**MOVIE TO MANAGEMENT: A WEDNESDAY**-Neha Singhal, BVCOE



**Introduction**

The movie is a narrative of Prakash Rathod, Commissioner of Police, Mumbai. The role, being played by Anupam Kher, brings about a fresh perspective about a police man, different from the usual lethargy and incompetence that we generally associate with one.

The story also involves the brilliant Naseeruddin Shah, who as a normal citizen, is fed up of the incompetency of our politicians and their interference into judicial system. He plays the role of a hoax terrorist. He blackmails and forces Anupam Kher into releasing four terrorists, who are responsible for heinous terrorist acts of the past, but are still either in the jail or moving around freely, primarily due to the incompetence of our judicial and political system.

He, after getting the terrorists released, kills them through a bomb blast. The movie gives a feeling of, “Yes, this is exactly what is to be done” and, “A good way to give them a taste of their own medicine”.

**Managerial Context**

The movie in itself has many instances when the production team has produced well thought-out plans. The way Naseeruddin Shah is named ‘Bastard’ by Anupam Kher and called that way throughout the movie, is something very unique to Bollywood. Also, the way some scenes are displayed in black and white for reflecting on past events and also flashbacks, involves the viewer into a deeper understanding about the movie.

The movie also presents an opportunity to analyse two very opposite roles from a managerial perspective, one that of Naseeruddin Shah and the other that of Anupam Kher.

**Naseeruddin Shah**

The role played by Naseeruddin Shah is about marketing and communication. The way he cajoles Anupam Kher into believing that there are real bombs planted in the city, and that he can actually explode them if his demands are not met, is a lesson for every Sales and Marketing enthusiast. Also, the immaculate planning and use of technology by Naseeruddin Shah in the movie are enough to flatter any top strategist. Naseeruddin Shah makes sure that he leaves no trail behind him, so that police cannot trace either his identity or his location. And the deliberate clues and signs left at different places and with different people is enough to boggle any detective. He starts his plan by planting a bomb in a police station, just opposite the Police Head Quarters. This is no mean feat, but the ease with which he does it can only be achieved with great amount of planning.

Throughout the movie, he displays an ability to be pro-active and foresees all the hurdles that could come in the way of his well chalked-out plan.

He also displays excellent skills with technology. Throughout his conversations with Anupam Kher, he continuously changes his SIM card details using a laptop. Even the technical expert with the police department accepted that he could not trace the records of the numbers used by Naseeruddin Shah, and this technique can only be used by someone who is an expert in the field. Another weapon in Naseeruddin Shah’s armour was Media. The way he used a budding and ambitious media-woman to cover every aspect of his plan and the steps police were taking, shows how he had every base covered. He deliberately involved the media to know every step of the plan of action that the police were following, and at every location, viz-a-viz the Police Head Quarter, the airport where he wanted the police to take the four terrorists etc.

**Anupam Kher**

The role of Anupam Kher perfectly complemented that of Naseeruddin Shah, and he played it that way as well. The role basically revolved around a character that would understand Naseeruddin Shah’s psychology and try to mitigate his plans using all the resources at his disposal and also by planning the counter actions to be taken.

When the police technical expert failed to trace the SIM details used by Naseeruddin Shah, Anupam Kher’s decision to involve a student to do the job was a master-stroke. As it turned out, he traced the location and Anupam Kher was finally able to locate and meet Naseeruddin Shah.

Management graduates are expected to be efficient in involving the whole team and delegate responsibilities to the best possible person for that job. Anupam Kher did this with utmost precision and kept the whole team involved, still maintaining his superior hand in the whole operation and taking responsibility for the failures of the team to locate Naseeruddin Shah’s location. The role was not just confined to dealing with Naseeruddin Shah and his sub-ordinates. He had to take care of the nuisance media was creating thanks to the planning of Naseeruddin Shah, and also of the state Home Minister. The minister, as shown in the movie, is pretty powerless and out of sorts on decision-making instances. Anupam Kher had to convince him of the various actions police were taking and also assure him that those actions are required and would not affect his ministry negatively.

**Conclusion**

The characters of Naseeruddin Shah and Anupam Kher, and the movie ‘A Wednesday’ in itself, provide an opportunity for analysing them from the perspective of management. And by doing so, a lot of theoretical concepts can be seen from a practical angle and how they can be implemented in real-life. The movie has direct marketing, sales and strategy theories being executed, and that too very effectively. In short, the movie is a very good learning base for a management graduate.

(For the icon)

