




# EVERLASTING FLAME

A Newsletter from the  
Vice-Chancellor's Desk

Vol. 8.0



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

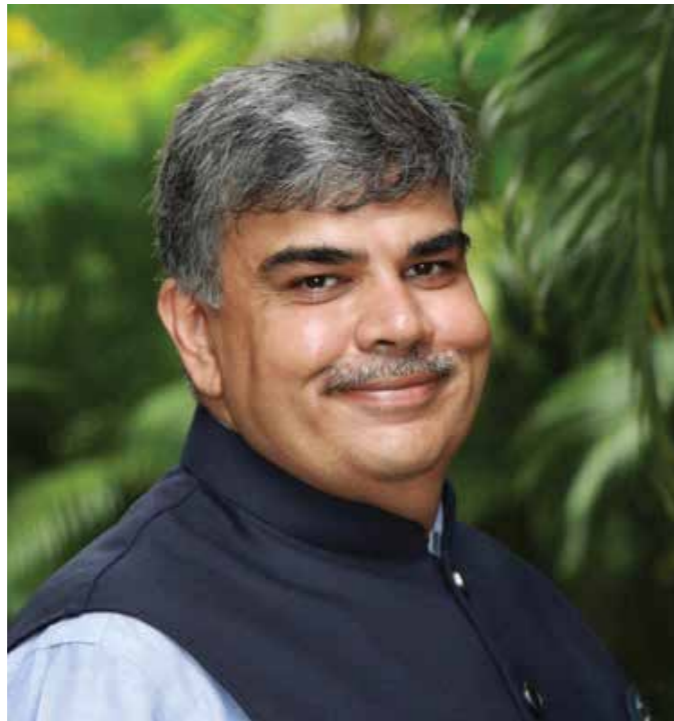
A research-oriented approach  
Driving change at the grassroots

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**



**“The accomplishments of our students, faculty, and alumni stand as testaments to the excellence that defines FLAME University.”**

## Message from the Vice-Chancellor

Dear Reader,

It brings me immense joy to present to you the eighth edition of our newsletter dedicated to sharing the latest happenings at FLAME University.

In this edition, we celebrate the pursuit of knowledge and innovative research that continues to illuminate the academic landscape. Through insightful webinars, workshops, and conferences, our faculty not only enriches the minds of our students but also significantly contributes to their holistic development.

The accomplishments of our students, faculty, and alumni stand as testaments to the excellence that defines FLAME University. With over 20 academic papers published in Q1-ranked journals this quarter and numerous thought-provoking articles, our faculty thought leaders have set new benchmarks for scholarly excellence. Meanwhile, our students continue to shine in diverse arenas, be it sports, extracurricular activities, or academics, showcasing their unwavering commitment to excellence.

This quarter, our institution delved into new horizons, exemplified by the Discover India Program, where students embarked on a transformative journey to explore the rich culture and heritage of our nation. The FLAME Fest served as a platform for our students to showcase their myriad talents in dance, theater, art, and more, captivating audiences with their creativity and passion. Additionally, our partnership with Harvard University's Center for Geographic Analysis through a Memorandum of Understanding (MOU) underscores our commitment to global research and collaboration.

As we welcome new members into our FLAME community, we reaffirm our dedication to fostering a culture that nurtures learning, critical thinking, and intellectual curiosity. I extend my heartfelt gratitude to the entire community for their unwavering support and for being integral to the thriving environment at FLAME.

Dr. Dishan Kamdar

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# 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 20 Q1-ranked research papers this quarter emphasizes the intellectual rigor and scholarly accomplishments of our faculty.



**Prof. Sunil Rajpal**

Faculty of Economics

Integrated child development service (ICDS) coverage among severe acute malnourished (SAM) children in India: A multilevel analysis based on national family health survey-5

Published in: PLOS ONE

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**Prof. Debraj Bhattacharjee**

Faculty of Business Analytics

Analyzing product attributes of refurbished laptops based on customer reviews and ratings: Machine learning approach to circular consumption

Published in: Book Series on Circularity in Manufacturing and Design

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**Prof. Shweta Rana**

Faculty of Environmental Studies

Encapsulated nanopesticides application in plant protection: Quo vadis?

Published in: Plant Physiology and Biochemistry

[KNOW MORE](#)



**Prof. Prasad Pathak**

Faculty of Environmental Studies

Geographic identity and perceptions of walkable space

Published in: Tourism and Hospitality Research

[KNOW MORE](#)



**Prof. Yugank Goyal**

Faculty of Public Policy

Household livelihood resilience of pastoralists and smallholders to climate change in Western Himalaya, India

Published in: Heliyon

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**Prof. Hoshiar Mal**

Faculty of Operations

Does corporate sustainability performance affect sales performance? Empirical evidence from Indian firms

Published in: Journal of Strategic Marketing

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**Prof. Aparna Shankar** | **Prof. Chaitanya Ravi**

Faculty of Psychology

Faculty of Public Policy

Loneliness among older Indian workers: Findings from the Longitudinal Ageing Study in India

Published in: Journal of Aging & Social Policy

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**Prof. Debasis Rooj** | **Prof. Rituparna Kaushik**

Faculty of Economics

Faculty of Economics

Impact of technological change on growth trajectory of India: A multivariate-BVAR analysis

Published in: Economics of Innovation and New Technology

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**Prof. Tannistha Samanta**

Faculty of Sociology

Third Agers in India: Empirical evidence from Longitudinal Aging Study in India (LASI), 2017–2018

Published in: Journal of Applied Gerontology

[KNOW MORE](#)



**Prof. Balaji Kalluri**

Faculty of Environmental Studies

Net-zero energy campuses in India: Blending education and governance for sustainable and just transition

Published in: Sustainability

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**Prof. Debasis Rooj** | **Prof. Reshmi Sengupta**  
Faculty of Economics | Faculty of Economics

**Macroprudential policy and mortgage leverage decisions—Evidence from micro data**

Published in: Economic Analysis and Policy

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**Prof. Joyita Roy Chowdhury** | **Prof. Yashobanta Parida**  
Faculty of Economics | Faculty of Economics

**Flood shocks and post-disaster recovery of households: An empirical analysis from rural Odisha, India**

Published in: International Journal of Disaster Risk Reduction

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**Prof. Santosh Kumar Kudtarkar**  
Faculty of Applied Mathematics

**First-passage distributions of an asymmetric noisy voter model**

Published in: Physical Review E

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**Prof. Neha Yadav** | **Prof. Khyati Jagani**  
Faculty of Marketing | Faculty of Marketing

**“How I think, Who I am”-Role of social media influencers (SMIs) as change agents**

Published in: Journal of Consumer Behaviour

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**Prof. Jayant Pande**  
Faculty of Physics

**Processes governing species richness in communities exposed to temporal environmental stochasticity: A review and synthesis of modelling approaches**

Published in: Mathematical Biosciences

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**Prof. Barun Kumar Thakur**  
Faculty of Economics

**Appraisal of treated drinking water quality from arsenic removal units in West Bengal, India: Approach on safety, efficiency, sustainability, future health risk and socioeconomics**

Published in: Journal of Hazardous Materials

[KNOW MORE](#)



**Prof. Smita Chaudhry** | **Prof. Shilpa Shinde**  
Faculty of Human Resources | Faculty of Human Resources

**Student psychological well-being in higher education: The role of internal team environment, institutional, friends and family support and academic engagement**

Published in: PLOS ONE

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**Prof. Aileen Blaney**  
Faculty of Film Studies

**Going wild on Instagram: Tiger safaris and India’s protected areas in the age of social media**

Published in: South Asia: Journal of South Asian Studies

[KNOW MORE](#)



**Prof. Andrea Phillott**  
Faculty of Environmental Studies

**Marine turtle regional management units 2.0: An updated framework for conservation and research of wide-ranging megafauna species**

Published in: Endangered Species Research

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

**Better together: Isolation impedes memory formation for configural learning in Lymnaea**

Published in: Journal of Experimental Biology

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# In the Media

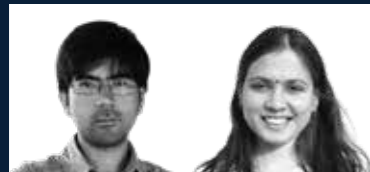
FLAME faculty's expertise extends beyond academia, as they actively contribute to media publications, sharing their knowledge and insights with a broader audience. Regular engagement with the media allows the faculty to disseminate their perspectives, making a significant impact on public discourse and shaping the narratives surrounding critical issues.



**Prof. Dishan Kamdar**  
Vice-Chancellor  
**Leadership attributes to succeed in today's dynamic world**  
Published in: Career Launcher  
[KNOW MORE](#)



**Prof. Yugank Goyal** | **Shreyas Ramkumar**  
Faculty of Public Policy | Undergraduate Student  
**Question hour: Have opposition parties done well in Parliament?**  
Published in: Mint  
[KNOW MORE](#)



**Prof. Abhishek Sahai** | **Prof. Shruti Goyal**  
Faculty of Psychology | Faculty of Psychology  
**Future-oriented decisions: Key to better grades, more money, staying healthy**  
Published in: Hans India  
[KNOW MORE](#)



**Prof. Moulika Mandal** | **Dhairya Bansal**  
Faculty of Psychology | Undergraduate Student  
**Answering the call for caste-inclusive marketing in India**  
Published in: Passionate in Marketing  
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**Prof. Ketoki Mazumdar** | **Aashika Shah**  
Faculty of Psychology | Undergraduate Student  
**Breaking menopause's silence: Navigating women's health and challenges to empowerment**  
Published in: The Gray Matter  
[KNOW MORE](#)



**Prof. Rituparna Kaushik** | **Prof. Rajitha Venugopal**  
Faculty of Economics | Faculty of Literary & Cultural Studies  
**Rewind: Let languages thrive**  
Published in: Telangana Today  
[KNOW MORE](#)



**Prof. Smita Chaudhry**  
Faculty of Human Resources  
**A perspective on the education system for the educators in the management field**  
Published in: Youth Incorporated  
[KNOW MORE](#)



**Prof. Harsh Vasani**  
Faculty of International Studies  
**India's space ambitions buttress MIRV efforts**  
Published in: The Diplomat  
[KNOW MORE](#)



**Prof. Moitrayee Das**  
Faculty of Psychology  
**Leverage psychology to foster diversity and inclusion in workplace**  
Published in: SightsIn Plus  
[KNOW MORE](#)



**Prof. Debasis Rooj** | **Prof. Rituparna Kaushik**  
Faculty of Economics | Faculty of Economics  
**Navigating the role of technological innovation on India's economic growth trajectory and desired government interventions**  
Published in: CIO News  
[KNOW MORE](#)



**Prof. Ketoki Mazumdar**  
Faculty of Psychology  
**The colours of Autism - how an individual's unique trait shape their world**  
Published in: Womenshine  
[KNOW MORE](#)



**Prof. Moitrayee Das** | **Neeraj Madke** | **Rajitha Venugopal**  
Faculty of Psychology | Teaching Assistant | Faculty of Literary & Cultural Studies  
**Opinion: Hidden toll of higher education**  
Published in: Telangana Today  
[KNOW MORE](#)



**Prof. Divya Balan**  
Faculty of International Studies  
**Rewind: Leaving NRI voters behind**  
Published in: Telangana Today  
[KNOW MORE](#)



**Prof. Barun Kumar Thakur** | **Arjun Chaturvedi**  
Faculty of Economics | Undergraduate Student  
**Is Nano-DAP a catalyst for India's green growth?**  
Published in: Governance Now  
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[CLICK HERE TO READ MORE ARTICLES](#)



# 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. Yugank Goyal**  
Faculty of Public Policy

## Colonial gazetteers of India: Stereotyping a nation

In his talk at TEDxRGNUL, Prof. Goyal discussed how colonial literature shaped stereotypes against Indians and emphasized the need to rewrite these narratives, revealing the impact of the colonial gaze on Indian communities.

[WATCH ON YOUTUBE](#)



**Prof. Pankaj Jain**  
Faculty of Philosophy

## Prof. Jain joins the editorial advisory board of Worldviews Journal

Prof. Jain has recently joined the esteemed editorial advisory board of Worldviews Journal. This renowned international academic publication delves deep into the intricate interplay of global religion, culture, and ecology. Its insightful articles and analyses uncover the profound influence of these interconnected realms on religious practices and beliefs concerning ecological stewardship.



**Prof. Balaji Kalluri**  
Faculty of Environmental Studies

## Copyrights for innovative pedagogies

Prof. Kalluri has been awarded prestigious copyrights by the Government of India for his groundbreaking pedagogical innovations: BiBo (Building-in-a-Box) and UrbanXL (Urban eXperiential Learning). These innovative methodologies seamlessly integrate game elements into building design and construction processes while nurturing essential 21st-century skills. His pioneering work is particularly geared towards addressing climate emergencies through education. He has been actively implementing these concepts in his teaching at FLAME University and conducting workshops globally to share his insights and inspire educators worldwide.



**Prof. Moitrayee Das**  
Faculty of Psychology

## Awards for research on rotating shift workers' sleep patterns

Prof. Das has been honored for her co-authored paper on circadian rhythms and sleep dynamics among rotating shift workers. The work received the Best Paper Award in the track 'Indian Management, Culture, and Knowledge Systems' and the overall Best Paper Award at the '9th INDAM Conference on Creating Impact Through Responsible Leadership and Sustainable Business Practices,' held at the Goa Institute of Management.



**Prof. Shamsheer Singh**  
Faculty of Sociology

## Paper presentation at a national seminar in New Delhi

Prof. Singh presented a paper titled 'The Right to Adequate Standard of Living: A Comparison of Norms and Standards of the UN and India (Rural)' at the national seminar 'Looking Beyond Income Paradigms: Bringing Rural Dignity in India's Policy Discourse' organized at the India International Centre, New Delhi. The paper critically examined international norms on living standards with a focus on rural India, advocating for a National Rural Housing and Habitat Policy to improve rural living conditions.



**Prof. Aparna Shankar**  
Faculty of Psychology

## Appointed Co-Chair of the WHO Commission's TAG-SC

Prof. Shankar has been appointed as Co-Chair of the Technical Advisory Group on Social Connection (TAG-SC) by the WHO Commission. The TAG-SC comprises experts from various disciplines and WHO Member States, advising on the impact of social connections on health and society, highlighting Prof. Shankar's leadership in driving positive change in global health initiatives.



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

## Paper presented at the AGBRP Conference in Singapore

Prof. Agrawal presented his paper on the 'Development of a Valid and Reliable Scale for Enablers of Organizational Healing' at the 18th International Conference of the Academy of Global Business Research and Practice (AGBRP) in Singapore. His research culminated in the creation of a reliable and valid scale for measuring organizational healing, with items evaluated for face validity and empirical examination confirming its psychometric validity, contributing significantly to the field of organizational studies.



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

## Featured on 'Pratidhvani-Humanizing Science' podcast

Prof. Jolad was interviewed by Prof. G. V. Pavan Kumar on the 'Pratidhvani-Humanizing Science' podcast. The discussion delved into Prof. Jolad's interdisciplinary academic journey, spanning natural sciences, engineering, demography, economics, sociology, education, and public policy, offering insights into developing holistic approaches to liberal education.



**Adya Sinha**  
FLAME Alumna | **Prof. Garima Rajan**  
Faculty of Psychology

### Paper presentation at the annual convention of the National Academy of Psychology

At the prestigious 33rd Annual Convention of the National Academy of Psychology (NAOP) held in Visakhapatnam, Adya and Prof. Rajan presented their research paper titled 'Exploring Coping Strategies, Emotion Regulation, and Well-Being Indicators of Parents of Neurodivergent Children.' Their enlightening study contributes significantly to the understanding and support of parents navigating the challenges of raising neurodivergent children in India.



**Prof. Neha Yadav**  
Faculty of Marketing | **Prof. Khyati Jagani**  
Faculty of Marketing

### Papers accepted at leading marketing conferences

Prof. Jagani and Prof. Yadav had their paper, 'Decoding Virtual (AI) Influencer Personalities - Scale Development and Validation,' accepted at the 2024 American Marketing Association (AMA) Winter Academic Conference. Additionally, their paper, 'Examining The Virtual Influencer-Brand Personality Congruence And Propensity To Purchase Luxury Brands,' has been accepted at the Academy of Marketing - World Marketing Congress.



**Prof. Debasis Rooj**  
Faculty of Economics | **Prof. Reshmi Sengupta**  
Faculty of Economics

### Paper published in Economics Letters

Prof. Rooj and Prof. Sengupta, published their paper, 'Impact of Macroprudential Policies on House Price Expectations-Evidence from Survey Data'. Utilizing data from the Inflation Expectation of Households survey across 19 major Indian cities released by the Reserve Bank of India, their study sheds light on the relationship between macroprudential policies and house price expectations, offering insights into the housing market dynamics in emerging economies like India.



**Prof. Bharat Damani**  
Faculty of Entrepreneurship | **Prof. Khyati Jagani**  
Faculty of Marketing

### Paper published on The Himalayan chocolate at IVEY Publishing

Prof. Damani and Prof. Jagani have published their paper, 'The Himalayan Chocolate: Brand Extension for Social Enterprise'. The paper delves into the story of Rohan Keshewar's startup, The Himalayan Chocolate, which began during the lockdown with a focus on unique flavors and support for Himalayan communities, highlighting the intersection of entrepreneurship and social impact.



**Prof. Barun Kumar Thakur**  
Faculty of Economics | **Prof. Amarpreet Singh Ghura**  
Faculty of Entrepreneurship | **Mohak Malhotra**  
FLAME Alumnus

### Paper presented at the TIES annual conference

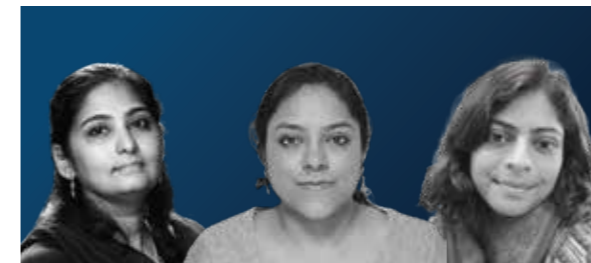
Prof. Thakur, Prof. Ghura, and Mohak presented their paper titled 'What Determines Domestic Air Passenger Demand in India? A Panel Data Analysis' at the Annual Conference of the Indian Econometric Society held at Tripura University. Their research contributes to understanding the factors influencing domestic air passenger demand in India.



**Prof. Amit Kundal**  
Faculty of Design, Art and Performance | **Prof. Suniti Vadalkar**  
Faculty of Design | **Prof. Mritunjay Kumar**  
Faculty of Design | **Tina Mangwani**  
FLAME Alumna

### Research paper on liberal education in design published in Design Research Society

Prof. Kundal, Prof. Vadalkar, and Prof. Kumar, along with Tina, have published their paper, 'Liberal Education as a Catalyst in Shaping the Future of Design,' in Design Research Society (DRS). The paper presents a liberal education framework for nurturing holistic designers, introducing the concept of the 'π-shaped' designer and discussing its implementation at FLAME University as a blueprint for comprehensive design education.



**Prof. Aparna Shankar**  
Faculty of Psychology | **Prof. Ketoki Mazumdar**  
Faculty of Psychology | **Debanjali Saha**  
FLAME PhD Scholar

### 'Working Mothers and Wellness' study presentation at Tech Mahindra

Prof. Mazumdar, Prof. Shankar, and Debanjali presented the study in collaboration with the National HRD Network, Pune Chapter, and MumSmile, highlighting actionable strategies for promoting maternal well-being and inclusivity.



**Prof. Sairaj Patki's edited book on Organizational Citizenship Behaviour (OCB) in India, published by Springer**

The book 'Organizational Citizenship Behaviour (OCB) in India - Emerging Trends and Future Directions' contains contributions from several FLAME members, including faculty, alumni, and students, across different chapters.

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# New Faculty Members



**Prof. Sarah Rahman Niazi**  
Faculty of Journalism  
*Doctorate Degree in Arts and Media from the Centre for Research and Education (CREAM), University of Westminster, London*



**Prof. Neha Bailwal**  
Faculty of Economics  
*Doctorate Degree in Economics from IIT Delhi*



**Prof. Sanjal Shastri**  
Faculty of International Studies  
*Doctorate Degree in Politics and International Relations from the University of Auckland, New Zealand*



**Prof. Harsh Vasani**  
Faculty of International Studies  
*Doctorate Degree in International Development from the University of East Anglia, United Kingdom*



**Prof. Seema Potluri**  
Faculty of Entrepreneurship  
*Doctorate Degree in Entrepreneurship from IIT Kanpur and Curtin University, Australia*



# EVENTS

# Webinars, Conferences & Workshops



## International conference on CSR and Decent Work in the SDG era

FLAME University and WageIndicator organized a global conference to bridge academia and industry on corporate responsibility, focusing on SDG8: Decent Work. The event gathered researchers, scholars, business leaders, civil society organizations, and international institutions, including representatives from the International Labour Organization, IKEA, PWC, and leading universities. The conference aimed to advance discourse and inspire action on corporate social responsibility.



## FLAME University's Women's Cell organizes a four-day celebration for International Women's Day

The events included a movie screening and discussion of 'Nil Battey Sannata', a talk by Dr. Anagha Tambe, Head of Women's Study Centre, Savitribai Phule Pune University, an informative session on National Institute of Open Schooling (NIOS), and a panel discussion with award-winning journalists Shahina KK, Senior Editor, Outlook, and Jyoti Yadav, Assistant Editor, The Print, focusing on women's issues such as gender, violence, and justice.



## FLAME University hosts riveting AI in Finance event

The event featured sessions led by industry experts like Raunak Onkar, Vikram Shrinivasan, Rajeev Thakkar, and Prof. Kuntal Shah, exploring AI's transformative potential across industries. Discussions encompassed AI's impact on healthcare, legal services, software development, and finance, addressing job implications, cybersecurity, and human psychology. Attendees gained insights into AI's evolution, practical applications, and future landscape, emphasizing its role in investment management and productivity boosts.



## Supporting undergraduate research through global collaboration

Wellesley College and FLAME University hosted an inaugural interdisciplinary symposium with the Ruhlman Conference. The event featured guest students presenting their undergraduate research alongside Wellesley students and included a faculty roundtable on global research collaborations. Participants included Prof. Maya Dodd, Faculty of Humanities and Languages; Prof. Prasad Pathak, Faculty of Environmental Studies; and FLAME students Swamini Narkar and Pritha Deshpande.



## Symposium on the transformative power of data science

The FLAME Centre for Mathematical Modelling and Q Centre hosted the symposium that explored the impactful applications of data science. Esteemed speakers highlighted its role in healthcare, finance, and urban planning, while attendees showcased ideas through poster presentations and participated in a finance-focused workshop on data science in finance conducted by experts from AlgoAnalytics.



### BIOMIMIC design workshop

FLAME University's School of Design, Art and Performance hosted BIOMIMIC, an innovative design event at the Design Lab on campus. Led by Prashant Dhawan, co-founder of Biomimicry India Network, the workshop immersed students in biomimicry principles, exploring nature-inspired solutions for sustainable design challenges through engaging activities and case studies. Attendees gained practical tools and insights to apply biomimicry across product, process, and system design levels.



### Panel discussion on women's health and hygiene

FLAME School of Communication organized a panel discussion to explore multi-dimensional aspects of women's well-being, addressing societal perceptions and cultural influences on women's health. Featuring guest speaker Rakhee Bakshee, Communication Advisor at the Indian Institute of Public Administration, the event aimed to promote awareness, build community support, and emphasize the importance of holistic women's health.

# Guest Lectures

### Masterclass on successful careers

Priyesh Khanna, author and former Managing Director at a global bank in the UK, conducted a masterclass. With over twenty years of experience in leading financial institutions like JP Morgan, Deutsche Bank, and Credit Suisse, he shared insights on CXO communication, board presentations, team performance, and personal resilience. The event provided students with practical techniques for career success and differentiation in the industry.



### Talk on computational museology

Prof. Sarah Kenderdine, from École Polytechnique Fédérale De Lausanne (EPFL), Switzerland, delivered an insightful talk on computational museology, exploring intersections of art, science, and technology. She discussed themes like interactive archives, deep fakes, and scientific visualization, showcasing her expertise in immersive experiences for cultural institutions.

### Insights on academic publishing and qualitative research

Prof. Varsha Jain from the Marketing Department of MICA conducted a seminar on academic publishing and qualitative research, providing valuable guidance on writing for top-tier journals and qualitative research methods. Attendees gained insights into effective writing techniques, research impact, and generating new knowledge, enhancing their research skills.



### Digital literacy and collaboration

Kyla Williams Tate, Director of Digital Equity for Cook County Government, Illinois, was hosted for discussions on digital literacy, accessibility, and security, alongside the expansion of regional Indian languages. The visit also explored potential collaborations between the FLAME Centre of Entrepreneurship and Innovation and the Centre for Interdisciplinary Artificial Intelligence at FLAME University, fostering future partnerships.



### Session on digital campaign planning

Sanjay Mehta, an early internet entrepreneur in India, conducted a session on campaign planning and digital convergence. With expertise from co-founding successful ventures like Homeindia.com and Mirum, he shared insights on crafting comprehensive digital campaigns, covering strategy, research, media platforms, and creative execution.



### Industry luminaries share insights on 'Opportunities Beyond Boundaries'

The Career Services Office (CSO) at FLAME University organized a session where industry experts Arpit Aggarwal, Director, Centre Of Excellence & Growth, Retail, ANAROCK Property Consultants; Jayesh Patil, Cluster Head, BIG FM; Bimalendu Tarafdar, VP Marketing, Weikfield; Ankush Gadi, Director, Business Intelligence & Sales Management, Franklin Templeton India; and Amit Sethiya, Head of Marketing, SYSKA Group, provided valuable guidance to students. Key takeaways included the importance of expressing unique perspectives, embracing change, and understanding target audiences for innovation.

### Guest session on Blue Ocean Strategy

The Department of Marketing at the FLAME School of Business hosted a guest session with Amit Rathor, Director of Solprosyst IT Solutions and Co-Founder of Matrix Tech Systems, focusing on the Blue Ocean Strategy. The session equipped students with tools like the strategy canvas to visualize industry landscapes and identify areas of differentiation, while also exploring the ERRC model to formulate innovative strategies.



### Masterclass on 'Big Idea Thinking'

Renowned digital marketing expert, Rajeev Sharma, shared insights and strategies at the masterclass. With more than two decades of experience in the field, he delved into the nuances of creating impactful digital campaigns, leaving the audience inspired and eager for future sessions.



### Ambassador Sudhir Devare on academia and policy research

FLAME University, in collaboration with the Organisation for Research on China & Asia (ORCA), hosted an expert lecture by Amb. Sudhir Devare, Director General, Indian Council of World Affairs. The lecture shed light on the symbiotic relationship between academia and policy research, offering practical career advice for students in international studies, public policy, economics, and related disciplines. Attendees engaged with the ambassador, gaining valuable insights into potential career paths and enhancing their credentials.



### Talk on Eating Healthy Food in Urban India: The Role of Digital Technology

Dr. Rituparna Patgiri from the Thapar School of Liberal Arts and Sciences (TSLAS), Thapar Institute of Engineering and Technology (TIET), Patiala, delivered an insightful talk on Eating Healthy Food in Urban India: The Role of Digital Technology. She discussed how the relationship between food habits and health is back in the spotlight and how ideas of healthy food are constructed with the help of digital technology, particularly in the urban Indian context.





# STUDENT COMMUNITY

# Sports & Extracurricular Activities

## Table tennis team clinches gold

Anshuman Agarwal, Aadi Agarwal, Ved Sardesai, Soham Shah, Dev Gianchandani, and Saurabh Goenka secured victory by winning the gold medal in the men's team event at MIT ADT. Coach Ishwar Tipre's guidance was pivotal to their success.



## Stellar performance at Tata Mumbai Half-Marathon 2024

Parth Basankar showcased an impressive performance by completing the marathon in under two hours. He secured the 77th position in the 18–24-year-old male category, ranking in the top 9% of all runners.



## Big wins at the fourth edition of the Khelo India Winter Games

Janvi Chordia demonstrated exceptional talent and sportsmanship at the "4th Edition Khelo India Winter Games" in Leh, Ladakh. Competing in the short-track speed skating event against participants from 11 states, she secured one gold and two silver medals.

## Naqaab team secures a place at InBloom 2024 theater event

The Naqaab team demonstrated exceptional talent and creativity by clinching the second place in the theater event hosted by Christ University, Lavasa. Their impactful Nukkad Natak (street play) conveyed a powerful message, showcasing a perfect blend of passion, creativity, and nostalgia.



## Students showcase grit at TATA Ultra Marathon

Undergraduate students, Gaurav Kumar, Raghav Gairola, and Krrish Kumar demonstrated exceptional endurance and skill at the marathon. Their participation in the challenging 35 km and 50 km uphill courses showcased their prowess and added prestige to the institution's representation. Gaurav participated in the 50 km marathon and ranked 37/643 and Raghav participated in the 35 km marathon and ranked 46/714.



## Students shine at Aarohan Run for a Cause

Undergraduate students participated in the Aarohan Run for a Cause, hosted by MIT WPU. This year, FLAME University marked a significant milestone by sending its largest contingent ever to the event, with 20 dedicated runners from the FLAME Run Club joining the ranks of over 1000 participants. Stuti Adenwala and Gaurav Kumar stood out, securing the 3rd and 7th positions respectively, showcasing their dedication and skill.



## Women's basketball team emerge victorious

The team emerged triumphant in the finals, securing the championship trophy at Modern Law College.



## Triumph in squash at Pace 2024

Sarah Vethekar emerged as the winner, and Dhvani Balchandani secured the runner-up position in the women's category at Pace 2024, held at the Army Institute of Technology, Pune.



## Students shine at the Natyanjali Dance Festival

Kshitija Venkat, Aditi Achwal, and Vainavi Vedala, third-year undergraduate students, showcased their talents in Bharatnatyam, Kathak, and Kuchipudi respectively at the 20th Natyanjali Dance Festival, organized by Bharatanatyam Guru Smt. Jayashree Nair and hosted by the Subramia Samaj in Mumbai. The students were guided by Prof. Priya Joshi, Faculty of Dance.

# Academics

## Win at Dsource Challenge in Communication Design

Riya Hundi, an undergraduate student, secured victory in the DDSDC Communication Design (Typographic Poster). The challenge focused on addressing the United Nations' Sustainable Development Goals through innovative design solutions.



## Papers presented at prestigious conferences

Krishna Balsarkar, FLAME Scholars Program student, presented her paper 'Delving Deeper into the Role of Entrepreneurial Resilience in Psychological Recovery and Workplace Well-being' at the International Conference on Happiness Science & Practice organized by IIM, Ranchi at collaboration with Rekhi Foundation USA.



Isha Barve, FLAME Scholars Program student, presented her paper 'The Untapped Potential of Peer Mentoring in University student's Well-being: A Scoping Review' at the 2nd International Conference on Mental Health and Well-Being: Opportunities & Challenges organized by Shri Vaishnav Institute of Social Sciences, Humanities, and Arts.



Both the students were guided by Prof. Garima Rajan, Faculty of Psychology.

## Students excel at the Arambh Entrepreneurship Competition

Postgraduate students, Ritu Sarda, Kanishka Agrawal, Shubhi Garg, and Vaijanti Haldankar stood out in the national-level entrepreneurship competition, organized by Sri Balaji University. Their project, LEISURE, earned them a spot among the top 100 teams out of 3,000, showcasing innovation and collaboration. The students developed a demo prototype of the website, enhancing the user experience by integrating movies, music, and games seamlessly.



## Paper presentation on Bollywood's ideology shift

Undergraduate student Tara Awasthi presented her paper titled 'Bollywood's Ideology Shift and Rocky Aur Rani Ki Prem Kahani (2023): Unmasking Faux Liberalism' at the International Conference on 'Intersections of Knowledge: Exploring Discourses and Beyond in Humanities and Social Sciences,' hosted at BITS Pilani, Rajasthan. The conference provided a platform for diverse discussions on non-quantitative research methods and analysis across various disciplines, enriching her understanding.



## Cultural embodiment and heritage architecture in Nawalgarh, Rajasthan

Undergraduate students Adya Dalmia, Shreya Barnwal, and Varad Bhatt co-authored the paper "Globalizing the Local: A Study of Cultural Embodiment and Objectification of Heritage Architecture in Nawalgarh, Rajasthan," derived from the Discover India Program. The paper highlights the cultural significance of heritage architecture in Nawalgarh.



## Paper presentation on sleep apnea's impact on IT employees' engagement

Sakshi Dhillon, a FLAME Scholars Program student, and Prof. Moitrayee Das, Faculty of Psychology, presented their paper 'The Impact of Sleep Apnea and Daytime Sleepiness on Employee Engagement of the IT Sector Employees in India' at the 31st Annual International Multidisciplinary Conference organized by the Bombay Psychological Association (BPA) Trust. Their research delved into sleep-related issues and their effects on employee engagement within the IT sector, revealing significant findings.



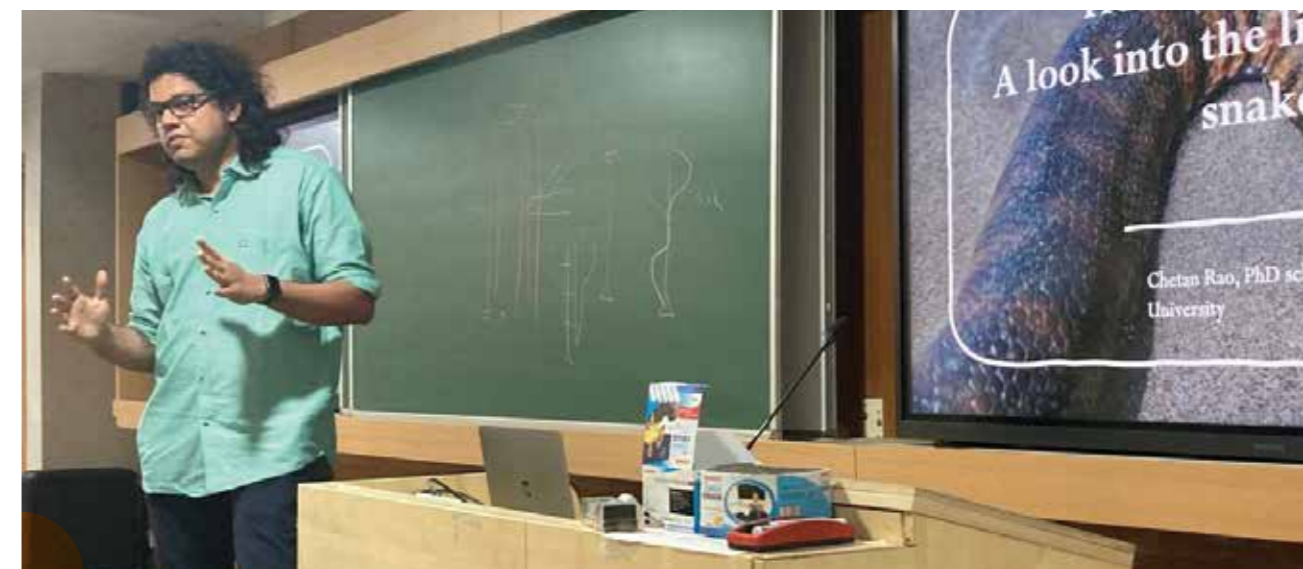
## Paper accepted at Global Digital Intimacies Conference

Doctoral student Vaishnavi Mahurkar's paper 'Im/mobile Boundaries and Digital Intimacies: Ethnographic Cases from Contemporary Urban India' was accepted at the Global Digital Intimacies conference at the University of Amsterdam. Her work explores the influence of digital platforms on intimate relationships in urban India, using ethnographic vignettes to illustrate her findings.



## Best Speaker Award at 4th YLF Annual IMC Youth Conclave

Parth Prasad's presentation on 'India's Creative Economy: Influencing and Inspiring Sustainable Lifestyles' under the theme 'Yuva Kshamta' emphasized social inclusion and environmental protection, garnering attention for their importance in national well-being.



## Session on 'House of Slytherin: A Look into the Lives of Marine Snakes'

Chetan Rao, a PhD Scholar's session shed light on the presence of sea snakes in Indian waters and globally, while also addressing the challenges posed by human activities, as part of the Films and Talks Series on Wildlife in India, organized by The Environment and Ecology Research Group at the Centre for Technology Alternatives for Rural Areas, IIT Bombay.



## Papers presented at international seminars

Devabala Smitha, an undergraduate student, presented two papers at prestigious international seminars. The first, 'Texts, Truths, and Traditions: Adult Mediation in Childhood Experiences and Education,' was presented at a seminar organized by the Department of Malayalam, University of Madras, where she received the second-place award for her abstract and presentation.

The second paper 'Experiencing Gender-based Violence in Indian Health Care Settings' was presented at the Bombay Psychological Association (BPA) Trust's 31st Annual International Multidisciplinary Conference. Under the mentorship of Prof. Moitrayee Das, Faculty of Psychology, the research sheds light on the experiences of individuals facing gender-based violence within the Indian healthcare system, showcasing dedication to social justice and academic excellence.

## Paper presentation: 'Ameliorating Adolescence: The Transformative Impact of Yoga-Based Interventions on Mental Health and Well-Being'

Prisha Khanna and Krishna Hingane, undergraduate students, along with Prof. Garima Rajan, Faculty of Psychology, presented their paper at the Anand-Amrit 2023 Conference. Their research explored how yoga practice positively influences adolescents' mental and physical health, advocating for the integration of yoga-based initiatives into educational institutions to promote well-being.



## Article published: 'Misrepresentation in Media: The Correlation and Causation Dilemma'

Undergraduate students including Hazel Manghrani, Vidushi Goswami, Aahana Chandel, and Megha Misra, published their article in the Psychologs magazine. The article delves into the misconceptions surrounding correlation and causation, emphasizing the need for clarity in media reporting and research dissemination to prevent misinterpretations of scientific findings.



## Paper presentation on urban Indian women's alcohol use

Krishna Balsarkar, under the mentorship of Prof. Ketoki Mazumdar, Faculty of Psychology, presented her paper titled 'Urban Indian Women and Their Alcohol Use: A Phenomenological Exploration' at the 31st Annual International Bombay Psychological Association Conference. The study provides valuable insights into addiction treatment from a gender-transformative perspective, with a focus on empowering urban Indian women dealing with alcoholism.

# In the Media



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



**Aditi Anand**  
Undergraduate Student  
Decoding social media: The paradox of digital connectivity and mental health  
Published in: The Probe

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**Vrinda Tuteja**  
Undergraduate Student  
Do not underestimate the superpower of sleep  
Published in: Daily Pioneer

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**Ishita Deshmukh**  
Undergraduate Student  
Mental health smartphone apps: Enhancing mental health services or posing a risk?  
Published in: The Probe

[KNOW MORE](#)



**Vrinda Tuteja**  
Undergraduate Student  
Psychology behind 'Emotional Eating': Addressing its causal factors and offering potential solutions  
Published in: Passionate in Marketing

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**Muskan Shah**  
Undergraduate Student  
Good vibes and social media  
Published in: Telangana Today

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Faculty co-author:  
Prof. Ravikiran Naik,  
Faculty of Economics



**Srishtee Ramchandani**  
Undergraduate Student  
Why the 2036 Olympics bid is too ambitious  
Published in: The Hindu BusinessLine

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



**Ankita Anand**  
Undergraduate Student  
Work-family: When work and family collide  
Published in: Sentinel Assam

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**Ishita Malhotra**  
Undergraduate Student  
Authenticity in a world of filtered realities  
Published in: The Gray Matter News

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**Bhavika Devjani**  
Undergraduate Student  
Opinion: Coffee badging or coffee break?  
Published in: Telangana Today

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**Kimaya Natekar**  
Undergraduate Student  
Holism in Healthcare: Why We Need To Do Better  
Published in: The Gray Matter News

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**Tarini Suri**  
Undergraduate Student  
Opinion: Beyond the 26 weeks  
Published in: Telangana Today

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**Muskaan Grover**  
Undergraduate Student  
Opinion: The pressure of a new you  
Published in: Telangana Today

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**Khushi Shah**  
Undergraduate Student  
Wellness pods: Redefining breaks at workplace  
Published in: Sentinel Assam

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**Muskan Shah**  
Undergraduate Student  
Burnt-out workforce: The future of work?  
Published in: Sentinel Assam

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**Krishna Hingane**  
Undergraduate Student  
Opinion: Work is worship?  
Published in: Telangana Today

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# Experiential Learning

## Undergraduate students take a guided heritage walk in old Pune city

Prof. Anup Tripathi, Faculty of Sociology along with area experts Dhruv Kalita and Payal Durve from Western Routes, Pune, conducted a guided heritage walk for the students of the Urban Sociology course. The activity aimed to expose students to urban diversity, socio-spatiality, architecture, and planning in old Pune city, offering valuable insights from an urban planning perspective. The field visit provided students with a firsthand experience, enhancing their understanding of these issues.



## Journalism students visit Vidyavani 107.4 FM community radio station

FLAME University students participated in a practical extension of their journalism curriculum by visiting the community radio station of Savitribai Phule Pune University. This hands-on experience acquainted students with the operations of a community radio setup and allowed them to produce and record various short programs at the studio.



## NGO Mela by DAP Committee

The Developmental Activities Program aims to help students understand India's socio-economic realities and how organizations have developed to address these problems. Students volunteer for a month during their summer break at a non-profit organization.

The NGO Mela 2024, organized by DAP Committee, provided a platform for over 20 social organizations to sell their products and raise awareness about various socio-economic challenges. The event ignited a passion for social engagement among FLAME's youth.







## Discover India Program (DIP)

The Discover India Program (DIP) is a significant part of the experiential learning component of the undergraduate curriculum offered by FLAME University. The program's primary aim is to help students explore, understand, and experience the rich culture and heritage of India. The program is designed to be exploratory to allow students to develop a critical approach to the study of cultural and historical traditions, as well as learn basic methods of project formulation, along with written and visual documentation.

This year, 600+ students, with 100+ faculty and staff members, journeyed to 12 states, one Union Territory, and over 50 villages, towns, and cities. The DIP Finale event highlighted the countless hours that went into making DIP an experiential learning experience that helps students learn about teamwork, ethical research practices, planning, logistical implementation, documentation and editing work, presentation, time management, and many other aspects of their experience.



## FLAME Fest

FLAME University's largest in-house cultural fest was a vibrant celebration of talent and creativity, offering a wide array of competitions that captivated participants and audiences alike. The event featured exhilarating fashion shows, thrilling scavenger hunts, intense art marathons, electrifying battle of bands, dynamic dance performances, and compelling theater productions, among others.

Throughout the fest, students had the unique opportunity to showcase their skills and represent their teams, with graduating students stepping into the role of team managers to guide and support them. This spirited competition fostered a sense of community and camaraderie, as teams vied for prestigious top prizes, making the fest an unforgettable highlight of the university's cultural calendar.

# ALUMNI COMMUNITY



## In the Media



**Stuti Kumar** | **Prof. Moitrayee Das**  
FLAME Alumna | Faculty of Psychology

**Opinion: Making happy workplaces**

Published in: Telangana Today

[KNOW MORE](#)



**Swara Shah** | **Prof. Moitrayee Das**  
FLAME Alumna | Faculty of Psychology

**Opinion: No moral policing**

Published in: Telangana Today

[KNOW MORE](#)

## Alumni Interaction Series



### Applying psychology beyond academia

The Department of Psychology organized an alumni interaction session featuring FLAME alumna Sanah Thakur, a speaker, educator, and head of the Sociology and Psychology Department at a leading International School in the Middle East. Moderated by undergraduate students Ankita Anand and Dishita Swaika, the session provided valuable insights into applying psychology beyond academia. Sanah Thakur shared her professional journey, offering tips on specialization choices and strategies for navigating challenges with resilience, inspiring students along the way.

### Career path after undergraduate and postgraduate degree

Kajal Samdani Maliwal, FLAME alumna, shared expertise on major-minor combinations and addressed career-related inquiries for undergraduate and postgraduate cohorts. She also conducted an interactive classroom experience on campaign planning for postgraduate students, drawing from her professional journey to enrich the session.





# OTHER IMPACT STORIES



## FLAME University appoints Prof. M.A. Venkataramanan as Pro Vice-Chancellor

Prof. Venkataramanan, a distinguished scholar with a Ph.D. in Business Analysis from Texas A&M University, joins FLAME University as Pro Vice-Chancellor. His expertise includes technology management, decision support systems, supply chain management, computer simulation, and enterprise resource planning. He has published over fifty research articles, co-authored a book on operations research, and received multiple teaching awards.

## FLAME University partners with Harvard's Center for Geographic Analysis

FLAME University and Harvard's Center for Geographic Analysis have signed a groundbreaking MOU for research on global maternal and child health and nutrition. This collaboration involves analyzing data from Demographic and Health Surveys in over 190 countries, aiming to understand geographical variations and compare health outcomes among children, including anthropometric failures, anemia, communicable diseases, healthcare services, and sustainable development goals.

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## Vriddhi 2024 at FLAME University

FLAME University hosted IDMA's Vriddhi 2024 conference in collaboration with Bain & Company. The two-day event featured 40 business leaders, 50 organizations, investors, and policymakers, focusing on the Indian pharmaceutical industry's opportunities, challenges, and strategies. Notable speakers included Dr. VK Paul, Dilip Shanghvi, MV Ramana, Dr. Sarah McMullen, and Mr. Vallabh Bhanshali.

[WATCH ON YOUTUBE](#)



## Dive into FLAME University's world of everlasting possibilities

FLAME University's latest film invites you to immerse yourself in the heart of FLAME—a celebration of innovation, collaboration, and limitless opportunities that define the university.

From lively discussions in bustling corridors to the camaraderie on sports fields, the film embodies the essence of FLAME. It's a tribute to our shared values, our pursuit of academic excellence, and our dedication to nurturing the talents of our students.

Behind this cinematic masterpiece are the efforts of our exceptional students, staff, and faculty. Their dedication and creativity have brought this film to life, showcasing the vibrant culture that makes FLAME unique.

[WATCH ON YOUTUBE](#)



## 15th Convocation Ceremony 2024

The 15th convocation ceremony was hosted on May 18, 2024, at the FLAME campus and was graced by Ms. Saina Nehwal, Olympic medalist, former World No. 1 badminton player, and currently ranked among India's top athletes.

The graduates beamed with joy and pride, ready to take on the world after excelling in their academic pursuits. The convocation ceremony was also streamed live on FLAME's YouTube channel.

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# EVERLASTING

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