

Beneath the Glitter

Silver silver on the wall...

Ahhh ... the magic of the silver screen! How it sweeps you away into a world of fantasies! Most standard human specimens love movies. My family sure does! But we rarely go to a multiplex. The screening happens in our master bedroom. There is a king-sized bed, a sink-in sofa, and an apple TV—that's all that four of us really need to create an exquisite family evening. Of course, unlike the rest in my gang, I am more selective. If it's not my kind of flick, I don't complain—I just snore away. The only exceptional season of sleeplessness is the pre-Oscars phase. Every year, during [Oscars](#) countdown, there is a frenzy to catch up on all the movies nominated for the academy awards. It builds up the excitement leading to the live telecast.

[Filmfare](#), and its many cousins, don't elicit the same excitement. Is that a reflection of my diluted identity under the influence of western culture? Who cares? I am sure my personal inclinations are of inconsequential interest to the learned readers. Then let's delve on my professional identity... If I were to prefer Filmfare over Oscars, would that make me any less or more of a professional? A wrong question, once again. In this new age of strong individualism, any attempt to correlate personal preferences with professional identities is an act of sacrilege.



Pirating around...

We might as well get back to the unspoken charter of this blog, that is: *The extraction of business lessons from random events of the mainstream world*. Do we have an opportunity here? Buried beneath the ecosystem of differences between the Oscars and the Filmfare award functions, is there a lurking business lesson? If yes, would you like to volunteer in digging out this learning? You see, I am planning to leverage the comments of the readers to improvise on the next edition of this blog. A cue from the most intriguing 'difference' between the Oscars and the Filmfare award functions will be picked up, and then I will try to weave a business lesson around it. Please state only one difference in no more than 50 words.

Yes, there is a gift voucher for the best innovators! After the recent delightful dining experience with the winners club at my house, I can't wait for the opportunity to play the host again for all the 'innovative' commenters

. And those not in a mood to stress their grey cells, please help capture the demography of our audience base by participating in the poll question below:

Which type of movie awards do you normally enjoy watching?

- Oscars
- Filmfare

- *Both of the above*
- *None of the above*

 *Loading ...*