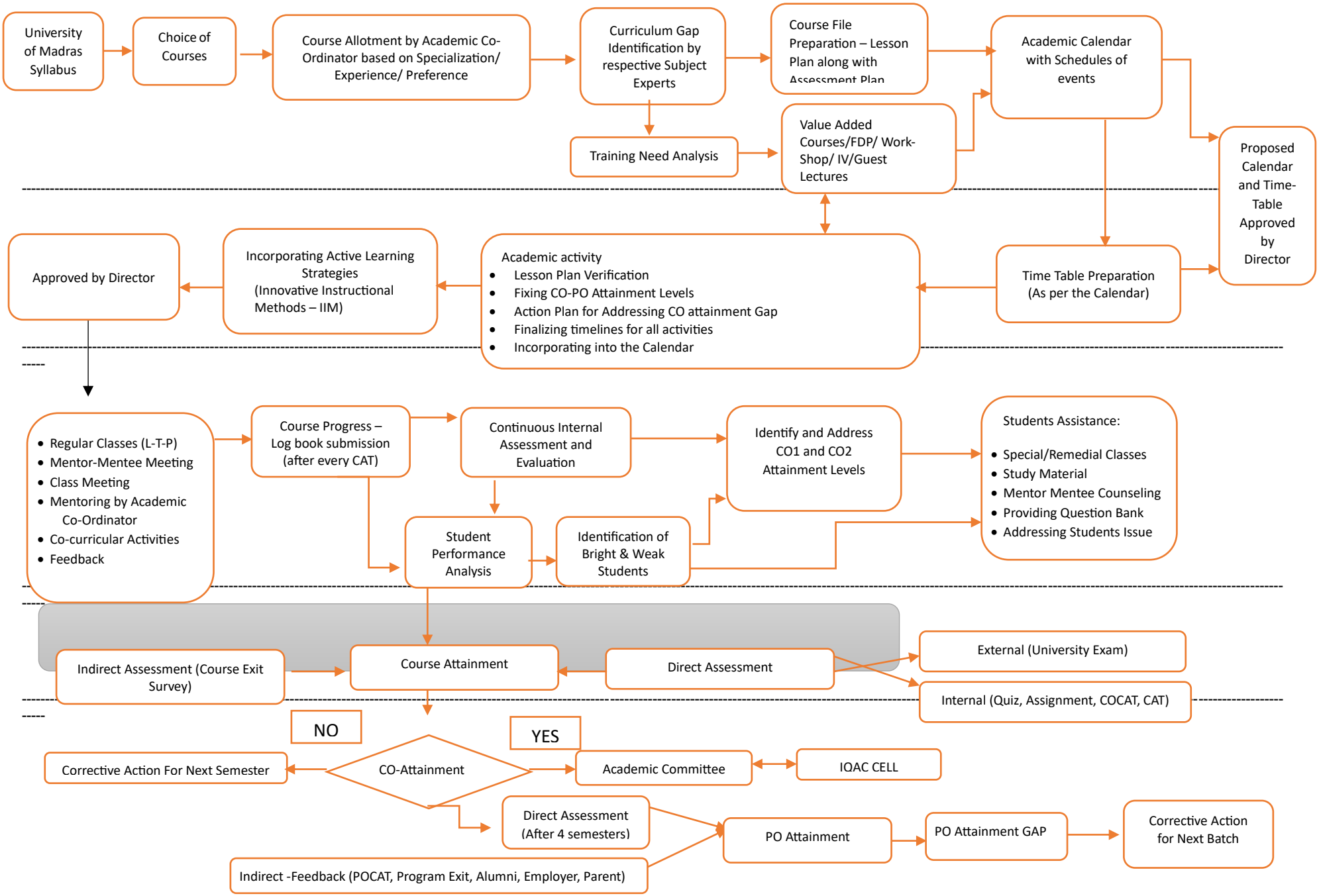MEASI Institute of Management