



E-VOX

THE NEWSLETTER

- Vol 1, Issue 3 (July - Sept 2022)

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ABOUT ETHAMES

"The value of a college education is not the learning of many facts but the training of the mind to think" - Albert Einstein

EThames College is a leading business school in Hyderabad with a great vision and mission to prepare young minds to be industry-ready. Focusing on transforming and improving management education, EThames has established its credibility by securing an enviable position among the top 10 best colleges for undergraduate studies in India and ranked 6th in South India in the recent *Times BBA Ranking Survey*. As per the Higher Education Review 2022, EThames is among one of the top 10 most promising BBA Colleges in India.

Educational institutions have to be up-to-date in moulding and equipping the learner community with the current advancements in learning. Through its BBA and BCOM programmes with new-age specializations, EThames aims to make a significant positive impact on society by developing agile and promising leaders. We foster attitudes that empower our students to challenge the *status quo* and take critical steps towards a better tomorrow. We train our students to be leaders of the corporate world by using cutting-edge technology and the most up-to-date global management tools and methodologies.

FROM THE CHAIRMAN'S DESK



Mr. Kali Prasad Gadiraju

During the three decades of my stint in various leadership positions in top multinationals, I was very keen to address the issue of the campus-corporate gap. Over these years, I have been observing the skillset of fresh graduates, and I realized that there is a substantial gap between the industry expectations and what students acquire from their academic institutions. That realization was an eye-opener for me. To address this issue and to contribute what I can, I decided to pursue my passion of spearheading an educational institution that equips the learner community to realize their dreams of a bright future.

I believe that a higher educational institution's primary aim should be to nurture young minds to be socially conscious and promising leaders in the future. EThames College provides the space to ignite your imagination and inspire you to learn and grow in your life. I firmly believe that the training students receive during their three years of graduation would be the key to a successful career. Joining EThames is the right decision that a student can take to propel themselves to new heights. We at EThames focus on cultivating mindsets that encourage our students to question the status quo and bring about the change required by employing technology and the latest global management tools and techniques. We prepare our students to have a bright future by focusing on their holistic development.

ETHames is never satisfied with mediocrity; that ideal is apparent in its excellent academic curriculum, efficient faculty, top-notch infrastructure, research across management and related disciplines, fostering budding entrepreneurs etc. Our students placed in reputed companies underline that ETHames is a centre of excellence where one's bright future is assured. ETHames put forth an exemplary model to its counterparts in equipping the learner community to face the future confidently. Focusing on new-age learning, we offer specialization courses along with generic BBA, BCom and BCA to help students upgrade their knowledge base and excel in their respective domains.

As an educational institution, we devote ourselves to the mission of transforming ordinary students into extraordinary business professionals. Instead of solely relying on the traditional practice of lecturing, our faculty employs innovative pedagogies such as case -teaching, simulations, role plays, project-based learning etc. In addition, we actively engage our students with various academic and non-academic clubs to ensure their holistic development. These clubs enable them to build a resilient connection with the industries and for outstanding placements.

ETHames also focus on equipping the learner community to outshine their counterparts with their expertise in cutting-edge technologies through effective coaching. We look forward to establishing ETHames as a promising educational institution and an epitome of excellence.

A WORD FROM THE PRINCIPAL



Dr. Kunal Gaurav

ETHames College has been exceptional from its inception with its mission of moulding young minds to be a boon for society. I feel privileged to be the Principal & Director of ETHames College for being a part of its evolution. With a vision of becoming a top-notch academic institute, we focus on bridging the gap between corporate and academia by fostering excellence in all facets of education.

EDITOR'S NOTE

It gives us immense pleasure to present the third issue of E-Vox, our quarterly newsletter. The pleasant reception that we received for the last two issues was heartwarming.

E-Vox showcases the pulse and colourful life of EThames. We are delighted to feature the effervescent EThamites and their invaluable efforts to make each day eventful. This issue is a brief account of all the curricular and extracurricular activities, cultural events, celebrations, accolades and a few write-ups by EThamites in the quarter July-September.

We express our sincere gratitude to the Management of EThames for the extensive support in this venture. A special thanks to our Principal, Dr. Kunal Gaurav, for his valuable guidance and support rendered in making E-Vox a reality.

The editorial team is elated to showcase one of the most memorable quarters in the history of EThames through E-Vox.

EDITORIAL TEAM



Editor – Ms. Riya Rose



Co-Editor – Ms. Aishwarya Suraj Ray

STUDENT EDITORIAL TEAM



Mr. Arigela Tarun Sai
(BBA 2020-2023)



Miss. Saraswathi Jena
(BBA 2021-2024)



Mr. Alan Dcruz
(Bcom 2021-2024)



Miss. Binita Mittal

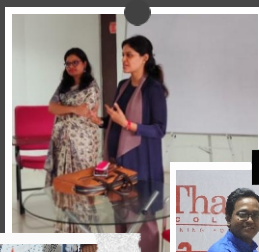


Miss. Yashvi Agarwal

HIGHLIGHTS OF THE QUARTER

ETHames had a memorable time from July to September 2022. The quarter got a great kickstart with an expert session on *Group Dynamics*, where students received insights on dealing with acceptance and ignorance. The seventy-fifth anniversary of Indian Independence was celebrated with much enthusiasm and the event was colourful with various performances highlighting patriotic feelings. The pious celebration of Krishna Janmashtami is another enthralling event where EThamites dazzled everyone with their wonderful performances. Following that, as part of *Azadi ka Amrit Mahotsav*, ETHames organized a Flashmob on *Women's Safety* to spread awareness to curb rising crimes against women. *Cyclothon 2022- Pedal Your Way to Fitness* was conducted to emphasise the significance of physical health.

Ethames had a week-long celebration for *Ganesh Chaturthi*. With utmost happiness, EThamites welcomed Lord Ganesha and uplifted the ideal of social responsibility by distributing Eco-friendly Ganesha Idols to the public. The faculty of ETHames were honoured on *National Teachers' Day* and it was wonderful to see professors exhibiting their hidden talents. To exhort the significance of the Hindi language, EThamites commemorated *Hindi Diwas* with great enthusiasm. Finally, the quarter had a great culmination with the *Potluck Lunch* and games organised for all the staff of Ethames.



FACULTY'S COLUMN



Dr. Gowri Kusuma

CIRCULAR ECONOMY FOR SUSTAINABILITY

Evolution of societies and growth of consumption is driving the economy to newer heights. But, it is evident that growth comes at a cost. The cost of this economic growth is exploitation of natural resources. Climate change, biodiversity loss, wastage of natural resources, increase in pollution, are some of the challenges of developing economies. Every challenge brings forth many opportunities. One such opportunity is 'Circular Economy'.

Circular Economy is about optimum utilization of raw materials and resources. It ideates the principle of generating highest economic value and least damage to the environment, resulting in sustainable growth. Therefore, shift from Linear Economy to Circular Economy is the need of the hour.

Linear Economy model based on 'Take Make Dispose' will amputate the manufacturing sector in the near future. On the contrary, Circular Economy voices for 'Make Use Remake Reuse'. It is high time for the manufacturers to identify the material flow in the manufacturing process and lay foundation to Circular Economy. Wastage is not an acceptable norm in circular economy.

Need for Circular economy is the result of unsustainable practices over a period of time.

Creativity and innovation should go hand in hand in designing products that positively impact the environment. Firms gain competitive advantage by introducing such products.

Circular economy is based on the principles: (i) Eliminate waste and pollution, (ii) Reduce, Reuse, Recycle, (iii) Regenerate nature. Such an economy drives towards prosperity, jobs, elimination of wastage and pollution, and reduction in greenhouse gas emissions.

ELEMENTS OF CIRCULAR ECONOMY

- Natural Capital – Use of non-toxic substances and no depletion of natural resources.
- Renewable Energy – Transition towards renewable energy instead of fossil energy.
- Product Design – Taking re-use, repair the use of modular parts, and a different production process into account.
- High-value reuse and recycling – Longer product life span, longer use of product parts and recycling of materials.
- Supply chain collaboration – New alliances between companies in new and established production chains.
- New revenue models – Paying for use instead of ownership, producer remains the product's owner.

Circular Economy has multi-fold benefits to the economy, environment, and the survival of the species on the Earth. It aims at protection of the environment, promotes creativity and innovation, boosts the local economy and also promotes resource independence. It is now globally acknowledged by the manufacturers to support zero emissions and zero waste. Governments are designing and implementing new policies and practices leading to Circular Economy.

NITI Aayog has taken various initiatives to address the challenges in the utilization of waste as a 'resource'. Eleven committees were formed to ease the transition from linear economy to Circular Economy. These committees include officials from Ministry of Environment, Forest and Climate Change, NITI Aayog, various domain experts, academicians and representatives from concerned industries.

As a consumer, it is our responsibility to be sensitive towards the usage and consumption of products. We are part of this ecological system. Let us contribute in preserving the nature and respect Mother Nature.

'We cannot solve our problems with the same thinking we used when we created them.'

-Albert Einstein

A GLANCE THROUGH THE QUARTER

Expert Session – Understanding Group Dynamics

To focus on the holistic development of the student community, EThames Placement Cell organised an expert session on *Understanding Group Dynamics* on 13th August 2022 at EThames College, Hyderabad. Ms. Pooja Agarwal, a renowned Psychologist was the guest of honour. Ms. Agarwal interacted with the students and helped them realize the significance of understanding group dynamics and focused much on developing the ability to deal with real-life situations with wisdom.



INDEPENDENCE DAY CELEBRATIONS

EThamites celebrated the 75th year of Indian Independence with great zeal and enthusiasm. The spirit of *Azadi Ka Amrit Mahotsav* was visible everywhere and it was a visual treat to see the saffron, white and green colours all over the campus. The celebrations commenced with the flag hoisting by Mr. Kali Prasad Gadiraju, Chairman of EThames College, Hyderabad followed by an inspiring speech. Dr. Kunal Gaurav, Principal of EThames College spoke about the significance of patriotic feeling and serving our mother India through our respective professions. The day witnessed wonderful performances by students exhorting patriotism and nationalism.



KRISHNA JANMASHTAMI

The celebration went in full swing in EThames as the entire campus was turned into Vrindavan. Students & faculty were all wearing authentic traditional attires. Lord Krishna gives important lessons in setting priorities, long-term vision, strategy, communication, and network and our student's team displayed all these qualities with great enthusiasm and team spirit. They huddled, worked together, and participated in different competitions as a part of the Janmashtami celebrations!

It was undoubtedly a day of happiness and fun.



FLASH MOB ON **WOMEN'S SAFETY**

Students of EThames College, Hyderabad, performed a flash mob on *Women Safety* at City Centre Mall, Banjara Hills, on 20th August 2022 as part of Azadi Ka Amrit Mahotsav Celebrations. The event was in collaboration with the Women Safety Wing of Telangana Police, Lead Life Foundation and She Teams of Hyderabad City Police. The performance turned out to be touching with the depiction of the ill-treatment of women in our society.

Mr. Kali Prasad Gadiraju, Chairman of EThames College, Mr. Ajay Singh Rajput, founder of Lead Life Foundation, Sub Inspector C.H. Saidulu, Ms. Priyanka from She Teams Hyderabad, and other representatives were present to grace the event. The dignitaries addressed the gathering and shared their visions of creating a women-friendly nation, thereby envisioning the true freedom of our nation.



CYCLOTHON 2022– **PEDAL YOUR WAY TO FITNESS**

Cyclothon 2022 - *Pedal Your Way to Fitness* was organised on 21st August 2022 as part of Azadi Ka Amrit Mahotsav celebrations. The aim of the event was to spread awareness about the significance of physical health. The Cyclothon got a kick-start with the flag-off ceremony by Mr. Kali Prasad Gadiraju, Chairman of EThames College. Dr. Kunal Gaurav, Principal of EThames College, emphasized the importance of maintaining physical fitness for a sound mind and body and motivated everyone to participate in events like this.

The event commenced around 6.30 a.m. and the group headed to Sanjeevaiah Park and returned to college. Around a hundred participants were there for the 15 km Cyclothon. The enthralling event was a novel experience for all the participants, and they were awarded medals and certificates as a token of appreciation.



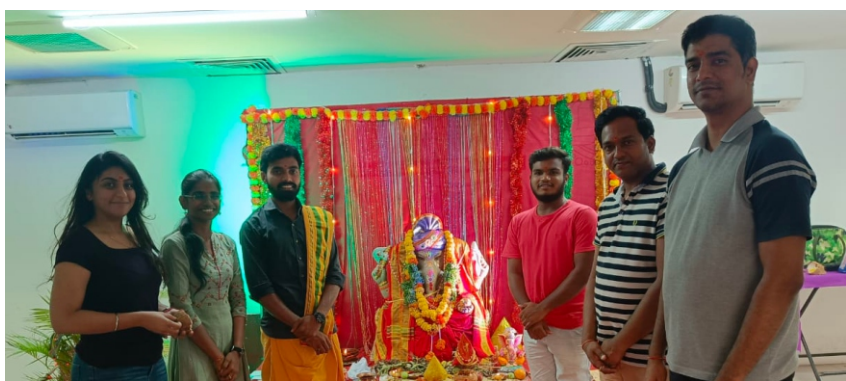
ECO-FRIENDLY GANESH IDOLS DISTRIBUTION

To protect our surroundings and save our planet, the students of EThames College distributed Eco-Friendly Ganesh Idols 30th August 2022. The event had Ms. Mothe Srilatha Shobhan Reddy, Deputy Mayor of Greater Hyderabad Municipal Corporation (GHMC) as the guest of honour. The idol distribution was a grand success with the active participation of public and the social responsibility of EThames College, Hyderabad once again came to light.



GANESH CHATHURTHI CELEBRATIONS

EThamites had an amazing week-long celebration for Ganesh Chaturthi from 31st August to 5th September 2022. The devout atmosphere for five days with chanting hymns in honour of Lord Ganesha made EThames a sacred temple of learning. The final immersion of Lord Ganesha's statue was held on 5th September and EThamites participated in it with devotion and great enthusiasm.



TEACHERS' DAY

In most of our lives, a teacher is someone who leaves an imprint that is unmatched. When we look back at our favorite subjects that eventually led to career choices, we still think of our teachers. There is never enough time in a day to celebrate them; it would take a lifetime!

We celebrated Teachers' Day at EThames like never before! We flipped the roles of teachers with students and vice versa; the results turned out to be just great. Teachers came up with beautiful performances, hidden talents were discovered, and every member present on campus enjoyed & celebrated the day.



HINDI DIWAS

To exhort the significance of Hindi language, EThamites commemorated Hindi Diwas on 14th September 2022 with great enthusiasm. Several activities were staged which expressed the importance of languages and specifically Hindi language. Students exhibited their linguistic talents and on the same day prizes were distributed for the winners of various creative writing competitions.



POTLUCK LUNCH

The staff of EThames had a great time on 30th September 2022 where everyone enjoyed to the core unleashing their full energy in various fun games. The event was a refreshing break from all the hustle and bustle of professional responsibilities. Everyone got a wonderful time to rejuvenate themselves and strengthen the bond with each other. We got an amazing opportunity to relish the taste of different cuisines which added to the colour of the event.



HIGHLIGHTS OF THE PERSONAL SUCCESS PROGRAM & UBUNTU 2022

EThames College is pleased to conduct the Personal Success Program and Ubuntu 2022 with a vision to motivate our students to design their life to achieve success and move beyond merely making a living, In addition to education, we believe in guiding them to develop a skill set to ensure true success in life with a comprehensive curriculum taught and mentored during their academic years by the Chairman Mr. Kali Prasad Gadiraju, Mr. S. Hanumantha Rao (Dean –Special Programs) and Ms. Mercy Chrysolite.

PERSONAL SUCCESS PROGRAM -2022

A unique program with a comprehensive course of 6 topics per semester helps practice life skills for adaptive and positive behaviour. It enable students to deal effectively with the demands and challenges of everyday life. It opens the door to creating or expanding the vision for your life by setting big goals focusing on writing an action plan to achieve them, and using your imagination -the relationship between your thoughts- emotions- actions and results by self-discipline.

The correct use of specialized knowledge can make one successful which is why instead of focusing on gaining knowledge, we let you focus on the knowledge that will make your desires come true and help you achieve success.

UBUNTU -2022 - I AM BECAUSE YOU ARE

EThames is the only college to encourage a vibrant space for self-discovery, clarifying, and learning through each other's thoughts /experiences through the Ubuntu program, which is a group of 12 to 15 students engaging in a confidential and non-judgmental space to learn from each other through valuable experiences regarding business ideas, education, personal and goal setting.

Ubuntu's (students) benefit by expanding their horizons through real-life experiences gaining diverse perspectives from each other on specific topics impacting them and discovering themselves through LISTEN-TRUST-CLARIFY-SHARE (LTCS). Participants scribe their personal and academic goals with an emotional scale and discuss their learnings. A presenter shares key learning or a case study on a book or a personal case, supervised by a coach to ensure all the members are on the same levels of empathy and emotion. At the end, the leader facilitates a question-and-answer session across all members to ensure that they have understood the presentation encouraging only clarifying and/or thought-provoking questions -- No probing questions or judgmental questions, reminding the members to reflect on the presentation and share their experiences.

STUDENT'S BLOG

THE PRIDE IN BEING QUEER— PAST & PRESENT



Mr. Arigela Tarun Sai

(BBA 2020–2023)

The LGBTQIA or the queer community is a loosely defined grouping of lesbian, gay, bisexual, transgender and other queer individuals. These communities generally celebrate pride, diversity, individuality, and sexuality to let the mainstream public know that they are also human beings and have an equal right to exist here. Queer activists and sociologists see the LGBTQIA community building as a counterweight to heterosexism, homophobia, biphobia, transphobia and the traditionalist pressures that exist in the so-called mainstream society. The term 'pride' or 'gay pride' expresses the community's identity and collective strength; pride parades provide a demonstration of the general meaning of the term.

The acknowledgement of Leonardo da Vinci's gayness is widely known to the public. Undoubtedly, history's ultimate Renaissance man was a genius of art, science, and engineering— what we now call futurism. He not only painted the Mona Lisa and the most celebrated rendition of the Last Supper, but he also drew sketches of helicopters and other flying machines hundreds of years before the Wright Brothers built the world's first aeroplane. For whatever reason, some of history's apparently 'normal' world changers just cannot stomach the idea that the great Leonardo da Vinci was gay.

It was the same in the case of Alexander the great, the first queer hero. Historians point out ad nauseam the so-called inappropriateness of applying modern constructs such as "gay," "bisexual," "homosexual," or "queer" to an ancient king like Alexander. Not just the past, Tim Cook, the current CEO of Apple is a proud part of LGBTQIA, and the list goes on. This just shows that being queer isn't any different.

The queer isn't something that happened out of nowhere and something new. If we look back to our history, LGBTQIA has always been part of our culture; the statues in temples, for example, the Khajuraho temples are significant proof alongside many others. But the community was later diluted after other rulers took over our great nation. The Mughals and the British might have dispersed the whole community then. Now, the West consider parts of our old written books about the queer and shows how supportive they are, while we Indians started seeing it as a taboo. Here's where the media should help society to accept the queer as our fellow beings. Instead, knowingly or unknowingly the media were not in favour of giving them attention and that led to the suppression of their voices. The lack of attention had spread the taboo furthermore.

LGBTQ history is an umbrella term that captures the stories of strength and struggle of diverse individuals, cultures, and communities that have been considered non-normative. It is the story of justice movements; of moments of triumph and tragedy that people we now understand as LGBTQ have faced—and often continue to face—in our daily lives and demands for the right to live, love, and thrive which is quite unaware to the common man at times due to lack of media support. This community, however, came together to fight the discrimination and injustice they faced. People who identify themselves with this community were ill-treated. They were beaten, called names, sent for psychiatric treatment and bullied. There is a lack of awareness about this community and we are made to believe that they are mentally ill. They were ridiculed and told that it was just a phase. Gay men were forced to marry women and lesbians to marry men. This discrimination had gone to the extent of physical abuse and resulted in a high rate of suicides.

Interestingly, the injustice they faced was all over the news. Many advocates of the community began writing in support of them. They used social media as a platform to highlight this injustice and spread awareness that being lesbian, gay, bisexual or transgender is normal and that it is not a mental illness. Initially, the depictions of the LGBTQIA community in media have been negative, mirroring the social prejudice against the LGBTQIA community. However, from the mid-2000s to the latter day, there has been a slight increase in the portrayals of LGBTQIA individuals, discrimination, phobias, issues and concerns within the new media in India. New media is opening

up and using queer inclusive terminologies however the mainstream media remains heterocentric. This is mainly because of external influencing factors such as politics, personal interests and much more.

Social media is being used as a platform to support the community by helping people to come out to the public and reveal their sexuality without any fear or inhibitions. A mainstream journalist rarely puts news related to the queer community with due importance. This is also primarily because a majority of the audience does not have any interest to listen to such news and casually ignores it due to sheer unawareness or lack of knowledge regarding the queer. The mainstream media (tv channels) are not given any opportunities to the community and if granted, they mimic, bully or mock the person or their gender expression or their sexuality by conducting comedy shows that have more family audiences, especially above 45+. It creates a very negative impression on the audience and it implies that the media is stereotyping the appearance and impression of a person, all for the TRP. But on the other hand, social media allows the queer to put forth their talent and express themselves. Even though they have a space to showcase their talents and express their opinions, it won't make much difference in society in terms of their perception of the queer community. It is hopeful to see that society started accepting them and the community is very proud of accepting their sexual orientation and revealing it to the public.

STUDENT'S BLOG

WORK SMART NOT HARD

A common myth about achievements is that they are directly related to how hard one works. However, a great effort does not always equal greater effectiveness. Use your time efficiently, learn to delegate, and make sure you switch off when you leave your workplace.

Sometimes a poor work-life balance is a symptom of poor time management. You have to realize that time is your most valuable resource. Ultimately, your ability to 'save time' or 'waste time' determines how well you balance your work and life. Try to employ an effective time management system to plan your working week. And take full advantage of your available leisure time.

Success has always been characterised as having "more"; it can be money and goods, a job with more obligations, and a social life with a large circle of friends. Realize that too much "more" can make your life cluttered. You may feel overworked, overcommitted, and overwhelmed as a result. Be careful not to lose sight of your own priorities and ideals. To deliver your best effort, consider your priorities wisely and concentrate on them.

You can create a propensity for effective utilization of time at your workplace and your efficiency by screening and auditing your time at the workplace to ensure you are working proficiently. It is always advisable to break undertakings to a manageable size and timetable them appropriately.



Miss Saraswathi Jena

(BBA 2021-2024)

Make a journal on your framework, and update it daily to ensure that you are on target. Urge your group to pursue their own choices rather than alluding to you about each issue. One of the most significant barriers to achieving a healthy work-life balance is failure to delegate. You should know that if you are an expert in delegating effectively, you will have more time and space to set your own goals as well as to organise, manage, and guide your team effectively. Delegation ensures that no one is indispensable. It provides opportunities for colleagues to grow and prove themselves. Remember that delegation implies you have enough time and energy to guide your team toward its true purpose and success. It also ensures that you don't pass out of exhaustion. Leave your work behind when you leave your work environment. Assign what is 'work time' and what is 'family time'. If you do this, you will presumably find you work for fewer hours yet produce more focused work. When 'work time' ends, figure out how to quit mulling over everything. Teach yourself to switch off cell phones, PCs, and the web. It will assist you with reviving your psyche and body. When you leave your workplace each night, divert your mind from work. Carve out the opportunity to restore, and you will see as invigorated and better furnished to manage work the following day.

STUDENT'S BLOG

INFLUENCE OF MOVIES ON YOUNG MIND!



Miss. Binita Mittal
(B.COM 2020-2023)



Miss. Yashvi Agarwal
(B.COM 2020-2023)

Films make up a significant share of the media that people consume today. It is believed that film may be a medium for personal and social change and that it can influence how an audience perceives the world and how they feel about current social concerns. Content is consumed by everyone. We all enjoy watching video content in the form of movies. From thrillers to adventures, comedy to horror movies, movies are a part of everyday life and the industry is growing every single day.

Audiovisual input and output devices are in abundance these days and so are movies and films. Everyone watches videos; be it on TV, social media, or cinemas. The film industry is arguably one of the most impactful sectors in modern society. Sitcoms and comedy shows make us laugh; psychological thrillers help us see the world from an improved perspective; and historical films help us understand where we've come from as a people. Every video and every film reflect society and transforms opinions. Movies do influence people on a larger scale. A good movie educates, inspires, and entertains the viewers in many ways! For which our most relatable example can be the film *Oh My God!* (2012). In this specific movie, Akshay Kumar (who plays the role of Lord Krishna) portrays the viewers that let it be the Bible, the Quran or the Bhagwat Gita,

it all teaches us the lesson of humanity. While we do a reality check on how this movie inspired people, we can see that there are a lot of instances where people think it is paying a negative impact on their religion and where some has taken it in a meaning full way!

On the whole it takes a lot of courage for the actors to point out certain religious beliefs that the society holds on to!!!!

Movies can create awareness on multiple aspects of life. School related films underline about the importance of formal education, as well as co-curricular school activities. Besides that, a film brings us to understand that negative effects of drugs, alcohol and substance abused! The film *Student of the Year* (2012) the three lead actors showed us the value of friendship, and a healthy competition among the students to win the student of the year trophy! It also give us the motivation to chase our dreams!

Movies are evidently very impactful in today's world. And because the positive impacts outweigh the negatives, it is our duty to choose the right content for the right audience and to protect young minds from the content that would corrupt their feelings and opinions.

STUDENT'S BLOG

TRAVEL TO REJUVENATE



Mr. Alan Dacruz

(B.COM 2021-2024)

The best way to nourish your personality is to travel. Travelling the world is not just fun and exciting as most people think. There is ample research to suggest that it is highly beneficial for our physical, mental and emotional health.

Travelling can reform our perceptions and ideologies as we get ample chances to interact with different cultures and people. Knowing the culture and history of a place transforms our thoughts and makes us knowledgeable. Travelling can also remove your stress, as going out and experiencing different things would alleviate the pressure of our mundane lives. Trying out different cuisines is also an attractive part of travelling.

Research suggests that travel enhances your creativity. "Foreign experiences increase both cognitive flexibility and depth and integrativeness of thought, the ability to make deep connections between disparate forms," explains Adam Galinsky, a professor at Columbia Business School who has authored several studies that investigate the concrete links between creativity and international travel. While we travel alone, we explore ourselves and attempt to learn a language and get to know many people and their behaviour. If you stay in a local hostel, you can make some friends there and get to know others' experiences and life stories that can change you in many ways. The reason such travels are useful involves a quirk of cognition as well.

For two long years due to the pandemic, we could not travel; because of this, Tourism economies were down. Due to this, many countries started to call tourists and pay them to explore their countries. Now, the situation has changed a lot and the industry is slowly coming up. As everyone needs a break from their routine lives, for a change, find some time to travel this beautiful world; there is a lot yet to explore. Experience the little things in our daily life and make them much brighter.

PLACEMENTS AT ETHAMES

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DHURUV JHABAK
EDC - 2019-049



D PRANEY RAJ
EDC - 2019-176



RASAMADUGU BHARATH
EDC - 2019-119



ERRAM BALACHANDRA
EDC - 2018 - 183



MD ADNAN
EDC - 2019-330



UDHAV AGARWAL
EDC - 2019-043

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Congratulations!



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EDC: 2019-104




VIDISHA SOLANKI
EDC: 2019-322



BOLLAM NIKHILA
EDC: 2019-241

to our **BBA** (2019-2022) students for getting placed in



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Congratulations!



SAI SOHAN
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SURAJ REDDY
EDC-2019-031

ADITYA TOSHNIWAL
EDC-2019-013

PRAMITHA REDDY
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MISS. AZRA RUHIE

Winner of the State-Level Essay writing Competition conducted by Honourable Governor of Telangana. The competition was conducted as part of Azadi ka Amrit Mahotsav celebrations for youth and university students aged between 18-30 years to project their innovative, exciting, novel ideas and imaginative skills on the topic

"India @ Centenary Year of Independence-My Vision".

THE WAY AHEAD



ETHames looks forward to a promising tomorrow where we pull out all the stops in the journey towards excellence. We are already on the mission of bridging the existing campus-corporate gap, where ETHames stands apart from its counterparts in giving bright future leaders to the industry. We are constantly toiling towards attaining a position in the space of higher education where ETHames is the best institution for any enterprising student who wants a bright future ahead.

The notable endeavours of the college focus on the overall development of students. With determination and commitment, ETHames always guarantees that the learner community benefits from curricular and extracurricular activities organised. We also assure a conducive environment in the college where faculty-student interaction and healthy discussions are encouraged. ETHames equips the learner community to face the future confidently and to come out with flying colours in all their endeavours.

ETHames assures you a resolute commitment to nurturing a diverse and inclusive community of learners governed by values. Fueled by our institute's meritocracy, we are continually working towards developing a culture that fosters curiosity, encourages collaboration, and brings out the best in each student because we believe in being the best.

ETHames is on its mission of extending the boundaries of knowledge for the welfare of humanity. We encourage experiential learning and provide a comfortable environment for the learner community. We always try hard to ensure that the campus provides a platform for wonderful interaction between students, and faculty.



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