman is inconsolable, cries in the end, regretting that his love blinded him and his selfishness has caused the death of his crew and Manickam.