

Bhagat's Two States inspire ISB grads to make short film

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IT'S not just the blockbuster '3 Idiots' that drew inspiration from Chetan Bhagat's writing. A bunch of students at the premier Indian School Of Business have shot a short film based on his book 'Two States' as part of their final project in the negotiation analysis elective at the school.

"The short film 'Double Standards' that we made is inspired by Chetan Bhagat's Two States and in this we have explored the innumerable nuances that surround an inter-caste marriage in India. Negotiation is in every step. Be it while deciding on the marriage venue, or the marriage rituals, or the marriage invitees, or, for that matter, whether to have the marriage itself - negotiation is unavoidable," said Saurav Paul who is part of the team.

'Two States' depicts the challenges that two students hailing from different communities face while getting married.

Involved in making of 'Double Standard' from the ideation to the execution stage, the students topped the project. "We wanted to incorporate daily life instances and not just typical business deals. We then zeroed in on the Indian culture where marriages play an important role. Even as our stint at the school comes close to an end, we look forward to executing projects with an innovative touch to it," said Mamta Saini, who acted as the bride.

The other students involved in the project are Kanishka Tongya, Maria Michael Lall and Shadab Hasan Tariq who could test their filmmaking and acting skills in the project. These students do not rule out the fact that using their negotiation skills and the "evergreen marriage



market in India" they could set up a venture. Assistant professor Amit Nandkeolyar who teaches the negotiation analysis elective at the school hopes that students would come up with similar innovative projects in the days to come. The elective is the most popular at ISB with around 90% of the students opting for it.