



EVERLASTING FLAME

A Newsletter from the
Vice-Chancellor's Desk

Vol. 11.0

The pioneer of liberal education in India
with a mission to be at the leading edge of knowledge

A student community of doers
supported by a faculty community of experts

A nurturing and creative environment
in a world-class campus for diverse interests

Learning beyond the classroom
providing real-world outlook & imparting life-long skills

Rooted in Indian context
yet global in nature

An experiential journey
a lifelong association

Imbibing interdisciplinary
yet encouraging self-discovery

A research-oriented approach
driving change at the grassroots

**THIS IS THE SPIRIT OF
EVERLASTING**



"We highlight the strides made in academia, research, events, student, and alumni accomplishments that shape our institution's growth."

A MESSAGE FROM THE VICE-CHANCELLOR

Dear Reader,

I am pleased to present the eleventh edition of Everlasting FLAME, our newsletter that gives you a 360-degree view into what is happening at FLAME University. In this edition, we highlight the strides made in academia, research, events, student, and alumni accomplishments that shape our institution's growth.

Our faculty play an important role in enhancing the learning experience of our students through conferences, workshops, webinars, debates, research projects, and surprise quizzes, which ensure that our students are equipped with the knowledge of the latest trends, developments, and practices and remain updated. The out-of-classroom discussions and interactions with faculty and between students also add to the vibrant learning ecosystem on campus.

While our faculty members continue to make progress in research and have won awards and honors, our students excelled in sports, extracurricular activities, and academics, embodying the relentless pursuit of excellence that defines us. Our alumni also bring laurels to FLAME with their multifaceted accomplishments. We are particularly proud of the success of TEDx FLAME University, which featured thought-provoking discussions, and Kurukshetra, our student-led intercollegiate fest, where students showcased their leadership and organizational skills. Alumni Homecoming 2024 was another memorable occasion, as we welcomed back our alumni and strengthened the alumni-alma mater connection.

As FLAME continues to grow, we remain committed to nurturing a culture of learning, critical thinking, and intellectual curiosity. I extend my heartfelt gratitude to the entire FLAME community for their unwavering support as we strive to excel.

Best regards,
Dr. Dishan Kamdar

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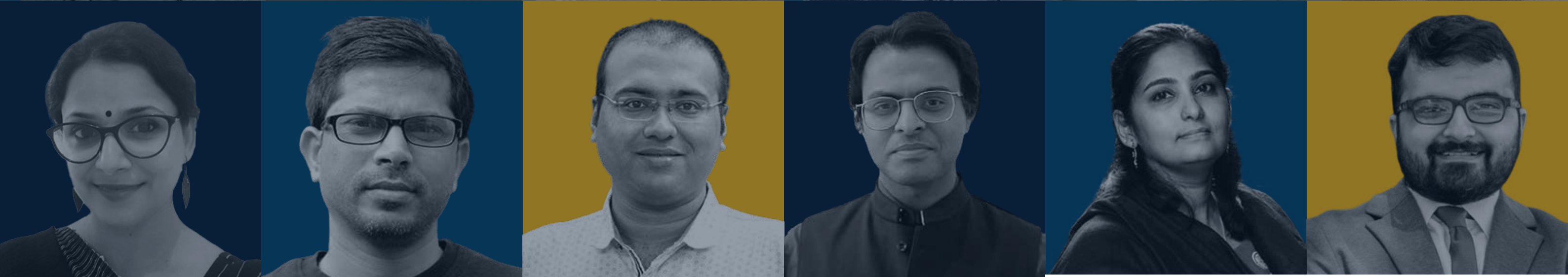
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RESEARCH

FLAME faculty is a vibrant community of accomplished scholars who actively engage in cutting-edge research. As thought leaders, they constantly strive to push the boundaries of knowledge. Their remarkable publications are a reflection of their intellectual rigour and scholarly accomplishments. These contributions are the foundation of nurturing an environment of inquiry and innovation.



Prof. Sunil Rajpal
Faculty of Economics

Prevalence and Trends of Not Receiving a Dose of DPT- Containing Vaccine Among Children 12–35 Months: An Analysis of 81 Low-and Middle-Income Countries

Published in: Journal of Epidemiology and Global Health

[KNOW MORE](#)

Small-area variation in child under-vaccination in India: a multilevel analysis of cross-sectional data from 36 states and Union Territories, 707 districts, and 22,349 small-area clusters

Published in: The Lancet Regional Health - Southeast Asia

[KNOW MORE](#)



Prof. Gitesh Chavan
Faculty of Marketing

Prof. Suniti Vadalkar
Faculty of Design, Art and Performance

Can Industry 4.0-enabled smart manufacturing help firms in emerging economies move toward carbon neutrality?

Published in: Computers & Industrial Engineering

[KNOW MORE](#)



Prof. Melody Kshetrimayum
Faculty of Literary & Cultural Studies

Linda C. McClain and Aziza Ahmed (Eds), The Routledge Companion to Gender and COVID-19

Published in: The International Journal of Community and Social Development

[KNOW MORE](#)

Anjoo Upadhyaya, Ashild Kolas and Eileen Connolly (Eds.), Women's Empowerment in India: From Rights to Agency

Published in: The International Journal of Community and Social Development

[KNOW MORE](#)



Prof. Vinod Kumar
Faculty of Digital Marketing & Communications

From insight to impact: Unravelling the dynamics of big data-backed growth hacking

Published in: Journal of Business Research

[KNOW MORE](#)

Innovation capability and R&D performance of organizations: moderating role of industry-academic knowledge transfer

Published in: Journal of Knowledge Management

[KNOW MORE](#)

Dark patterns, dimmed brands: the erosion of equity through deceptive design in e-commerce

Published in: Internet Research

[KNOW MORE](#)



Realizing on-machine tool wear monitoring through integration of vision-based system with CNC milling machine

Published in: Journal of Manufacturing Systems

Prof. Chiranjoy Chattopadhyay
Faculty of Computer Science

[KNOW MORE](#)



Nutrition status of nulliparous married women (15–24 years) in South Asia: trends, predictors, and program implications

Published in: Frontiers in Nutrition

Prof. Abhishek Kumar
Faculty of Economics

[KNOW MORE](#)



Going beyond 'I' vs 'you'- effectiveness and mechanism of yoga based practices in management education to mitigate interpersonal conflict

Published in: The International Journal of Management Education

Prof. Aditya Agrawal
Faculty of Human Resources

[KNOW MORE](#)



Between resistance and commodification: The art and cultural labor of Telangana 'Dhoom Dham'

Published in: International Journal of Cultural Studies

Prof. Sasikiran R M
Faculty of Communication

[KNOW MORE](#)



Listening with a Feminist Ear: Soundwork in Bombay Cinema by Pavitra Sundar

Published in: Journal of Cinema and Media Studies

Prof. Ramna Walia
Faculty of Film and Television Management

[KNOW MORE](#)



Prediction and decoding of metaverse coin dynamics: a granular quest using MODWT-Facebook's prophet-TBATS and XAI methodology.

Published in: Annals of Operations Research

Amith Vikram Megaravalli
Faculty of Finance

[KNOW MORE](#)



Combating the mental health challenge of loneliness among urban youth: could finding meaning in life and experiencing thriving enhance their well-being?

Published in: BMC Public Health

Prof. Smita Chaudhry
Faculty of Human Resources

[KNOW MORE](#)



Different stressors uniquely affect the expression of endocannabinoid-metabolizing enzymes in the central ring ganglia of Lymnaea stagnalis

Published in: Journal of Neurochemistry

Prof. Anuradha Batabyal
Faculty of Environmental Studies

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Lethal attraction: crime as tourism externality-evidence from the Indian states

Published in: Asia Pacific Journal of Tourism Research

Prof. Yashobanta Parida
Faculty of Economics

[KNOW MORE](#)

Assessing the fiscal implications of flood disasters in India: insights for general and special category states

Published in: Environmental Research Communications

[KNOW MORE](#)



Does Natural Disaster-Induced Male Unemployment Increase Violence Against Women? Empirical Evidence from India

Published in: Feminist Economics

Prof. Yashobanta Parida
Faculty of Economics

Prof. Joyita Roy Chowdhury
Faculty of Economics

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Impact of cyclones on manufacturing firms in India

Published in: Environment and Development Economics

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IN THE MEDIA

FLAME faculty's expertise extends beyond academia, as they actively contribute to media publications, sharing their knowledge and insights with a broader audience. Regular engagement with the media allows the faculty to disseminate their perspectives, making a significant impact on public discourse and shaping the narratives surrounding critical issues. The faculty community, esteemed as visionary thought leaders in their respective fields, utilizes their expertise to catalyze meaningful change, shaping societal narratives and leaving an indelible impact on critical issues.



When push comes to shove, it's the thinkers who lead

Published in: Economic Times

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Prof. Dishan Kamdar
Vice-Chancellor

There is a need to train faculty in new pedagogies and technologies to enhance classroom engagement

Published in: The Week

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Focus On The Business, Assess If You Want To Be A Partner For 10-20 Years, Says Sanjay Bakshi

Published in: Outlook Money

[KNOW MORE](#)

Prof. Sanjay Bakshi
Distinguished Adjunct Professor - Finance



Inflation, Market Volatility and Geopolitics: Why Gold Remains A Key Player In 2024 Investment Portfolios

Published in: News 18

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Prof. Ronil Barua
Faculty of Finance



The cinema ecosystem Shyam Benegal created

Published in: Hindustan Times

[KNOW MORE](#)

Prof. Kunal Ray
Faculty of English Literature



On shaky ground

Published in: The Telegraph

[KNOW MORE](#)

Prof. Yashobanta Parida
Faculty of Economics



HMPV Cases & Challenges For Indian Healthcare Systems

Published in: BW Healthcare World

[KNOW MORE](#)

Prof. Sunil Rajpal
Faculty of Economics



Why Non-STEM Majors Must Embrace AI: Upskilling for a Future-Ready Workforce

Published in: Higher Education Digest

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Prof. Kaushik Gopalan
Faculty of Computer Science



'All We Imagine as Light': A Tribute to Love, Longing and Friendship

Published in: The Wire

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Prof. Tannistha Samanta
Faculty of Sociology



Opposition's victory may lead to greater instability in the Middle East

Published in: News9

[KNOW MORE](#)

Prof. Sanjal Shastri
Faculty of International Studies



Dravida Nadu's many languages: The long shadow of linguistic state formation

Published in: The News Minute

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Prof. Shivakumar Jolad
Faculty of Public Policy

Prof. Rajitha Venugopal
Faculty of Literary and Cultural Studies

Many Malayalams: Language Heterogeneity in Kerala

Published in: The India Forum

[KNOW MORE](#)



Bridging modernity and tradition in India's design education

Published in: The Hans India

[KNOW MORE](#)

Prof. Suniti Vadalkar
Faculty of Design, Art and Performance

BOOKS PUBLISHED



Visual Anthropology of Indian Films: Religious Communities and Cultural Traditions in Bollywood and Beyond

Published by: Routledge

This book provides a unique insider's perspective on Bollywood, the world's largest film industry, and challenges common perceptions about Indian cinema. It discusses renowned filmmakers with chapters that engage with critical themes, including Indian feminism, environmental issues, and the portrayal of religious communities.

Prof. Pankaj Jain

Faculty of Philosophy and Religious Studies

[KNOW MORE](#)



Pakistan after Trump: Great Power Responsibility in a Multi-Polar World

Published by: Cambridge Scholars Publishing

This compelling work explores the international narrative on Pakistan, particularly focusing on the period after 9/11. It challenges the dominant view of Pakistan as a "safe haven" for terrorists and a "state sponsor of terrorism" by examining the roles of major powers like the United States, the United Kingdom, China, India, Saudi Arabia, and Iran in creating a militant ecosystem in Pakistan.

Prof. Saloni Kapur

Faculty of International Studies

[KNOW MORE](#)

Securitisation in the Non-West

Published by: Routledge

The book explores the concept of securitisation, which has gained prominence in recent years. Initially developed in Copenhagen, securitisation refers to the broadening of the security agenda and framing particular issues as existential threats. It questions the extent to which the concept can be applied beyond the Western world and provides a theoretical overview of the challenges and includes empirical papers examining its application in various settings.

[KNOW MORE](#)

OTHER ACHIEVEMENTS

FLAME faculty garner international recognition and act as significant contributors and esteemed professionals in their disciplines. Their expertise, insights, and editorial contributions help shape the direction of research, influence scholarly debates, and foster collaborations among experts from around the world.



Prof. Tannistha Samata

Faculty of Sociology

Appointed as an Associate Editor at the Journal of Aging Studies

Prof. Samanta has been appointed as an associate editor for a leading publication in the field of aging and social gerontology. The journal is well-known for its commitment to advancing theoretically engaged interpretations that challenge existing paradigms and empirical research.



Prof. Sherline Pimenta

Faculty of Design

Chair (Organizer) at the Visual Discourse Conference 2024, IIT Bombay

Prof. Pimenta conducted a workshop and joined an engaging panel discussion, showcasing her expertise in design education and visual discourse research.



Prof. Neha Yadav

Faculty of Marketing

Case Study published on 'Satvic Foods: Attaining Competitive Advantage Through Brand Building' in IVEY Publishing

The case study focuses on Satvic Foods, a company based in Ujjain, India, that offers organic, herbal-based food products. It explores the company's strategies for international expansion, branding, and dealing with competition from leading brands in the country.



Prof. Maya Dodd

Faculty of Humanities and Languages

Appointment to the Advisory Board of Public Humanities

The international journal by Cambridge University was created to help bridge the gap between academic and public humanities and embraces diverse disciplines, like Anthropology, Philosophy, Performing Arts and Sociology, encouraging dialogue that merges scholarship with activism.



Prof. Moitrayee Das
Faculty of Psychology

Invited as speaker in panel discussion on Workplace Stress and Work-Life Balance

Prof. Das, was invited by the National Institute of Bank Management (NIBM, Pune) to participate in a panel discussion on "Navigating Stress and Nurturing Work-Life Balance in the Modern Workplace."

The panel explored effective strategies for managing workplace stress and fostering a healthy work-life balance, providing invaluable insights to professionals navigating today's demanding environments.



Prof. Tannistha Samanta
Faculty of Sociology

Invited as speaker at Symposium in Kyoto

Prof. Samanta was invited to speak at an international symposium titled "Living Uncertainty: Everyday Lives of Youth and Elderly in South Asia," which took place in Kyoto.

The event was supported by the Japan Society for Promotion of Science. Her talk, entitled "Beyond Economic Precarity: Growing Old in Middle-Class India," utilized data from both survey-based empirical and phenomenological studies. It examined how moral and cultural norms influence the complex realities of aging within the middle class in India.

Leadership Training for All-India Services and Central Services Officers at Pune

Yashwantrao Chavan Academy of Development Administration (YASHADA) conducted a Special Foundation Course (SFC) faculty and staff were invited to conduct training sessions for the officers. The courses were, 'Intrapreneurship' by Prof. Amarpreet Singh Ghura, Faculty of Entrepreneurship, 'Crisis Communication - Navigating Challenges with Clarity & Confidence' by Prof. Sandip Roy, Faculty of Advertising & Branding and 'Cognitive Biases and Public Policy' by Mr. Sorabh Bajaj, Director of Centre for Digital Learning, FLAME University.



Prof. Sherline Pimenta
Faculty of Design

Jury Member at India HCI 2024 Conference

Prof. Pimenta was invited to serve as a jury member at the esteemed India HCI 2024 Conference, hosted by IIT Bombay. India HCI is a premier platform focused on advancing research and innovation in Human-Computer Interaction (HCI). The conference gathered leading academics, practitioners, and innovators to explore cutting-edge developments in design, technology, and user experience.



Prof. Kuldeep Barve
Visiting Faculty - Music

Golden Gateway Award won at the MAMI Film Festival

The animated film "Rhythm of a Flower / फूल का छंद," co-written and musically consulted by Prof. Kuldeep Barve, Visiting Faculty - Music at FLAME University, has won the prestigious Golden Gateway Award at the MAMI Film Festival.

This stunning film delves into the extraordinary life of Kumar Gandharva, a legendary Indian classical musician and captures his ethereal journey, bringing to life the silent symphony that played within his soul.



Prof. Balaji Kalluri
Faculty of Environmental Studies

Climate Action Capacity Building Program conducted for Rural Educators

Prof. Kalluri conducted a workshop for educators at the Vowels or the People Association (VOPA), through Climate Fresk. He trained a cohort of educators at VOPA who are working towards the upliftment of children in rural areas. The workshop focused on drawing actionable insights towards a sustainable future.

WELCOMING NEW EDUCATORS INTO OUR FACULTY COMMUNITY



Prof. Hyokjin Kwak

Dean, Faculty of Communication

Doctorate Degree in Marketing
from The University of Georgia,
United States



**Prof. Amith Vikram
Megaravalli**

Faculty of Finance

Doctorate Degree in Finance
and Accounting from the
University of Naples, Italy



Prof. Renu Rana

Faculty of International Studies

Doctorate Degree in International Politics
from the School of International
Relations and Public Affairs at
Fudan University, Shanghai



Prof. Mihir Hasabnis

Faculty of Applied Mathematics

Doctorate Degree in Mathematics
from Carnegie Mellon University,
Pittsburgh, PA



Prof. Abhyudaya Mishra

Faculty of Human Resources

Doctorate Degree in Human Resource
Management from the Indian Institute
of Management, Kashipur



Prof. Soumitra Kemkar

Faculty of Design

Postgraduate Degree from
Indian Institute of Technology,
Guwahati



Prof. Atul Joshi

Faculty of Environmental Studies

Doctorate Degree in forest- grassland
vegetation dynamics from
National Centre for
Biological Sciences (NCBS),
Bangalore and Manipal Academy
of Higher Education Manipal



Prof. Arun Kumar Kaushik

Faculty of Public Policy

European Doctorate in Law and Economics
from Erasmus University Rotterdam, the
Netherlands, University of Bologna, Italy and
University of Hamburg, Germany

EVENTS



GUEST LECTURES

FLAME offers a unique experience that is full of constant inspiration. The campus hosts avant-garde thinkers, artists, and business leaders who deliver lectures and engage in interactions that are unlike anything else. This exchange creates an open forum for students to ask questions, gain insights, and listen to inspiring stories.



Mr. Sajjan Jindal shares insights on leadership & innovation

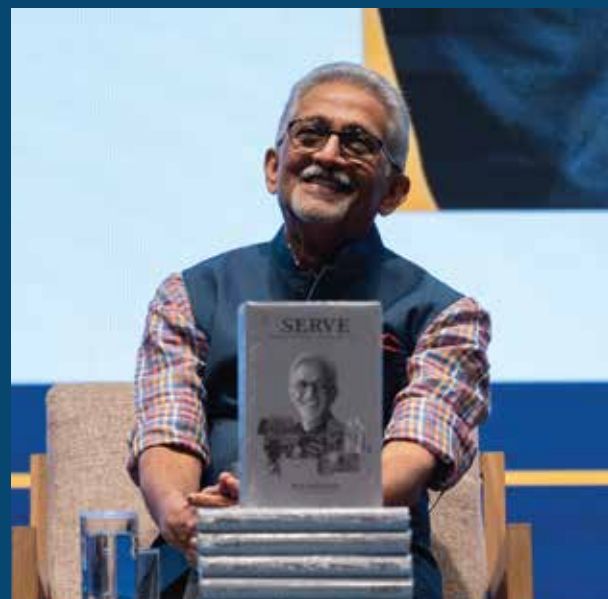
Mr. Sajjan Jindal, Chairman and Managing Director of JSW Group shared, his perspectives on leadership, innovation, and resilience offered a unique learning opportunity for the FLAME community. The interaction highlighted the importance of adaptability and vision in shaping a successful career and driving organizational growth.



Lessons in Heritage Branding and Innovation by Indraneel Chitale

Mr. Indraneel Chitale, Managing Director of Chitale Bandhu Mithaiwale, engaged in an insightful guest session organized by MARKiT, FLAME's student marketing club, in collaboration with the Department of Marketing, FLAME School of Business.

Mr. Chitale shared the remarkable journey of Chitale Bandhu, a brand with a 74-year legacy of seamlessly blending tradition and innovation in the food industry. He discussed the intricacies of heritage branding, the importance of business innovation, and strategies for staying relevant in ever-evolving markets.



Mr. B. S. Nagesh engages in interactive session on importance of customer centricity

Mr. B. S. Nagesh, the Non-executive Chairman of Shoppers Stop Ltd. and the Founder of TRRAIN (Trust for Retailers and Retail Associates of India), engaged in an interactive session with students and faculty. Mr. Nagesh shared his perspectives on customer centricity and the evolving retail industry. Drawing from his remarkable professional journey, students gained insights into understanding the consumer mindset, leadership in business, and cultivating skills to grow professionally in this industry, highlighting key takeaways from his recently launched book, SERVE.



Science Journalist Disha Shetty Shares Insights with Journalism Students

Disha Shetty, an award-winning science journalist and Pulitzer grantee, conducted an engaging session with journalism students. She shared her expertise in beat reporting, particularly in science and environmental journalism, and discussed the critical intersection of gender in these fields. Drawing from her impactful work with IndiaSpend and Health Policy Watch, she highlighted the importance of sensitivity, inclusivity, and strategic thinking in journalism.



Interaction with Dr. Bodean Hedwards, Monash University

We had the honor of hosting Dr. Bodean Hedwards from Monash University. The visit prompted an engaging dialogue aiming to bridge innovative ideas and create transformative opportunities for students and faculty.

WEBINARS & CONFERENCES

From thought-provoking conferences and engaging webinars to enriching discussions, FLAME University fosters an environment that encourages critical thinking and collaboration. The university attracts a lineup of guest speakers who are thought leaders and experts in their respective domains. These distinguished guest speakers provide students with unique insights into cutting-edge research and industry trends, inspiring them to explore new ideas and pursue innovative paths.



National Seminar: Shaping The Future - Trends And Perspectives In Indian Biodiversity Conservation And Sustainable Development

The National Seminar on Biodiversity Conservation and Sustainable Development, sponsored by the Indian Council of Social Sciences Research (ICSSR) focused on critical conversations regarding the intersection of climate change, technological advancements, and human dimensions in biodiversity conservation to the forefront.

The conservation seminar addressed pressing issues such as human-wildlife conflict, natural resource management, indigenous rights, and the challenges of sustainable development in urban and rural India.



Bridging Literature and the Environment: A Collaborative Workshop at FLAME

Prof. Rajitha Venugopal, Faculty of Literary & Cultural Studies hosted an immersive workshop in environmental humanities and ethnographic research for third year undergraduate students from Madras Christian college's English department. Following this Prof. Melody Kshetrimayum, Faculty of Academic Writing led a session on field research and participant observation.



BLAZE 2024

The event served as a platform for creativity, collaboration, and innovation, featuring masterclasses conducted by esteemed industry leaders, including Mr. Venkat S, Founder of Practus, and Ms. Kiran Prasad, Executive In-charge at Industrial Light & Magic. They provided valuable insights into entrepreneurship and innovation. Additionally, workshops led by experts such as Ms. Disha Thakur, Ms. Jenice Somji, Change Maker, Social Entrepreneur at Change.org, Ms. Nita Menzes, Founder & CEO at Financially Smart, Mr. Yogesh Tiwari, Co-Founder & Director at Sattva Human, and Mr. Rahul Ramola, Founder at Hrit Anandam Wellness, emphasized experiential learning, fostering skills in team collaboration and strategic thinking.

The event also featured a thought-provoking panel discussion titled "Igniting Innovation: How to Build and Grow Your Startup Against All Odds," with insights from visionaries like Mr. Sunay Shah, Director of Mahati Industries Pvt Ltd, Ms. Anindita Chaudhuri, Environmental Activist and Ecopreneur and Mr. Daksh Sethi, TEDx and Josh Talks speaker. The inter-college hackathon was a highlight, challenging teams to innovate and pitch solutions under high-stakes conditions.



Data and Knowledge Production in a World with ChatGPT

The workshop traced historical debates on the roles of intuition and observation in shaping human knowledge, examining their relevance in today's data-driven world, where Artificial Intelligence is influencing almost every domain of society. It highlighted how this shift towards data-driven knowledge generation and the application of AI have increased the use of technology in diverse academic fields, including biology, economics, psychology, medicine, and social sciences.

Prof. Kaushik Gopalan

Faculty of Computer Science



Mastering Your Emotions: Decoding and Building Emotional Intelligence

The workshop focused on understanding and managing emotions by enhancing emotional intelligence (EQ). It explained the difference between EQ and IQ and highlighted the importance of EQ in today's world. Using psychological frameworks, the session provided practical tips for navigating personal and interpersonal emotions in daily life.

Prof. Garima Rajan

Faculty of Psychology



India Studies Webinar on Abhinavagupta and Non-Duality

This webinar by Prof. Pankaj Jain, Faculty of Philosophy and Religious Studies and Prof. Mrinal Kaul, Assistant Professor of Indian Philosophy at IIT-Bombay explored the theme of Abhinavagupta and Non-Duality. The session highlighted how Abhinavagupta's unified meta-category of non-dual consciousness bridges binaries while emphasizing inclusivism and pluralistic forms of singular consciousness and delved into connections to modern ideas such as pluralistic non-dualism and subjective pluralism.

Prof. Pankaj Jain

Faculty of Philosophy and Religious Studies

Prof. Mrinal Kaul

Assistant Professor of Indian Philosophy, Indian Institute of Technology Bombay



India Studies Webinar on India's Role as a Global Player in a Complex Interdependent World Order

The session explored India's potential as an emerging global power in shaping a multipolar world order—one that challenges unilateralism and hegemonism. It addressed critical questions about India's role in advancing the Global South, addressing security and strategic challenges, reshaping the UN Security Council, and resolving ethnic and religious conflicts in South Asia.

Prof. B. M. Jain

Former Senior Professor of Political Science and International Relations, University of Rajasthan

STUDENT COMMUNITY



ACADEMIC ACHIEVEMENTS

FLAME students are a dynamic community of passionate learners who actively engage in rigorous academic pursuits. They continuously push the boundaries of knowledge through curiosity and innovation. Their remarkable research projects and publications showcase their intellectual commitment to scholarly excellence.



Book Chapter Publication

Job Insecurities and their Influence on Career Development: Individual Well-Being in the Workplace

Published in: Everyday Psychology: Applying Psychological Insights in Modern Life



Shravani Shahane
Undergraduate Student

Prof. Garima Rajan
Faculty of Psychology

Cognitive and Psycho-social Perspectives of Parasocial Relationships

Published in: Human Cognition: In the Digital Era



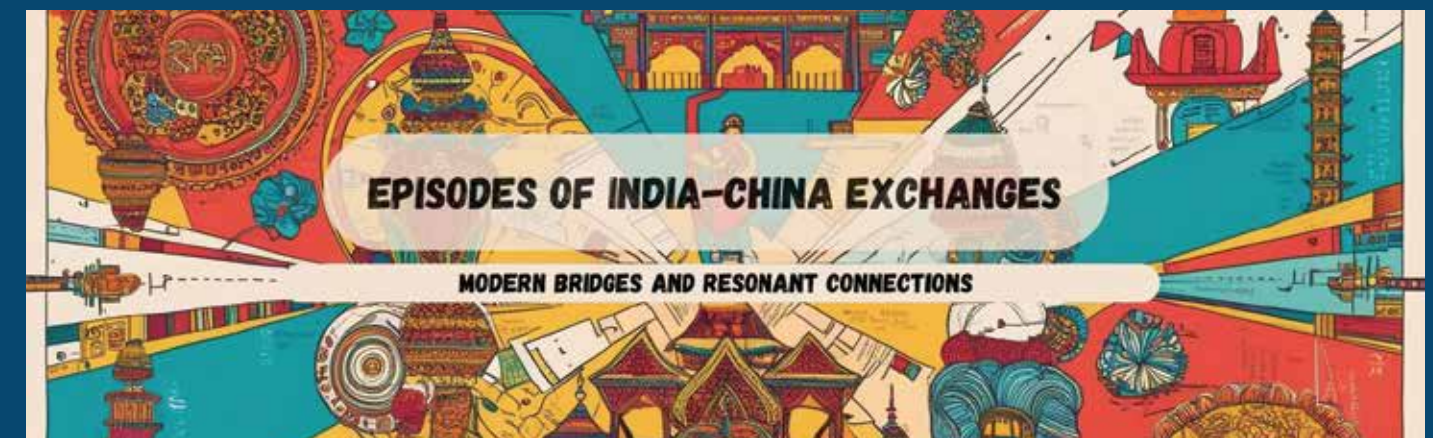
Hazel Manghrani
Undergraduate Student

Vidushi Goswami
Undergraduate Student

Prof. Sairaj Patki
Faculty of Psychology

Project Launched in collaboration with ORCA

Organization for Research on China and Asia (ORCA) and students of FLAME University created a collection of exchanges that have occurred between India and China under the project titled, 'Episodes of India-China Exchanges: Modern Bridges and Resonant Connections'. Students worked as project assistants extensively with Senior Research Associates at ORCA on each of their chapters.



The Undying Influence and Memory of Dr. Kotnis

Aditi Dash
Undergraduate Student



Living Cultural Relics of Ornamental Trees

Bhavana Sethuraman
FLAME Scholars Program Student



Sikh Communities in China

Sruti Malladi
Undergraduate Student



The Story of OYO's Conquest in China

Tara Awasthi
Undergraduate Student

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Paper presented at International Conference

Sakshi Agrawal, Postgraduate Student, and Prof. Sajith Narayanan, Faculty of Digital Marketing & Communications, presented their research paper, "Effects of Dark Patterns on Consumer Trust: The Role of Reporting Tools and Legal Education," at the 13th Annual Conference of the Emerging Markets Conference Board held at the Indian Institute of Management Lucknow (Noida Campus).

Their research delved into the manipulative design tactics, known as dark patterns, used in the digital landscape to influence user decisions.



Students attend CNBC TV18 Global Leadership Summit

FLAME University students had the incredible opportunity to attend CNBC's Global Leadership Summit at the Jio World Convention Center in Mumbai. The event, held as part of CNBC's 25th anniversary, brought together some of the most influential leaders to discuss India's economic future. Engaging with industry pioneers like Mr. Piyush Goyal, Minister of Commerce and Industry, Government of India, Mr. N.R. Narayana Murthy, Founder of Infosys, Mr. Sajjan Jindal, Chairman of JSW Group and several others, students gained firsthand insights into global markets, leadership, and innovation—an experience that broadened their perspectives and deepened their understanding of the evolving business landscape.



Undergraduate Students participate in Raisina Hackathon

Eleven undergraduate students participated in the prestigious Raisina Hackathon, supported by the Ministry of External Affairs and Observer Research Foundation. Guided by Prof. Harsh Vasani, Faculty of International Studies, they represented FLAME on an extraordinary platform that brought together young minds to ideate on pressing global challenges in foreign policy, sustainable development, and digital futures.



IN THE MEDIA

FLAME University takes immense pride in the exceptional academic contributions demonstrated by its students, exemplified through their extensively covered articles in prominent media outlets. These articles co-authored by esteemed FLAME faculty members, stand as a testament to our commitment to nurturing student potential, underscoring our collaborative approach to academia.



From patchwork of princely states to 'heart' of India: How modern-day Madhya Pradesh came to be

Published in: Scroll.in

[KNOW MORE](#)

Kriti Bhargava
Undergraduate Student

Mehr Kalra
Alumna

Prof. Shivakumar Jolad
Faculty of Public Policy



Tapped Out: Consequences of Delays in the Jal Jeevan Mission

Published in: Udaipur Times

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Zainab Hussain
Undergraduate Student

Prof. Manasvi Sharma
Faculty of Economics



Faculty co-author: Prof. Garima Rajan, Faculty of Psychology



Bridging Employee Wellness and Organisational Success through Workplace Spirituality

Published in: Business Manager

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Vrinda Tuteja
Undergraduate Student



Opinion: Is anger a new marketing strategy?

Published in: Telangana Today

[KNOW MORE](#)

Muskaan Dhingra
Undergraduate Student



Faculty co-author: Prof. Moitrayee Das, Faculty of Psychology



The pill culture: Answer to modern-day problems

Published in: The Sentinel Assam

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Ankita Singh
Undergraduate Student

Opinion: The new realities of work

Published in: Telangana Today

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Navigating new normal: Future of work in post-pandemic world

Published in: The Sentinel Assam

[KNOW MORE](#)

Sharanya Vemaraju
Undergraduate Student



Same sex? What's that? Case for opening up marriage

Published in: The Sentinel Assam

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Kairav Negi
Undergraduate Student



Breaking the silence: The need for awareness and support for postpartum depression in India

Published in: The Sentinel Assam

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Vidhi Mantry
Undergraduate Student



Opinion: The chaotic kernels of a popcorn brain

Published in: Telangana Today

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Prisha Khanna
Undergraduate Student



Rewind: 70 Vs 90 hours workweek

Published in: The Sentinel Assam

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Sansita Nambiar
Undergraduate Student

SPORTS AND EXTRA-CURRICULAR ACTIVITIES

FLAME students excel in sports and extracurricular activities, showcasing their holistic growth and diverse talents. Their achievements reflect dedication and a commitment to success. These experiences foster holistic development, enhancing resilience, creativity, and interpersonal skills, preparing them to excel in all aspects of life.



Krrish Kumar shines at Bergman 113 Triathlon

Krrish, Undergraduate Student, delivered an inspiring performance at the Bergman 113 Triathlon, competing in the 18–30 category and securing an impressive third place finish while ranking 14th overall.



Sujan Surender excels at the Olympic Duathlon

Sujan, Undergraduate Student, delivered an outstanding performance at the Olympic Duathlon, securing third place in the 16–30 category and achieving an impressive fourth overall.



Swimming team excels at 14th Open Water Sea Swimming Competition

The FLAME Swimming team achieved remarkable success at the 14th Open Water Sea Swimming Competition, organized by the Maharashtra State Amateur Aquatic Association (MSAAA). Undergraduate students Vaibhavi Desai and Aishani Chawla secured second and third places, respectively, in the 19–25 age group category, earning their qualification for the Sea Swimming Nationals. Additionally, team members Shivani Gokhale, Abhishek Samak, and Mayank Shah have also qualified for the Sea Swimming Nationals, marking a significant milestone for the team.



Saharsh Kanchan bags Gold trophy at Volleyball Tournament

Saharsh, Undergraduate Student and Vice Captain of the FLAME Volleyball team was a part of the Maharashtra State-Level Tryouts, qualifying to be in the final team. The team went on to win the Khasdar Krida Mahotsav Volleyball State Championship held in Nagpur, attended by many prominent personalities such as Mr. Nitin Gadkari, Minister of Road Transport and Highways.



Team Nrityanjali bags first place in Saksham 3.0 Fest at Symbiosis Skills and Professional University

FLAME University's Indian Classical Dance Team, Nrityanjali, won first place at Saksham 3.0 Fest hosted by Symbiosis Skills & Professional University. This victory celebrates the dedication, grace, and passion of our talented undergraduate students.



FLAME Chess team shines at Pune Chess Association Tournament

The FLAME Chess team bagged several top ranks in the tournament organized by Euro School Undri, in association with Pune Chess Association.



Dhwani Balchandani represents Gujarat at the National Games 2025

Dhwani Balchandani, Undergraduate student was selected to represent Gujarat in the women's squash tournament at the National Games 2025.



Second Place in dance duet at Symagine 2025

Undergraduate students Krish Doshi and Sai Rishi Pirangi, secured second place in the dance duet category at the Symagine 2025, Annual Cultural Fest of Symbiosis College of Arts and Commerce.



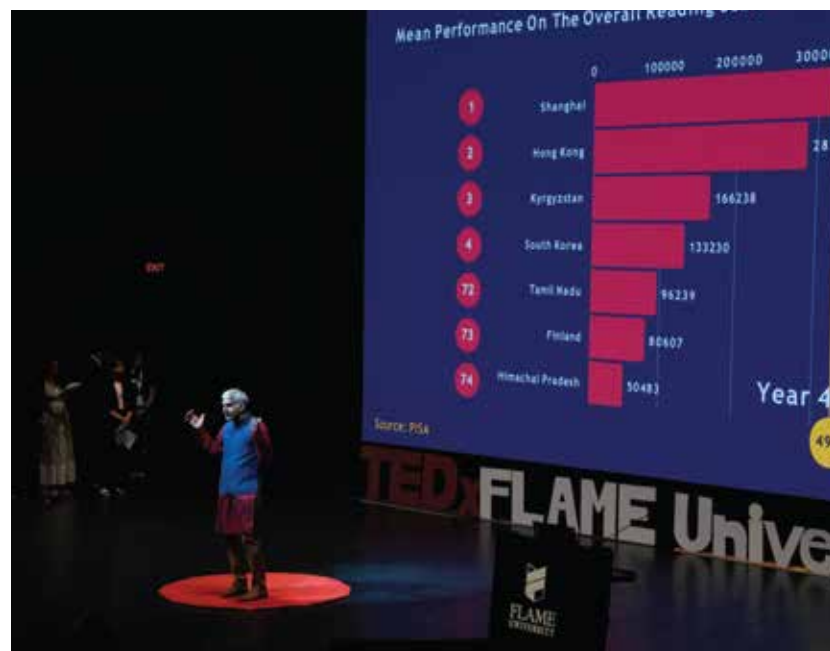
Expedition to Mt. Kiager Ri

Piya Shah, Undergraduate Student completed her expedition to Mt Kiager Ri, which has been officially approved by the Indian Mountaineering Federation (IMF). Reaching the summit of this 6176-meter peak required a demanding 9-hour climb at temperatures of -30 degrees Celsius.

TEDxFLAME UNIVERSITY 2025

TEDxFLAME University 2025 was an inspiring and motivating experience for the FLAME Community. The esteemed speakers were, Mr. Sandeep Rai, CEO and founder of 'The Circle', Dr. Ganesh Natarajan, Chairman of SF World and Lighthouse Communities, Ms. Amita Deshpande, Founder of Re-Charkha, Dr. Samir Parikh, Chairperson of Fortis National Mental Health Program and Fortis Healthcare, Dr. Ali Khwaja, Founder and Chairman of Banjara Academy, Ms. Abhilasha Gaur, CEO SSC of Nasscom, Dr. Radhakrishnan Pillai, Author and Director of Chanakya Aanvikshiki Pvt Ltd., as well as Keynote Speaker Mr. Kuntal Shah, Co-Founder of Needl.ai.

The insights and experiences shared by the speakers proved to be a source of motivation and growth for students. The event also featured stellar performances from students.



KURUKSHETRA 2025

Kurukshetra 2025 was a vibrant celebration of talent, determination, and the spirit of FLAME University. Across five action-packed days, participants showcased their skills in numerous sports tournaments, management competitions as well as cultural tournaments. A business fiesta was organized for the FLAME Community, along with competitions like Model United Nations, Case Conquest, Solo and group competitions for music and dance, photography, sports like cricket, volleyball, handball, football, tennis, etc.

The event also featured singers like Arjun Tanwar and Aanchal Tyagi adding a spectacular dimension to the celebrations. Each moment of Kurukshetra 2025 reflected the essence of collaboration, excellence, and celebration, making it a truly memorable experience.



ALUMNI COMMUNITY



ALUMNI INTERACTION SERIES

Alumni Interaction Series connects students with alumni who share real-world insights, career guidance, and industry trends. These sessions provide invaluable networking, mentorship, and inspiration, helping students prepare for real-world challenges. Strengthening the bond between alumni and current students creates a supportive network and enhances the learning experience.



Biodiversity & Academia by Dr. Namrata Anirudh

An engaging interactive session featuring Dr. Namrata Anirudh, Associate Researcher at the Borneo Nature Foundation International, was organized in collaboration with the Department of Physical and Natural Sciences. The session highlighted Dr. Namrata's inspiring transition from academia to impactful fieldwork in conservation. She shared her experiences exploring biodiversity, addressing urgent environmental challenges, and conducting field research in some of the world's most beautiful yet challenging landscapes.



Insights into Human Resources by Geet Ahluwalia

Geet Ahluwalia, is a People and Culture Manager at HSBC, with over 13 years of experience in human resources management, employee engagement, and stakeholder relations. In an insightful alumni interaction session, Geet shared her expertise on navigating careers in the HR field.

She discussed key HR strategies, including recruitment, performance management, and employee engagement, and emphasized the importance of aligning career goals with business objectives for sustained professional success.



International Security by Saumya Sampath

Saumya Sampath, a specialist in international security sector reform and currently working as an implementer for the U.S. Department of State conducted an interactive session with the students. Drawing from her extensive experience in global security and public policy, she shared insights from her role at Hive International, a technical assistance implementer for the U.S. Government (USG).



Finance and Equity Markets by Anuj D

Anuj D, recently conducted an informative session for undergraduate students. Drawing from his experience at HDFC Securities, where he is part of the Institutional Research Wing, Anuj shared his professional journey and provided invaluable insights into finance and equity markets. His experiences serve as an inspiration for students aspiring to pursue careers in finance and equity research.



B2B Marketing by Darshana Bairagi

Darshana Bairagi, a marketing manager at CredAble, conducted a session for MBA students on innovative marketing strategies where she emphasized the importance of effective communication and a strong online presence for business growth. Drawing from her experience at Smiths Detection and internships at Reliance, Amazon Pay, and Uber, she shared actionable strategies and insights. Darshana also clarified the differences between B2B and B2C marketing to help students navigate the evolving landscape.



Pediatric Health Psychology by Dr. Anusha Kokulu

Dr. Anusha Kakolu is a licensed pediatric psychologist who specializes in pediatric health psychology and anxiety. She shared her journey from attending FLAME University to earning her PhD from Palo Alto University. Dr. Kakolu detailed her experiences at the Cleveland Clinic and Kaiser Permanente, providing valuable insights into working with diverse youth, supporting families with complex medical needs, and navigating careers in clinical psychology.

ACHIEVEMENTS

FLAME alumni make their mark across diverse industries. Their achievements and contributions inspire change, shape industry trends, and build international connections, reflecting the spirit of excellence cultivated at FLAME University.



Recipients of the People Matters 'Are You In The List Awards 2024' powered by Aon

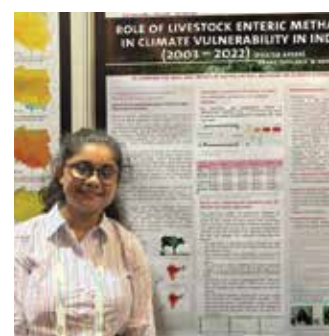
The prestigious platform recognizes industry professionals in the field of HR for their outstanding performance. Over the course of five months, Akriti competed with top HR professionals and received valuable guidance from esteemed jury members. This experience significantly enhanced her expertise in HR and leadership skills, ultimately leading her to secure a winning title.



Paper Presentation at International Conference

Kunj Dhanani presented his paper titled "Will Statutory Warnings Have an Effect on Consumption of Vice Goods?" at the prestigious 13th International Conference of the Emerging Markets Conference Board (EMCB) held at IIM Lucknow's Noida campus.

Co-authored with Prof. Sajith Narayanan, Faculty of Digital Marketing and Communications, the paper explores the intriguing psychological impact of statutory warnings on products like alcohol and tobacco, suggesting that such warnings may increase cravings for these vice goods.



Presentation at International Geographical Congress, Dublin

Arnaz Nizar Dholakia achieved a remarkable milestone with her research titled "The Role of Livestock Enteric Methane in Climate Vulnerability in India (2003-2022)", which was based on her thesis for the FLAME Scholars Program. Her work was selected for a poster presentation at the prestigious International Geographical Congress held in Dublin.



Nishtha Agarwal secures 1st place in Sea Swimming Competition

Nishtha secured the 1st rank in the 19-25 age category at the 14th Open Water Sea Swimming Competition organised by the Maharashtra State Amateur Aquatic Association.

Book Chapter Publication



Zaina Asad
Alumna

Prof. Moitrayee Das
Faculty of Psychology

Chronic Illnesses and Mental Well-being: Current Trends and Practices in Health Psychology

Published in: Integrative Healthcare by Taylor & Francis Group, London

The chapter explores the increasing recognition of psychological care in managing chronic illnesses in India. It highlights how traditional research has primarily focused on the biological and medical dimensions, often neglecting the psychological perspective.



Nanditha Ravi
Alumna

Prof. Sairaj Patki
Faculty of Psychology

Parasocial Relationship and Well-being in Youth: A Mixed-method Study

Published in: Human Cognition: In the Digital Era

The chapter delves into the intricate dynamics of parasocial relationships in today's digital landscape and explores the impact of parasocial interactions on the well-being of young individuals through a comprehensive mixed-method approach.



Prof. Moitrayee Das
Faculty of Psychology

Human Cognition: In the Digital Era

The book explores the impact of digital technology on human cognition, examining how the digital world influences our thinking, learning, and memory processes in the context of cognitive psychology and neuroscience. The chapters published by alumni address a range of topics, including the complexities of creating an online persona, the cultural factors that influence self-perception in the digital realm, the psychological processes driving consumer decision-making in online marketplaces, and the importance of incorporating neurodiversity in the workplace.



Valki Korra
Alumna

Feature in Indian Express– Youth Edge: Need Younger Politicians with Evolved Ideas of Societal Norms

Valki Korra shared her insights in the Indian Express article "Youth Edge: Need Younger Politicians with Evolved Ideas of Societal Norms." She emphasized the importance of greater youth participation in politics, highlighting how their fresh perspectives and progressive ideas can drive more effective and relevant decision-making.



Understanding the New Age Reality of Online Identity and Self-Perception

Muskaan Grover
Alumna



The Shopping Algorithm: Decoding Cognitive Mechanisms in Online Shopping Behaviour

Muskan Shah
Alumna



Cognitive Diversity in a Neurotypical Space: The Case for Artificial Intelligence

Stuti Kumar
Alumna



Unplugging for Well-Being: Digital Detox and Cognitive Rejuvenation

Ishita Malhotra
Alumna

Project Published with ORCA

Neha, Krisha and Arshiya worked as project assistants on the project "Episodes of India-China Exchanges: Modern Bridges and Resonant Connections" and worked extensively with senior researchers at the Organization for research on China and Asia. They worked on 'episodes' that cover the different aspects of India-China exchanges such as culture, community, trade etc.



Confucius Institutes And Sister City Agreements

Neha Tuheen
Alumna



Sikh Communities in China

Krisha Balsarkar
Alumna



Chinese Video Games In India

Arshiya Poonawala
Alumna

ALUMNI HOMECOMING 2024

The event commenced with a campus tour led by current MBA second-year student ambassadors, showcasing the remarkable developments and transformations of the campus over the years.

Alumni participated in engaging insightful interactive sessions with faculty, sparking conversations on their successful career journeys and work across diverse fields. The event was a valuable opportunity for alumni to reconnect and experience the spirit of FLAME once again.



OTHER IMPACT STORIES

FLAMEXORCA Conducts Workshop on “(De)constructing Political Narratives.”

The Organisation for Research on China and Asia (ORCA) team visited FLAME University as part of the renewed FLAME-ORCA MoU for academic and research collaboration, now entering its second year.

To mark the occasion, Ratish Mehta, Research Associate at ORCA, conducted a workshop titled “(De)constructing Political Narratives.” The session engaged students in analyzing and crafting political narratives through interactive exercises, reflecting the ongoing commitment to fostering academic growth and collaborative research.



Renovation of New Computer Lab in Lavale School

Inaugurated by Dr. Virender Sharma, Registrar of FLAME University, the newly revamped Computer lab serves as an important step towards enriching the lives of students at the Mahatma Phule Vidyalaya, Lavale. Through technology infrastructure and several more mediums of development, this is the first of many. This initiative was by the student-run Project Impact and the Community Service club, aiming to address educational disparities through his endeavour.



EVERLASTING

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