

AmbujaNeotia NeoNews

June, 2021

Chairman's message

In these uncertain times, one of the most important virtues that help us progress is patience. Holding the world around us to unrealistic standards often leads to becoming stressed. On the other hand, patience assists us to make wise decisions, prevents us from giving up, and helps us to cultivate empathy. In an ideal world, before the pandemic took over, we would hope for no traffic jams, no long lines at the airports, at the bank or in grocery stores. Losing our patience wasn't going to make it any better. The lines would ultimately move, passengers would certainly board the plane, clients would complete their transactions, and the cashier at the store would attend to you!

Life isn't perfect, people aren't perfect, and expecting the world to run smoothly for our convenience is never going to happen. Accepting the twists and turns in our daily existence with grace is an invaluable virtue, just as keeping our expectations realistic is also essential for our well-being. It is often said that 'all good things come to those who wait.' If we wish to achieve anything of significance, we cannot expect to achieve it overnight. Patience, however, prevents us from giving up. And it helps us to keep our goals consistent, regardless of difficulties or the time it takes to reach them.

In Buddhism, patience is named as one of the Six Perfections (*paramitas*) and extends to the non-return of harm. This is echoed in Ecclesiastes, which teaches, 'the patient in spirit is better than the proud of spirit. Be not hasty in thy spirit to be angry: for anger resteth in the bosom of fools.' In our Hindu philosophy, patience is akin



to the capacity for enduring opposites – joy and sorrow – without any resistance or conflict. As the Isha Upanishad say, 'He who rides the sea of life must have sails woven of patience.'

No pain that we suffer, no trial that we experience is wasted. It ministers to our education, builds up our character, purifies our hearts, expands our souls, and makes us more considerate. As Napoleon Hill, the American author points out, 'Patience, persistence, and perspiration make an unbeatable combination for success.'

Ravi Neotia

Contents



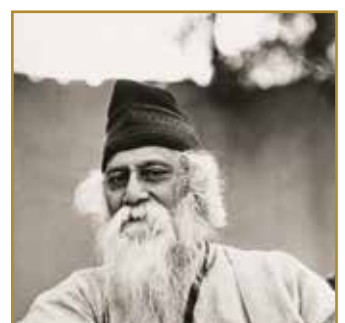
NeoFocus

P2



NeoHealth

P4



NeoEducation

P7

NeoFocus

Ambuja Neotia Vaccination Drive



Vaccination Drive at Ecospace



Getting the jab and staying safe!

With the pandemic moving into a second wave, the safety and well-being of our staff became imperative. Thus began our campaign to vaccinate members of the Ambuja Parivaar along with their family members at various locations. The recent drive at our Head Office in Ecospace Business Park was managed and organised by the HR, Administration and Facilities teams seamlessly.

We took an initiative to vaccinate our channel partners and their families at Ecospace. A walk-in vaccination drive was also organised at City Centre Salt Lake. We even rolled out vaccination programmes for all the construction workforce at our ongoing realty project sites at Utalika, Uddipa and Ecospace Residencia.

Thanks to Bhagirathi Neotia Woman and Child Care Centre's team, the vaccination campaigns at various sites turned out to be a great success. Here are glimpses from various locations.



Staff and their family members getting ready for their shots



The vaccination initiative at one of our construction sites



Our realty vertical channel partners waiting to be vaccinated

NeoFocus



A job in time saves nine! The vaccination drive taken by the Group benefitted not only employees but also several members of their families. For our workers at various construction sites, it came as a great boon as they went back to work, fortified and cheerful.

NeoHealth

Hospital Happenings



Another feather in Bhagirathi Neotia Woman & Child Care Centre's cap! The hospital was recently decorated with the Vocational Excellence Award for its exemplary work in 'neonatal child care' amidst the pandemic by the Rotary Club of Calcutta. The function may have been virtual but being feted felt real! Well done, the BNWCCC team!

Dr Sandip Biswas, Senior Consultant, Obstetrics & Gynaecology had some challenging experiences with one of his patients who was consistently rejected by major healthcare facilities in the city. She finally arrived at Bhagirathi Neotia Woman & Child Care Centre, Rawdon Street with a Covid Positive report, yet had a healthy delivery. This high-risk procedure became possible only due to the consistent effort of the highly experienced consultants, nurses and their adept collaborative teamwork that yielded such a remarkable outcome.



Neotia Getwel Healthcare Centre, in association with Naxalbari Welfare Organisation, recently set up a Community Kitchen Programme at Bagdogra, Siliguri, to serve the unprivileged in these difficult times. A good number of people, including children, benefitted from this initiative. Here are some glimpses of this unique programme.

NeoHealth

Hospital Happenings



Bhagirathi Neotia Woman and Child Care Centre, New Town is delighted to launch the much-needed Vaccination Programme for the 18+ age group. One of the Government's designated vaccination centres to participate in the nationwide vaccination drive to beat the deadly Coronavirus, it maintains all Covid safety protocols..

The first pregnant patient to be vaccinated at BNWCCC, New Town, met with much applause from her family and the medical community.



Bhagirathi Neotia Woman and Child Care Centre, New Town, organised a Webinar on 'Coping With Breathing Difficulties' for the employees of Nexval Infotech Pvt. Ltd. by Dr Rajarshi Dutta, Consultant, General Medicine, to great appreciation.

let's talk about health
A Webinar by AmbujaNeotia

WEBINAR on Coping with Breathing Difficulties

for the employees of Nexval Infotech Pvt. Ltd.
by **Dr. Rajarshi Dutta**
Consultant, General Medicine
Bhagirathi Neotia Woman and Child Care Centre, New Town

on 11th June, 2021 Friday from 3:30 P.M. onwards.

BHAGIRATHI NEOTIA
Woman & Child Care Centre
New Town

6640 5000

DC Road, New Town, West 11, Block Bangla Government Centre, West Bengal 700139

AmbujaNeotia

NeoEducation

AmbujaNeotia THE NEOTIA UNIVERSITY
2013-18-19-20 UAC, Calicut & Bangalore

Sun in the Services of Mankind
Celebration of International Sun Day
Monday, 3rd May, 2021 | 2:30 - 6:00 pm (IST)
Platform: MS Team
Registration link: <https://bit.ly/3a8ha9t>
Last date of Registration: Sunday, 2nd May, 2021.

For more details, please contact:
Mr. Avijit Das at avijit.das@tnu.in
 For Admission related details Call:
Head Office: +91 7044446999
Campus: +91 7044446888

Speakers
Mr. Geoff Stapleton
EMCOB-The Century Solar, International Solar Energy Society (ISES), New South Wales, Australia.
Dr. Wolfgang Palz
Chairman, World Council of Renewable Energy, Brussels, Belgium.
Prof. Nowshad Amin
The National Energy University, Malaysia.
Dr. Harris Khande
Former Chairman, SELCO, India.
Dr. Sandeep Dixit
Food Technology, Adani Power, India.

Scan here to visit Website
www.tnu.in



An online programme, 'Sun In The Service of Mankind' was organised by The Neotia University (TNU) to celebrate International Sun Day on 3rd May.



Dr Ankush Ghosh, HOD, Robotics & Automation Department at The Neotia University has been recently honoured by TI & AICTE for fostering the ecosystem and bridging the differences between Government, Academia and, last but not the least, Industry.

A Webinar on 'The Successors Of Sherlock Holmes' was conducted by the English Department of The Neotia University to commemorate the birth anniversary of Sir Arthur Conan Doyle. Sherlock Holmes, a fictional private detective created by British author, is his most popular contribution to literature and has found ardent fans all over the globe.

AmbujaNeotia THE NEOTIA UNIVERSITY
2013-18-19-20 UAC, Calicut & Bangalore

To commemorate the birthday of Sir Arthur Conan Doyle,
The English Department of The Neotia University presents
a Webinar on
The Successors of Sherlock Holmes
Saturday, 22nd May, 2021 | 11:00 - 1:00 pm

Faculty
Prof. Samantak Das
Professor of Comparative Literature & Director, School of Cultural Texts and Research, Jadavpur University

Speakers
Prof. Dipankar Sen
Associate Professor of English & Joint Director of Public Instruction, Education Directorate, Govt. of West Bengal
Dr. Aparna Singh
Assistant Professor of English, Stannard Park Women's University
Mr. Saanya Suvra Das
Assistant Professor of Entertainment Media Studies, Aditya University

A Students' Section

For Admission related details Call:
Head Office: +91 7044446999
Campus: +91 7044446888

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NeoEducation

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THE NEOTIA UNIVERSITY
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Department of Physiotherapy
Presents
Interactive Session on

Environmental Physiotherapy

Thursday, 27th May, 2021 | 05:00 - 06:00 pm
Platform: MS Teams



Speaker
Prof. Filip Marić
Arctic University of Norway

Join us:
For a grey matter stimulating discussion on what Environmental Physiotherapy actually means and how Physiotherapy can contribute to the interconnected social, environmental and health issues.

For more details, please contact
Head Office: +91 7044446999
Campus: +91 7044446888



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An International Guest Lecture on 'Environmental Physiotherapy' was recently organised by the Physiotherapy Department of School of Health Sciences of TNU's campus.

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THE NEOTIA UNIVERSITY
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On World DNA Day,

DNA Double Helix- from Revelation to Relevance


Sunday, 25th April, 2021
Organised by The School of Agriculture
& Allied Sciences



Speaker
Dr. Saikat Gantait
Ph.D (Post Doc), Assistant Professor,
Genetics and Plant Breeding, Crop
Research Unit, Bidhan Chandra
Krishi Viswavidyalaya


Programme Detail:
Invitee Lecture followed by unveiling of e-magazine of Agriculture department and activities and presentations of students related to the event.
Joining link: <https://cutt.ly/HvJmagb>


For Admission related details Call:
Head Office: +91 7044446999
Campus: +91 7044446888



Scan here to visit Website
www.tnu.in


The School of Agriculture & Allied Sciences (SAAS) of The Neotia University commemorated 'World DNA Day.' On this occasion Professor Saikat Gantait, Genetics & Plant Breeding, BCKV, delivered a talk on 'DNA Double Helix - From Revelation To Relevance'.

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Competitive Deep Learning Methods for COVID-19 Detection using X-ray Images

[H. Swapnarekha](#)  [Himansu Sekhar Behera](#),
[Debanik Roy](#), [Sunanda Das](#) & [Janmenjoy Nayak](#) :
[Show fewer authors](#)

Journal of The Institution of Engineers (India): Series B (2021) | [Cite this article](#)

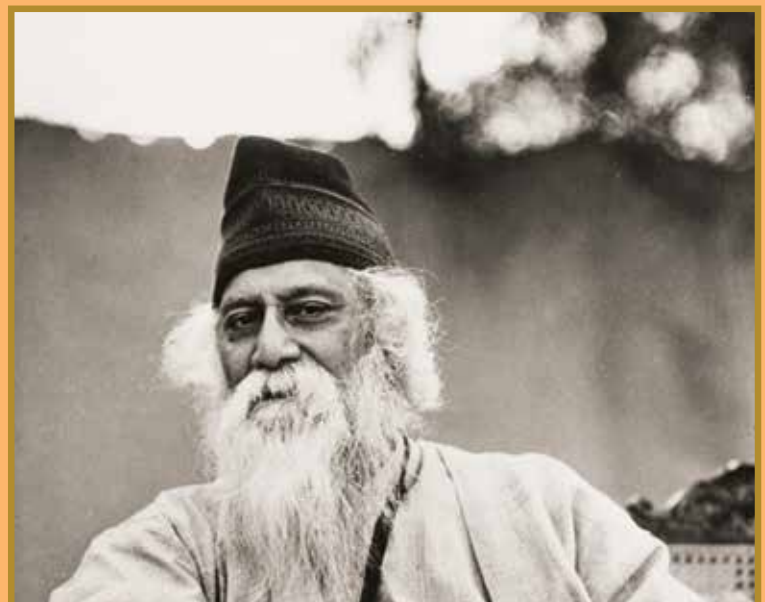
114 Accesses | [Metrics](#)

Abstract

After the World War II, every country throughout the world is experiencing the biggest crisis induced by the devastating Coronavirus disease (COVID-19), which initially arose in the city of Wuhan in

Debanik Roy, final year student of B.Tech in Robotics Engineering Department at The Neotia University, recently published his Research Paper titled 'Competitive Deep Learning Methods for COVID-19 Detection Using X-ray Images' in the Journal of The Institution of Engineering (Springe).

On the Birth Anniversary of Gurudev Rabindranath Tagore, the Applied Psychology Department of the School of Health Sciences organised Rabindra Jayanti, commemorating the Nobel Laureate's 160th birth anniversary. Although Tagore prioritised poetry, he also made notable contributions to literature as a dramatist, novelist, short story writer, and writer of nonfictional prose, especially essays, criticism, philosophical treatises, journals, memoirs, and letters. In addition, he expressed himself as musician, painter, actor-producer-director, educator, patriot, and social reformer. His songs are now the National Anthem of India and Bangladesh.



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 | +91 33 4040 8070

Utalika WBHIRA 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

+91 33 4040 8080

Ecospace WBHIRA 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 | +91 33 4040 8080

Uddipa WBHIRA REG No. HIRA/P/NOR/2018/000106

Utsodhaara Teesta Township, Siliguri

An integrated township project spread over 81 acres which offers a wide range of plots

www.utsodhaara.com | +91 33 4040 8075

Uttsav 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 | 91 33 4040 6060

RERA Registration No: BRERAP05734-1/994/R-766/2019 | www.rera.bihar.gov.in

Usshar, Maheshtala

A residential project with G+31 towers located at Maheshtala offering 2 and 3 BHK compact Apartments

usshar.com | 91 33 4040 8085

HIRA/P/SOU/2020/001067 | www.hira.wb.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 | +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

Neotia Getwel Healthcare Centre

Siliguri's multi-specialty, tertiary-care hospital offering global expertise and technologies in healthcare services

www.neotiagetwelsiliguri.com | +0353 660 3000

Genome - The Fertility Centre

A chain of fertility centres which supports and facilitates conception through Assisted Reproductive Technology

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 | +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 | +91 33 4040 6060

Education

The Neotia University

A private university offering contemporary, holistic education

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 | +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 | +91 33 4008 4848

Jnana-Pravaha - Centre for Cultural Studies and Research, Varanasi, India

Jnana-Pravaha promotes, supports and propagates Indian Culture in its quintessence.

www.jnanapravaha.org | 91-542-2366326

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 Swabhami
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

Taj Chia Kutir Resort & Spa - Darjeeling

Just an hour away from Bagdogra Airport, Taj Chia Kutir offers a total of 72 rooms including suites and villas created by Ambuja Neotia
+91 0354 234 6070

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 Asian and Indian 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 Swabhami, 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