



L. J. INSTITUTE OF MANAGEMENT STUDIES



**CRADLE SEASON 3 -2013-14
A REPORT**

CRADLE - SEASON 4 – Session 1

[Capability Recognition & Development Lessons for Entrepreneurship]

As a part of our strategy to promote Entrepreneurship skills amongst students, LJMBA has created CRADLE, under which successful entrepreneurs are invited to share their experiences and interact with students and faculty members.

On 11th September 2014, the first session of CRADLE Season-4 was held. All the students and faculty members of LJMBA gathered in auditorium to have an experiential learning session by Mr. Abhishek Jain (Director of the movie Kevi Rite Jaish and Beyyaar).

Mr. Abhishek Jain is a film maker and the founder of CineMan Productions Ltd. He spent nine years of his childhood doing theaters, got a degree in management and joined the very prestigious Whistling Woods Institute to pursue his further studies as a trained filmmaker.

Mr. Jain has the unique distinction of working with some of the top-notch filmmakers of Bollywood. He was an assistant to Mr. Subhash Ghai for the film Yuvraaj. Later, he was associated with Sanjay Leela Bhansali Films for the movie Guzaarish. He has also assisted Mr. Ram Madhvani for the advertising campaigns. He is an entrepreneur who has innate understanding of the business of films; He is the man behind CineMan Productions – one of the finest production houses in the industry.

The belief, conviction and passion of Mr. Jain has now been shared and celebrated by millions of Gujaratis as his path breaking film 'Kevi Rite Jaish' had set a benchmark for the Gujarati film industry, his recently released movie BeyYaar has received rave reviews at the box office .

Mr. Abhishek Jain was introduced to the audience by Prof. Kiran Khatri. Then she invited the Director, Dr. P.K. Mehta to inaugurate CRADLE- Season 4 and welcome the speaker of the day Mr. Abhishek Jain.



Dr. P. K. Mehta welcomed the faculty and the students and briefly explained the meaning and importance of CRADLE. He then invited Mr. Abhishek Jain to share his experience and success story as a young and dynamic entrepreneurial Director. Mr. Abhishek Jain started his speech by congratulating the Director for his proactiveness in terms of the initiatives that have been taken by the institute. He also recognized the efforts made by the Dean, Dr. Siddharth Bist not just for CRADLE but also for various activities that he has been undertaking for the institute.



Mr. Abhishek Jain then narrated his journey as a director by way of sharing his experiences, the challenges and opportunities he came across in a very transparent and candid manner.



Key points of his speech:-

- 1) He advised the students to find the right path for themselves and not be part of herd behavior.
- 2) Mr. Abhishek Jain talked about his management education and how it helped him in movie making.
- 3) He emphasized the importance of education and research in the success of any business.

4) He is also a staunch believer of application of principles of management for success fully running any organization. He believes that the degree in management helped him to plan his directorial projects better and successfully implement them.

The session ended with the interactive question and answer round from the faculty and students and DrSidharth Sigh Bist gave the vote of thanks.

