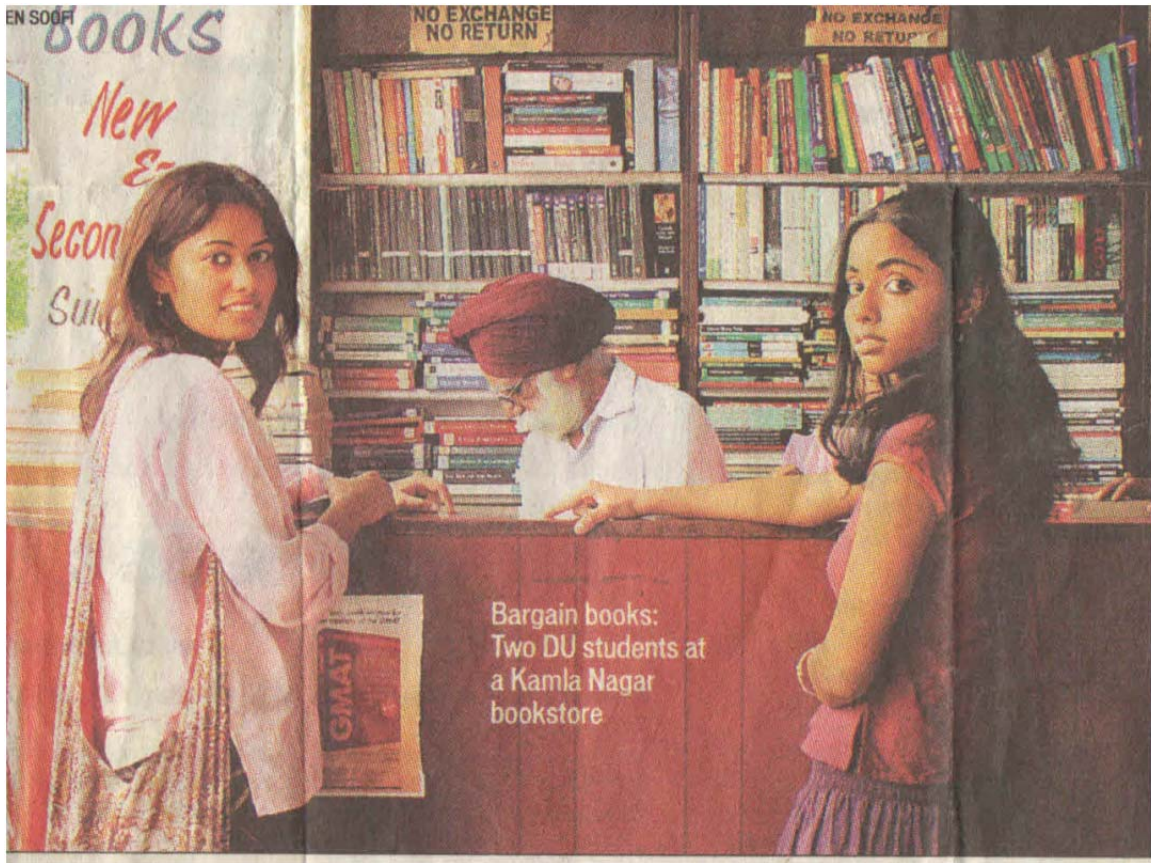


Avtar Singh Datta at Kamla Nagar



Avtar Singh Datta From students and nostalgic alumni to plain outsiders many bloggers have immortalized Kamla Nagar and *Datta Saheb* on their blogs

Datta Saheb began as apprentice with established booksellers Mehta Brothers in 1954 and set up his own bookshop in Kamla Nagar in 1969, which exists today 2014.

He served three whole generations of First Generation collegiates who could not afford to buy the expensive new editions and encouraged them to acquire well-preserved texts and vital critical works at discounts and, even, on buyback terms.

Datta Saheb is a sprightly 82 and counting ...