

Filmmaker Vivek Agnihotri interacts with IIM students

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Raipur, Feb 20: IIM Raipur hosted Vivek Agnihotri, renowned Bollywood filmmaker at the city campus here on Wednesday during which he interacted with the students present and talked to them at length about his career, and the learnings from it.

The bulk of 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 realization 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 he wanted 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 talked about how at one point he felt that the film would not see the light of day when the film's star Anupam Kher told him about deciding what the purpose of the film was and should even one person change after seeing the film, the purpose was fulfilled.

Agnihotri detailed how the making of the film was

chronicled in his book Urban Naxals: The Making of Buddha in a Traffic Jam and the struggle it took to get it published. 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. His parting words to the students were to never be afraid, for fear is the first thing one's enemies weaponize to use against them.