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Prof. Vivek Rajvanshi of the Indian Institute of Management Calcutta and Menaka Rao developed this case study as the basis for class discussion rather than to illustrate the effective or ineffective running of an organization. The authors acknowledge thanks to two anonymous referees, Prof. Ankit Kumar at IIMC, and Mr. Gouri Sankar Sahoo, doctoral student at IIMC for their comments which helped to improve the case.

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