Conclusion

There is no two ways about the magnitude of impact that the cinema has on Indian people. Sheer common sense dictates that a medium as wide-reaching as cinema is bound to create some flux and leave some imprint on the minds of its viewers. Establishing this underlying truth was not the purpose of this study. Nor was the purpose of this study to establish Aamir Khan as Bollywood’s superlative star; that is something which his work will take care of. The purpose of this study was to elucidate the kind of impact that the filmstar known as Aamir Khan has had on the society. This study also attempts to illustrate the positive change that a movie icon can play in framing the mindset of a society. However, there is an important caveat here. Since filmstars wield such an important power and control over the society, they also have to bear the burden of an associated responsibility as well.

In the second chapter of this study, *A Brief Study of Indian Cinema*, first described the few evergreen torchbearers of
Hindi Cinema in its earlier stages. These filmmakers, through their impactful and meaningful cinema, helped in giving a widespread direction to the progression of the society. It is said that cinema is a mirror of the society. The causal link between cinema and society is such that society is the cause and the cinematic content is the effect. However, in case of these filmmakers, the reverse was also true. More than often, these filmmakers shaped the society by way of their films. There are several institutions in India which propagate filmmaking and the technicalities behind it. These institutions provide a thrust to the vocation of cinema as a viable employment, often adding a course correction in the journey-destination of cinema. In this way, it was seen that how cinema impacts the socio-economic profile of a country and its societal components.

In the third chapter of the study, *Hindi Cinema in 21st Century*, the study looked at the contemporary Hindi Cinema, where “Bollywood” had emerged as a separate genre on the global stage. Through the changing times, there has been an
observable (but not empirically recorded) shift in the perception of general society of common masses towards the cinema. While earlier the films used to reflect what kind of societal pressures and issues existed in the society whereas the current cinema is a reflection of the aspirations of the society. The contemporary period began in the 1990s with formula films and then moved on to the next decade with the broadening of mainstream to include documentaries, biopics, parallel cinema etc. This movement showed a transition that the society had undertaken, as the acceptance for a greater variety increased. The emergence of multiplex culture, television and radio have helped in ideal shaping the children and the youth of this society.

In the fourth chapter of the study, *The period of Aamir Khan and his status as a youth icon of Indian Cinema in the 21st century*, a profiling of Aamir Khan’s filmography showed the transition that Aamir Khan has made as a movie star and the kind of films, he has been associated with. It is important to understand that the certain filmstars have emerged as youth
icons. These youth icons play an important role in shaping the society and the perceptions occurring en masse. The social impact can only be imputed, but such a great contribution can and should not be ignored.

In the fifth chapter of the study, Aamir Khan’s cinema and social issues: A case study, three movies were taken to highlight the social connotation of the movies. Taking up these examples, the attempt was made to understand how a film as a medium can communicate different social issues and there solutions. The issues might range from national integrity, injustice to emotional content, parental linkages; however, the entire coverage can be dealt with in a socially responsible manner that can influence the society and its denizens positively.

Aamir Khan has continuously provided the society with belief-anchors – beliefs or benchmarks that allow the section or sections of the society to measure or “anchor” their beliefs against. From 2005-2011, the kind of movies that Aamir Khan gave to the society acted as belief-anchors, something which
was reflected in the findings of this study as well. If he continues being a part of such responsible cinema, Aamir Khan would well be on his way in proving the adage “one man can’t make a difference” wrong.

**Community and Social Responsibility of my Research Work**

All the three epicurean Hindi movies by a legendary Actor Amir Khan, which communicates some of the career lessons to the people, found to be useful to follow and to pass-around via discussions and findings. The 3 movies are: Taare Zameen Par, 3 Idiots and Lagaan. While Taare Zameen Par talks about a dyslexic kid totally misunderstood by his parents and finally salvaged by an art teacher in a boarding school, 3 Idiots is the story of 3 college students and friends as they navigate their college days and adult life with different aspirations and different interpretations of what learning and success mean. In Lagaan, Focused people as part of the team are very instrumental, they act as catalyst and help sails through difficult times.

- When required leader should not hesitate forming giving direct warnings.

Your enemy can be the closet person to you. It’s duty of a leader to keep an eye on everyone, even to your closest allies.
These have been commercial successes and they are great films to watch for their entertainment and inspirational values.

The Altruist role of Amir Khan conveys several sublimated lessons about career and life that these films depict very beautifully (much better than the ways even I have been expressing them in my Taare Zameen Par - lessons from this movie

1. Each individual is unique, with unique talents, but it requires encouragement and nurturing from the individual and environment for it to sustain – The 8-year old kid is a superb painter, but he hates school. Parents misunderstand his intentions and treat him as a mediocre kid who needs strong-arm tactics to fix his studies, never paying attention to his special needs and unique talent, even though it was this talent which was keeping him sane and engaged with life. Tortures of a boarding school killed his creativity and took away his life; and without the art teacher who took it upon himself to fix the problem (like any Hindi Movie!), he would have ended up as just another messed-up kid.

2. Good parenting/schooling/mentoring means understanding patterns and root cause, not treating for symptoms; giving benefit of doubt, not stereotype – The kid has problems in reading/writing, but parents and schools took at as the regular attempt by kids to not study and have fun instead. They fell for the stereotype of kids who never
want to study and find excuses. While it is debatable who should be more responsible for finding the root cause; neither school nor parents did it in this case.

3. **Happiness and passion comes when you do what you like and when you are good at it, not when you are forced into doing things you don’t like or are not good at** – The kid loved painting, and he was good at it. So it fueled his creativity, gave him his person space to be free and happy. When he was asked to study (which he wasn’t good at, though he didn’t dislike it as we come to know later), it brought out the sense of hopelessness, passive aggression, and all the bad behaviors kids are known for. What is more, when he was forced into studies, his painting went away too and he became totally miserable. When the art teacher later helped him learn to write and read, he did OK in studies and his happiness and passion in painting returned.

**3 Idiots - lessons from this movie**

- **When choosing careers, aligning with strength and interest is more important than aligning with parent’s goals** - With anecdotal evidences, the movie tries to make the point that it is better to choose something you like and are good at, rather than just go along with what parents and your environment choose for you. A wild-life photographer is no less happy (or well-off, at least in the
movie) than an inventor or a researcher. Doing what you love gives the best return on talent investment.

- **Parents need as much education as children when choosing careers and goals** – At least in India, parents are the default career counselors for most students. This is depicted very beautifully when Farhan says “I was born at 5:15, and at 5:16 my father decided I will be an engineer, and I landed up in the engineering college, without anyone asking me what I wanted to do”. If this has to change, parents need to change their approach; and parents’ buy-in need to be taken before most people pursue a career. One of the best ways the movie shows to do this is to pose the question to the individual: “40 years later, when you look back and see that taxi was waiting, offer letter for the alternate career was in hand, if only I had enough courage to talk to my parents, my life would have been different, and may be happier”, and then letting them use their own logic to convince their parents. At least in the movie, it works.

- **Grades are poorly correlated with material success, still poorly correlated with happiness** – This is a point I agree with whole-heartedly. The people who were last and second from last in the class are shown much happier in their life than the topper (second topper actually, after our protagonist!) who has tons of money but no mental peace. Of course, since this was movie, they showed Amir Khan as the guy who topped the class just on the basis of sheer brilliance.
In reality, at least in the college I studied (the topmost engineering college in India), you needed to spend quite some time learning from your lecture notes to get good grades and so the ‘Rancho’ type characters were harder. However, I saw many Farhan and Raju, those whose grades were crappy, but they ended up being much more successful in their career and happier in life than so many other top-graders of my class. So while grades are important, they do not predict success in career that well.

- **If you pursue excellence, success comes along, vice-versa may not be true** – This is depicted literally in the end of the movie (when ‘Chatur’, the materialistically rich guy is begging and running behind ‘Rancho’, who is an inventor and doesn’t care about money), showed in a trivial and humorous way when ‘Rancho’ replaces a few words in ‘Chatur’s speech to hilarious effects, and mentioned so many times in the movie to motivate people to understand what they learn rather than just mug up to get good grades. Of course, since this is a movie, ‘Rancho’ is the exception who learns and still gets the grades, but most of the time in most colleges, understanding and internalizing what you learn comes at the cost of good grades, and hence there is the trade-off that needs to be made. The movie also demonstrates this by talking about being well-trained (like a circus tiger who can do amazing stuff because of fear and training) vs. well-educated (who learns and applies what he learns.)
LAGAAN – lessons from this movie

Some inspirational management Lessons from movie Lagaan

- People with sudden heartfelts should be tested before being part of same Ship
- Focused people as part of the team are very instrumental, they act as catalyst and help sail through difficult times
- When required leader should not hesitate forming giving direct warnings
- Your enemy can be the closet person to you. It’s duty of a leader to keep an eye on everyone, even to your closet allies. This however does not mean you need to doubt everyone’s integrity and intentions but just keep an eye.
- Don’t underestimate anyone, sometimes the weakest looking person turns out to be the most strong team member.