

FLAME ANTHEM

Jyoti hai yeh manavta ki
jyoti hai yeh shanti ki
Nirmal, Ujjwal, Sujal, Saphal
Rangeen Manzilonki
Let's light a FLAME in us.
Keh rahi hai laherein
Ganga-Jamuna ki
Chalo gyan ki sagarki oour,
Keh raha hai sheesh Himalaya ka
Chulein Suraj ki nayi bhor
Gyanka Prakash hi dikhlaye
Raah satya-saadgi ki.

Nirmal, Ujjwal, Sujal, Saphal
Rangeen Manzilonki
Let's light a FLAME in us.
Jhoomke kehti kaliyan pyari,
Mehke chaman pal-pal pyaar ka,
Gungunate panchi gaate
Thaamlo haath ahimsa ka,
Pyar aur aman hi hai
Shaan hamare vishwa ki
Nirmal, Ujjwal, Sujal, Saphal
Rangeen Manzilonki
Let's light a FLAME in us.
FLAME- ignited minds

visit us at www.flame.edu.in



Foundation for
Liberal
And
Management
Education



FLAME School of Communication



A world community can exist only with world **communication**, which means something more than **extensive short-wave facilities** scattered; about the globe. It means common **understanding**, a common **tradition**, common **ideas**, and common **ideals**.

Robert M. Hutchins



Parag Shah
Founder Chairman

I welcome you to explore a whole new experience of Liberal Education at FLAME. The FLAME programs offer young minds a challenging curriculum, an exceptional range of subjects and a unique pedagogy. It prepares the students to a journey into the realms of knowledge, social awareness, personal development and individual well-being. It sets free those who have the capacity for lifelong learning, are culturally and socially aware and have invaluable employability skills.

Welcome to FLAME, a place with a not one but many destinations and the promise of an enjoyable journey!

I take this opportunity to invite you to join the FLAME School of Communication program. This program beckons you to a world of creativity, innovative approach to learning and an ability to respond to a transforming and turbulent world. With a "Liberal Education" foundation FLAME FSC program not only develops leaders for today, but endows them with lifelong skills through imbibing the spirit of enquiry via case study method, taking winning and loosing in their stride via mandatory sports, learn to respect fellow human beings via "Developmental Activities", strong all round resilience via "Elite Leadership Program" and build a culture of entrepreneurship via the unique year long "Entrepreneurship Program".

I welcome you to experience this unique business leadership program.



Indira Parekh
President



PROF. ACHYUT VAZE
Dean, FLAME School of Communication

Welcome to an exciting journey of explanation and learning.
Journey of experimentation and discovery.
Journey of experiencing yourself freely, creatively and effectively.
With a sense of responsibility as a global citizen.
Journey that will take you to challenging careers in media and management. And beyond.
Towards being the change you want to see in the world.

Achyut Vaze



INTRODUCTION

Communication plays a critical role in all spheres of life. FLAME School of Communication has been set up to meet the long-felt need for providing high quality education in the art and science of communication.

The school offers options for studying at undergraduate and post-graduate levels in area ranging from filmmaking, television, broadcast journalism to internet and new media. The course covers creative and technical as well as business and management aspects of the industry. The pedagogy focuses on hands-on project work besides classroom instruction from practitioners in the field. Given the rapidly growing media industry particularly television, cinema and broadcast journalism, career prospects in such fields are considered very bright.

Objectives

The objectives of setting up the FLAME School of Communication are:

- To create a platform for learning the art and science of communication and media
- To create an environment that encourage students to explore new ideas in content and form and to experiment and re-examine ideas on an on-going basis
- To encourage students to use the knowledge base, skill-set and attitude-set acquired as responsible global citizens
- To enrich the field of communication and media by research, other developmental activities and by creating a platform for interaction with practitioners in the field at different levels.

Highlights

- Two year full time residential program
- Covers management, business, creative and technical aspects
- Excellent faculty both from academia and industry
- Focus on hands-on, project-centric training
- Wide specialization options
- Opportunity to learn from known practitioners of the art
- State-of the art-equipment, studios and facilities
- A genuinely creativity-friendly environment
- Unique pedagogy that encourages experimentation and creativity at all levels
- Bright career prospects in a sunrise industry



Program Design

PGDM Communication is designed to be a full-time, two year, residential post-graduate course. It has three trimesters a year for two years and an 8-week summer internship between the two years. The last trimester is devoted almost entirely to a graduation project.

PEDAGOGY

The pedagogy used in this course focuses on both classroom instruction and hands-on project work. In-addition the student is expected to spend time reading related material, writing scripts etc. and viewing DVD/CDs either individually or in a group. Classroom instruction is handled by experienced academics and practitioners from the industry. Project work is also mentored by the faculty. There are group projects where group members keep changing their roles from "director" to "production assistant" for different projects. The graduation project in the last trimester offers the student an opportunity to create a show reel at par with the professionals in the real world.

PROGRAM HIGHLIGHTS

Over two years, 40% of the curriculum deals with management sciences, 40% with the craft of different media and 20% with other subjects.



FSC Course Structure

Subject	Area	No. of Sessions	Credits
Trimester 1			
Screenwriting 1	COM	20	2
Video Production 1	COM	30	3
Visual Communication 1	COM	20	2
TV Basics	COM	20	2
Film Appreciation 1	COM	10	1
Marketing 1	MGT	20	2
Individual & Group Processes	MGT	30	3
Managing IT	MGT	10	1
Humanities	OTH	20	2
Languages	OTH	20	2
Arts	OTH	20	2
Trimester 2			
Video Production 2	COM	30	3
Channel management	COM	20	2
Journalism 1	COM	20	2
World Cinema	COM	60	3
Managerial Accounting	MGT	20	2
Marketing 2	MGT	20	2
Production Management 1	MGT	20	2
Humanities	OTH	20	2
Languages	OTH	20	2
Arts	OTH	20	2
Trimester 3			
Screenwriting 2	COM	20	2
Directing 1	COM	20	2
Journalism 2	COM	20	2
Written Analysis & Comm.	COM	10	2
Advertising	COM	20	2
Research Methods	MGT	20	2
Finance	MGT	20	2
Explorations Into Role & Identity	MGT	20	2
Humanities	OTH	20	2
Languages	OTH	20	2
Arts	OTH	20	2
Trimester 4			
Electives from Specialization Area		140	14
Electives from other Areas		60	6
Mass Media & The Law		20	2
Trimester 5			
Electives from Specialization Area		140	14
Other electives		60	6
Rights & Responsibilities of Media Pros		20	2
Trimester 6			
Electives from Specialization Area		70	7
Electives from other area		20	2
Graduation Project			10
Entering the world of work		12	3



FSC Elective Courses Year 2

Sr	Course	C/E	Credits	Trimester
1	Screenwriting 1 :Basics	C	2	T1
2	Screenwriting 2: Fiction	E	2	T4/T5/T6
3	Screenwriting 3: Non-fiction	E	2	T4/T5/T6
4	Screenwriting 4: Graduation Project	E	3	T5
5	Video Production 1: Basics	C	2	T1
6	Video Production 2: Advanced	C	2	T2
7	Screen Language & Grammar 1	C	3	T1
8	Screen Language & Grammar 2	C	3	T2
9	Directing 1: Basics	C	3	T3
10	Directing 2: Advanced	E	2	T4/T5/T6
11	Directing 3: Directing the Actor	E	2	T4/T5/T6
12	Production Management 1: Basics	C	2	T3
13	Production Management 2: Advanced	E	2	T4/T5/T6
14	Film Appreciation 1	C	1	T1
15	Film Appreciation 2	C	1	T2
16	Film Appreciation 3	C	1	T3
17	World Cinema 1	C	3	T1
18	World Cinema 2	E	2	T4/T5/T6
19	Indian Cinema 1	E	2	T4/T5/T6
20	Indian Cinema 2	E	2	T4/T5/T6
21	Still Photography	C	1	T1
22	Cinematography 1	E	2	T4/T5/T6
23	Cinematography 2	E	2	T4/T5/T6
24	Audio Techniques	E	2	T4/T5/T6
25	Editing Advanced	E	2	T4/T5/T6
26	Film Genres	E	2	T4/T5/T6
27	Film Theories & Studies	E	2	T4/T5/T6
28	Business of Film	E	2	T4/T5/T6

Notes: C: Compulsory E: Elective



Core Area: TV

Sr	Course	C/E	Credits	Trimester
1	TV Programming 1 & Basics	C	3	T1
2	TV Programming 2 : Fiction	E	3	T4/T5/T6
3	TV Programming 3: Non-Fiction	E	3	T4/T5/T6
4	TV Channel Management 1	C	3	T2
5	TV Management 2	E	2	T4/T5/T6
6	TV Creative	C	3	T3
7	Children's TV	E	2	T4/T5/T6
8	World TV	E	2	T4/T5/T6
9	Indian TV	E	3	T4/T5/T6
10	Multicam Production	E	3	T4/T5/T6
11	Making Music Videos	E	2	T4/T5/T6
12	Making Short Films	E	2	T4/T5/T6
13	Production Design	E	2	T4/T5/T6
14	Trends in TV Technology	E	2	T4/T5/T6
15	Business of TV Programming	E	2	T4/T5/T6
16	Business of TV Channels	E	2	T4/T5/T6

Core Area: Marketing and Advertising

Sr	Course	C/E	Credits	Trimester
1	Marketing1	C	2	T1
2	Marketing 2	C	2	T2
3	Advertising Basics	C	2	T3
4	Consumer BEhaviour	E	2	T4/T5/T6
5	Market Research	E	2	T4/T5/T6
6	Strategic Planning + Ad Campaign Planning	E	2	T4/T5/T6
7	Brand Management1	E	2	T4/T5/T6
8	Brand Management2	E	2	T4/T5/T6
9	Business of Ad Agency	E	2	T4/T5/T6
10	Media Planning	E	3	T4/T5/T6
11	Creative Strategy	E	2	T4/T5/T6
12	Ad Flim Making	E	2	T4/T5/T6
13	Internet Marketing	E	2	T4/T5/T6
14	International Marketing	E	2	T4/T5/T6
15	Advertising & Sales Promotion	E	3	T4/T5/T6
16	Public Relations & Communication	E	2	T4/T5/T6
17	Event Management	E	3	T4/T5/T6
18	Ealuating Communication	E	2	T4/T5/T6
19	Services Marketing	E	2	T4/T5/T6
20	Customer Relationship Management	E	2	T4/T5/T6
21	Integrated Marketing Communication	E	3	T4/T5/T6

Notes: C: Compulsory E: Elective

Core Area: Broadcast Journalism & New Media

Sr	Course	C/E	Credits	Trimester
1	Print Journalism	C	2	T2
2	Broadcast Journalism	E	2	T3
3	Reporting & Writing	E	2	T4/T5/T6
4	Editing for Print	E	2	T4/T5/T6
5	Editing for Broadcast	E	2	T4/T5/T6
6	E-tools for Journalism	E	2	T4/T5/T6
7	Writing Features	E	2	T4/T5/T6
8	Design & Layout	E	2	T4/T5/T6
9	History of Journalism	E	2	T4/T5/T6
10	Select Issues in Journalism	E	2	T4/T5/T6
11	Right to Information Seminar	C	1	T4/T5/T6
12	Political Journalism	E	2	T4/T5/T6
13	Sports Journalism	E	2	T4/T5/T6
14	Lifestyle Journalism	E	2	T4/T5/T6
15	Business Journalism	E	2	T4/T5/T6
16	Photo Journalism	E	1	T4/T5/T6
17	Business & Organization of Publishing	E	2	T4/T5/T6
18	Business & Organization of News Channels	E	2	T4/T5/T6
19	TV Journalism	E	2	T4/T5/T6
20	Radio Basics	E	2	T4/T5/T6
21	Radio Journalism	E	2	T4/T5/T6
22	Multimedia Journalism	E	2	T4/T5/T6
23	New Media 1: Basics	E	2	T4/T5/T6
24	New Media 1: Advanced	E	2	T4/T5/T6
25	Interactive Media & Design	E	2	T4/T5/T6
25	Online Communities	E	2	T4/T5/T6
27	Game Design	E	2	T4/T5/T6
28	Perspectives in Philosophy	C	2	T4/T5/T6
29	Perspectives in Political science	E	2	T4/T5/T6
30	Perspectives in Economics	C	2	T4/T5/T6
31	Perspectives in Sociology	E	2	T4/T5/T6
32	Current Issues in India	C	2	T4/T5/T6
33	Current Issues in the World	E	2	T4/T5/T6

Notes: C: Compulsory E: Elective



Core Area: Broadcast Journalism & New Media

Sr	Course	Course Code	C/E	Credits	Trimester
1	Improving Your Language	IMPLANG	E	0	T4/T5/T6
2	Facing Interviews	INTER	C	2	T6
3	Spoken Communication	SPOCOM	C	2	T2
4	Written Analysis & Communication 1	WAC1	C	3	T3
5	Written Analysis & Communication 2	WAC2	E	3	T4/T5/T6
6	Creative Writing	CREAWRT	E	2	T4/T5/T6
7	Visual Communication 1: Basics	VISCOM1	C	2	T1
8	Visual Communication 2: Advanced	VISCOM2	E	2	T4/T5/T6
9	Fine Arts	FINEART	E	2	T4/T5/T6
10	Theatre	THEATRE	E	2	T4/T5/T6
11	Music	MUSIC	E	2	T4/T5/T6
12	Dance	DANCE	E	2	T4/T5/T6
13	Computer Graphics & Animation 1	CGA1	E	2	T4/T5/T6
14	Computer Graphics & Animation2	CGA2	E	2	T4/T5/T6
15	Developing & Pitching Ideas	PITCH	E	2	T4/T5/T6
16	Business Strategy	BUSSTR	E	2	T4/T5/T6
17	Entrepreneurship	ENTRP	E	2	T4/T5/T6
18	Business & Individuals Values	VALUE	E	2	T4/T5/T6
19	Rights & Responsibilities of Media Pros	RESPMED	C	2	T4
20	Mass Media & The Law	MEDLAW	C	2	T5
21	Communication Technology	COMTECH	E	2	T4/T5/T6
22	Race, Class, Gender, Sexuality & Media	RCGMED	E	2	T4/T5/T6
23	Culture, Society & Media	CULMED	E	2	T4/T5/T6
24	History & Evolution of Media	HISTMED	E	2	T4/T5/T6
25	Post Modernism & Media	PMODMED	E	2	T4/T5/T6
26	Communication & Group Behaviour	COMGRP	E	2	T4/T5/T6
27	Entering the World Of Work	ENTWORK	C	3	



Notes: C: Compulsory, E: Elective

Art must unquestionably have a social value;
 that is, as a potential means of communication
 it must be addressed, and in comprehensible terms,
 to the understanding of mankind.

Rockwell Kent



LEARNING RESOURCES

Of the 900 classroom instruction hours visualized over the two years, 40 per cent deal with management science, 40 per cent with the craft of different media and 20 per cent with other subjects.

Management courses are from areas such as marketing, market research, advertising, managerial accounting, finance, organizational behavior and production management.

Media craft courses are from areas such as screenwriting, directing, cinematography, editing, production design and the sectors covered include cinema, television, radio, internet, and new media.

The anchoring in Liberal Education is provided to students by offering courses in humanities, social science and creative arts including theatre, painting and music. The school also offers audit courses in personal and social skills, sports, yoga and social work NGOs.

Eligibility

Selection process

FLAME is looking for students who are committed to their own growth through a disciplined process of learning. The selection process is designed to ensure that FLAME selects students who have the ability to explore and achieve success. As a policy, FLAME endeavours to select students from diverse backgrounds to achieve a multi-faceted perspective that enriches the academic process.

The selection of students is based on an entrance test that includes:

- ▶ Aptitude test
- ▶ Personality testing exercise
- ▶ "Opportunity mapping" exercise
- ▶ Group interaction
- ▶ Personal interview

Qualities being evaluated through the selection process include (not in the order of importance):

- ▶ Basic logic
- ▶ Competency in English
- ▶ Ability to convey ideas, opinions and feelings with reasonable accuracy and fluency
- ▶ Motivation level
- ▶ Ability to work in a group
- ▶ Ability to spot opportunities and convert them into results through an optimal plan
- ▶ The ability to observe, identify and understand complex forces operating in the universe and human society
- ▶ Sense of vision and purpose that allows thought beyond the known

Fees

PARTICULARS	Tri I	Tri II	Tri III	TOTAL
Tuition Fees	1,40,000	1,40,000	1,50,000	4,30,000
Lodging	60,000			60,000
Boarding	50,000			50,000
Course Material	34,000			34,000
Sports, Medical & Counselling	25,000			25,000
	3,09,000	1,40,000	1,50,000	5,99,000

LOAN FACILITIES

Most banks offer students loan facilities at reasonable rate of interest. Details are available with FLAME student Counselors. On selection, FLAME will issue an admission letter required by most banks.

SCHOLARSHIPS

FLAME ensures "opportunities for all" by developing scholarships programs and supports motivated individuals from all strata of society. The Scholarship Committee reviews the potential of the candidate and then awards the scholarship. The scholarship is only on the tuition fee.



CORE FACULTY

Achyut Vazé

Prof. Vazé is a media professional with over 20 years of track record that includes producing over 2000 hours of highly rated TV programming, several awards from the RAPA and other prestigious bodies, and heading successful production houses in Mumbai. He is also a known playwright-director of the Marathi experimental stage. His academic credentials include Economics honors from Delhi, M.B.A. from IIM, Ahmadabad, and Nuffield Fellowship from Cambridge. He has had a long inning with the Tatas offering management consultancy to large corporations, MNCs, and governmental bodies. He is a former Director of a leading mass media college in Mumbai. He is at present the Dean at FLAME School of Communication.

Vinod Gandhi

Graduate of FTII, Pune in Cinematography and winner of RD Mathur Award at the Institute, Prof Gandhi was also trained in TV Production under UNESCO faculty at Doordarshan, Delhi. Was awarded Fellowship under the Colombo Plan by the Govt of India to undergo training in Film and Documentary Production at Visnews International, London, the largest Television news sourcing agency in Europe affiliated to the BBC. He subsequently worked for Visnews in UK on a contract for three years. Was part of a select group of professionals for launching of Mumbai Television Centre. He also worked as Chief Cameraman for Bombay and Calcutta Doordarshan. Recently he has been teaching cinematography and direction at several known media schools in Mumbai and FTII, Pune.

Shukla Das

A post graduate from the University of Georgia, USA, and a diploma holder in television production from the Film and Television Institute of India, Shukla has been making films for over 25 years and been deeply involved with Television industry. She has worked as Sr VP at Star TV, VP Programming & Production at SONY TV, Creative Consultant to Zee TV, Magic Box and other production houses and as Producer at Doordarshan and WGTV, Georgia, Washington. She has won several international awards including Golden Prague and Hosok Bunka.

Kiran Thakur

Ph. D. in Communication, he has been in the field of Journalism for over 30 years. Has a vast experience on his back; was with the United news of India for 17 years, the Indian Post (brought out by the Singhnia Group of Industries) for 3 years, the Observer of Business and Politics for 10 years. As an academician, he has been the Head of the Dept. of communication and journalism at the Univ of Pune until he retired in 2007. Right now he is the media Research Co-ordinator in the Mudra Institute of Communication and Research, A'Bad.

VISITING FACULTY by Area of Specialization

FILM & TELEVISION

Anil Zankar

Media professional with 27 years of experience in filmmaking, teaching, writing and media planning, currently faculty and Professor Direction at Whistling Woods International the newly begun film and media institute in Mumbai, since December 2006; also faculty at FTII; actively working with PIFF since 2004,; overall a professional writer, filmmaker & teacher. Winner of 2 National Awards for feature film script-writing.

Mariam Jetpurwalla

Post-Graduate Diploma in Communications Arts, St Xavier's Institute of Communication consisting of Television, Cinema, Radio and Journalism. Working as Television Producer with Mumbai Doordarshan from 1972 to 1980, produced and directed Television Drama, Variety Programs like "Avo Mari Sathe", the game show "What's the Good Word", Cultural and Educational programs. Freelancing as Producer, Director and Writer since 1980. Well known as Screenplay Writer for Malgudi Days. Awarded - Karnataka State Award for best Feature film Script. Has been teaching television for more than a decade now.

Samar Nakhate

Professor & Dean (FTII), Teaching faculty Pune Universities and its various depts.; also at Doordarshan, Mumbai; Member, Selection Committee, PIFF, Director, International Cultural Exchange; academic & media-related experience of more than 30 years. Has designed Media and various communication tools, in film, television and theatre production in custom-designed training.

Sanjay Dabke

A Consumer Electronics Graduate, he has done his M.S. in communication with Television/Film/Radio as major from Syracuse University, NY, US. He has been primarily in the field of TV&Films, for the last 25 years, but worked on every possible format of TV show in different capacities (Producer, Executive producer, director, cameraman, conceptualizer, copy-writer, multi camera panel director, engineer, script writer etc.). Began his career as an Assistant Engineer at E.M.R.C. (an educational TV production center of UGC), wherein his was a major contribution in building and commissioning of the studio (biggest at that time). At present one of the owner/director of Bars & Tone Television (P) Ltd, established 1995. His team has just recently shot a TV Chat Show at FLAME Recording Studio, soon to go on air.

Mahesh Aney

National Award winning Cinematographer, director and ad-film-maker. He received the National Award for his work for Hindi feature film "Swades" (2005) as Director of Photography, FTII graduate. His TV works includes directing "BindaasBol" for Sony, "Movers & Shakers" for Sony, "Wajood" and 7 other tele-films for Zee TV, "Tak DhinaDhin" for DD1 and "Kya Masti, Kya Dhuum" for Star TV. Has also directed and produced over 400 advertising commercials including Tata Steel, Society Tea, Coca Cola, Vicks, Yardley Talc, Onida TV, Nivea Cream, Nycil Talc, Cinthol Soap, Glucon D, Nestle etc. Has produced and directed corporate films for clients including Kirloskar, Thermax, Alfa Laval. As a cinematographer, has shot over a 1000 commercials, including some award winning ones like Pepsi, Maggie Sauces, Tata Steel, Doodh Doodh, Killer Jeans, Fevicol, and Cadbury's. Has shot and directed 12 music videos including two international videos.

Anjoo Daswani

Beginning as a lecturer at the Xavier Institute of Communications, Mumbai, helping to design and evolve the two courses, Film & TV Production, and, Video Workshops for Professionals in Media, currently taking a video production course along with a television studies program at the Social Communications Media Dept. Sophia Polytechnic, Mumbai. Has an experience of production, direction & writing for TV in early 90s, creating short features for the video magazines. Was with ZEE Network in the mid 90s as an independent producer, writer & director.

Vikas Desai

A gold medalist in Direction from the FTII, Pune. With an experience spanning of over 4 decades, he is perhaps the only film maker in India who does: Feature films (Shaque, Gehrayee, Sitam), Ad films (Lakme, Voltas, Bajaj, Wheel, Surf, Lifebouy Plus etc), TV serials & documentaries. TV work includes directing and co-writing serials such as "TerahPanne", "Ummeed" "JhootaSach", "Rishtey" to name a few. He is a complete film maker enacting all roles, as a director, script writer, editor('Masoom'), as well. Not to mention he has been an actor and a model too (the face of 'Captain Cook')! India's first film guru & teaches in all the major schools in India. A generation of young and successful film makers has been inspired by his teaching.

S S Swani

Master's Degree in Physics with specialisation in Electronics, has been a lecturer since 1958, been with the All India Radio(AIR) for 10 years and Worked with Doordarshan(DD) & AIR in various capacities for planning and setting-up of Television Production centres and over-viewing of Satellite television network of Doordarshan, resource person of Staff Training Institute(Technical), Retired as Chief Engineer, Doordarshan. Also has a hand at consultancy with the Times Television (TOI Group) & Technical Consultant, DTH project and Star News of Star-TV India.

ADVERTISING & MARKETING

Adip Puri

A master in management studies from Mumbai university, an economics graduate also from Bombay university. He is a consumerologist, deeply interested in people, their interactions. In his own words, 'his passion is his profession'. He is an advertising professional; works for an agency, JWT, he is a global planning director on Unilever detergent brand. His teaching experience spans over 26 years in the field of marketing and advertising.

Anand Jaiswal

Having done the Fellow Program in Management, XLRI Jamshedpur with Marketing as specialization, and a Bachelor of Technology, MGG University, Chitrakut, he is currently a Marketing faculty at the IIM A'Bad. He bagged the first prize and an award for "Excellence in Management Writing" at IBS Kolkata Summit & has won accolades for his various papers in the field of Marketing at IIM Kolkata & Lucknow. His Research papers figure in various journals, the Asian Case Research Journal, Economic & Political Weekly (EPW), to name a few. Business strategies for low-level consumers, Service quality measurement, the impact of Internet on marketing channels are the focus of his current research.

Anand Kurian

Is a writer, adfilm-maker and marketing communications professional. He has written a best-selling novel and has produced commercials for every multinational major. He has conceived and developed three marketing communications concepts and lectures on these at the IIMs, MICA, NID and FTII. He has been featured in Wikipedia for his contributions.

Anita Basalingappa

Completed her MBA & Ph. D. from Karnataka University, currently she is Assistant Professorat MICA(Mudra Institute Of Communications, Ahmedabad) with a teaching experience of 12 years. Her specialization being Marketing, her area of teaching & research interest is Return on Marketing Investment (ROMI) & Customer Relationship Management (CRM).

June Valladares

A Bachelor's Degree in Economics & Pol Science from St. Xavier's College, Mumbai, her professional experience in the field of media, advertising in particular has been for over 3 decades, having worked with the Financial express as an editorial assistant, as a copy writer & creative director with Lintas India Ltd. etc. She has authored The Craft of Copywriting and Ideate with June A Valladares which has been reprinted every year to date & considered a best-seller.

Navneeth Mohan

BCom grad from St Alberts College (3rd Rank), done his post graduation at SIMC (Symbiosis Institute of mass Communication), Pune. Was taken up by ENCOMPASS - one of India's largest Events & Activation companies today - as an Account executive by campus Placement, and in short span was promoted to Vice President & Regional Business Head (Western Region), responsible for the Events Business Vertical nationally, with an annual turnover of 35 cr. Handled Clients right from HSBC, Godrej Industries, Zee TV, Colgate, Aditya Birla group, P & G & many other bigwigs.

Nikhil Garth D'Rozario

BA English Lit., from Madras Christian College and a post graduate diploma in Communciations Mangt from SIMC (Symbiosis).He is in the field of Public Relations, Communication & Marketing, and Consulting for about 10 years. He is the Business head of the Media division of a private Equity Firm, DAR Media Private Limited - A member of the DAR Capital Group.

Preeta Arora

With her Masters in Management(MMS) Marketing and Communications & Post Grad Diploma in International Business, she is an experienced Communications Management professional with around 15 years of experience in the corporate sector. She has been conducting professional workshops and training programs in the areas of soft skills and culture across a wide range of industries namely Engineering, IT, FMCG, and BPOs. She conducts advertising-based training, as well and has been associated as faculty with most of Pune's premier management Institutions.

Preeta Vyas

A commerce graduate with gold medal in statistics, MBA with Marketing as specialisation and Doctorate in Business Management. Research interests in the area of sales promotion, organised retailing and loyalty programs. Presented papers in International Conferences in US, Singapore and IIM,Ahmedabad. Visited International business schools and gave seminars at Stathclyde school, ESCP-EAP, Graduate School of Management, Paris, Cogin Business school at University of North Florida, US.Invited by many Indian Business schools like MICA, IIM Indore, Kozikode, IMT Gaziabad, Aravali Institute of Management etc. to handle a module on Sales Promotion Management.

Raj Hajela

Is the Chief Operating Officer at Salesify Company. Brings 20 years of experience in high-tech sales, sales operations and inside sales management in the US and in India. Raj moved to India in 2004 after spending over 15 years in the US working with a number of start-ups and other US companies such as MCI. He was also responsible for setting up India's first B2B inside sales process for Virtela Communications (USA). He also co-founded Passion4Art.Com, the largest art portal on the Internet after running a successful international business consulting practice.

Vijay Subramani

A commerce graduate with Chartered Financial Analyst (Inter) with Economics as specialization, he is currently with Grey Worldwide as Associate Creative Director. Winner of Webby Jury Award.A vast experience as a copywriter with renowned names, Mudra& HTA, Mumbai to name a few.Producer of Animation film, producer – director of Game Shows, Serials, Music Videos to his credit.

Sajith Narayanan

Having Currently: Entrepreneur, Marketing Consultant at Plink Solutions; Experience: Ogilvy & Mather DNA Newspaper, Standard Chartered Bank; Education: Mudra Institue of Communications, Ahmedabad.

BROADCAST JOURNALISM & NEW MEDIA

Asim Sarode

An activist lawyer and the founder of Sahyog Trust in Pune, is a savior for many social victims. He brought light into the dark minds of prisoners at Yerwada Prison (where Mahatma Gandhi was imprisoned during Indian Independence Struggle) through a program designed under Gandhian principles. Apart from that, he rescued many innocent prisoners who had been inside the prison for framed up cases.

Ayaz Memon

Has been a journalist for more than 30 years writing on sports, politics, cinema, etc. After graduating in economics and law, Memon pursued journalism as a career after a chance job with Sportsweek magazine in 1978 while still at law school. A passion for sports -- cricket, in particular -- influenced his decision not to follow in his father's footsteps as a lawyer.Memon has covered more than 100 Tests, 250-plus One-Day Internationals, six cricket World Cups, the Asian Games in 1990, the Commonwealth Games in 1998, and the football World Cup in 2006. In the course of his career, he has been witness to several momentous occasions in sporting history. He was at Lord's when India won the cricket World Cup. He was also at the National Stadium in Karachi when a boy named SachinTendulkar made his international debut in 1989.

Neelambika Kasad

A Post Graduate in Philosophy from the University of Mumbai . She also holds a Post Graduate Diploma in Mass Communication and Journalism from the University of Mumbai. Has over a decade and half of experience in journalism and academics. She has worked in the business media and has held senior editorial position in the Financial Express, Mumbai, as Editor - Features. She has earlier worked on the Copy and - Features desk at the Observer of Business and Politics. Writes project reports for corporates and consulting organizations and has held communication workshops for PR professionals.

Girish Kemkar

As a MEDIA Professional for last 24 years, always keen to explore challenging assignments in Print and Electronic Media. Specialised in Co-coordinating all activities of Television Channels, Program Designing, LIVE Programs, On-line Multi-Camera Productions, Documentary making, Training Programs on Television Production. Working with many training institutes as an Advisor, Chief Consultant, Visiting Professor, including Pune University, SeamEdu, FLAME, ISB&M, BhartiVidyaBhavan, MCED etc.

Pradyuman Maheshwari

Is a senior journalist with over two decades of experience. He has worked with the Indian Express, Mid Day, Aptech and until recently with DNA where he was senior editor and member of the editorial board. He is currently Editor and Chief Content Officer at IMCL, a Bhaskar group enterprise looking at interactive news delivery including news on the internet and the mobile. He teaches journalism at some reputed management Institutes.

Siraj Syed

Has worked in multiple media, often concurrently, for 39 years now: Films, Radio, TV, Video, Press, Web. Besides, he has been lecturing and conducting workshops, in India and Singapore, for the last 25 years.

Has diplomas and certificates in Cinema, Film Appreciation, Video Production, Advertising, Marketing, French, Persian, Bengali, Urdu, Arabic, and a degree in Law, to his credit. Was the Founding Editor of India's first music magazine-- Playback, Executive Editor of TV&Video World

Vickram Crishna

Graduated at IIT Delhi (1975) and followed this up with a post-graduation in management from IIM Calcutta (1977). He worked in industry with Indian and multinational companies, and as an independent consultant. He has been involved with the media sector for over two decades: as an editor with several publications, including 'Business India', where he pioneered the use of new media; and as an independent media specialist. He has also been active in training grassroots communities in the development and use of new media, and, as an independent new media artist, worked in new media arts in India and abroad.

TRANS-SECTOR

Asha Kaul

Ph.D. (1990) in Stylistics, Indian Institute of Technology, Kanpur.; M.A. (1982) in English, Kanpur University. Apart from teaching at the IIM (A), she has been at Management Development Institute, Times School of Marketing, New Delhi, International Management Institute, Delhi, Department of Management Studies, IIT, Delhi, just to name a few.

Dilip Thosar

Dilip is an alumnus of IIT Kharagpur and IIM Ahmedabad.

He has over 22 years of experience in the Indian IT industry, spanning sales and marketing, software architecting, project management, delivery management and resource management. He has worked with large corporates like Wipro, HCC, UTC and Hexaware. He also ran his own entrepreneurial venture providing software services and products to banks, corporates and software companies. He is currently working on management of management education.

Joseph Lobo

Prof Lobo spent his entire professional career teaching in Fergusson College, Pune. Across 35 years since 1972, he taught a variety of courses in Logic and Philosophy. He also has a Masters Degree in Sociology. In 1987, taking a three year sabbatical from teaching, he worked as CEO to set up a large rural development project among the adivasis, in Igatpuritaluka, of Nashik District. Later after his return to teaching in 1990, as Honorary Director, he worked to develop a Centre for research in rural development issues. He has served on the Board of Studies for Philosophy at Pune University, and has been a member of the Institutional Ethics Committee of Sayadhi Hospital (Pune) and of CEHAT (Pune).

Chitra Dandawate

M.A. (German) & Faculty Max Mueller Bhavan, Pune, Oberstufe Marburg, Germany & Max Mueller Bhavan, Pune. Recipient of the several scholarships, from the German Academic Exchange Service (DAAD) 1985, Goethe Institute Germany 2006 & 2008. Has conducted Student Exchange Programs to Germany & USA. Presenting Two Papers at the International German teachers conference to be held in Jena Germany in Aug 2009.

Gagandeep Singh

The founding member and ex-Director of TAO Knoware. An Alumnus of Indian Institute of Management (IIM) - Ahmedabad, and a Fellow with Sumedhas Academy of Human Context, Gagan works with global and Indian organizations on Alignment, Strategy, and Organizational Transformation. He has consulted within the Information Technology industry and the Pharmaceutical industry where organizations are consolidating their global leadership. He is a visiting faculty to IIM Ahmedabad, FLAME, and IMDR Pune, and is a Consultant to National Institute of Design (NID).

Mahendra Singhvi

Has done his MBA both in India Jodhpur and the USA (Miami, Ohio) and have a work experience of over 30 years now of working in both the academic and business world. Currently President of Singhvi Associates, a management consulting and training firm in Pune, catering to a clientele like Hindustan Lever Limited, Godrej Soaps, MTNL, UTV group companies, Force Motors, L & T, ACC, Voltas, etc. Coming to academics, he has been an University Professor & also been associated with eminent world-class faculty from Harvard University and Northwestern University for conducting corporate training workshops for Companies like TISCO and TELCO, Aditya Vikram Birla Group of Companies.

Mukul Vasavada

Bachelor of Technology in Chemical Engineering (1977), Indian Institute of Technology, Mumbai; Fellow Program in Management, Indian Institute of Management (1994), Ahmedabad. He is Visiting Faculty, Institute of Management, Ahmedabad; has been on the Admission Panel Member and Consultant and Resource Person at National Institute of Design, Ahmedabad and been a Faculty team for MICA's Personal Growth Laboratory for Students, Mudra Institute of Communications, Ahmedabad.

Nachiket Vechlekar

Currently working as an Associate Dean, PGP, IndSearch, Pune. He is a Post Graduate in Commerce, Fellow Member of The Institute of Cost and Works Accountants of India and has Doctorate in Financial Management from University of Pune. His total teaching, consultancy and professional experience is 33 years. Five books on the subjects of Financial Management, Business Law, Cost Accounting, Management Control Systems are authored by him. He was Chairman of Western India Regional Council of ICWAI and also a Member of Senate and Board of Studies in Financial Management of University of Pune.


PN. Rajskheran

CEO and Founder of Guru Management Consultants Pvt. Ltd, Bangalore, since 2005. Director of Acethik Consultants Pvt. Ltd, which is an art management company. His experiences ranges from consultancy for development and implementation of PR strategies to undertaking several leadership programs for different sectors, including banking and finance as well. In addition, he has published 5 novels and over 40 short stories.

Shitalchandra Kulkarni

Done his masters in Commerce, is a professional musician, a specialist in guitar, but professionally handles keyboards, drums, other percussion and strings as well. Runs his own music school, the Institute of Modern Music and director of a record company, Chords India, having done production for more than 200 titles in various genres of music. Performing from the age of ten, he heads the Rock band, 'Tungztn', which has staged more than 400 concerts all over India; recently launched the band's own website. A born prodigy, music being his passion, he lives & breathes music!





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