



# EVERLASTING FLAME

A Newsletter from the  
Vice-Chancellor's Desk

Vol. 10.0

*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*

*Imbibing interdisciplinarity  
Yet encouraging self-discovery*

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

*A research-oriented approach  
Driving change at the grassroots*

*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*

**THIS IS THE SPIRIT OF  
EVERLASTING**





**“FLAME is committed to upholding high standards in knowledge creation and dissemination through excellence in teaching and research that makes an impact.”**

## MESSAGE FROM THE VICE-CHANCELLOR

Dear Reader,

I am delighted to present the tenth edition of our newsletter, dedicated to sharing the latest updates from FLAME University.

The newsletter highlights some of our mention-worthy achievements in the last quarter. FLAME is committed to upholding high standards in knowledge creation and dissemination through excellence in teaching and research that makes an impact. Our faculty thought leaders consistently strive to redefine educational boundaries and achieve scholarly eminence through publications in Q1-ranked journals and a diverse range of thought-provoking media articles. Our students continue to showcase their brilliance in sports, extracurricular activities, and academics. Further, our alumni too have been making remarkable contributions in their respective careers.

The 18th Foundation Day and Investiture Ceremony 2024 was a truly inspiring event. The occasion celebrated the brightest minds among our faculty and students for their outstanding academic endeavours. It also acknowledged the dedication of our staff members and marked the appointment of the student council to leadership positions.

As FLAME grows and we welcome new members into our community, we reaffirm our commitment to nurturing a culture that promotes learning, critical thinking, and intellectual curiosity. I extend my sincere gratitude to the entire community for their unwavering support, which is the foundation of the success and dynamism at FLAME.

**DR. DISHAN KAMDAR**



# INDEX

08

## Faculty Community

Research, In the Media,  
Achievements, New Faculty  
Members

22

## Events

Webinars, Conferences  
& Workshops

30

## Student Community

Sports, Academics,  
In the Media

42

## Alumni Community

Achievements, Showcase,  
Interaction Series

46

## Other Impact Stories



# FACULTY COMMUNITY

# 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. The remarkable achievement of publishing over 15 research papers in Q1-ranked journals this quarter emphasizes the intellectual rigour and scholarly accomplishments of the faculty.



**Prof. Preetha Menon**  
Faculty of Advertising & Branding

**A configurational approach to CSP selection and rejection**

Published in: Journal of Computer Information Systems

[KNOW MORE](#)

**Accelerating sustainable consumption by putting 'simplicity' and consumer neuroscience to work: A conceptual framework**

Published in: Benchmarking: An International Journal

[KNOW MORE](#)



**Prof. Ketoki Mazumdar**  
Faculty of Psychology

**Understanding hope from Indian young adults' perspective**

Published in: The Qualitative Report

[KNOW MORE](#)



**Prof. Anuradha Batabyal**  
Faculty of Environmental Studies

**How to reduce fear in a snail: Take an aspirin, call me in the morning**

Published in: Comparative Biochemistry and Physiology Part C: Toxicology & Pharmacology

[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

[KNOW MORE](#)



**Prof. Alexios Tsigkas**  
Faculty of Sociology

**"It all depends on the market": Taste as an economic fact**

Published in: Economic Anthropology

[KNOW MORE](#)



**Prof. Vinod Kumar**  
Faculty of Digital Marketing & Communications

**Mapping business ethics and society: A systematic journey into research and way forward**

Published in: Business Ethics, Environment and Responsibility

[KNOW MORE](#)

**Artificial Intelligence (AI) capabilities and the R&D performance of organizations: The moderating role of environmental dynamism**

Published in: IEEE Transactions on Engineering Management

[KNOW MORE](#)



**Prof. Bhavya Pande**  
Faculty of Operations

**Exploring the congruence between sustainable manufacturing capabilities and Hayes and Wheelwright's four stages of strategic manufacturing effectiveness**

Published in: International Journal of Productivity and Performance Management

[KNOW MORE](#)



**Prof. Chiranjoy Chattopadhyay**  
Faculty of Computer Science

**A systematic review on graph neural network-based methods for stock market forecasting**

Published in: ACM Computing Surveys

[KNOW MORE](#)

**Enhancing fruit and vegetable detection in unconstrained environment with a novel dataset**

Published in: Scientia Horticulturae

[KNOW MORE](#)



**Prof. Khyati Jagani**  
Faculty of Marketing

**Understanding underdog brand positioning effects among emerging market consumers: A moderated mediation approach**

Published in: Journal of Product and Brand Management

[KNOW MORE](#)



**Prof. Abhishek Kumar**  
Faculty of Economics

**Prevalence and correlates of double and triple burden of malnutrition among children and adolescents in India: The comprehensive national nutrition survey**

Published in: The Journal of Nutrition

[KNOW MORE](#)



**Prof. Seema Potluri**  
Faculty of Entrepreneurship

**Encouraging ecopreneurship through lifelong education: A qualitative constructivist grounded theory study**

Published in: International Review of Education

[KNOW MORE](#)



**Prof. Shweta Rana**  
Faculty of Environmental Studies

**Pollination deficit in apples increases with elevation**

Published in: Agriculture, Ecosystems and Environment

[KNOW MORE](#)

# 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.



**Prof. Dishan Kamdar**  
Vice-Chancellor

**Gen AI is here to stay, students should be skilled in AI to stay ahead**

Published in: The Indian Express

[KNOW MORE](#)



**Prof. Sanjal Shastri**  
Faculty of International Studies

**Opinion | Israel and Iran are now stuck in their own zero-sum game**

Published in: NDTV

[KNOW MORE](#)



**Prof. Pankaj Jain**  
Faculty of Philosophy and Religious Studies

**From present to past: The philosophy of Hindu rituals for ancestors (Pitr Pakṣa and Śrāddha)**

Published in: The Times of India

[KNOW MORE](#)



**Prof. Kaushik Gopalan**  
Faculty of Computer Science

**AI and the Fourth Industrial Revolution: India's path to global tech leadership**

Published in: CXO Today

[KNOW MORE](#)



**Prof. Yashobanta Parida**  
Faculty of Economics



**Prof. Ravikiran Naik**  
Faculty of Economics



**Prof. Joyita Roy Chowdhury**  
Faculty of Economics

**India needs a more robust policy to mitigate the effects of devastating landslides**

Published in: The Hindu Businessline

[KNOW MORE](#)



**Prof. Tanuj Negi**  
Faculty of Human Resources



**Ms. Shreya Baberwal**  
FLAME Alumna

**The promise of nano-factories**

Published in: DQIndia

[KNOW MORE](#)



**Prof. Moitrayee Das**  
Faculty of Psychology



**Prof. Rajitha Venugopal**  
Faculty of Literary and Cultural Studies

**Breaking the silence: The unspoken mental abuse of women at workplaces**

Published in: The News Minute

[KNOW MORE](#)



**Prof. Shivakumar Jolad**  
Faculty of Public Policy



**Mehr Kalra**  
Research Assistant and FLAME Alumna

**What is in a name?**

Published in: Deccan Herald

[KNOW MORE](#)

**Why new districts? Examining India's rapid district expansion and its effects**

Published in: The Economic Times

[KNOW MORE](#)



**Prof. Arti Omar Chakraborty**  
Faculty of Finance

**Riding the gold wave: How Dhanteras, Diwali drive gold ETF inflows In India's bullish market**

Published in: Outlook Money

[KNOW MORE](#)

# BOOKS PUBLISHED



**Prof. Jayaraman V.K**  
Faculty of Computing and Data Sciences

**Advanced Machine Learning with Evolutionary and Metaheuristic Techniques**

Published by: Springer

The book delves into the practical implementation of evolutionary and metaheuristic algorithms to advance machine learning capabilities. It gives insights into data-driven evolutionary optimization in materials mechanics, enabling the optimization of learning algorithms for maximum efficiency.

[KNOW MORE](#)



**Prof. Saloni Kapur**  
Faculty of International Studies

**Regional Security in South Asia and the Gulf**

Published by: Routledge

The book explores the evolving security dynamics between South Asia and the Gulf regions in the context of a shifting global power structure. It employs the Regional Security Complex Theory to analyze how changes in global power patterns impact the relationships between countries such as India, Pakistan, Iran, Bangladesh, Saudi Arabia, the UAE, Sri Lanka, and Oman. The book combines constructivist and realist approaches to understand how power and social processes influence political and security linkages between these regions.

[KNOW MORE](#)



**Prof. Riyaz Latif**  
Faculty of Literary & Cultural Studies

**On The Other Side**

Published by: Penguin Random House India

This translated book delves into thought-provoking themes such as patriarchy, caste prejudice, religious intolerance, and exploitation in the name of faith. It also offers a compelling exploration of the complexities of love and abandonment.

[KNOW MORE](#)



**Prof. Kunal Ray**  
Faculty of English Literature

**Resistance in Indian Documentary Film**

Published by: Edinburgh University Press

The edited book explores the languages and practices of resistance used by Indian documentary practitioners within global and national contexts. It discusses majoritarian political discourse, social inequalities, media regulations, and access to digital technologies. It introduces a conceptual framework for identifying and reclaiming acts of resistance manifested in documentary content and practice.

[KNOW MORE](#)





**Prof. Joyita Roy Chowdhury**  
Faculty of Economics



**Prof. Yashobanta Parida**  
Faculty of Economics

### Economics of Natural Disasters

Published by: Springer

The edited book provides a comprehensive overview of the economic aspects of natural disasters such as floods, cyclones, droughts, and earthquakes from a policy perspective. It discusses economic theories, empirical findings, and their implications for academia and policy-making.

[KNOW MORE](#)

## Book Chapter Publication



**Prof. Reshmi Sengupta**  
Faculty of Economics



**Ananya Prabhughate**  
FLAME Alumna



**Prachi Chandak**  
FLAME Alumna

### Financial Security and Life Satisfaction in Later Life

Published by: Springer

Prof. Sengupta along with Ananya and Prachi published her paper in the book "Handbook of Aging, Health and Public Policy." The study highlights the pivotal role of social insurance in enhancing life satisfaction among older adults in India.

[KNOW MORE](#)

# 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. Amit Kundal**  
Faculty of Design, Art and Performance



**Prof. Mritunjay Kumar**  
Faculty of Design



**Prof. Shamit Shrivastav**  
Faculty of Design

### Patents Awarded for Innovative Devices

#### Modular Walking Stick with Retractable Clothing Hook

A dual-purpose device that aids in walking and assists with household tasks, particularly helping the elderly retrieve clothes from deep washing machines.

#### Turtle Trajectory Disruptor Device

A non-lethal solution designed to prevent turtles from getting entangled in fishing nets by altering their path using light.

#### SecureLock Pressure Vessel

A pressure vessel with a unique lug and flange system, enhancing safety and efficiency.

#### Two-axes advanced Secure-Lock Pressure Vessel

An advanced design featuring a two-axis locking mechanism for an even more secure seal.



**Prof. Mayurakshi Chaudhuri**  
Faculty of Sociology

### Invited as Expert to Participate in Workshop on Public Policy

Prof. Chaudhuri was invited as one of 80 global experts to participate in the prestigious international workshop, "Assessing and Strengthening Applications of Intersectionality in Public Policy," hosted by Simon Fraser University, Canada. She was amongst the scholars brought together from over 10 countries, to discuss and enhance the integration of intersectionality in public policy frameworks.



**Prof. Aditya Agrawal**  
Faculty of Human Resources

### Research Papers Accepted for Presentation at Prestigious Conferences

“Development of a Valid and Reliable Scale for the Construct of Organizational Healing,” presented at the Academy of Management (AOM) Conference 2024.

“Achieving Sustainable Development Goals through Hinduism’s Community-Centered Bhakti Marga,” selected for the 5th International Conclave on Globalizing Indian Thought—GIT 2024 at IIM Kozhikode, London. This paper explores the link between sustainable development and Indian philosophy.



**Prof. Amarpreet K Ghura**  
Faculty of Entrepreneurship

### Appointed as a Committee Member for the Punjabi Sahitya Academy

The Punjabi Sahitya Academy, under the Government of Maharashtra is a constitutional academy dedicated to promoting Punjabi language and literature within Maharashtra.



**Prof. Khyati Jagani**  
Faculty of Marketing



**Prof. Neha Yadav**  
Faculty of Marketing

### Paper Presentation at Academy of Marketing Science World Marketing Congress, Mauritius

The professors presented their paper, “Examining Virtual Influencer-Brand Personality Congruence and Propensity to Purchase Luxury Brands,” which explores how the alignment between a virtual influencer’s personality and a luxury brand influences consumers’ purchase decisions.

# FLAME COMMUNITY WELCOMES NEW FACULTY MEMBERS



**Prof. Abha Basargekar**  
Faculty of Psychology

Doctorate Degree in Developmental Psychology, The University of Virginia, Charlottesville, Virginia, United States



**Prof. Manjula Srinivas**  
Faculty of Media & Journalism

Doctorate Degree in Communication & Journalism, Mumbai University



**Prof. Vamsi Krishna**  
Faculty of Finance

Pursuing Doctorate Degree in Finance, IIM Kozhikode



**Prof. Muhammed Suhail PS**  
Faculty of Finance

Doctorate Degree in Finance, IIT Madras



**Prof. Sougato Das**  
Faculty of Marketing

Doctorate Degree in Marketing Management, Vinod Gupta School of Management, IIT Kharagpur



**Prof. Dishant Pradhan**  
Faculty of Design

Bachelor’s Degree in Design, National Institute of Design, Ahmedabad



**Prof. Astha Singhal**

Faculty of Digital Marketing & Communications

Pursuing Doctorate Degree in Marketing, IIM Kozhikode



**Prof. Sherline Pimenta**

Faculty of Design

Doctorate Degree in Design, IIT Bombay



**Prof. Sujay Joshi**

Faculty of Finance

Post Graduate Diploma in Management (Finance), IIM Ahmedabad



**Prof. Krishna Veer Tiwari**

Faculty of Operations & Analytics

Doctorate Degree in Management Science, University of St. Gallen, Switzerland and Birla Institute of Technology and Science, Pilani, Rajasthan



**Prof. Gouri Patwardhan**

Faculty of Media & Journalism

Post Graduate Diploma in Cinematography (Editing), FTII, Pune



**Prof. Nishant Sapra**

Faculty of Finance

Fellow in Management, Management Development Institute, Gurgaon



**Prof. Girija Limaye**

Faculty of Computer Science

Doctorate Degree in Theoretical Computer Science, IIT Madras



**Prof. Surbhi Choudhary**

Faculty of Marketing

Pursuing Doctorate Degree in Management, National Institute of Technology, Kurukshetra



**Prof. Rishabh Goswami**

Faculty of Finance

Doctorate Degree in Finance, IIT Madras



**Prof. Manasvi Sharma**

Faculty of Economics

Doctorate Degree in Economics, University of California, Irvine, USA



**Prof. Ronil Barua**

Faculty of Finance

Doctorate Degree in Finance, IIT Roorkee



# EVENTS

## Webinars, Conferences & Workshops

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



**Prof. Pankaj Jain**  
Faculty of Humanities  
and Languages



**Prof. Ezra Rashkow**  
Faculty of History,  
Montclair State University



**Dr. Jaideep Roy**  
Professor of Economics,  
University of Bath

### India Series Webinar: The Nature of Endangerment in India – Tigers, ‘Tribes’, Extermination & Conservation (1818-2020)

Prof. Jain and Prof. Rashkow led a discussion on Prof. Rashkow’s book, which critically examines conservation efforts involving India’s Indigenous people. The session questioned whether India’s tribes are genuinely endangered and challenged the comparison of their extinction threat to that of wildlife. The book provides a global intellectual history of preservation efforts, critiques the discourse of human endangerment, and calls for the decolonization of narratives surrounding Indigenous survival.

### Public Talk on Communicating Ethics

Dr. Roy delivered a thought-provoking talk on ethics. He presented an experimental scenario where participants engaged in pre-play communication and message exchanges with real consequences. The experiment compared two ethical models and introduced an axiomatic approach to understanding personal ethics.

## Leadership For Equity (LFE) Conference

The two-day research symposium, “Transforming Educational Systems at Scale for 21st Century Skills: Ensuring Equity Amidst Change,” focused on how systems change can reshape Indian education to equip learners with the skills needed for the 21st century. The event brought together students, researchers, and education practitioners to share knowledge, explore best practices, and discuss future directions through the lens of a systems approach.



## TROP ICSU Workshop

FLAME University’s Centre for Sustainability, Environment and Climate Change (CSECC), in collaboration with TROP ICSU, hosted a one-day workshop titled “Climate Change in Your Classroom: A Workshop for Teachers of All Disciplines.” The event brought together school teachers from diverse fields, equipping them with tools to incorporate climate change topics into their teaching through innovative inter and trans-disciplinary approaches. Organized in partnership with Pune Climate Warrior, the workshop empowered educators from cities across Maharashtra, including Pune, Nagpur, and Sangli, with hands-on strategies to raise climate awareness in classrooms.



## Workshop on Forgotten Workers Shaping India's Modernity

Dr. Sarah Melsens, a Marie Skłodowska-Curie Postdoctoral Fellow at FLAME University, led a workshop and open house as part of her research project, "Omitted from History: How Workers on India's Building Sites Mediated Twentieth-Century Modernity." An architect, engineer, and historian, Dr. Melsens has spent over a decade researching Pune's urban development prior to the 1990s. Her project highlights the often-overlooked contributions of engineers, contractors, and construction workers in shaping Pune's architectural landscape and modernity.



## Don Norman's Visit

Don Norman, widely regarded as the father of user experience and a member of the advisory body for FLAME University's design program, visited the campus to engage with students and share his expertise in Human-Centered Design. His insights sparked curiosity and innovation among students, faculty, and industry experts. As an advisory member, his visit fostered meaningful conversations and laid the groundwork for future collaborations. His discussions with FLAME's leadership and faculty will continue to shape the School of Design, Art and Performance, driving impactful societal contributions.



## Session on Newsrooms and Art of Storytelling

Senior journalist and editor Premangshu Ray joined journalism students from the FLAME School of Communication for an engaging session on the realities of newsrooms and the art of impactful storytelling. With over 33 years at top media organizations like the Hindustan Times and The Times of India, Mr. Ray shared valuable lessons on breaking news, censorship challenges, and the evolving journalistic code of conduct.



## Lecture on History and Trajectories of Gender Studies in India

Prof. Maitrayee Chaudhuri, President of the Indian Sociological Society, a distinguished scholar and former professor at the Centre for the Study of Social Systems at Jawaharlal Nehru University, delivered a lecture on the history and trajectories of gender studies in India, a field in which she has been a pioneering figure for several decades, both nationally and internationally.



## Guest Session on Transformative Shifts in Healthcare Management and Technology

Mr. Pamesh Gupta, CEO of Aditya Birla Memorial Hospital, provided an in-depth look into transformative shifts within the healthcare sector, including advancements in hospital management, technology integration, and the critical focus on patient-centred care.



## Book Launch and Panel Discussion

The insightful panel discussion on 'Employees vs. Organizational Citizens: The Road Ahead' saw esteemed panellists like Mr. Prem Singh, President of JK Organization and NHRD Network, Prof. Amit Jain, Organization and Leadership Studies, S. P. Jain Institute of Management and Research, and Mr. Rohit Oke, Principal Business Consultant and Director, Primabiz Services (India) Pvt. Ltd., share valuable insights on the importance of organizational citizenship.

The discussion was followed by the book launch of "Organizational Citizenship Behaviour (OCB): Contemporary Studies and Future Directions," edited by Prof. Sairaj Patki, Faculty of Psychology, FLAME University.





# STUDENT COMMUNITY



# SPORTS & EXTRACURRICULAR ACTIVITIES

FLAME University emphasizes the significance of sports and extracurricular activities in fostering students' overall development. Our vibrant 70-acre campus offers a plethora of extracurricular activities that foster personal growth and creativity. The state-of-the-art sports facilities encourage physical fitness and teamwork, providing a holistic educational experience. Demonstrating exceptional skills and unwavering passion, our students have achieved notable accomplishments in various domains.

## Gold in Kudo Nationals

Keegan won the gold medal at the Kudo Nationals held at Bai Dhunmai Cawasji High School in Khandala.



**Keegan Menezes**  
Undergraduate Student

## Stellar Performance at Triathlon

Krrish secured second place at the triathlon organized by HR26 in Gurgaon, Haryana



**Krrish Kumar**  
Undergraduate Student

## International Bronze in Soft Tennis

Kushi represented India at the World Tour International Soft Tennis Championship 2024 in Thailand. Her team secured a bronze medal in the team event, showcasing exceptional talent and teamwork.



**Kushi Desai**  
Undergraduate Student

## Victory in Women's Volleyball Intercollegiate Tournament

The women's volleyball team emerged victorious at VEDANT '24, hosted by Byramjee Jeejeebhoy Government Medical College, Pune.



## Second Place at Reverb Fest 2024

The western dance team, OFFBEAT, proudly secured 2nd place at the renowned Reverb Fest hosted by Symbiosis Institute of Technology, Pune.



## Foundation Day and Investiture Ceremony 2024

FLAME University's 18th Foundation Day and Investiture Ceremony 2024 was an inspiring celebration. The event honoured our brightest minds and marked the appointment of the student council to positions of leadership and responsibility. Spectacular performances captivated the audience, highlighting what makes FLAME truly special.

The newly elected council embraced their roles with a strong sense of leadership and unity, committing to support and uplift the community. This day truly embodies the FLAME spirit as we move forward with renewed momentum for the year ahead.



# ACADEMICS

The student community at FLAME University is dedicated to pursuing excellence in their studies. They consistently strive for academic brilliance, engaging in rigorous coursework, research projects, and intellectual discussions. These students bring unique perspectives, talents, and ambitions, creating a dynamic learning environment that thrives on innovation, creativity, and intellectual exploration.

## Academic Field Trip to W18 Sports Universe Badminton Academy

As part of a course for design management, undergraduate students engaged in thought-provoking conversations with the founder, Mr. Hrishikesh Kulkarni. They delved into the concept of sportsmanship as a tool for management, recognizing that teamwork involves more than just winning or losing. By observing how professional athletes function as a unified team, students drew comparisons between high-performing sports teams and successful organizational management. They gained valuable insights into how these principles can be applied in their careers.



## Summer Internships at Goldman Sachs

Undergraduate students Khushi and Akanksha have achieved a significant milestone by securing coveted summer internships at Goldman Sachs.

Khushi's journey to this achievement involved successfully navigating a challenging selection process. With a strong academic background, Khushi felt well-prepared for the role. Similarly, Akanksha was driven by her passion for investment banking to pursue this opportunity.



**Khushi Oza**  
Undergraduate Student



**Akanksha Virginkar**  
Undergraduate Student

## Book Chapter Publication

The chapter titled "Ragas for Resilience: Unlocking Student Well-being Through Indian Classical Music" delves into the therapeutic potential of Indian classical music, particularly the ragas Darbari Kanada and Hamsadhvani, in bolstering students' mental health and emotional well-being.



**Gayatri Kovvuri**  
Undergraduate Student



**Prof. Garima Rajan**  
Faculty of Psychology

## Internships at NITI Aayog

Undergraduate students Mimansa and Kriti gained invaluable hands-on experience in public policy during their internships at NITI Aayog.

Mimansa focused on research and data management, analyzing policies related to sustainable development. She gathered data from government sources, contributed to policy tools, and deepened her understanding of India's policy-making process.

Kriti worked on data analysis and visualization for KPIs like 'Vocal for Local,' managing databases and tracking strategies. Her internship allowed her to apply classroom knowledge to real-world scenarios while sharpening her communication and decision-making skills.



**Mimansa Sharda**  
Undergraduate Student



**Kriti Bhargava**  
Undergraduate Student

## Paper Publication

### Exploring the Religious and Environmental Allusions in Ram Teri Ganga Maili

Published in: Worldviews: Global Religious, Culture, and Ecology

The paper examines the symbolic representation of the Ganges River in the iconic film, exploring its portrayal as both a spiritual entity and a vital natural resource.



**Khushi Kapoor**  
Undergraduate Student



**Prof. Pankaj Jain**  
Faculty of Philosophy and Religious Studies

## Featured Talk at the International Research Conference for Children (IRCC 2024)

Devabala delivered a featured talk on 'Texts, Truths and Traditions: Adult Mediation in Childhood Experience and Education' at the event held in Ernakulam, Kerala. The conference was organized in collaboration with the Global Young Researchers' Academy (GYRA) and STEM4Girls.



**Devabala Smitha**  
FLAME Scholars Program Student

## Paper Presentation at the 6th International Conference on Mental Healthcare in India

Gayatri's paper, 'The Healing Power of Ragas: Indian Classical Music as a Tool for Mental and Emotional Resilience in College Students,' explores how Indian classical ragas can enhance emotional resilience and cognitive performance in college students.

Shivani's paper, 'Exploring the Psychological Underpinnings and Social Implications of Pathological Lying: Understanding Its Impact on Relationships and Workplace Dynamics' examines the psychological complexities of pathological lying and its effects on personal and professional relationships.



**Gayatri Kovvuri**  
Undergraduate Student



**Shivani HR**  
Undergraduate Student



**Prof. Garima Rajan**  
Faculty of Psychology

# 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.



**Faculty co-author:**  
**Prof. Shamit Shrivastav**  
Faculty of Design



**Muskan Chandwani**  
Postgraduate Student



**Shivani Pandey**  
Postgraduate Student

Corporate Entrepreneurship as a new career avenue for MBA graduates

Published in: Mediabrief

[KNOW MORE](#)



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



**Mannat Mehra**  
Undergraduate Student

Awes of the paws: The case of pet-friendly workplaces

Published in: Sentinel Assam

[KNOW MORE](#)



**Prisha Khanna**  
Undergraduate Student

Opinion: Dumbphones and digital detox

Published in: Telangana Today

[KNOW MORE](#)



**Faculty co-author:**  
**Prof. Moulika Mandal**  
Faculty of Psychology



**Asmita Ramdhare**  
Undergraduate Student



**Prisha Khanna**  
Undergraduate Student

Mental health leaves build productive workplaces

Published in: Business Manager

[KNOW MORE](#)



# ALUMNI COMMUNITY

## Book Chapter Published in the Edited Book “Mindful Media: Mental Health Challenges in the Digital Age”

The chapters dive into critical issues such as the impact of media consumption on children, social comparison and body image, and how social media shapes authenticity and self-presentation in the digital era. Each chapter reflects their dedication to exploring the complexities of mental health in the age of digital media, shedding light on how these challenges affect individual well-being and societal dynamics.



**Faculty co-author  
Prof. Moitrayee Das**  
Faculty of Psychology



**Liz George**  
FLAME Alumna

Consequences of Excessive Media Consumption in Children



**Ishita Malhotra**  
FLAME Alumna

The Digital Self: Self Presentation and Authenticity on Social Media Platforms



**Kimaya Natekar**  
FLAME Alumna

Perspectives on Authenticity and Impression Management on Social Media Platforms



**Shriya Bafna**  
FLAME Alumna

Social Comparison and Body Image in Present Scenario



**Faculty co-author  
Prof. Garima Rajan**  
Faculty of Psychology



**Sai Abhijeet Ratnaparke**  
FLAME Alumnus

‘Pixel Perfect’: Decoding Social Media’s Impact on Body Image



**Prisha Khanna**  
FLAME Alumna

The Psychological Implications of FOMO (Fear of Missing Out)



**Mouli Rambhia**  
FLAME Alumna

Exploring the Intersection of Online Gaming, Virtual Reality and Mental Health



**Omkar Joshi**  
FLAME Alumnus

## Winner of The Atlas of Behavior Change in Development, ABCD Behavior Data Hackathon

Omkar’s insightful research explored the critical role of the husband’s involvement in antenatal care, demonstrating how this engagement can lead to better health outcomes for both nursing mothers and newborns in India, using NFHS-5.



**Trisha Marie Sam**  
FLAME Alumna



**Dhairya Bansal**  
FLAME Alumnus



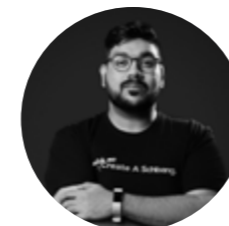
**Muskaan Grover**  
FLAME Alumna



**Aparajita Vaid**  
FLAME Alumna

## Paper Presentation at the Synod 3.0 Conference

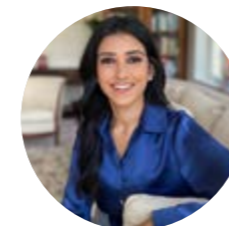
Under the guidance of Prof. Moitrayee Das, Faculty of Psychology, the students presented papers exploring diverse and crucial topics related to psychology and mental well-being. The conference was organized by Surana Educational Institutions in collaboration with Cairnmillar Institute.



**Ayush Vyas**  
FLAME Alumnus

## Future Masters of the Indian Marketing Sector at the 2nd Annual BW Marketing 40 Under 40 Awards

Ayush Vyas, Executive Vice President - BBrand Solutions, Schabang Digital Solutions, joined the list of Future of Masters of Indian Marketing Sector at the 2nd Annual BWMarketing40Under40 Awards



**Sanah Thakur**  
FLAME Alumna

## Championing Mental Health and Education

During her time at FLAME University, Sanah Thakur majored in Psychology while exploring diverse subjects like Sociology, Film Studies, Advertising, and Media. This multidisciplinary approach equipped her with a broad skill set, fueling her passion for mental well-being advocacy.

Now, as Head of the Sociology Department and a Psychology teacher at Doha College, Sanah’s career reflects her FLAME education. As the founder of “Sanation,” she actively promotes mental health awareness in schools with her flagship program, the Brain Science Club, introducing neuroscience and psychology to underprivileged students.

[KNOW MORE](#)



**Aman Jain**  
FLAME Alumnus

## Alumni Interaction Series

Aman Jain, Manager of Talent Management & Business Development at IOS Sports & Entertainment, has built a remarkable career managing top athletes, including Indian shooting sensation and Olympic medalist Manu Bhaker. His role at IOS has given him the opportunity to work closely with legendary cricketers like Kapil Dev, Virender Sehwag, and Yuvraj Singh, as well as athletes who shone at the recent Paris Olympics.

In the Alumni Interaction Series, Aman shared his journey with students, offering insights into the world of athlete management and sports marketing. His presentation captivated the audience, providing a valuable glimpse into the complexities of this dynamic field and inspiring students to explore careers in sports management.

# SHANKAR

L AFFAIRS



**OTHER IMPACT STORIES**

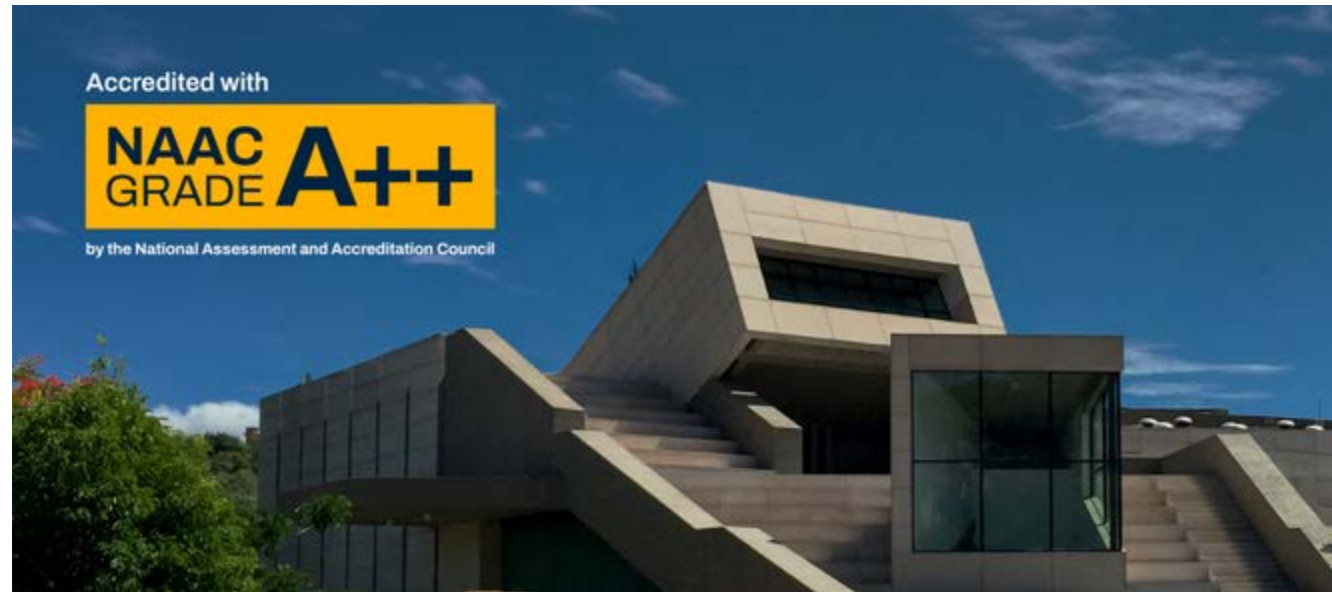
ET AME



## FLAME University Awarded NAAC A++ Accreditation

This recognition highlights FLAME University's ongoing commitment to quality education, meaningful research, and fostering holistic student development.

The A++ grade reflects FLAME's dedication to high standards across academic programs, faculty, infrastructure, and student-focused practices. Achieving this accreditation is a significant milestone, affirming FLAME's place among India's top educational institutions that uphold a rigorous standard of excellence.



## Dr. S. Jaishankar Interacts with Students During his Visit to FLAME Campus

FLAME University had the esteemed privilege of hosting the Honorable Minister of External Affairs, Government of India, Dr. S. Jaishankar. This occasion served as a significant source of inspiration and insight for our FLAME community, allowing them to engage with a leader of such prominence. The interaction proved particularly impactful, as he dedicated time to address students' questions, urging them to critically consider the challenges that our society and the global community face.



## Launch of the Centre for Research in Wellbeing & Happiness

Launched on International Day of Older Persons, the Centre aims to foster interdisciplinary thoughts encompassing subjective aspects of wellbeing through a social science lens and conduct a study on Indian centenarians, a population of over 20,000 people in India and yet a deeply under-researched topic. The launch of the centre witnessed the presence of Ms. Sujata Saunik, Chief Secretary, Government of Maharashtra; Prof. S. Irudaya Rajan, Chair, International Institute of Migration and Development; and Shri Vallabh Bhanshali, Governing Body Member, FLAME University, amongst others.



## Bronze Medal in IMC 2024 Awards

FLAME University's Student Agency initiative has been recognized with the prestigious IMC Award for Excellence in Management Education 2024. This innovative course provides second-year MBA (Communications Management) students with the opportunity to run a fully operational advertising agency on campus.



## MoU with International Institution of Migration and Development

FLAME University has signed a Memorandum of Understanding with the International Institution of Migration and Development, opening doors to exciting academic and research opportunities for faculty and students. The partnership will foster growth through joint faculty development programs, workshops, internships, and training sessions.

This collaboration will also promote interdisciplinary research on sustainability, well-being, migration, and aging.



## Weekly Rural Newsletter

Created by undergraduate students of the Rural Sociology course, the weekly rural newsletter amplifies rural voices that deserve attention. Acting as 'state correspondents,' students track national and regional media to document news from various states. This focus on rural affairs deepens students' awareness of challenges and opportunities in rural India.

[KNOW MORE](#)



The Weekly Rural Newsletter Ninth Edition

# EVERLASTING

### Contact us:

Gat No. 1270, Lavale, Off Pune-Bengaluru Highway, Pune - 412115, Maharashtra, India

1-800-209-4567 | enquiry@flame.edu.in  
www.flame.edu.in

