



Indian Institute of Management Rohtak organizes the third edition of Film Summit

Indian Institute of Management Rohtak organized the third edition of its flagship event, The Film Summit on the 19th of August 2018. IIM Rohtak is the only IIM to conduct such a unique event. The summit provides a platform and facilitates the convergence of the creative and the business minds of the entertainment industry. It celebrates the art of filmmaking and helps in understanding the business dynamics of the industry.

The event was flagged off by Prof. Dheeraj Sharma, Director IIM Rohtak. He said films not only reflect what goes on in a society but also shape the way societies behave. He further added that the role of films in spreading Indian culture and values globally is well recognized. Hence students need to study the impact of films on changing value systems in India and abroad. As the event took off, the awe-inspiring guests, who graced the event with their presence, enthused students with stories from their professional as well as personal lives, in line with this year's theme, 'Every moment matters'.

The novelist, social-columnist and brilliant scriptwriter, Advaita Kala, shared how she began writing by saying "Every writer starts off as a reader, so did I. once I got used to the idea and the power of words, I began my writing journey". She also shared the three forms of writing she has been associated with, being a novelist, columnist and screenwriter she emphasized how different things get with each form. She added, "The ever decreasing attention span of the audience poses a challenge to every writer in every genre". She concluded with an advice directed towards the budding writers, she said, "Readership is more of a personal relationship, only if your readers can connect with your work you can sustain as a writer. You have to keep reinventing yourself that is the only way to stay relevant in the long run".

Mr. Jaideep Ahlawat who acted in major movies like Gangs of Wasseypur and Raazi took the students in for a ride by sharing his experiences. He said, "I was always passionate about the army, I never thought I will be part of the film industry. The failure to get into army got me into the theatre; the stage helped me channelize my passion for army into something artistic and productive". Reflecting on his years in college he said, "Those 3 years helped me understand human behavior, I started reading Premchand. The characters in these books helped me understand emotions more extensively". Lastly, Advising students on how to handle situations he said, "We should not let situations control us, do not be too concerned about the result, opportunities will always keep coming. Keep calm and things will materialize".

Mr. Tanuj Garg, who has an experience of more than 15 years in the major production houses of the industry, spoke extensively about the business of the entertainment industry he said, "The entertainment industry operates in a very different way, and there is a lot of organized chaos. We are constantly on the lookout for people who have functional expertise". Reflecting on his journey to fame he said, "I was always clear that I wanted a corporate career in the entertainment industry, MBA helped me build a more holistic and generalist perspective towards business". He advised any aspirant to try and look out for internships in either advertising or broadcasting channels or film studios to start with, he said, "You have to start small, seek opportunities, move to Mumbai and work hard to make a mark, once you have done that, sky is the limit.



The event was also graced by youth icon Ms. Maanvi Gagroo who was part of some of the most appreciated web series of TVF and Mr. Aditya Singh, popularly known for his role as Perpendicular in the movie Gangs of Wasseypur. The event was informative and interactive at the same time. The session explored multiple dimensions of the rapidly growing Indian Media and Entertainment business which is poised to experience an exponential growth over the next few years.

IIM Rohtak is one of the top management institutes in the country and only IIM in the Delhi-NCR region. IIM Rohtak aspires to be the benchmark of management education in India. The institute strives to enrich the experience of its students with unique events like the Film Summit, which broadens the perspective of the students and encourages them to look beyond the conventional domains of business.

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