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Ideas For The Vision
VIKSET BHARAT @2047

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Vikset Bharat @2047 is
the concept of 'Vikset Bharat'
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LEARN MANAGEMENT
LESSONS WITH FUN

MOVIE SCREENING



'THE FOUNDER'

WEDNESDAY | 31 JANUARY | 2PM



SEMINAR HALL

Report on Viksit Bharat Event
“Movie screening: The Founder”

ORGANIZED BY: The Department of Management

DATE: 31st January 2024

TIME: 2 PM

LOCATION: Seminar Hall

NAME OF THE STUDENT COORDINATOR: The Fine You
Physical and Mental Health Society.

FACULTY COORDINATOR: Dr. Yamini

PARTICIPANTS: BBA and MBA students

Overview:

The Fine You – Physical and Mental Health Society” of the Department of Management had organized a movie screening event under the Viksit Bharat @2047 program. The underlying purpose of the conducted screening was to impart managerial lessons through an engaging and enjoyable approach.

The film, directed by John Lee Hancock, portrays the entrepreneurial journey of Ray Kroc, who transforms the modest concept of a fast-food restaurant developed by the McDonald brothers into the global phenomenon known as McDonald's. Against the backdrop of post-war America, the movie explores themes of ambition, business ethics, and the intricate dynamics of partnership.

"The Founder" conveys a thematic message exploring the intricate dynamics of entrepreneurial success, ethical considerations in business ventures, and the transformative impact of ambition on personal and professional relationships. Through the narrative lens of Ray Kroc's journey, the film prompts reflection on the moral complexities inherent in the pursuit of corporate triumph, shedding light on the delicate balance between innovation, opportunism, and the ethical responsibilities associated with building a business empire. The storyline serves as a compelling exploration of the broader implications and moral nuances embedded in the entrepreneurial pursuit of the American Dream.



Some of the Highlights of the event:

The event commenced with a lively discourse, filled with enthusiasm, centered around McDonald's and its connection to celebratory occasions such as birthday parties, evoking nostalgic memories of burgers and fries. McDonald's revolutionized the landscape of fast-food chains and networks, marking a significant transformation through substantial growth over time.

"The Founder" is a biographical drama that explores the story of Ray Kroc, the man behind the global success of McDonald's. The

film depicts Kroc's journey from a struggling milkshake machine salesman to the mastermind who turned a small California fast-food restaurant run by the McDonald brothers into a multi-billion dollar fast-food empire. It delves into themes of persistence, innovation, partnership dynamics, and the ethical challenges of business, providing a nuanced portrayal of the complexities involved in building and managing a successful enterprise.

The pivotal moment that marks the beginning of McDonald's empire was when Ray Kroc, convinces the McDonald brothers to let him franchise their fast-food concept. Another very important moment from the movie was when Ray Kroc unveils the first McDonald's restaurant under his ownership, showcasing the innovative "Speedee Service System." It highlights Kroc's determination and vision to revolutionize the fast-food industry, setting the stage for the widespread success of the McDonald's brand.

This movie also portrays the the principle of scientific management given by Fedrik taylor, time and motion study. The introduction of Fred Turner the former Ceo of McDonald's, as a chef.

The conclusion of the inspiring film delved into a strategic discourse, meticulously exploring the trajectory through which McDonald's evolved into a robust sixteen-hundred-crore fast-moving chained restaurant. The narrative elucidated the intricacies of the company's growth, highlighting the strategic decisions and operational dynamics that contributed to its remarkable success in the competitive fast-food industry.



