

# FACULTY OF MANAGEMENT STUDIES

## STRATEGIC MANAGEMENT

Assignment 4 : Management and Strategic Lessons  
learnt from the movie SWADES

**PREPARED BY : STRIKERS, G5**

CHIYARU BHATNAGAR 06  
KAPIL AUDICHIYA 18

RAJAT PICHOLIYA 34  
SANJAY CHOUDHARY 45  
SIDDHARTH DASHORA 52  
SOMIL SUHALKA 53

**GUIDED BY : PROF. K. SAXENA**

# AWARDS WINED BY SWADES

#### Film Café Awards

- Best Actor - Shahrukh Khan

#### Stardust Awards

- Dream Director - Ashutosh Gowariker

#### Global Indian Film Awards

- Best Actor - Shahrukh Khan
- Best Newcomer - Gayatri Joshi

#### Zee Cine Awards

- Best Female Debut - Gayatri Joshi[35]
- Best Sound Re-recording - Hitendra Ghosh
- Best Story - Ashutosh Gowariker
- Best Director

#### (Critics) - Ashutosh Gowariker

#### National Film Awards

- Best Male Playback Singer - Udit Narayan - "Yeh Taara Woh Taara"[33]
- Best Cinematography - Mahesh Aney

#### Filmfare Awards

- Best Actor - Shahrukh Khan[34]
- Best Background Score - A.R. Rahman
- Nominated – Best Male Playback Singer - Master Vignesh and Udit Narayan

#### Bollywood Movie Awards

Best Debut Female - Gayatri Joshi

#### Star Screen Awards

- Most Promising Female Newcomer - Gayatri Joshi

# SUMMARY

Swades is a terrific movie which sends a message of patriotic love. Mohan Bhargava(SRK) is a scientist working for NASA who returns India to take back an elderly women(Kaveriamma) who helped him grew up. Mohan discovers, and realizes more about Indian origins. He realizes that his country requires him more than any other country. He starts and successfully completes a project of providing electricity to the village in which Kaveriamma is residing. He falls in love with Gita, a school teacher, who stays with Kaveriamma. He realizes the importance of staying in India with her and after one trip decides to stay forever in India.

## MANAGEMENT LESSONS FROM SWADES

- MOTIVATION
- TEAMWORK
- LEADERSHIP

- CONVINCING POWER
- INFLUENCING POWER
- RESPONSIBILITIES
- RESPECT TOWARDS DUTY
- TRAINING AND DEVELOPMENT
- EQUITY

# MANAGEMENT LESSONS LEARNED FROM SWADES

## **LEADERSHIP**

- Leadership refers to the action of leading a group of people or an organization
- Leadership aspects in the movie is shown when Mohan led project of generating electricity and all the villagers followed him in

completing the project.

## **TEAM WORK**

- Team work means I to We concept.
- Team work can be seen in the movie when Mohan was able to empower the community to take their needs into their own hands and collectively villagers started working as a team.

## **INFLUENCING POWER**

- Influence is the power to have an important effect on someone or something. If someone influences someone else, they are changing a person or thing in an indirect but important way.
- In the ,movie, Shahrukh khan explained the villagers that it is

important for everyone to take initiative, to stand together for a common purpose. As in movie the villagers says that this village will never be change ,where shahrukh khan explained everyone that for change one cant bring the change but if everyone want it is possible. Similarly in the organization one should influence others in right direction so every member work together in the organization to accomplish a common goal.

## **MOTIVATION**

- Motivation is defined as the process that initiates, guides and maintains goal oriented behaviors.
- This expect can be seen in movie when Shahrukh Khan tries to motivate the postman regarding the value of education for children Similarly, in an organization one should get motivate or should motivate others to do his/her best in the organization.

# CONVINCING POWER

- When something is convincing, it makes people agree with what it claims to be true.
- In the movie, the scene where the children says and tries to convince the passengers on the train to take water of 25p. When no one was taking water, he targeted a man and asked him personally and convinced him to take water and he succeed. Similarly in the organisation a Boss or a leader or a manger should have the convincing power so that all the members of the organisation should work for the common goal in the organisation.

# RESPONSIBILITY

- Responsibility comes from the Latin responses, which means “to respond.” There are actually a few different definitions of the

noun. It can be another word for trustworthiness, as in, "He demonstrated his responsibility by showing up to practice on time.

- “ • In the movie, when amma told the problems to Shahrukh khan that she wants to find a boy for her to marriage and want the students for her. So Shahrukh khan took the responsibility of the problem and came up with the solution. Similarly in the organization one should take the responsibility to solve the problem and attain the goals of an organization.

## **RESPECT TOWARDS DUTY**

- To discharge a duty perfectly, it is very important to be respectful towards your duty, work, organization.

Mohan Bhargav who was a Project Manager for Global Precipitation Measurement at NASA came to India, taking leave



from work but in the village also where there was no internet connectivity, he tried to solve the problem of his co-workers and subordinates. Then, when he decided to settle in India, he went back to USA to complete the project he was assigned with and completed it successfully and after that, he gave his registration to come back to India. This indicates his sincerity for his work.

## **TRAINING AND DEVELOPMENT**

- It is important for a manager to identify the training and development need of his subordinates and make arrangements for the same.
- When Mohan saw that the children of lower class were not allowed to go to the school and study, he convinced the villagers to send their kids to school, support girls' education also.

## **EQUALITY**

- It is important to treat your employees as equals and provide them the basic human respect, facilities and opportunities.
- When srk noticed that the practice of inequality was prevalent in the village, he decided to abolish it, create awareness and bring them together. It was seen in the song "ye tara vo tara hartara" in which he broke the rule of cast based inequality.

# STRATEGIES USED IN SWADES

## STRATEGIES USED IN SWADES

### □ OPERATION STRATEGY

□ HR STRATEGY

□ SALES STRATEGY

□ MARKETING STRATEGY

□ INNOVATION STRATEGY

□ FINANCE STRATEGY

## **OPERATION STRATEGY**

“Operations strategy is the total pattern of decisions which shape the long-term capabilities of any type of operations and their contribution to the overall strategy ,”

In Swades movie Shahrukh khan as Mohan bhargav started a project operation of providing electricity to villagers in which

kaveriamma is residing . in that project he followed operation strategy to successful complete that project.

# OPERATION STRATEGY

IN THAT PROJECT THERE OPERATION STRATEGY ELEMENT WHICH ARE FOLLOWED LIKE :- ☐ **Project design**

- ☐ **Location**
- ☐ **Human resource management**
- ☐ **layout**
- ☐ **Process design**
- ☐ **Dependability**

# HR STRATEGY

Human Resource Strategy is a business's overall plan for managing its human capital to align it with its business activities.

## **KAVERI AMMA - THE REAL HR STRATEGIST**

- She understood both Gita and Mohan and made them encounter “right situations” so that they all reach a consensus of remaining in India.
- Similar to Kaveri Amma , all the managers needs to be strategists. They should know

their people, place them rightly to get the glimpses of success.

## **HR STRATEGY**

- Kaveri amma succeeds in her efforts of showing him the real

aim of his life. She shows him that the meaning of his life lies with his own people. She make him realize that the Destiny of ice is to melt in its own water.

## **GITA - THE STRATEGIST**

- Gita, who has a passion for teaching, let go the chance to fly to America, which is the dream of many girls of her age, let go the love of her life, because she has faith in herself. She has faith in god and faith in her motherland. She has a faith that he will come back one day.
- She teaches a lesson of confidence, commitment and faith, which is so powerful that it makes Mohan leave his job, leave his comfort, and come back to make his life worthwhile for others, repay the debts of his motherland, and once again, light the bulb of belief, progress and love in the heart of his Swades.

## **HR STRATEGY**

## **MOHAN - THE HR STRATEGIST**

- In the movie it is clearly mentioned the team spirit among the villagers to work together as a team in order to fulfill the objective of producing electricity in the village.
- It was all possible because of the motivation and under the proper leadership of Mohan.
- Mohan represent a true transformational leader who changes the destiny of a small
- village and leaves a question in everyone mind.
- Mohan plays an important role in making people realize their power .

## **HR STRATEGY**



- Mohan has showed glimpse of strategist by allocating job to villagers according to their capabilities while making reservoir.
- Swades shows how teamwork pays, especially in the scenes where Mohan and the villagers work together to bring in electricity in Charanpur. The title envisions the emerging concepts of HR i.e. from “I to we concept.”

## **SALES STRATEGY**



- Talking about salesmanship in the movie than Gita is the most successful character in selling herself in the movie.



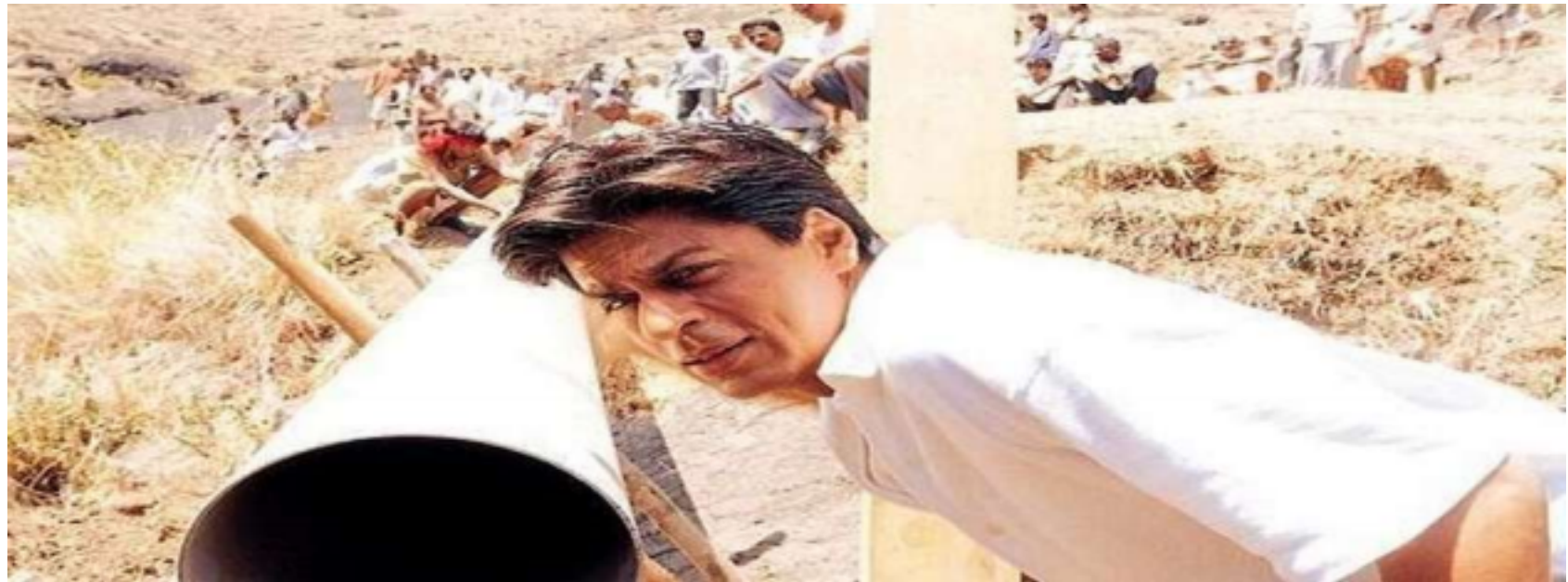
- She was pretty much successful in persuading Mohan to come back to India especially by gifting him the box which contains the cultural elements of our country.

## **SALES STRATEGY**

After her Mohan does a great job in salesmanship by

persuading the poor, village children to join the school again

He also sells his skills by generating electricity through water flow down hill and lightning the village for longer hours.



# **SALES STRATEGY**



- We can also see Melaram as a shrewd salesman when he offers Mohan some breakfast and asks in return to open a restaurant in the US.
- Mohan convinces to the postmaster so cleverly that How the highschool in the village will ease his burden and also profitable for children as well and takes him to his side.

## **MARKETING STRATEGY**

- **CONVINCING POWER**

When something is convincing, it makes people agree with what it claims to be true. Describe an argument as convincing if it wins you over and makes you believe in its rightness.

In the movie, the scene where the children says and tries to convince the passengers on the train to take water of 25p. When no one was taking water, he targeted a man and asked him personally and convinced him to take water and he succeed.

## **MARKETING STRATEGY**

Our ability to influence others is an essential skill for leaders at any level. Influencing is not about strong arming people to do things your way, but rather influencing is "the action or process of producing effects on the actions, behavior, opinions and ideas of others."

In the movie, Shahrukh khan explained the villagers that it is important for everyone to take initiative, to stand together for a common purpose. As in movie the villagers says that this village will never be change where shahrukh khan explained everyone that for change one cant bring the change but if everyone want it is possible.

## **INNOVATION STRATEGY**

- An innovation strategy is a plan to grow market share or profits through product and service innovation. ... When it comes to creating the solution, an innovation strategy must also indicate whether a product improvement, or a disruptive or breakthrough innovation approach is best.
- Upon realising the need, the protagonist forms a team with the villagers to install a hydro power turbine to generate electricity through a small water stream. They succeeded in the endeavor and formed a path for villagers to innovate and invent in the coming times.

## **FINANCE STRATEGY**

- FINANCIAL STRATEGY IS VERY IMPORTANT FOR ANY TYPE OF BUSINESS, THE ALLOCATION OF FINANCE EFFECTIVELY IS VERY IMPORTANT FOR BUSINESSES
- The protagonist Mohan Bhargav uses the 'free of cost' labour strategy by engaging the villagers in the Electricity Generation project . This saved a great deal of money.