

Renowned filmmaker Vivek Agnihotri interacts with IIM Raipur students



Vivek Agnihotri addressing the students.

■ Staff Reporter
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INDIAN Institute of Management (IIM) Raipur hosted Vivek Agnihotri, renowned Bollywood filmmaker, on its campus. Agnihotri interacted with the students talked about his career.

Agnihotri's address was centered around how 2 mantras are crucial for success – the first being how integrity between intent and conviction can make one unstoppable, and the other being how one should always aim to express rather than impress. Agnihotri recalled anecdotes from his life – both

in the corporate world and the filmmaking world – to reaffirm his point. He talked about how realisation is a must, and gave examples of when he decided to shift from making ad films to feature films, and of the time he decided to change the kind of films he was making and “tell the stories he wanted to tell”.

He segued into how sacrifice is a necessity for success, and gave the arduous process of making his film, Buddha in a Traffic Jam, as an example. He illustrated the painstaking process the film went through, how he had to convince all associated parties with the film to get it distributed, and how the film ultimately became a movement post its screening at JNU. He reiterated his point of having conviction, for it was because of that conviction that the book became a massive success and went into a second reprint barely a fortnight after its release. He also used this example to talk about the inherent creativity of homo sapiens, for it was this creativity that led him to this point from not being able to even read English many years prior. The address closed out with a spirited question and answer session, with Agnihotri emphasising the need for students and individuals to speak up and be the harbingers of change.

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