

# Ambuja Neotia NeoNews

JANUARY, 2021

## Chairman's message

A famous poet had once said, 'If winter comes, can spring be far behind?'

The thought is simple but it holds profound meaning. Winter days, traditionally, are often fog-ridden and bleak. Time comes when we too have to face difficulties and our personal season of the bitter, cold weather. But however futile the situation, it is always followed by the spring of hope. Through the haze of mist and miasma, hope gives us strength and makes us realize that human life is a mingled thread of joy and sorrow. Like day and night, happiness and grief are inseparably woven. Every disappointment is often followed by a spark of joy; every adversity provides an opportunity for the fuller and greater flowering of strength; every disappointment sharpens our resolve to conquer adverse forces.

Indeed, it is the coming of winter that makes the arrival of spring surer than ever. The sinking sun, before melting away in the threads of dull gold, promises to return the next day with a more beautiful and sunnier morning. It is the cloud of our doubts that hides the sun. But that does not mean the sun is not there! So what if the earth seems to be barren and fruitless? So what if the trees seem dead, ripped of their last leaves, and the wind sounds hollow and scary? We know that just a few days more and the earth will spring forth with life again, teeming with flowers and birds, humming bees and serenading breezes. Nature always sheds away its forlorn garments to grow young again. The Almighty plays this age-old game every year – dreary winter followed by beautiful, buoyant spring.



Hope is the only feeling in life that never expects anything in return. Yet, since eternity, it has surged forward, pushing aside difficult times and waiting for fresh, new dawn. Hope and faith are like trustworthy friends to hold on to and survive the thickest shadows of darkness. We have to keep pressing against the storm, only then can we reach the fount of our dreams, the paradise of our hopes and the Shangri-La of our personal achievements. We have to live through the night and beat the hardships in order to emerge in the end as uncontested winners ready to face a new tomorrow!

*Ravi K. Neotia*

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# NeoFocus

## Utalika Luxury Phase III



A view of Utalika Luxury that harbours some exclusive facilities at its Club De Ville

Recently, Utalika Luxury added more colours to celebrating life and giving lifestyle a fresh impetus. With Phase III being completed, the tower opened its gates to some of the most exclusive amenities for the residents at Club De Ville - several conveniences that they could enjoy to live happily without stepping out of the premises. The services will aid them in experiencing a new world in all its glory. Here are glimpses of some key facilities that will cater to all kinds of needs for our patrons, including an art and crafts room, a music room, a games room, a classroom, a snooker room, a boardroom, an exclusive area for air hockey, a pop-up kitchen and a chess room. Indeed, the world at Utalika will be its own oyster!



The Palms Room for closed-door meetings



An impressive boardroom

# NeoFocus



Facilities to play air hockey



A gaming room for residents



A music room to enjoy great melodies



A chess room for aficionados



A pop-up kitchen for casual dining



Pool tables for avid enthusiasts



# NeoHappenings

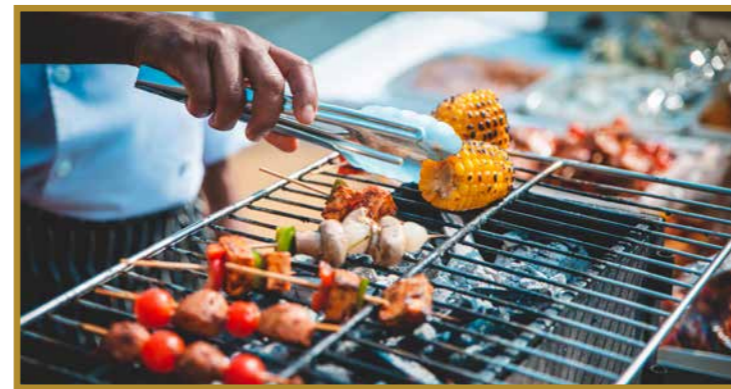
## Party Time At Raajkutir



It was time for celebrations at Raajkutir as 2020 came to an end, with fun, feasting and dancing on December 31st night. The record crowd was enthusiastic and the occasion became the-talk-of-the-town.

# NeoHappenings

## Brunch At Raajkutir



Party and fun times continued at Raajkutir with a New Year's brunch. With a scrumptious spread of delectable delicacies and sizzling barbecues, it was get together enjoyed by every guest.



# NeoHappenings



Christmas Eve & 31st Night were party times at AltAir, replete with music, dancing and a great menu that had guests enthralled. It was truly a party to remember and guests appreciated the effort put in by the AltAir team.



With winter days upon us, an enjoyable cricket match was organised between the contractors and project teams at Utalika. All teams gathered at the spacious ground of Utalika, armed with true sportsman spirit. An exciting event it was!

# NeoHealth



A freshers' welcome ceremony was held for those attending the GNM Nursing's 2020-23 new admission batch. The venue for the event was Neotia Academy of Nursing's Multiactivity Hall.

Christmas Day celebrations by the HRD Department of Bhagirathi Neotia Woman and Child Care Centre, New Town was hosted with great care, maintaining all safety measures amidst the current COVID-19 pandemic. The event was attended by employees and was followed by a friendly cultural programme, much appreciated by the audience.



Bhagirathi Neotia Woman & Child Care Centre, New Town recently conducted a thought-provoking Webinar titled 'Pregnancy & Post-pregnancy Care for Women amidst COVID-19.' Eminent Consultant, Dr Sanchaita Das - Obstetrician and Gynaecologist conducted the webinar that participants found extremely helpful.

Bhagirathi Neotia Woman & Child Care Centre, Rawdon Street conducted a Webinar on gestational diabetes with thyroid disorder during pregnancy, its risks and outcomes on a baby. The eminent speakers were Dr Suparna Chowdhuri, Senior Consultant Obstetrics & Gynaecology & Dr Surajit Santra, Senior Consultant, Paediatrics & Neonatology.



Bhagirathi Neotia Woman & Child Care Centre, Rawdon Street conducted an Informative Session on Self-Protection & Hand Hygiene at its premises as an awareness drive. The session was attended by visitors and guests at the hospital. The eminent speaker was Dr Mukesh Kochar, Senior Consultant, Medicine.



# NeoHealth



Consultants of Neotia Getwel Healthcare Centre at Siliguri, Dr Abhishek Bali, Dr Pradipta Bhattacharya and Dr Ayan Banerjee were felicitated by Honourable Governor of Sikkim, Shri Ganga Prasad, for their immense contribution and endless service towards the society as frontline COVID Warriors in the fight against COVID-19 during the 'COVID Warrior Samman' felicitation programme organised by Dainik Jagran at Siliguri on Christmas eve.



The entire NICU Nursing Team dedicated their best effort to save the life of a 21-day old baby under the able guidance of Paediatrician & Neonatologist, Dr Noopur Baijal. The baby boy was brought to Neotia Getwel Emergency Department and, after assessment, was found to have developed a serious umbilical infection which had started spreading all over the belly. Thus the little patient required urgent attention, which otherwise neglected could have led to fatal septicaemia. The treatment was administered promptly and successfully by Dr Baijal and the NICU team of nurses. The baby was soon discharged after full recovery. Anil Bansal, the grandfather of the baby, heartily thanked the NICU team for their expertise, support and prioritizing healthcare.



Neotia Getwel Healthcare Centre organised a CME in association with Indian Medical Association – North Bengal Chapter, in Kalimpong recently. Dr Avishek Bagchi, Consultant – Interventional Cardiologist and Dr Vivek Gaurav, Consultant – Nephrologist, were the main speakers.








# NeoEducation



Ms Poulomi Chakraborty has been awarded the first Doctoral Degree (Ph.D.) from the Biotechnology Academic Unit of the School of Science and Technology. Her thesis is on exploring the effect of natural as well as synthetic compounds on the inhibition of microbial biofilm of pseudomonas aeruginosa: a promising approach to control the biofilm threat.

Expert Committee Members of the Applied Psychology Department of TNU is providing counselling sessions to students, faculty and staff members to combat issues experienced in the academic environment and enhance performance of designated roles.

**Counselling Center**  
Applied Psychology Dept. of TNU is providing Counselling Sessions to combat Mental Health Challenges  
www.tnu.in

 Shivani Sanjosh	 Anwesha Bhattacharyya	 Aritika Lahiri
 Gouranga Mitra	 Suvosree Bhattacharya	

**Guidelines**


- Counseling is free of charge for all the faculty and staff members, and students of both NITMAS & TNU.
- During the counseling, the team shall take care of all the confidentiality issues.
- Online counseling is provided as per the convenience of both counselor and client.
- Faculties are requested to refer cases to the center.
- Counseling will be provided in academic-related adjustment issues only so that individuals can perform effectively at their designated roles.

**Disclaimer:** Counseling center work cannot be used for Medico-legal purposes. The University shall not be held responsible for any adverse consequences.

For Appointment Contact: Dr. Sudeshna Roy ☎ +91 90380 30407 ✉ ucc@tnu.in

**Prof. Biswajit Ghosh**  
Honorable Vice-Chancellor of The Neotia University (TNU)

has been recognised by the **International Solar Energy Society (ISES)** as one of the pioneer researchers of the World in the field of Solar Energy. This is in their book **"The Century of Solar-Stories and Visions"**, where a list of the pioneer researchers of the World has been made for their work in the field of **"The Sun in the Service of Mankind"**.

  
www.tnu.in

International Solar Energy Society recently honoured Prof. Biswajit Ghosh, Vice-Chancellor, The Neotia University as one of the pioneer researchers in the world in the field of Solar Energy.

Dr Ankush Ghosh, Associate Professor and HOD, Robotics and Automation Engineering, School of Engineering and Applied Science, TNU is a part of Swadesi Microprocessor Development Project, Govt. of India. He is also one of the editors of the book, Advances in Applications of Data-driven Computing. This books aims to foster machine and deep learning approaches of data-driven applications, in which the data governs the application behaviour. Something that will play a significant role in today's software industry owing to application of artificial intelligence-based systems.

Advances in Intelligent Systems and Computing 1319

Jagdish Chand Bansal  
Lance C.C. Fung  
Milan Simic  
Ankush Ghosh *Editors*

**Advances in  
Applications  
of Data-Driven  
Computing**



# NeoImpact



The Ambuja Neotia CSR team recently ventured out to two places severely affected by last year's Amphan cyclone. We carried clothes for men, women and children and distributed them in Anpur, a village in Gosaba, Sundarban and also amongst the villager from the affected areas of Bakkhali. In Anpur, clothes were given to tribal families residing there. To reach out, we had to cross two rivers once the motorable road ended at Godkhali. But all ended well and it was a joy to see the village folk happy to receive these freshly-purchased items. Their smiles spoke a thousand words.



Christmas is a festival of sharing and caring. It is time to welcome hope and happiness and the celebrations this year took on a special significance owing to the trying times of the pandemic. The Utalika project team distributed cakes to those working at the Utalika site. The gesture was much appreciated by those who had been toiling on the premises.

# NeoWorld

## Housing and Township

### Ongoing Projects

**Utalika, EM Bypass**  
A premium luxury residential project spread across 20 acres with 1000+ units under construction  
[www.atalikaluxury.com](http://www.atalikaluxury.com) | +91 33 4040 8070  
Utalika WBHRA REG No. HIRA/P/SOU/2018/000043

**Ecospace Residencia, New Town**  
A contemporary eco-friendly residential project beside Ecospace comprising 126 units spread across two towers  
[www.ecospaceresidencia.com](http://www.ecospaceresidencia.com)  
+91 33 4040 8080  
Ecospace WBHRA REG No. HIRA/P/NOR/2020/001066

**Uddipa, Sinthee More**  
A residential project spread over 2.2 acres with 360 units under construction  
[www.uddipa.com](http://www.uddipa.com) | +91 33 4040 8080  
Uddipa WBHRA REG No. HIRA/P/NOR/2018/000106

**Utshodhara Teesta Township, Siliguri**  
An integrated township project spread over 81 acres which offers a wide range of plots  
[www.utsodhaara.com](http://www.utsodhaara.com) | +91 33 4040 8075

**Utsav Park, Dhulagarh**  
A plotted development project spread over 43 acres which offers a wide range of plots  
+91 33 4040 8080

**The Residency - City Centre Patna**  
A luxury residential project spread over 2 acres with 127 units under construction  
[patnaresidency.com](http://patnaresidency.com) | +91 33 4040 6060  
RERA Registration No: BRERAP05734-1/994/R-766/2019 | [www.rera.bihar.gov.in](http://www.rera.bihar.gov.in)

### Completed Projects

**Udayan, EM Bypass**  
First integrated social project of Kolkata spread over 26 acres comprising 1606 units

**Ulhas, Burdwan**  
A mini township spread over 96 acres

**Uttorayon, Siliguri**  
An integrated residential township spread over 400 acres

**Urvashi, Durgapur**  
A residential township spread over 120 acres

**Utsa, New Town**  
A residential project spread over 5 acres with 402 units

**Ujjwala, New Town**  
An enclave of luxury residential homes spread over 5 acres with 466 units

**Ujaas, Lake Town**  
A residential project spread over 4.8 acres with 174 units

**Upohar, EM Bypass**  
A premium residential project spread over 18 acres with 1198 units

**The Residency, City Centre Salt Lake**  
Designer home spread over 1.8 acres with 60 units

**Udvita, Manicktala**  
A convenient residential project spread over 1.6 acres with 150 units  
[www.ambujaneotia.com](http://www.ambujaneotia.com) | +91 33 4040 6060

## Healthcare

**Bhagirathi Neotia Woman & Child Care Centre**  
Superspecialty hospitals for woman and child healthcare  
Rawdon Street: +91 33 4040 5000 | New Town: +91 33 3323 5000  
[www.neotiahospital.com](http://www.neotiahospital.com)

**Neotia Getwel Healthcare Centre**  
Siliguri's multi-specialty, tertiary-care hospital offering global expertise and technologies in healthcare services  
[www.neotiagetwelsiliguri.com](http://www.neotiagetwelsiliguri.com) | +91 353 305 3000

**Genome - The Fertility Centre**  
A chain of fertility centres which supports and facilitates conception through Assisted Reproductive Technology  
[www.lifeatgenome.com](http://www.lifeatgenome.com) | +91 800 1255 000

**Neotia Mediplus**  
The NABL accredited chain of diagnostic centres  
+91 33 4040 8000

**Neotia Academy of Nursing**  
An institute imparting world class nursing education  
[www.neotiaacademy.com](http://www.neotiaacademy.com) | +91 33 6815 5000

## Commercial

**Ecospace, New Town**  
A contemporarily designed business park spread over 20 acres comprising 20 lacs sqft. of office space

**Ecostation, Salt Lake**  
A 17-storey business tower comprising 2 lacs sqft. IT/ITES space

**Ecosuite, New Town**  
A 7-storey premium commercial development comprising 1 lac sqft. space

**Ecocentre, Salt Lake**  
A 20-storey commercial development comprising 5 lacs sqft. office space and a boutique hotel  
[www.ambujaneotia.com](http://www.ambujaneotia.com) | +91 33 4040 6060

## Education

**The Neotia University**  
A private university offering contemporary, holistic education  
[www.tnu.in](http://www.tnu.in) | +91 98317 30966/ +91 91636 10909

**CII-Suresh Neotia Centre of Excellence for Leadership**  
Serves as a facilitator for development of leaders, promoting economic and industrial growth  
[www.cii-leadership.in](http://www.cii-leadership.in) | +91 33 6614 0100

**Neotia Institute of Technology, Management and Science (NITMAS)**  
Affiliated to MAKAUT and approved by AICTE offering courses in Electronics & Communication Engineering (ECE) and Computer Science & Engineering (CSE)  
[www.nitmas.edu.in](http://www.nitmas.edu.in) | +91 33 4008 4848



## Hospitality

### Hotels & Resorts

#### The Ffort Raichak - Raichak on Ganges

An experiential hotel with 62 rooms, 31 deluxe suites (The Ffort Suites) ideal for families & large group & 19 duplex villas (Anaya Villas) surrounded by a 7000 sq.ft pool & private rooftop bubble bath  
**+91 33 4040 4040 | +91 98314 04040**

#### Ganga Kutir - Raichak on Ganges

A luxury resort with 26 guest rooms which includes 16 guest rooms by the river and 10 duplex pool villas  
**+91 33 4040 4040 | +91 98314 04040**

#### The Neotia Vista

Deluxe 5-star hotel located in New Town  
**+91 99017 54263**

#### Altair

A boutique hotel comprising 23 well-appointed rooms and a sky lounge in Sector V, Salt Lake  
**altairkolkata.com | +033 7101 7101**

#### Raajkutir

A boutique hotel comprising 33 well-appointed rooms at Swabhumi  
**raajkutir.com | +91 33 4040 4040**

#### Montana Vista

Siliguri's first premium club & hotel offering leisure and entertainment choices comprising 39 well-appointed rooms  
**+91 35325 71401**

#### Ecohub

A business club & hotel located inside the Ecospace Business Park with 9 well-appointed rooms  
**+91 33 4031 9000**

#### Ganga Awas - Raichak on Ganges

Country homes spread across the landscape at Raichak  
**raichakonganges.com | +91 33 4040 4070**

### Clubs

#### The Conclave

The city's first business club located at AJC Bose Road  
**+91 33 2290 5555**

#### Club Verde

One of Kolkata's premier clubs, providing world-class clubbing experience with 4 well-appointed rooms  
**+91 33 2423 9900**

### Dining

#### The Orient

Specialty restaurant offering cuisine from South East Asian countries  
 Salt Lake: **+91 90514 77177** | New Town: **+91 86979 05725**  
 Raichak on Ganges: **+91 33 4040 4040 | +91 98314 04040**

#### Sonar Tori

A boutique restaurant serving authentic Bengali cuisine  
 City Centre Salt Lake: **+91 98745 17000**  
 Raichak on Ganges: **+91 33 4040 4040 | +91 98314 04040**

#### Afraa Lounge & Restaurant

Enjoy delectable Mediterranean cuisine and revel in bar and lounge experience located at City Centre Salt Lake  
**neotiahospitality.com | +91 98312 52442**

#### Uno Chicago Bar & Grill

An authentic American Bar & Grill experience at Swabhumi, Kolkata: **+91 99714 48700**  
 Gardens Galleria Mall, Noida: **+91 96675 40038**  
 Forum Shantiniketan Whitefield, Bangalore: **+91 96675 40036**

### QSR

#### Afraa Deli

An all-day spread with a sumptuous breakfast and takeaway menu  
 Ecospace: **+91 84200 85087** | City Centre Salt Lake: **+91 84203 97977** | City Centre New Town: **+91 6335 6891** | Acropolis: **+91 84200 70000**

#### Tea Junction

A tea shop reviving the old 'adda' concept of Kolkata  
**theteajunction.co.in | +91 83360 00053**

## Retail

#### City Centre, Salt Lake, Kolkata

A complete shopping experience spread over 4 lacs sqft.  
**+91 33 4006 3195**

#### City Centre, New Town, Kolkata

A mixed-use commercial complex in New Town spread over 3.5 lacs sqft.  
**+91 33 2526 6000**

#### City Centre, Siliguri

A multi-utility project consisting of shopping plaza, multiplex and entertainment arena spread over 6.05 lacs sqft.  
**+91 98320 69908**

#### City Centre, Raipur

A mixed-use complex comprising shopping plaza, entertainment arena and office space spread over 3.5 lacs sqft.  
**+91 96177 10000**

#### City Centre, Haldia

A mixed-use commercial complex consisting of shopping plaza, entertainment arena and office space spread over 3 lacs sqft.  
**www.citycentremalls.in | +91 83369 88187**

## Incubation

#### Neotec Hub

An incubation centre empowering startup ecosystem in Eastern India  
 Ecospace New Town: **+91 4040 6169**