



GEORge Newsline

Aug 2016

THE GEORGE TELEGRAPH GROUP

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- George Telegraph Institute of Automobile Engineering
- George School of Competitive Exams
- George College
- George College of Management & Science
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- George Communication Inc.
- George Insoft Private Limited
- GSCE Publications
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'Micro Authorized Training Centres' – George Telegraph's new initiative

The George Telegraph Training Institute is soon going to touch the precious milestone of 100 years. Throughout all these years, it always remained on top as the pioneer in many noble and innovative ideas, by leaving others much far behind. Yet again the institute has marked its name as the torch bearer by recently introducing a magnificent concept of 'Micro Authorized Training Centre' or 'Micro ATC' in short. This is a new idea in the educational field of our country. In this process, any industrialist in the technical field with an aspiration to expand business into the educational sector can easily enter into a partnership with George Telegraph.

But the Micro Authorized Training Centres will be a bit different from the general authorized training centres. Unlike the general authorized training centres they will impart training only on a single technical course, out of the five specified courses offered by George Telegraph. The listed courses for Micro ATCs are on Automobile, Computer Hardware, Electrical Technician, Mobile Technology or AC and Refrigeration Engineering. The micro ATCs will be training the students, on any one of these above mentioned courses, whichever is related with their type of business. Students who will be getting trained in these Micro ATCs

will have some special benefits. From the very beginning, they will be getting trained with real industry exposure. No doubt this will provide a great scope for hands-on training. They will be automatically groomed to be more professional and learn all the technical aspects that will help them secure jobs in various reputed companies. This new idea of establishing Micro Authorized Training Centres, has already proved to become extremely popular for its unique concept. Four micro ATCs have come up at different locations like, Baidyabati, Chetla, Dunlop and Srerampore -- within a short period of four months.





George Telegraph in Social Media

Presently we are living in a digital era. No organization can work effectively unless it has a digital presence. But digital presence does not imply building a great website alone. To sustain in today's competitive world and to combat the challenges of cut throat competitions emerging due to incredible consumerism, one has to be present on different social media like Facebook, Twitter, LinkedIn and many more.

Social Media provides a great platform to know about the customers' likes, dislikes and specific requirements to duly ascertain the market trend. By keeping constantly in close touch with the customers and the target audience, through social networking sites, the product or the service provider develops a better idea about the buyer's demands which enables the company to rightly serve and satisfy the customers.

George Telegraph also, is not taking a back seat in this regard. By accepting the current trends of the market, it has come up with the social media pages on Facebook, LinkedIn and Google+. George Telegraph's Facebook page has become immensely popular within a short span of time having garnered more than a thousand 'likes'. On an average, every post is reaching about 500 visitors, on a daily basis which is indeed a great promotional

boost for the Institute.

Through the social media sites, people are getting to know about GTTI's vast and all round activities. This encompasses launching of new courses, opening of new centres at various locations and many other new drives. People are also being introduced to new tie-ups of GTTI with reputed as well as multi-national organizations in different areas like on-job-training, course development, placement etc.

GTTI's Facebook page presents interesting posts with eye-catching images and photos of recent events along with valuable information. These allow the visitors to gather important feedback about the institute. How the courses are conducted, how the workshops and hands on trainings take place, who are the teachers and the students; everything can be checked just by going through the Facebook page of GTTI.

There are many more additional benefits. Various motivational posts and sayings of great leaders, teachers and eminent men are reflected regularly through the institute's Facebook page. The educative blogs are equally useful. They discuss about different important career-building aspects like 'what would be the ideal



body language in a work place' or 'how you should invest on yourself to become an achiever in life' and many such topics to make you a well groomed job-ready professional. Some important links may be followed:

Facebook

<http://web.facebook.com/TheGeorgeTelegraphTrainingInstitute/>

Linkedin

<http://www.linkedin.com/company/the-google-training-institute?trk=biz-companies-cym>

Google Plus

<http://plus.google.com/u/0/106743728585179945789>

George Telegraph initiates CCTV Installation course

CCTVs are common in every public place these days. Starting from metro stations, schools, colleges, hotels, hospitals, shopping malls, banks and ATM counters including traffic controlling booths on the road – everywhere, CCTV cameras play an important role. In case of any accident, robbery, criminal activities

or turmoil created due to various unwanted hazards, things can be immediately and easily resolved with the help of CCTV footages. Indeed it works as a powerful tool in the hands of police and legal administrators which remains active 24/7.

So if one wants to work with CCTV cameras one can choose GTTI's CCTV Installation Technician course

to build a career in this field. By doing this 3 months course one can easily learn the technology and become capable to work as a CCTV Installation and Maintenance Engineer, CCTV Technician in a Shopping Complex, Railway Station, Airport etc.

Those who have passed secondary exam can get admitted to this course.



George Telegraph hits another striking record in placements

Remarkable performance of GTTI's Placement Cell has always played a great role behind the institute's perpetual success. As a result, George Telegraph's students have created a stunning record in placements in various industrial sectors.

In last six months, 531 students of The George Telegraph Training Institute got placed in different well known organizations like Café Coffee Day, Prajyoss Udyog (Prestige), Prompt Service (TATA Sky), Samsunj Service Centre, Godrej, MACKINTOSH BURN LTD, DISTRICT JUDGES COURT(UTTAR DINAJPUR), Bhusion Construction, Big Bazar, TATA MOTORS, SAMSUNG, VODAFONE, Somani Realtors, Shree Automotive Pvt. Ltd., Bajaj (Agro Auto), WIPRO, Eureka Forbes Limited, Videocon, Blue Dart, The

Mining & Engineering Corporation, Usha Automobile (Hyundai), Lexus Motors (Tata), Bhandari Automobile Pvt. Ltd, Blue Star, Kotak Mahindra and many more.

216 students of Automobile Engineering Department have been



selected for various openings within past few months. 38 students got selected from Electrical Technician Department, 72 students from AC & Refrigeration Department and 81 students from Computer Hardware Engineering Department.

Apart from this, 31 students got placed from Civil Draughtsmanship course, 23 students from Mobile and Telephone Repairing Department, 27 students from Electronics and Telecommunication Department and

14 students from Civil Construction Department. Students of Certified Professional Accountant course also have a good placement record, 19 of them got successfully placed in various organizations. 10 students cracked the interviews from the Computer Application Programming Department.

Other departments have also bagged excellent record. Students from Communicative English & Personality Development have got placed in various reputed companies including WIPRO. Students of courses like Professional Executive Secretary and Office & Internet also got placed into reputed organizations with good salary packages.

George Telegraph congratulates all these students and feels proud of its Placement Cell who have jointly achieved a great placement record once again!

George College – The name of a shining star

The name of George College under The George Telegraph Group is always pronounced with a special respect along with the eminent management colleges in eastern India. Its quality training and grooming makes it outstanding among rest of the other management colleges, which adds some glamour. George College students have a great demand in the market. Most of them are successfully working in various prestigious positions in different industrial sectors all over India. As a result Industries prefer Georgians

whenever planning to hire. They patronize George College and always come forward to hire candidates through campus interviews, offer internship programs and provide constant support in terms of various other plains of recruitment and job prospects.

In case of 'Bachelors of Hospital Management' course, Medica Superspeciality Hospital, Narayana Hrudayalaya, Apollo Gleneagles, Columbia Asia Hospital, AMRI Group of Hospitals, B.M. Birla Hospital, CMRI Hospital, ILS

Hospital, Institute of Neurosciences, Kolkata, Fortis Hospital, Antaragram Psychiatric Centre/Ispat Hospital and KPC Medical College & Hospital are the widely known hospitals which regularly recruit George College students.

In case of 'Bachelors of Business Administration' course, the main recruiters are ICICI Bank, Adecco India, Bandhan Bank, Panorama, Godrej Boyce, Erudite, Exide Industries Ltd, Reliance Communications, Power Max Pvt Ltd, Berger Paints, Mother Dairy, [cont. in page 4]





GTTI's Barasat Industrial Training Centre – a great place to build your career

Have you completed your basic education? Do you want to grab your dream job with a fat salary package at the end of a month? If yes, then this is the right time to get admitted to a technical or vocational course at George Telegraph.

The George Telegraph Training Institute, specialized in vocational training since 1920 organized an inaugural ceremony on 17 August, 2016 at Barasat Industrial Training Centre (ITC). The institute has launched two corporate courses - "TVS Automobile Technician Course" in association with TVS Motor Company Limited and "Godrej Advanced Certificate Course In Refrigeration, Air Conditioning And Washing Machine" in association with Godrej & Boyce Manufacturing Company Limited.

The Chief Guest from TVS Motor Company Limited, Mr. Manish Singhi (General Manager Service) has graced the occasion alongwith other Special Guests -Mr. S.B.Singh (AGM Service), Mr. D.Venkatesan (2W PTC HEAD) and Mr. H.R.Verma, Area Service Manager (TVS Motor Company Limited).

Mr. Manish Singhi while addressing the ceremony said "TVS Motor Automobile Technician course is a unique Industry Institute Partnership programme through which the best faculty will be provided by TVS Motor for training purposes.



The inauguration of Godrej Advanced Certificate Course In Refrigeration, Air Conditioning & Washing Machine was graced by Mr. Deepak Nagar (Regional Manager East, Appliance Service) as a Chief Guest. Other dignitaries as special guest were Mr. Vinayak M Patange (AGM, Appliance Service), Mr.S.N.Adhikari (Deputy Manager, Training), Godrej & Boyce Manufacturing Company Ltd.

Mr. Deepak Nagar brought forward the long term association with GTTI and informed the audience about the benefits of the course. He said "The jointly conducted course by GTTI and Godrej Vocational Training School (GVTS) will bring a new era of quality technical education in the fields of refrigeration, air conditioning and washing machine. This is a practical oriented training programme with placement opportunities. To join this three months course the student must have a Madhyamik / Secondary pass certificate."

On behalf of The George Telegraph Training Institute, Mr. Gora Dutta, Principal said "The GTTI has opened a new industrial centre at Barasat, West Bengal to provide specialized technical training in association with our new and existing knowledge partners.

The Principal closed the ceremony by thanking everybody and familiarized all about similar Corporate courses associated with GTTI namely IFB, Eureka Forbes, Voltas, Carrier Midea etc at Sealdah Centre, who would soon be associated at the new Barasat (ITC).

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George College – The name of a shining star

Larsen & Tourbo and Exide Life. 'Bachelor of Travel & Tourism Management' is also an extremely popular course of George College. Top class companies like, Amadeus India Pvt. Ltd, Royal Caribbean, Travelaid Pvt Ltd, Kolkata, Kuoni SOTC, Cox & Kings, Aitken Spence Travels Ltd, India Travels Pro, Jet Airways, China Eastern Airlines, Akbar Travels, Indian Express, Linkage Tours & Travels and Nature Wings etc. act to be the regular recruiters for students of this stream. Similarly, internationally reputed, multinational IT organizations like Cognizant Solutions, Accenture, Infosys, Tech-Mahindra/Dell, Wipro and Atos regularly hire our students from 'Bachelor of Computer Application' course.

'Bachelor of Media Science' is another course of George College which pulls a lot of crowd. The students of every batch in this course start their career with reputed Media Houses, Public Relations and Advertising Agencies, Print & Publishing Houses and TV Channels. 24 Ghanta Channel, ABP Ananda, Etv News, News Time, Candid Communication, Aajkal, Ganashakti, Kolkata TV, Fairfest Media, High News, Hindusthan Times, Times of India are the recruiting organizations to name a few.

Students of 'Bachelor of Sports Management' course get precious opportunities to take part into various important sports events arranged by various well known event

management organizations and sports clubs like ISL and IPL. This apart, club visits and sports related seminars are regularly arranged for the students to groom them with required professionalism. Many frontline sports personalities deliver speeches and share their valuable experiences in these seminars. This way, by taking active part into different sports related events, the students become experts in sports management skills. The likes of Celebrity Management Group, Bengal Table Tennis Association, Bengal Olympic Association, Mohun Bagan Club, East Bengal Club and the Great Grand Master Mr. Dibyendu Baruah in case of Chess, always back the George College students in different fields.



George Telegraph stands as the knowledge partner of Future Hope Skill Center---benefitting hundreds of poor students.



India is always in dearth of skilled labour in various industrial sectors. To bridge the gap between this demand and supply, George Telegraph Training Institute as part of its CSR activities, has joined hands with Future Hope, an internationally renowned NGO involved in providing all-round support to street-dwelling children in respect of food, shelter, education including medical needs.

Tim Grandage founded this NGO in Kolkata in 1987 which at present, has quite a number of homes for the destitute. Recently they have set up a unique 4000 sq.ft, 'not for profit' skill centre built on a 5 acre campus with modern infrastructure facilities at Barrackpore. GTTI is the knowledge partner of this project which offers best vocational education to the under-privileged students.

To start with, George Telegraph will conduct quality training on courses like Computer Hardware Technician, Automobile Mechanic (2&3 wheeler), Automobile Technician (4 wheeler), Smartphone Repairing, Mobile & Telephone Repairing Technician and Office & Internet. Later it will launch a few other career courses to add more choices.

All these smartly designed courses will be supported by hands-on training at state-of-the-art workshops making the students fully equipped as job-ready candidates for the Industry. GTTI will provide active placement support to all these students to get them established in their life. Industries, in return will also gain a lot by getting regular batches of skilled technicians.



Join GTTI's Medical Representative Course to build a successful career



Long before GTTI became associated with NSDC, the institute had a plan to initiate a course for those who want to become medical representatives. Recently it has taken necessary steps to conceptualize the entire curriculum and has successfully launched the Professional Medical Representative Course at affordable rates. Anyone who wants to work as a medical representative can do this two months course after completing graduation. The key responsibility of this profession is to meet the doctors and make them aware about various new medicines and their benefits in treating patients.

Medical and Pharmaceutical are the

two major fast developing industries in India. To combat different critical diseases, research and developments are constantly going on and new treatments and methodologies are coming up at regular intervals. As a result, Medical Representatives are also becoming more and more important in this context. They are the

people who are intimating doctors about these up gradations by telling them about the new medicines.

This Professional Medical Representative Course is an extremely well structured course based on the requirements of the industry. The curriculum is designed to impart top class training in this specialized area so that the learners can become experts to work in the market or even start their own businesses in this field.

After successful completion of this course students will get full fledged placement support from GTTI's Placement Cell.

Inauguration of GTTI's new centres

George Telegraph has launched new authorized training centres in Nabagram, Memari, Raipur and Suri. The Nabagram centre is close to the Nabagram bus stand, in Murshidabad. The Memari centre is situated at Bamunpara Road (opp. Indian Oil Petrol Pump) of Burdwan. The centre built at Raipur is near Krishna Mohini Sarkhel Memorial School right in the middle of village Raipur in the district of Bankura. Suri centre, on the other hand, is located near the bus stand of Suri. These centres will provide extensive scope of vocational and technical trainings to a large number of students residing to the adjacent areas. No doubt this will boost the target of mass scale training under PMKVY scheme and produce hundreds of skilled professionals.



GTTI's Chip Level Laptop Repairing course can lead you to a successful career



Nowadays chip level repairing has become extremely important in context of servicing and repairing desktops as well as laptops. From economic point of view it has a huge contribution. To explain it more explicitly, let us think of a situation when a laptop, or a printer is not working properly. An ordinary hardware engineer, in this situation will advise us to change the affected part of the machine. But to resolve the same problem, a chip level engineer will suggest repairing of that particular part of the machine instead of replacing it. This will automatically reduce the repairing cost of the machine which is obviously a prime consideration for individuals and business organizations also.

Laptops are costlier than desktops, hence in developing countries like India, we

prefer to repair it and use it for a longer period which no doubt saves cost to a considerable amount. This automatically increases demand for chip level repairing engineers in the service sector. If you are trained in chip level repairing, you will always earn a lot more than a card level engineer and get some priorities and preferences in your professional life. But in spite of all its benefits and demand in the market, very few institutes in Kolkata and West Bengal offer this course. GTTI has bridged this gap and designed its Chip Level Laptop Repairing course perfectly as per industry requirement.

Depending on analog electronics and IC technology, the entire course has been divided into two parts – motherboard chip level repairing and laptop chip level repairing. The teaching and learning program is totally based on hands on technology backed by veteran mentors. After completing this six months course you would be able to work as Chip Level Laptop Engineers in the industry.

An interested candidate can take immediate admission to this course if one has passed Class X Board Exam.

Training programs spring more opportunities in North-East India—GTTI plays a dynamic role

National Urban Livelihoods Mission or NULM is a well known Central Government project in India. Recently George Telegraph got involved with this project and started its operations under this scheme at Mizoram, at North-East India. The central government authority has directly intimated GTTI to start the training process on an urgent basis. As per available data it is quite clear that about 1100 students of Mizoram would be benefitted by this training program under NULM. This training process has started at Aizawl from the month of July only.

Training programs of NULM are also being carried on at areas under Dumdum, Barrackpore, Midnapore and Sonarpur Municipalities, in the state of West Bengal. This apart, The State Government of West Bengal has also entrusted George Telegraph with special responsibilities of providing vocational and technical training to the youngsters of vast areas under municipalities of Balurghat, Raiganj, Sonarpur, Rajpur, Srerampore, Bhatpara, Rishra and other towns and cities.

GTTI is also conducting training for 120

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News at a glance

Recently George Telegraph has taken a unique initiative to reach the benefit of vocational and technical trainings to a large number of students. It is promoting and developing vocational training infrastructure and ambience in various schools and colleges of Kolkata and West Bengal. Sukanya Chatterjee, Assistant Director-Training & Administration, said, South Calcutta Girls' College and Bankim Sardar College have already joined hands with GTTI in this regard. Courses like Communicative English & Personality Development and Basic Computer & Personality Development are offered in these colleges which are extremely useful for grooming students for their overall career development.

Colleges in remote districts are also in no way left behind from this drive. George Telegraph in association with Ghatal Rabindra Shatabarshiki Mahavidyalaya runs various courses that help the students shape their career. The institute jointly with the college authority offers Communicative English & Personality Development course in Ghatal College, Medinipur.

Acharya Jagdish Chandra Bose College, Kolkata, has also become a part of this new wave. Here, GTTI is offering courses like Communicative English & Personality Development and Professional Medical Representative for selected students.

Dipankar Bhattacharya, the Head of Corporate Communications, said, the main objective behind this venture is to spread the value of skill development training to a larger section of youngsters to form a really 'Skilled India'.



George Telegraph's B.Ed. course for teachers to be

George College's newly launched B.Ed course, under Dept. of Education has created a great buzz. This two-year B.Ed curriculum is recognized by Calcutta University and the National Council of Teacher Education (NCTE) as well. Classes are conducted at the George College Campus, Maheshtala.

GTTI's Maheshtala campus is established with a special aim to offer ideal ambience for academic studies without changing the basic values and tradition of this historical institute. To complement the modern labs and the library, eminent faculty members are always providing strong support through quality teaching.

Training programs spring more opportunities in North-East India—GTTI plays a dynamic role

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students of MSDP3 program offered by Alia University. This entire activity is taking place at GTTI's Diamond Harbour, Habra and Malda centres. Training program provided under PMKVY project has also become extremely popular at various centres in West Bengal, Cuttack, Agartala and Gopalpur.

To serve the society with a greater focus, George Telegraph has also taken additional initiatives in providing training under its corporate social responsibility (CSR) activities.

These trainings under CSR initiative are run in association with Eastern Coalfields Limited (ECL) at Asansol and Durgapur centres. The courses are, Automobile Technician, AC & Refrigeration Technician, Household Appliances Electric Technician and Mobile & Telephone Mechanic. The durations for all these curriculums are of six months each. CSR projects are also being launched at Burdwan and Berhampore centres of GTTI in association with NTPC Limited. Similarly, more courses under CSR initiative are being launched at Barasat, Kalyani, Sealdah and Siliguri centres in association with Rural Electrification Corporation Limited (RECL).

Need a servicing for your electrical and electronics appliances at home? Think of GTTI's skilled technicians



Do you need a quick servicing for your grinder, mixer or juicer at home? Is there any functional problem with any of your kitchen or home appliances? To solve these issues whenever you call your nearest service station, the technicians who come up with the perfect solutions, most of them are ex - students of George Telegraph. GTTI's Electrical and Electronics Appliances Engineering course is widely popular among youngsters. It offers a well structured syllabus covering topics like basic analog electronics and electrical engineering, digital electronics and microprocessor induction cooker mixer grinder, chimney domestic pump, microwave oven LCD and LED, servicing and installation of dish TV and DTH etc. Repairing and maintenance services provided for such lifestyle gadgets make your day-to-day survival easy and comfortable. Naturally it has a huge demand for such technical hands in the service sector. So if you have a knack for the technicalities , get enrolled to this course to grab the lucrative job opportunities as an electrical and electronics appliances engineer.

More GTTI centres are coming up at Liluah, Purulia, Durgapur and Bagnan

George Telegraph has started taking a serious drive in spreading quality technical and vocational training to every corner of West Bengal. To achieve this target, GTTI has launched four more centres at Liluah, Purulia, Durgapur and Bagnan respectively. All these centres will be directly run by the George Telegraph's authority. All these centres are located in densely populated and well connected areas. The centre at Bagnan is situated in the station road, in a building named "Khanika Bhavan". The Durgapur centre is situated in BSNL building at Bhiringi crossing. The Liluah centre is located at Bally Road, close to Liluah station. The centre in Purulia district is on North Lake Road of Purulia Town. The centres have already started their operations with full vigour and soon they will produce a bunch of shining job-ready professionals.





George Telegraph initiates benchmarking record by tying knot with BOSCH

130 years back, BOSCH, the famous German organization with presence all over the world, was incorporated for the first time. The organization's core area of work was related to precision mechanics and electrical engineering. Robert Bosch was the man behind the organization who set up the business. Gradually it spread its branches to many countries including India.

Recently George Telegraph has signed an agreement with Bosch with an objective to launch a special curriculum in association with this German corporate. The course, no doubt will be the first of its kind, which will focus on Car AC, Auto Electrical and troubleshooting. Bosch will aid GTTI by providing mechanical spare parts. It will also offer additional support in hiring candidates. The areas of specializations where the training will be offered are:

1. Training on Vehicle diagnostics
2. Car AS Service
3. Auto/Electrical/Battery/Starter etc.
4. Training on Automobile Battery etc.

Indeed it is about to create history in the training and education sector of India.

GTTI enters into a training agreement with the Royal State of Bhutan

Within a short period George Telegraph is stepping into an agreement with the Government Agency of Bhutan. The focus of this tie up is on the six months mobile repairing course which covers both the technologies -- android and IOS. Soon the first batch of this joint venture is going to start at Sealdah Centre with 20 students.

If this joint initiative of The George Telegraph Training Institute, iBest Institute and Consultancy Service, and The Government of Bhutan, becomes effective, it will automatically lead towards more new ventures of such kind.

George Telegraph's Sports Snippet

George Telegraph Sport Club's glory is right on the peak now. This season, George Telegraph will play in the Premier Division 'A' having earned promotion as the champions in group 'B' which has enhanced it to this significant situation. In this context it has to be mentioned that, team George Telegraph certainly owes a lot to its coach Mr. Ranjan Bhattacharya, an ex-player of this team.

Apart from this recent success,



George Telegraph is well known for its repetitive record of excellence in the arena of sports. It always played a role of a Giant killer by keeping the major teams like East Bengal, Mohun Bagan and Mohammedan Sporting under severe pressure while playing against them. Interestingly George Telegraph's cricket team also played really well in CAB First Division league in the last season. It could not make its way to the championship play-off just by one point. This year they are going to face a real tough challenge in terms of fighting for the crown. As a result they are trying their level best to combat the competition with full vigour.

Be it football or cricket, all are keenly awaiting to witness a great performance from the George

Telegraph players. Mr. Subrata Dutta, the General Secretary of the club conveyed, George Telegraph Sports Team will be contesting with the top class clubs like East Bengal, Mohun Bagan and Mohammedan Sporting in Calcutta Football League's highest division matches conducted by the Indian Football Association.



➤ George Telegraph in action vs Tollygunge Agragami

➤ George Telegraph register their cricket team for CAB First Division League

George Newsline Team : Sahana Nath, Dipanjali Rakshit, Dipankar Bhattacharya, Santanu Dey, Rina De, Shilpi Das, Paramita Gayen, Gautam Saha, Sanjib Dey and Madhulekha Sengupta.

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