FLAME SUMMER SCHOOL 2024
ABOUT FLAME UNIVERSITY

FLAME University exists to build an aspirational destination for students and faculty, to push the design and nature of studies, and to create a societal upgradation phenomenon, particularly in the fields of liberal education and leadership. FLAME University aims to inculcate a habit of lifelong learning and inquiry amongst students, advancing their well-being. At the core of everything we do is a desire to give something back to society in a noble manner. We are driven to be one of India’s most respected and reputed centres of learning—the one destination of choice for higher education in the nation for both learners and teachers.

FLAME’s educational philosophy is rooted in the concept of liberal education, a system of instruction that transcends the artificial divisions that exist between disciplines and unmasks the underlying unity of all knowledge. It urges the student to engage with multiple disciplines in order to view issues from different perspectives, leading to deeper understanding and better solutions to problems. At the core of its educational experience is its resolute emphasis on lifelong learning, critical thinking, tolerance, and good citizenship.

The university prepares students to lead purposeful lives rather than specific and narrow professions. It does this in a participatory, personalized environment that provides a transformational experience for the students and gives them the motivation and skills to change the world for the better. While empowering the student to be a global citizen, education at FLAME is firmly anchored in the Indian context and is sensitive and responsive to the needs of the country through its focus on research and innovation to create maximum impact.

Spread over 70 acres of green expanse, FLAME prepares students who have a strong desire to learn and grow continually, welcome new ideas, and value diversity with a desire to succeed and give their best towards excellence in all spheres of life. Its curriculum includes perspective-building, skills and competencies for communication, problem-solving skills, creativity, innovation, teamwork, and ethics that also meet the needs of the diverse sectors of the country.

It consists of five schools: FLAME School of Liberal Education, FLAME School of Computing and Data Sciences, FLAME School of Business, FLAME School of Communication, and FLAME School of Design, Art and Performance.

ABOUT FLAME SUMMER SCHOOL

The FLAME Summer School provides students with an opportunity to experience the liberal ethos of FLAME University, which values and incorporates an interdisciplinary pedagogy. Courses are offered across disciplines in a variety of fields. The courses will be taught by FLAME faculty and will be delivered in person. Since the summer school courses are open to students across the world, one can expect a diverse and global classroom experience. Students will also get to experience life on the FLAME University campus, with various resources and other interesting activities at their disposal.

The FLAME Summer School (FSS) offers 2-credit and 3-credit courses* to university students from FLAME and to students from universities other than FLAME during the summer break. The students who meet the eligibility criteria and complete the course successfully will receive a grade sheet or transcript from FLAME University.

FSS 2024 will be conducted completely in person on campus. All the courses include instructor-led live sessions, activities, and discussions in class. Each course has a mix of tutorials, interactive modules, and self-paced learning materials. The FLAME Summer School students participate in workshops, seminars, experiential learning projects, and extracurricular activities. They will have opportunities to interact with faculty and peers in person and immerse themselves in a holistic campus learning experience.

* 2-credit courses = 28 to 30 classroom teaching hours
3-credit course = 30 classroom teaching hours + field trips
Students are expected to devote additional hours of work beyond the classroom hours.
The FLAME Summer School has been designed to provide students with a unique learning experience. They will have an opportunity to learn from some of the best minds from FLAME and our international collaborations. At the same time, they will be able to meet and interact with peers from different institutions across the world. The courses will help students develop a multidisciplinary approach, instil a sense of curiosity, and inculcate an innovative and entrepreneurial mindset that will immensely enrich their knowledge. The FLAME Summer School is an endeavour to reach out to talented students anywhere in the world and provide a common platform for learning and networking.

Dr. Dishan Kamdar,
Vice-Chancellor, FLAME University

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**FLAME SUMMER SCHOOL COURSES**

**CLASSROOM BASED COURSES**

1. **STARTUP VALUATION AND INVESTOR PERSPECTIVE**
   - Prof. Jaslene Bawa
   - Assistant Professor - Finance

2. **A GUIDE TO GOOD LIFE: ANCIENT WISDOM FOR GEN Z**
   - Prof. Avani Sabade
   - Academic Specialist - Literary & Cultural Studies

3. **UNDERSTANDING CRIMINAL PSYCHOLOGY THROUGH MOVIES**
   - Prof. Sairaj Patki
   - Assistant Professor - Psychology

4. **DESIGNING INTERFACES**
   - Prof. Mritunjay Kumar
   - Assistant Professor - Design

5. **MARKETING ESSENTIALS**
   - Prof. Gitesh Chavan
   - Assistant Professor - Marketing

6. **CREATIVITY, INNOVATION AND ENTREPRENEURSHIP**
   - Prof. Love Sarin
   - Associate Professor - Entrepreneurship

7. **MUSIC OF TODAY: CROSSING CULTURAL BOUNDARIES**
   - Prof. David Russell
   - Co-Director - Wellesley Chamber Music Society

8. **SOCIO-CULTURAL HISTORY OF PUNE: AN IMMERSIVE EXPERIENCE**
   - Ms. Manjiri Khandekar
   - Managing Director - Heritage India Communications Pvt. Ltd.

**SOCIO-CULTURAL HISTORY OF PUNE: AN IMMERSIVE EXPERIENCE**

- 1st July, 2024 - 20th July, 2024
- 22nd July, 2024 - 27th July, 2024
This course is designed to introduce a participant to the basic tools for valuing companies, using discounted cash flow analysis and relative valuation in Excel. The participant will gain an understanding of how to apply the valuation model to his or her entrepreneurial venture. He/she will learn how valuation works across different investors that fund startups - from venture capital to angel investing perspective.
A GUIDE TO GOOD LIFE: ANCIENT WISDOM FOR GEN Z

This course introduces philosophical ideas about meaning and purpose of life. Philosophers across the world have addressed questions about what is life, is there meaning given to each individual life, how are we to understand it and achieve it, etc. This course takes students through ancient wisdom from Indian and Greek philosophy concerning these issues. It spans across Socrates, Plato, Aristotle, Stoics, Cynics, Epicureans, Yoga, Vedantins, Buddha, Jainism, Charvaka. Then, how recent thinkers have engaged with these questions to make it relevant for their situations is explored. For example, schools such as absurdism, nihilism, existentialism are considered. While doing this, it is made relevant to the contemporary setting by engaging in an interactive method, which allows students to address their position regarding these issues. While introducing thinkers who have reflected on life, meaning, and purpose, their insights are examined for their relevance to the contemporary lifestyles. Students are encouraged and guided to develop their own philosophical outlook of life from these explorations.

COURSE OBJECTIVES

- Introduce students to philosophical insights about meaning and purpose of life
- Engage students in a dialogue with philosophical concepts throughout the ages
- Introduce students to Indian schools of philosophy such as Yoga, Vedanta, Buddhism, Jainism, Charvaka
- Introduce students to ancient Greek philosophers such as Socrates, Plato, Aristotle, Stoics, Epicureans, Cynics
- Introduce students to contemporary philosophical engagement with ancient wisdom with a focus on philosophy of life

FACULTY

PROF. AVANI SABADE
Academic Specialist - Literary & Cultural Studies

Prof. Avani Sabade has completed her B.A. from Pune University and her M.A. in Philosophy from Fergusson College as a rank-holder. She started teaching Formal Logic at FLAME as a visiting faculty in 2011, right after finishing her M.A., and worked on evolving it into a course on Critical Reasoning. She has also worked as a full-time Assistant Professor at Fergusson College and Wadia, teaching courses in Logic and Philosophy.

Having been the first ever Indian women’s rugby team captain, she spends most of her spare time playing, coaching, and promoting rugby.

Avani’s research interests are Indian Moral Philosophy, Food Ethics, Philosophy of Sports, Critical Thinking and Public Philosophy. She has also presented on the interdisciplinary role philosophy plays in the humanities as a second-order discipline.
UNDERSTANDING CRIMINAL PSYCHOLOGY THROUGH MOVIES

The course will help learners understand the core concepts in Psychology that help explain the behaviors of individuals and the creation of their personalities, especially in the context of crime. This will be followed by an introduction to terminology and techniques of Criminal Psychology, used to understand criminal behaviors. Throughout the course, we shall analyze characters from movies and web series and critically evaluate real vs reel criminal behavior (Joker, Dark Knight, Dark Knight Rises, Zodiac, No Country for Old Men, Red Dragon, Hannibal, Raman Raghav etc.)

COURSE OBJECTIVES

- To understand the bio-psycho-socio-cultural model of Psychology
- To understand the concepts of Personality Psychology
- To understand the terminology and techniques used in Criminal Psychology
- To apply psychological concepts in explaining criminal behavior
- To perform a detailed analysis of a criminal character

FACULTY

PROF. SAIRAJ PATKI
Assistant Professor - Psychology

Dr. Sairaj M. Patki has over 10 years of teaching experience, including undergraduate and postgraduate courses at various colleges in Pune. Prof. Sairaj teaches the courses Abnormal Psychology and Experimental Psychology.

Sairaj Patki has been a full-time faculty at Symbiosis College of Arts and Commerce and Modern College of Arts, Science, and Commerce, and a visiting faculty at Savitribai Phule Pune University (SPPU) (formerly Pune University), SNDT Women's University, and Fergusson College. He is also an academic counselor, approved guide, and examiner for Indira Gandhi National Open University (IGNOU) B.A. and M.A. Psychology programs and serves on the Board of Studies for Psychology for some institutions in Pune.

He has worked as a joint director and co-investigator for an ICSSR sponsored Research Project titled ‘Emotional intelligence among adolescents: Tool development and enhancement through training and study of correlates’. He is a certified Emotional Intelligence Trainer and has conducted numerous workshops for schools, colleges, and organizations, including Reliance Industries Ltd., CID Office, Bajaj Auto, Modern Institute of Business Management, MIT Shillong, and Pune People’s Co-op Bank. He has also served as an observer on the FTII admission panels.

Prof. Sairaj’s research interests lie in the areas of the psychological effects of social media and AI, emotional intelligence, and organizational citizenship behavior. He has guided over 20 postgraduate research dissertations and has been a research consultant to the Shantilal Muttha Foundation, NEALife, and individual master’s and doctoral students.

He is also passionately involved in photography, cinematography, cooking, designing, and aero-modeling.
This course offers a comprehensive introduction to User Interface Design, providing a deep dive into the creation of engaging and functional interfaces for screens and devices. We’ll start by exploring how to design with the user in mind, identifying their needs and addressing specific problems. The curriculum is divided into several modules, each focusing on a key aspect of UI design. These include organizing content, mastering various navigation patterns and wayfinding techniques, arranging screen layouts, and understanding the principles of visual style and aesthetics. Additionally, practical skills in prototyping with Figma and the basics of user testing will be covered.

While this foundation course emphasizes the intricacies of interface creation rather than the broader design process, it remains highly interactive and hands-on. Students will gain proficiency in tools like Figma and various generative AI technologies, equipping them to craft compelling user interfaces.

**COURSE OBJECTIVES**

- Explore User-Centric Design Approaches: Learn the principles of user-centric design, emphasizing the importance of understanding user needs and behaviors in creating effective interfaces.
- Effective Content Organization and Navigation: Learn organizing digital content, developing intuitive navigation systems, and applying wayfinding techniques to enhance user experience.
- Skills in Visual Design and Aesthetics: Learn the fundamentals of visual style, layout, and aesthetics, to create visually appealing and functional user interfaces.
- Prototyping and User Testing Techniques: Learn the use of prototyping tools like Figma and the basics of user testing, to refine user interfaces effectively.
- Generative AI Tools in Design Processes: Familiarity with the application of generative AI technologies in interface design, fostering innovation and efficiency in design approaches.

**FACULTY**

**Prof. Mritunjay Kumar**

Assistant Professor - Design

Prof. Mritunjay Kumar is an Assistant Professor of Design at FLAME University. He completed his Ph.D. from the Department of Design, Indian Institute of Technology Kanpur, in the field of design. He has completed his M.Des in Human-Computer Interaction from the Department of Design, Indian Institute of Technology Kanpur, and his B.Des in Knitwear Design from the National Institute of Fashion Technology Chennai.

Prof. Mritunjay’s dissertation focused on capturing the dynamics of emotions at different stages of the creative process using facial expression analysis and support vector machines.

Prof. Mritunjay has over ten years of experience in design, research, and academia. Prior to joining FLAME, he worked with the Science and Technology Council of the Government of Uttar Pradesh on the Science Bus (Vigyan Bus) project, where the bus (on wheels) visits several schools in remote areas and students can experience pre-installed science models, projects, apparatus, and labs. He has also been associated with the Aalto Design Factory in Finland, where he worked on developing wearable shoe insoles (Buzzway) that offer hands-free navigation by vibrating the respective foot using sensors to offer directional cues without looking at the mobile phone screens.

Prof. Mritunjay has also worked with Jharkhand Silk Textile and Handicraft Development, Govt. of Jharkhand, in uplifting the languishing crafts at several clusters in Jharkhand. He has also been an empaneled designer with the Development Commissioner of Handicrafts, Govt. of India.

His research interests are Experience Design, Human-Computer Interaction, Design for Emotions, Creative Thinking, Design for Behavior Change, Visual Communication and Machine Learning for Design.
MARKETING ESSENTIALS

This course provides a conceptual framework to the students to understand the function of marketing in an organization. The course helps students to apply the marketing concepts and theories to solve case studies and projects. The course makes them vigilant of the marketing happenings in the real world and therefore importance of creating effective marketing strategies. The course aims to provide students with the understanding of Marketing Concepts. It provides and equips the students with Marketing Tools. It will enable the students to realize the importance of Customer Value and their Customer Behaviour in the context of Marketing Decisions. It covers the various aspects of Marketing Management. This course helps students in understanding and implementing the concepts of Marketing and understanding the Practices to assist in making Strategic Decisions, in Indian and Global Scenario.

COURSE OBJECTIVES

- Introduce the core concepts of marketing
- Explain Market Segmentation, Targeting & Positioning (STP) and 4 Ps of Marketing (Product, Price, Place & Promotion)
- Develop a thorough understanding of buyer behavior
- Enhance problem-solving skills in marketing by offering a set of analytical tools (i.e., frameworks, concepts, models, and techniques)
- Facilitate interpretation and analysis of select Marketing cases
- Increase awareness of marketing efforts by firms across a variety of business sectors

FACULTY

PROF. GITESH CHAVAN
Assistant Professor - Marketing

Prof. Gitesh Chavan is an Associate Professor – Marketing at FLAME School of Business at FLAME University. He was awarded Fellow of the IIM, Mumbai, in 2018; he holds a Bachelor’s Degree and Master’s Degree in Instrumentation and Control Engineering from Vivekanand Education Society’s Institute of Technology (VESIT), Mumbai. He has completed an MDP in Marketing and HR from IIT Mumbai, Shallesh J. Mehta (SJMSOM), and has earned an Associate (ATCL) Diploma in Communication Skills from Trinity College London.

Prof. Gitesh Chavan has over 18 years of experience in both industry and academia. He has worked in multiple geographies, including Australia, the USA, the European Union, and the Middle East, in cross-cultural and cross-functional teams. His expertise includes Business to Business (B2B) Marketing, Sales, & Business Development of Automation Solutions and Services worldwide, Global Marketing, Marketing Strategies, Branding, Project Engineering and Management in Industrial Automation - Safety Integrated Systems Project Implementation to Execution, and Main Automation Contractor (MAC) Project Pursuits. He has received numerous commendations and accolades in India and abroad in the form of Silver Bravo Awards for his exemplary performance at Emerson and Honeywell, Houston, Texas.

During his doctoral research and academic tenure with FLAME University, he has published many research papers in scholarly peer-reviewed journals of repute (ABDC) with “A” category publications to his credit. His research has been published in the Journal of Business and Industrial Marketing (JBIM), the Journal of Business Research (JBR), the Journal of Knowledge Management (JKM), and the International Marketing Review (IMR). He also has many international conferences at Rey Juan Carlos University in Madrid, Spain. University of Westminster, London. Stockholm, Sweden, Indonesia, Bali, and case study publications to his credit.

Prof. Gitesh Chavan has been distinguished with the prestigious accolades of the Best Teacher Award and the Best Researcher Award for the academic year 2020–21 at FLAME University.

In 2020 and 2023, Prof. Gitesh has successfully conducted a Management Development Program (MDP) named Making Smarter Decisions in B2B Marketing and Go-To-Market (GTM) Strategies for Entrepreneurs, Sales, and Business Development Executives through FLAME University.
Creativity, Innovation and Entrepreneurship

This is an introductory level course to give a broad overview of the topic with some activities to practice and start to build these skills. It will touch upon the meaning and relevance of creativity and innovation and how one can be creative and innovative. The course would help the students to understand what is entrepreneurship and why it is important and relevant in today’s context. It would introduce the entrepreneurial mindset and approach and highlight the usefulness of the same, and provide a path to build this skill. The students will get to learn about inspiring entrepreneurial ventures and get a chance to come up with their own ideas to pursue further.

Course Objectives

- Introduction to Creativity and Innovation
- Concept of Entrepreneurship
- Concept of Entrepreneurial Mindset and Introduction to Effectuation
- Introduction to Ideation for Entrepreneurship
- Introduction to Lean Startup Approach

Faculty

Prof. Love Sarin
Associate Professor - Entrepreneurship

Prof. Love Sarin is an Associate Professor of Entrepreneurship, and he received his Doctorate Degree and Sc.M. in Chemical Engineering from Brown University, USA, and holds a Bachelor’s Degree in Chemical Engineering from the Indian Institute of Technology, Bombay.

Prof. Love Sarin has over twelve years of work experience in both industry and academia. He was associated with the Indian Institute of Technology Bombay, Reliance Industries Ltd., Navi Mumbai, and Banyan Environmental, Inc., Providence, RI, USA.

He leverages his rich experience in techno-commercial development and organization building to mentor aspiring entrepreneurs and structure the growth of their start-ups. He is an expert in the Customer Development and Customer Discovery process and is frequently invited by entrepreneurial courses, programs, and incubators for invited talks on various topics and as a jury of their committees. He also advises on the structuring and management of entrepreneurship curricula and programs to create meaningful impact.

During his doctoral studies, he invented novel selenium formulations using nanotechnology for biomedical and environmental applications. He spun out a cleantech venture in the USA based on his innovative research work at Brown.
Music of our time holds a generative and rich bounty of cross-cultural conversation. This course will explore how music as an art form reaches across cultural boundaries to bring diverse traditions into collaboration with one another. We will investigate how composers and performers find inspiration from their own cultural backgrounds to develop unique musical voices. We will listen to and consider a wide variety of musical styles, compositional techniques and cultural traditions from around the world to better understand how music connects the global community.

**COURSE OBJECTIVES**

- Deepen understanding of musical styles and traditions
- Study musical artistry through examination of specific composers and performers
- Build team skills through project preparation
- Build writing skills

**FACULTY**

**PROF. DAVID RUSSELL**
Co-Director - Wellesley Chamber Music Society

Hailed as “superb,” “incisive,” and “sonorous and panoramic” in The Boston Globe, David Russell maintains a vigorous schedule both as a soloist and as a collaborator in the U.S. and Europe. He was appointed to the teaching faculty of Wellesley College in 2005 and currently serves as Senior Lecturer and Director of Chamber Music. A strong advocate of new music, Russell has performed with such ensembles as BMOP, Firebird Ensemble, Callithumpian Consort, Music on the Edge, Dinosaur Annex, Collage, the Fromm Players at Harvard, and entelechron. Recent projects include recordings of works by Eric Moe, Lee Hyla, Tamar Diesendruck, Donald Crockett, Chen Yi, and Roger Zahab; premieres of chamber works by Barbara White, Daron Hagen, José-Luis Hurtado, Robert Carl, and Gilda Lyons; premieres of works for cello and orchestra by Sam Nichols and Laurie San Martin; and new works for solo cello by Andrew Rindfleisch, Nicholas Vines, Martha Horst, and John Mallia. He is a busy performer in the Boston area, making regular appearances with such ensembles as the Cantata Singers and Ensemble, the Worcester Chamber Music Society, and Emmanuel Music. He serves as the principal cellist of Odyssey Opera. Russell has recorded for the Tzaddik, Albany, BMOPSound, CRI, Centaur, and New World Records labels.
SOCIO-CULTURAL HISTORY OF PUNE: AN IMMERSIVE EXPERIENCE

This course acquaints the students with a city and region that has not only endured but grown by leaps and bounds and enriched thousands through its long course of existence. The course will give an overview of both Pune city and district which have been much-coveted by rulers and power-brokers down the ages for several reasons, thereby leading to its transition from a small riverside settlement to the very seat of political power and its modern-day avatar as an educational, industrial and cultural hub of international standing. The course will aim to link the immediate and ancient past to the present and the future, to connect the dots and show how and why history has a closer connect with their day-to-day lives than they would imagine. From the Stone Age to present day, the history of Pune and Maharashtra shows us how deep indeed our roots go and how high and diverse do the shoots grow.

COURSE OBJECTIVES

- To understand the history of Pune city
- To understand the significance of the monuments
- To understand the cultural heritage of Maharashtra
- To explore the monuments and understand the evolution of Pune as an educational hub

FACULTY

MS. MANJIRI KHANDEKAR
Managing Director - Heritage India Communications Pvt. Ltd.

Manjiri Khandekar has a degree in Ancient Indian Culture and History from St. Xavier’s College, Mumbai. She has a Post-Graduate Diploma in Mass Communications from the Sophia Polytechnic, Mumbai, and an M.Phil. in French from the University of Pune.

As the wife of an Army officer, she has lived in 12 different states across the country. She has recently retired from the University of Pune as a lecturer for French after teaching Masters in French for the last twenty years.

In May 2007, Manjiri launched her own company - ‘Heritage India Communications Pvt. Ltd’ primarily to create awareness about India’s rich and vast heritage. The company has achieved this mission for the last 16 years through publications, online courses, heritage walks and tours, workshops, and seminars. Punyakatha - Pune’s Story of a Million Years, a children’s book cum family encyclopedia, is the company’s latest project.
ELIGIBILITY CRITERIA

A student who is enrolled in an undergraduate program in any University or College is eligible to attend courses offered during FLAME Summer School 2024.

COURSE FEE

<table>
<thead>
<tr>
<th>Course Fees</th>
<th>Duration</th>
<th>Non-FLAME - All Inclusive (INR) (per course)</th>
<th>Non-FLAME International Student All Inclusive (USD) (per course)</th>
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<tbody>
<tr>
<td>Regular course (2 credits)</td>
<td>20th June 2024 to 20th July 2024</td>
<td>24,000</td>
<td>300</td>
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<tr>
<td>Socio-cultural History of Pune: An Immersive experience (3CHP) (3 credits)</td>
<td>21st July 2024 to 27th July 2024</td>
<td>35,500</td>
<td>400</td>
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- Candidates need to submit the application form online.
- Payment for fees must be made via the online application form.
- In case of a bank transfer, please send an email to admission@flame.edu.in with the applicant name, application number along with the transaction details of the transfer done. In the subject line please mention “FLAME Summer School 2024”.
- Refund requests will be entertained until 26th June 2024. As per the FLAME University refund policy 10% of the total amount will be deducted.

APPLICATION PROCEDURE

To apply the applicant must complete the application form.

APPLY NOW

For more information, please contact: Toll-free No: 1-800-209-4567 | E-mail: admission@flame.edu.in.

FAQ


FACILITIES & INFRASTRUCTURE

The beautifully designed, high-tech campus has carefully crafted spaces for recreation, collaboration and sport. Differently styled classrooms, art centres, conference centres and administrative centres provide students and teachers with the flexibility to create learning environments on the go. Our library, a design marvel in itself, is home to thousands of books and multimedia resources. The student housing facilities on campus are equally unique. Needless to say, our spacious student dormitories are equipped with all modern amenities and Wi-Fi connectivity.

Sports and sportsman spirit are an integral part of the FLAME culture. Apart from the adjacent 18-hole golf course, the students at FLAME University have an international-sized cricket ground, football, tennis, basketball and volleyball courts, outdoor Olympic-sized swimming pool, track and field, futsal and handball at their disposal. A fitness and conditioning studio, badminton courts, billiards tables, squash courts, table tennis, carrom and chess ensure that FLAME’s sports facilities give the best of colleges tough competition.

We also take our environmental responsibilities seriously. Our campus has modern, eco-friendly water harvesting, water recycling, and solid waste management systems. Safety is never compromised at FLAME. Trained security professionals are on duty round the clock, providing a secure environment for students and teachers alike. CCTV surveillance is installed at all key locations and fire safety mechanisms such as fire extinguishers, smoke and heat detectors and sensible evacuation plans are in place as well.

Other facilities on campus include provision stores, photocopying facilities, an infirmary, an ambulance and shuttle bus service to Pune, a bustling metropolis in itself.

VENUE

FLAME University | Gat No. 1270, Lavale, Off. Pune Bangaluru Highway, Pune - 412115, Maharashtra, India.