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Message, Memory, and Monument: A Research Analysis of the Documentary Statue of Unity: Ekta Ka Prateek(2024)

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Abstract

This research paper analyzes the documentary Statue of Unity: Ekta Ka Prateek,(2024) which commemorates the legacy of Sardar Vallabhbhai Patel, India's "Iron Man" and a key architect of national integration. From the perspective of a media researcher, the paper evaluates how effectively the documentary conveys the message and ideology of Sardar Patel. To assess this, we developed the Documentary Analysis Rating Scale (DARS). Our analysis shows that the documentary successfully conveys his message. The test highlights several aspects of the documentary that are commendable and highly ranked, including visual representation, storytelling, entertainment value, mass reach potential, ideology representation, social development, and relevance to current issues. Some areas, such as the Inclusion of historical figure , Patel's speeches and videos related to his vision for India, could be enhanced. However, overall, the documentary successfully conveys Sardar Patel's ideology. The presence of Prime Minister Narendra Modi and other officials, who are integral to the idea behind the Statue of Unity, adds credibility to the documentary. Portraying the Prime Minister in the same frame with the common people of Ekta Nagar shows the true representation of Patel's ideology. Akshay Kumar's anchoring significantly increases the appeal of the Documentary , attracting a wider audience and more people's attention. His star power and popularity help amplify the documentary's message, making it more accessible and appealing to people from diverse backgrounds.

Keywords :- Statue of Unity: Ekta Ka Prateek, Sardar Vallabhbhai Patel, Prime Minister Narendra Modi, Akshay Kumar, Ekta Nagar

Introduction

Today, when we look at the map of India, the whole country appears united but it was not so during the time of independence. India did become independent but there were many problems with it, out of which the biggest problem in front of India was that India had more than 562 small and big Riyasate which had to be brought together. After India achieved independence, Sardar Patel became the first Home Minister and Deputy Prime Minister of India. He organised relief camps for refugees in Punjab and Delhi. He was the man who played a crucial role by successfully integrating around 562 semi-autonomous princely states to form a united India. The British Government had presented these rulers with two alternatives - they could join India or Pakistan; or they could stay independent. This clause magnified the difficulty of the process to mammoth proportions. Congress entrusted this intimidating task to Sardar Patel who started lobbying for integration on August 6, 1947. He was successful in integrating all of them barring Jammu and Kashmir, Junagarh and Hyderabad. He eventually dealt with the situation with his sharp political acumen and secured their accession. The India that we see today was a result of the efforts put in by Sardar Vallabhbhai Patel. Patel was very attached to Mahatma Gandhi. After Mahatma Gandhi's death his condition also started deteriorating, he suffered a major heart attack within two months of Gandhi's death. He died on 15 December 1950. He was a man of courage and determination and in the true sense the 'Iron Man of India'. [1]

Statue of Unity: Ekta Ka Prateek is a 40-minute documentary which aired on a Youtube Channel named History TV18 on 8 March 2024. Documentary hosted by Akshay Kumar and directed by Anand L. Rai. It is based on the world's largest statue and Sardar Vallabh Bhai Patel, who united India. It is about how the world's largest statue known as Statue of Unity is connected to the thoughts of Sardar Patel and how it conveys the vision of Sardar Patel for India. Statue of Unity is located at Kevadia in Gujarat and is dedicated to Sardar Vallabhbhai Patel. It shows how Patel brought together 562 princely states and created a united India. In the documentary PM Narendra Modi shares his vision for India and Sardar Patel's impact on him, as he had initiated this project when he was the CM of Gujarat. The documentary takes forward the ideas of Sardar Patel and under the campaign launched by PM Narendra Modi to donate iron from every household in India, 6 lakh villages had donated their old iron farming tools for this statue. What a symbol of unity it is! The documentary shows how Kevadia was transformed into Ekta Nagar and now around 50,000 people are visiting this place on the peak of festival. which has become the biggest centre of tourism.

OBJECTIVE OF THE STUDY

- To analyze the documentary Statue of Unity: Ekta Ka Prateek(2024) and its central message
- To examine how the documentary uses the Statue of Unity as a symbol of national identity, unity, and Patel's ideology.
- To find out method how visual media and documentaries can be a good medium for National Integration .

METHODOLOGY

This Research paper focused on qualitative research approach supported by analysis tool— Documentary Analysis Rating Scale (DARS)—to analyze the documentary Statue of Unity: Ekta Ka Prateek(2024) in this scale we used the components which are the essential in a visual presentation like film and documentaries .These elements are the common components which usually used by the researcher to analysis the visual content . for this the primary source is the documentary itself .

Documentary Title: *Statue of Unity: Ekta Ka Prateek (2024)*

Duration: 40 minutes

Language: Hindi

Platform: , YouTube, History TV18

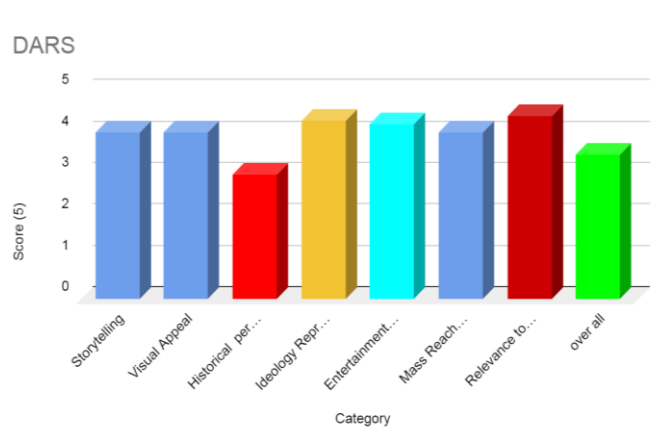
Aired :8 March 2024

Documentary Analysis Rating Scale (DARS)

The toll is based on the basis of the features of communication flow and elements which make a film and documentaries a persuasive and the techniques which is used to create a impact on human mind these are story and its relevance to the viewer , its visual and representation of character and its entertainment value and one most is language because it has its own impact on the viewer

Evaluation Criteria and Description:

Category	Description	Score (1–5)
Storytelling	Narrative flow of story , coherence, emotional connection ,clarity ,simplicity of language	4
Visual Appeal	visuals, visual angles cinematography, real footage, editing	4
Historical Character Presence	Representation of historical facts, events, and figures truthfully	3
Ideology Representation of Sardar Patel	Symbolic representation of Patel’s ideology and his message of unity	4.3
Entertainment Value	Engagement factor, ability to hold viewer interest	4.2
Mass Reach Potential	Accessibility, official valid facts and appeal to common people	4
Relevance to Current Times	Connection to contemporary issues, relevance in 2024 political-social context	4.4



RESULTS AND DISCUSSION

Storytelling

Documentary and another visual content has one of the most useful basis of documentary and visual film is its story, in which the main question is whether the story connects with the audience or not and whether the story is in a language which is necessary for their understanding. We have used these principles for the analysis of documentary *Statue of Unity: Ekta Ka Prateek (2024)* in which we have included the following principles of storytelling and have analyzed the following principles like narrative flow of story, coherence, emotional connection, clarity, simplicity of language etc. RAJESH JAIN has talked about this in his article Storytelling: The Art of Persuasion he says in his article that a successful story has these four principles: a character, a problem, an action, and a solution. The story runs on their principles. There are 4 points included in the documentary. In the documentary, the narrative flow of the story, the characters in it are the kafir of the ideology of Sardar Patel. I have presented that narrative in my own way. As a character before the story, we learn the ideology of Sardar Patel. Coherence, start my documentary with a question, which is the method of storytelling that generates curiosity in your audience. Akshay Kumar asks what happens if you have to take visa to go to any other part of India, our country has so many controversies, but if you had to see all of this, then you would have to go everywhere. If visa is necessary for that then. Such questions raise curiosity in the minds of the viewers that what is the reason behind this is basically we give this 4 points because of the story touch all the aspect from the perspectives of Sardar Patel .

Visual Appeal

Drone shots, 3D mock-ups, real footage and graphics etc. have been used well. Every stage of construction has been shown in cinematic form – like the craftsmen, transport, riverside view, comparison of the statue with other statues of the world and 3D shots etc. The visual elements are extremely lifelike and spectacular. The visuals are beautiful on the huge size of the statue. What makes the documentary even more attractive is its natural details. The drone shots along with the river stream look quite impressive. The natural beauty of the surrounding area has enhanced the visual appeal.

Historical Character Presence

Patel's ideas and political contributions are well presented in the documentary, especially in the context of his commitment to Indian integration. But the documentary does not cover events, dialogues or buses that specifically feature Sardar Vallabhbhai Patel. The documentary has put forward Sardar Vallabhbhai Patel's ideological side quite strongly, but the use of historical videos is minimal. There was potential to show Sardar Patel's historical role in more depth. Reference to some of the key political events is limited. However, analysis of his ideological debates, Nehru-Patel dialogue, or relationship with Gandhi, etc. is limited.

Ideology Representation

Sardar Vallabhbhai Patel's ideas of Ek Bharat Shreshtha Bharat and unity of the nation are the central themes of this documentary. From the beginning to the end, the documentary includes Sardar Vallabhbhai Patel's ideas of unity at many places. The documentary begins with the ideas of Sardar Vallabhbhai Patel, the symbol of national unity, and ends with his ideas of unity. 'Ek Bharat, Shreshtha Bharat' and the message of unity of the nation have been prominently depicted as Sardar Patel's ideology. But this aspect is more as a *national campaign*. It is presented, the reason for this may also be that the Government of India is running such a national unity campaign and is also celebrating National Unity Day, it must have definitely had an impact on this documentary.

Entertainment Value

The most important reason for increasing the entertainment value of the documentary is that the statue of Sardar Vallabhbhai Patel, the Statue of Unity, is the world's largest statue and creates a special kind of curiosity in the audience about the process of building the statue. Along with this, the statement given by the official authorities, the statement given by Prime Minister Shri Narendra Modi and the role of Akshay Kumar in the film further enhance the entertainment value. Overall, it can be said that the entertainment value of the documentary is good, and especially for the people interested in the subject, its attractive visuals, inspiring music and excellent use of cinematic camera make it excellent and better. The general audience will not find it boring, but the technical topics are a bit slow, it seems to be full of information.

Mass Reach Potential

This documentary has been viewed by 1.8 million people on YouTube. Its popularity and reach to the masses can be gauged from the fact that especially the presence of Honorable Prime Minister Mr. Narendra Modi and film star Akshay Kumar in the documentary increases its reach to the masses. The language of the documentary is simple and the central theme is nationalism and Sardar Vallabhbhai Patel. The documentary is originally made in Hindi language. If it is made in other languages as well, then its reach can be very wide for decades. Still, digital people have found this to be a successful example of mass communication in propagating the ideas of Sardar Patel for a great nationalist and unification of India. This documentary can be very beneficial if it is converted into other languages as well.

Relevance to Current Times

Statue of Unity a symbolic And economic-tourism drivenThe Statue of Unity has become a symbol of economic development. It becomes very relevant in the present times in discussions like nation building and national unity and development of India. The development near the Statue of Unity has had the greatest impact in the context of local tribals connected with Sardar Patel's station, in which especially the Ekta Nagar village should be developed and the role of tribals and women should be increased in the rural areas, for which the aim has been to bring women and tribals into the mainstream through programs like women empowerment and skill development. With the art of conservation of plants through Bonsai technique, women have been made the basis for the regional unity garden and its conservation. While discussing all these current relevant topics, the documentary also includes those discussions which are related to the development of tribals and women. The subject of environment and culture has also been included. The documentary also seems to be trying to connect the youth with training and tourism industry. Collectively it can be said that the documentary has tried to present the idea of unity of Sardar Patel.

CONCLUSION

The documentary statue of unity ekta ka preateel trt to spread the central message of its the awareness about unity which is directly belong The documentary has made a successful attempt to present its central subject Sardar Patel's speech in a special context and while including the documentary subject it is also useful in the context of current India. The most influential part of the documentary is its approval by official people. In this the statements of India's Prime Minister and the then officials of Gujarat who were part of the Sardar project at that time make it more important and film superb actor Akshay Kumar has increased its mass research potential. And a part of their patriotic love is also able to connect with it.

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