



Reel to Real life Business Lessons from Indian Movies

Cinema's larger than life portrayal often touches upon real life or includes stories that are directly picked up from the lives of the people. There are tales about human emotions and the life struggles.

CHHAVI BAKARIA

Realisation is spreading among educationists that Indian movies as case studies often impart valuable management lessons to young graduates at IIMs and other private management institutes. These case studies have proved to be more useful than textbook or classroom learning.

Building an Empire

"Apne mujhe paanch minute diya tha na? ... saade char minute mein sab kuch khatam kar diya maine ... tees second profit, munafa ... yahi hota hai business." (You gave me 5 minutes right?... in 4 minutes 30 seconds I finished everything ... 30 seconds profit, profit... this is called business), says Gurukant Desai while explaining his stand before the government inquiry panel, which is probing into unethical ways undertaken by his company Shakti Corporation to

earn profits.

This dialogue is from the movie *Guru*, directed by Mani Ratnam, and is loosely based on the life of Indian business tycoon Dhirubhai Ambani. Gurubhai represents a man who built a business empire from the scratch. Along with personal success, the visionary created growth and success of its every shareholder. The dialogue sums up the thought process of a true businessman.

"Guru is the defining Hindi movie ever made on entrepreneurship. It is all about realising the power of your dream and chasing it till you acquire every bit of it. Gurukant Desai never believed in the word 'No'. I think when you are an entrepreneur, the word 'No' shouldn't exist for you in reply to the challenges you face," says Navneet Kaushal, CEO, Page Traffic.

Rajesh Mittal, Managing Director, ALAMAK Capital, adds, "Guru teaches that one should be ready to take the risk as there are no ideal conditions. Also, it highlights that in business, personal interest and public interest should go hand in hand."

Marketing and More

'Business number nahi, business log hai... sirf log' (Business is not numbers, business is people ... only people) says Harpreet Singh (Ranbir Kapoor), echoing the oft quoted marketing mantra – 'Customer is the King'.

The effervescent 'salesman of the year' from the movie Rocket Singh bootstraps his own parallel sales company by using his workplace resources. He goes to the extent of convincing his colleagues to join him, thus teaching another valuable lesson of minimising expenses at the time of starting a business. Choosing the right talent and creating a positive work environment are worth learning tricks from this refreshing movie.

Entrepreneurial Zeal

"One hundred per cent total dedication to one client... start to finish no compromise ... mother promise!"

Shruti Kakkar (Anushka Sharma) and Bittoo Sharma's (Ranveer Singh) infectious entrepreneurial drive in Band Baaja Baaraat depicts the sky-high ambition and zeal of young entrepreneurs nowadays. They have a dream and they have the self-confidence to execute it.

It talks of business ethics and giving 100 per cent to customers. It also imparts an important lesson of not fearing your competitors. Remember the dialogue 'Milte hain market mein' (We will meet in the market), thrown as an open challenge to Chanda Ma'am (the quintessential A-list, Sainik Farms type wedding planner).

Ambarish Gupta, CEO and Co-Founder, Knowlarity Communications, says, "Band Baaja Baaraat shows that love and passion for your work can lead you to success. It comes from within. If you aren't having fun in your business and enjoying what you are doing, you are in the wrong business."

OTHER INSPIRING MOVIES FOR ENTREPRENEURS



AMBARISH GUPTA, CEO AND CO-FOUNDER, KNOWLARITY COMMUNICATIONS

Lakshay: This movie inspires everyone to step out of their comfort zone and work towards their passion in order to attain success, face the reality, achieve their goals and accomplish!

Bhaag Milkha Bhaag: This story of the "Flying Sikh", the world champion and Olympian Milkha Singh inspires to overcome life's crisis situations and yet come out shinning as a winner.

Kai Po Che: The story is about fighting for what you think is right. Given the entrepreneurial scenario in India, the movie also depicts the hardships of starting an enterprise.

Nayak: The story of one man who revolutionises a deeply corrupt system to bring a change amongst the masses can be interpreted in the same way that motivates the leader to lead his team to bring about a similar change in the entrepreneurial society.

Leadership and Team Spirit

Apart from these Bollywood movies based on business-related plots, movies based on unrelated themes also provide lessons on running a business.

Team building and leadership are the priceless lesson learnt from the movie Lagaan. Bhuvan (Amir Khan) as an awe inspiring and fearless leader stands up against the wrong and challenges British rulers in their own game.

His team comprises skilled and unskilled members. Yet he recognises skills among individuals whether that



NAVNEET KAUSHAL, CEO, PAGE TRAFFIC

Deewar: The character of Mulk Raj Daavar is very strong and I believe that a mentor like him gives a great push to your entrepreneur journey.



RAJESH MITTAL, MANAGING DIRECTOR, ALAMAK CAPITAL

Suryavansham: Education is not must to start the entrepreneurship journey. It can be a complementing factor but not the sole foundation.

is the village outcast Kachra, who is a magical spinner, or the talented Goli, the hard hitter, and hones these skills. The movie also teaches do or die spirit and rising up to a challenge.

Another movie, the Shahrukh Khan starrer Chak De India also imparts lessons on team building. It is an entertaining tale of how coach Kabir Khan unites and inspires women hockey players from different states of India to achieve a common goal of winning 'The World Cup'. Values of discipline, strategising and planning are worth a note from the movie. ©SME