



# EThames

C O L L E G E

DESIGNING YOUR FUTURE

# E-Vox

THE NEWSLETTER

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EThames is a leading business school focused on transforming and improving management education. EThames is rated among the top 10 best colleges for undergraduate studies in India and it's ranked 7 in South India in the Times BBA Ranking Survey. EThames is now among the top 10 most promising BBA colleges in India by Higher Education Review, 2022.

Through its BBA and BCOM programmes with new-age specializations, EThames aims to make a significant influence on society by developing agile leaders for the society. We nurture mindsets that empower our students to question the status quo and take the necessary steps. We train our students to succeed in the corporate world by using cutting-edge technology and the most up-to-date global management tools and methodologies.

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# From the Chairman's Desk



**Mr. Kali Prasad Gadiraju**  
*Chairman*

There is a significant gap between what the academic institutions are teaching and what the industry is looking for from the graduating students. The key reasons for this gap are that even the best academic institutions are:

- Not able to catchup with the ever changing industry requirements
- Mostly focused on academic excellence and not exposing the students to the real time problems and application of knowledge.
- Trying to produce generalists whereas industry is looking for specialists.

At EThames, our vision is to change this paradigm by redesigning our curriculum and teaching methodologies to remove this gap and make our students fully ready for taking the executive roles in the corporates and

perform well. We have internship opportunities available to the students throughout the year. The courses and the curriculum are designed for making every student a specialist in her/his chosen area

- Bringing transformational changes in the Personality of the Students
- Providing experiential learning through industry connect
- Making truly global education accessible to every student of EThames.
- This will make the students graduating out of EThames sought after by the industry and they become competent, confident and committed professionals.

Our endeavor is to make EThames the best place for business studies.



# A Word from the Principal



**Dr. Kunal Gaurav**  
*Principal*

EThames College believes in providing supportive and inclusive environment, where students are encouraged to reach their full potential in all aspects of academics and allied areas. At EThames we nurture positive relationships through collaborative learning aimed at providing professional excellence balanced with individual well-being. Our broad curriculum and authentic learning opportunities empowered by a host of learning partnerships ensure an enriching academic sojourn that seek to deepen the knowledge while drawing the individual student out of his/her comfort zone to explore new opportunities and rise to a variety of challenges. Our students are balanced in their skills, attitude, aptitude and

are encouraged to maintain respectful and mutually rewarding relationships with their peers, teachers and broader community. We value our relationship with parents, local businesses and other institutions as well as fellow knowledge communities. Our students, alumni and staff are resilient, creative, disciplined and dedicated to continual learning and strive to be thought leaders in their endeavors.

EThames is proud to be a high performing and responsible institution and aims to be the first choice of aspirants who seek a rewarding learning experience. I welcome you to explore the seamless possibilities of learning, engagement and innovative forays at EThames College.



# Editor's Note



Zehan Wadia  
*Editor*

E-Vox, the Newsletter is being introduced with an objective of showcasing the happenings of our marvelous campus. EThames takes immense pride in presenting all the advancements, achievements and initiatives of the institution. The newsletter also aims to highlight the cultural pulse of the college. Being the editor of this newsletter, first, I thank the management of EThames for giving me this delightful opportunity and I also extend my gratitude towards the Editorial Team consisting of Ms. Riya Rose (co-editor) and Ms. Aishwarya Suraj Ray (content curator) for their support. Special thanks to Ms. Merci Chrysolite who gave her valuable insights for the creation of this newsletter. This newsletter is a result of a collaborative effort between faculty members, students and the management team.

In the past quarter, EThames concluded the odd semester and started the new semester firing on all cylinders! We invited industry experts to interact with our students in E-Talks Series on contemporary topics like 'What it takes to be an entrepreneur' and 'Corporate Jobs vs Entrepreneurship'. EThames also launched ELabz, a premiere incubator for enabling aspiring entrepreneurs to build successful start-ups which contribute to India's growth. EThames also commemorated various occasions and festivals by organising cultural competitions and celebrations. Our students got an opportunity to interact with our alumni in the Alumni Talks series. Altogether, we've had an eventful quarter! The Editorial Team had a wonderful experience in compiling and editing the newsletter.

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## Editorial Team

Zehan Wadia, *Editor*  
Riya Rose, *Co-editor*  
Aishwarya Suraj Ray, *Content Curator*

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## Student Editorial Team

Rishabh Jain, *Class of BCOM (2019-22)*  
Sai Bhavin Aila, *Class of BCOM (2019-22)*  
Ayaan Aziz, *Class of BCOM (2019-22)*  
Azeem Bhanwadia, *Class of BCOM (2019-22)*



# Highlights of the Quarter



EThames welcomed 2022 with great enthusiasm to soar to new heights, aiming for excellence in the field of management and commerce education. EThames is now among the Top 10 BBA & B.Com Colleges in India! The entire fraternity of EThames has vowed to pull out all the stops in the journey towards success. EThames got revamped under the new leadership of Dr Kunal Gaurav, our honourable Principal, who is an epitome of an able, energetic and positive leader. With him spearheading all the curricular and extra-curricular activities, EThames is in a position to further excel in all our endeavours. EThames takes utmost care in the holistic development of the students. Unique initiatives like Personal Success, Ubuntu, Digital Army and E-Talks make EThames stand apart from any other institution. The student community has welcomed all the initiatives with much enthusiasm.

The academic performance of the students also plays a vital role in the journey towards excellence. The students appreciably gave their semester-end exams by their hard work and with the help of excellent coaching of faculty at EThames.

The appointment of Area Chairs in Management, Commerce and IT, Languages, Research and Publications, Certification Programs, and Life Skills was one of the tremendous changes in the quarter where they are appointed to monitor and work towards the betterment of their respective departments.

EThames is gearing up for the new semester with many novel ideas for the overall development of students and to equip them to face the future with confidence.



# EThames launches ELabZ

EThames ELabZ is designed as a premier incubator to enable aspiring student entrepreneurs from degree colleges to build successful startups which contribute to India's growth. It is a novel initiative by EThames College in partnership with TiE Grad, IIT Hyderabad, T-Tribe and Coursera. EThames ELabz focuses on Tech Agnostic or Brick and Motor Companies, Consumer Products, Retailing and Distribution, Food Processing, Lifestyle Products and Services, Education, and Agri and Rural Innovation.

EThames ELabZ envisions a bright future for the student entrepreneurs with well-defined goals viz. incubate 1000 student startups in 10 years, build a wide & deep network of ecosystem partners, have at least 50 startups in the incubator at any given time, create a fund corpus of ₹1 Cr by 2nd year, fund 10 new startups every year with up to ₹10 Lakhs, and 30 student startups to graduate by 3rd year.

EThames ELabZ aims to inspire and empower students to pursue entrepreneurship via a series of programmes that will channel students' creative and entrepreneurial energies into building new age products and brands.





ETHames ELabZ to incubate 1,000 non-tech startups in 10 yrs

- ETHames College partners with TiE and IIIT Hyderabad
- To conduct idea-validation workshops in 1st boot camp
- Plans to create Rs 1-crore corpus fund by 2nd year
- Aims to fund 10 startups every year with Rs 10 lakh each

BB BUREAU HYDERABAD

WITH an objective to encourage entrepreneurship skills among non-engineering students, city-based ETHames College has launched ETHames ELabZ incubation programme in partnership with TiE (The India Entrepreneurs) Hyderabad Chapter and International Institute of Information Technology (IIIT) Hyderabad. It has charted out plans to incubate 1,000 non-tech startups over next 10 years. ETHames College will conduct two-day idea-validation workshops to choose the student startups for ETHames ELabZ in its first boot camp at IIIT-H in a couple of weeks. It plans to create Rs 1-crore corpus fund by the second year of the incubation programme. It also aims to fund at least 10 startups every year with Rs 10 lakh each. Launching the programme, Telangana Commissioner of Technical and Collegiate Education Navin Mittal said, "This kind of programme is the need of the hour. Instead of sending students to pursue a degree, they must try to become successful entrepreneurs to create more employment opportunities. We have also partnered with TiE Hyderabad and started similar programme in government degree colleges."



(L-R) Kali Prasad Gadiraju, Chairman - ETHames College; Murali Bukkapatnam, Vice Chairman TiE Global; Navin Mittal, Telangana Commissioner of Technical and Collegiate Education; Ramesh Loganathan, Head of CIE, IIIT Hyderabad; Suresh Raju, President, TiE Hyderabad.

On the occasion, Suresh Raju, President, TiE Hyderabad, said: "Most of the times, money is not an issue for the startups, but a clear business plan is the matter of concern. The startups will succeed if they get good support to execute their plan. ETHames ELabZ is the first incubation programme in the non-engineering space and I am sure it will turn as the largest incubator in South India over next five years." He further said that there is a 10X growth in startup funding ecosystem across the country with as many as 803 venture capital funds registered at the market regulator Securities and Exchange Board of India (Sebi) when compared to a decade-ago period. There is more money chasing the right ideas in the market, he said. India has the third-largest ecosystem for startups in the world and it is expected to witness rapid growth of more than 15 per cent. As enterprises realise the disruptive potential of startups and more and more VCs are eager to invest in them, there are unlimited opportunities for the students to take up entrepreneurship at a very early age and realise their dreams.

TS GOVT, UNICEF LAUNCH INNOVATION PROGRAMME FOR STUDENTS

BB BUREAU HYDERABAD

IN the lines of engaging the college youth of the State for solving rural problems, Telangana government through Telangana State Innovation Cell (TSIC), Education Department, and Yuvaah, curated a programme - Youth for Social Impact. The first-of-its-kind programme brings together undergraduate youth to address ground-level social issues of our society. Telangana Principal Secretary (ITEC) Jayesh Ranjan called out all the students from technical and degree colleges to innovate for the grassroots. He said, "The State government has always prioritised holistic skilling of college students. The collaboration with UNICEF India is a testimony to our efforts in sustaining the culture of innovation at all the levels of a student's growth."

Dr Shanta Thoutam, Chief Innovation Officer to the State, said: "TSIC's and engineering colleges, this is the first time, we are introducing incubation programme at the graduation level that focuses on inspiring the students to build consumer brands and brick and motor companies which will create more employment," he added. ETHames ELabZ programme was designed by industry experts keeping in



mind the students' ability to think, grasp and perform so as to meet the intricacies of a good startup. The programme creates awareness and inspires the students to pursue entrepreneurship through outreach meetups, motivational talks, and AMA sessions. It also delivers basic know-how on entrepreneurship.

system? (The author is Chief Business Officer at TribYTE Technologies)

HANS INDIA

Inspiring students to pursue entrepreneurship

Indian economy is also growing rapidly and creating more and more opportunities to create consumer brands at the national and international levels. With the sole objective to enable students to pursue entrepreneurship through a series of programmes and activities that will progressively channel students' entrepreneurial energies, ETHames college has launched this exclusive incubation programme.

- ETHames College Launches ETHames ELabZ in Partnership with TiE and IIIT Hyderabad
- Encourages college students to explore entrepreneurship as a career option through ETHames ELabZ programme



Navin Mittal, Commissioner of Technical and Collegiate Education, addresses the media meet in Hyderabad on Tuesday organised by ETHames. Kali Prasad Gadiraju, Chairman - ETHames College, Hyderabad, Murali Bukkapatnam, Vice-Chairman TiE Global, Suresh Raju, President TiE Hyderabad and Prof Ramesh Loganathan, Head of CIE, IIIT Hyderabad are also seen. Photo: Ch Prabhu Das

Biz building lab for non-engg students

Hyderabad: To seed the idea of pursuing entrepreneurship in students' minds, ETHames college has designed an incubation programme for non-engineering students in partnership with TiE and IIIT Hyderabad.

The programme — ETHames ELabZ — was launched on Tuesday by Navin Mittal, commissioner of technical and collegiate education.

"The programme is innovative and very important. For the country to grow, someone has to be an entrepreneur and create jobs. Without them we will not be able to reach our goals," Mittal said

He said that in the past the state focused primarily on technology entrepreneurship and there are plenty of such incubators and colleges. "The T-Hub serves as a good example for that and we have started an incubator at Osmania University as well," he said.

ETHames launches incubation programme

PNS ■ HYDERABAD

The ETHames College has been conducting programmes for students and has observed that students have the skills to come up with entrepreneurship ideas.

In order to provide an opportunity for degree college students, ETHames has launched an incubation programme, ETHames ELabZ, in partnership with TiE and IIIT Hyderabad.

The programme was launched by Navin Mittal, the Commissioner of Technical and Collegiate Education.

"It is an innovative idea because this is the need of the hour. If India has to grow our students have to be employed but if everybody wants a job then we must also encourage some students to be job creators. These students are in our own campus. We have always concentrated on engineering colleges but now it is time for focusing on degree colleges also," said Navin Mittal.

Kali Prasad Gadiraju, the Chairman of ETHames College



ETHames incubation programme in progress

said, "50 per cent to 70 per cent of students come out from degree colleges. Researching it, I found this initiative. Initially, once students approach us with ideas, we would process them and we have a committee to select ideas for the next stage. Then ideas will be validated and students have to pay Rs 5,000 for the workshop. Later, after the last round of selection, a seed fund of Rs 1 lakh will be arranged. No applications from passed out candidates or other start-ups will be accepted.

The processes involved start with Foundation where basic know-how on entrepreneurship through customer-designed course curriculum is delivered.

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ogramme ting ideas nnect with experience. human C-gram, "Cre- i good under- ns) use your c they use your

టీవీఐ, ఐఐఐఐటితో కలసి ఇథేమ్స్ ఇల్యాబ్స్ను ప్రారంభించిన ఇథేమ్స్ కాలేజ్



జాబ్ హిల్స్ (మీర్ నగర్): హైదరాబాద్లోని ప్రతిష్టాత్మక కాలేజ్ ఓడి, ముక్తమో అనునందానం ద్వారా అనునందానం అధ్యక్షునిగా అందించడం లక్ష్యంగా తీసుకొని ఇథేమ్స్ కాలేజ్ తన ప్లాగ్ షిప్ ఇన్ క్యుబేషన్ ప్రోగ్రామ్ ఇథేమ్స్ ఇల్యాబ్స్ ను ప్రకటించింది. విద్యార్థుల మనస్సుల్లో అంతర్నిహిత షిప్ అలోచనలను రేఖీకరించుట దీని లక్ష్యం. ప్రఖ్యాత టీఐ సిస్టమ్ సంస్థానికీ టీఐఐఐ, ఐఐఐఐఐ హైదరాబాద్ వంటి సంస్థల భాగస్వాములతో ఇథేమ్స్ ఇల్యాబ్స్ ను ఇథేమ్స్ కాలేజ్ రూపొందించింది. ఈ కార్యక్రమం తెలంగాణ ప్రభుత్వ సాంకేతిక, కాలేజ్ యీల్ డివీజ్ కమిషనర్, ఐఐఐఐఐ అధికారి సమీప మిత్ర, టీఐఐఐ గ్లోబల్ సైన్ క్వెర్స్ మురళి బుక్కపాతమ్, టీఐఐఐ హైదరాబాద్ ప్రెసిడెంట్ సురేశ్ రాజు, ఐఐఐఐఐ హైదరాబాద్ సీనియర్ ప్రొఫెసర్ రమేష్ లోగనాథన్, ఇథేమ్స్ కాలేజ్ క్వెర్స్ కాలేజ్ ప్రధాని లక్ష్మీ, టీఐఐఐఐ హైదరాబాద్ సీనియర్ కాలేజ్ క్వెర్స్ కాలేజ్ ప్రధాని గౌరవాచార్యుల వాల్మీకి, తమ ప్రఖ్యాత భాగస్వాములైన టీఐఐఐ, ఐఐఐఐఐతో కలసి ఇథేమ్స్ ఇల్యాబ్స్ ను ప్రారంభించడం ఎంతో అనునందానం అన్నారు. ఇథేమ్స్ ఇల్యాబ్స్ ప్రోగ్రామ్ స్వర్ణ, ప్లాగ్ షిప్, ఐఐఐఐఐ, సిఐఐఐఐ, మద్రాస్ మొదలగు వారిగా నిర్వహించబడుతున్నాయి. ఇథేమ్స్ కాలేజ్ గత 12 ఏళ్లుగా ప్రతిభావంతులను ప్రోత్సహిస్తూ వచ్చింది. మేం ప్రస్తుతం టీఐఐఐఐ, టీఐఐఐఐ కోర్సులను అందిస్తున్నామన్నారు.

ఆంధ్రప్రభ

హైదరాబాద్ 7

ఇల్యాబ్స్ను ప్రారంభించిన ఇథేమ్స్ కాలేజ్ - టీవీఐ..ఐఐఐఐటి

హైదరాబాద్ భాగస్వాములతో ఇంక్యుబేషన్ ప్రాగ్రాం

బంజారాహిల్స్, మార్చి 15 (ప్రభ న్యూస్) : టీవీఐ.. ఐఐఐఐటి హైదరాబాద్ భాగస్వాములతో ఇథేమ్స్ కాలేజ్ తమ ఇంక్యుబేషన్ ప్రాగ్రాం ఇథేమ్స్ ఇల్యాబ్స్ను ప్రారంభించింది. ఇథేమ్స్ ఇల్యాబ్స్ ప్రారంభం సందర్భంగా ఇథేమ్స్ కాలేజ్ క్వెర్స్ కాలేజ్ ప్రధాని గౌరవాచార్యుల వాల్మీకి బుక్కపాతమ్ తమ ప్రఖ్యాత భాగస్వాములైన టీవీఐ, ఐఐఐఐటితో కలసి ఇథేమ్స్ ఇల్యాబ్స్ను ప్రారంభించడం ఆనందదాయకంగా ఉందన్నారు. విద్యార్థులకు స్పూర్తి కలిగించేందుకు, యుక్తవయస్సులోనే ఆంతర్నిహిత షిప్ గురించి అవగాహన కల్పించేందుకు వీలుగా ప్రాగ్రాం ప్రారంభించామన్నారు. ఇంజనీరింగ్ విద్యార్థుల కోసం ఈ తరహాలో మొదటి ప్రాగ్రాంను రూపొందించినట్లు తెలిపారు. యూనివర్సిటీలు, ఇంజనీరింగ్ కాలేజీలు ఇంక్యుబేటర్ ప్రోగ్రామ్స్ను అభివృద్ధి చేయడాన్ని చూశామన్నారు. మొదటిసారిగా డిగ్రీస్టాయిల్ ఇంక్యుబేషన్ ప్రాగ్రాంను శామే ప్రవేశపెట్టామని వెల్లడించారు. అది



ఎంతో మందికి ఉపాధి కల్పించేలా తోడ్పడుతుందని ధీమా వ్యక్తం చేశారు. వినియోగ బ్రాండ్లు, మరెన్నో కంపెనీలు నిర్మించేలా విద్యార్థులను ప్రోత్సహిస్తుందని తెలిపారు.



# Faculty's Column



**Prof. Aishwarya Suraj Ray**  
Faculty of Marketing

## The emergence of Over-the-top (OTT) Platforms

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The number of streaming platforms is growing very rapidly. The fierce competition amongst these platforms has led to the customers enjoying a powerful central role. The major event that took place in the 21st century is the integration of the internet and technology which has contributed immensely to the changing market dynamics. Customers now have more power, more information and easy access to every platform as digitalization has led to disintermediation. Disintermediation has enabled customers to reach these platforms without any mediator, which has resulted in platform owners focusing on the best that they can offer to their target market in order to attract and retain customers.

Platforms are not just focusing on subscription; they are also aiming for positive customer experience to improve customer loyalty. Over the top platforms, popularly known as OTT platforms are no exception to this cut throat competition.

Last two decades were about the boom of multiplexes and this decade turned out to be the decade of OTT platforms. In 2020 and 2021 when Cineplex and movie theatres were not in operation for most parts of the year, consumption of OTT platforms increased at an exponential rate. When people across the globe were stuck in their homes, they turned on the digital screens to entertain themselves.



The Indian market is one among the fastest growing markets for digital entertainment platforms which is growing at a speed of 28.6 percent. The Indian OTT market is expected to be in the top five markets by 2024. OTT has changed the way customers entertain themselves. The transition of customers moving from DTH to OTT platforms has been interesting. Customers now are preferring to subscribe to OTT platforms instead of going for DTH cable connection[v]. The market has expanded beyond millennials and metro cities. These days' even senior citizens and homemakers have become OTT users, which indeed led to the slew of regional streaming platforms targeting non-Hindi and non-English viewers. Boredom in lockdown has added to customers searching for more and more video content for entertainment.

This particular thing coupled with inexpensive data and subscription charges has led to the increased subscription to regional platforms as well. Initially, a large share of the OTT market was occupied by three major players in India i.e., Netflix, Amazon Prime and Hotstar. Now regional platforms like Oho, Sun NXT, Aha and etc. have also captured a good percentage of the market by grabbing viewers 'attention through regional content. In a country like India, which is culturally rich with different languages, marketers have realized the huge opportunity in the Indian market.



Content creation and execution is a challenge but few companies have successfully been able to capture market share for regional content. The variety seeking buying behavior of customers has encouraged OTT service providers to outperform every second which has led to a fierce competition among national and international platforms as well.

Digital space is extremely interesting and innovative where most of the stereotypes are broken and new series are being uploaded and promoted. Audiences seem quite receptive towards such sensitive content and are also appreciating the taboo content. Hence, it becomes necessary for the OTT platforms to focus on key factors like content quality, browsing experience, network quality, affordability and audience centricity while dealing with its customers as these are among major factors which influences the choice of OTT platforms, which will indeed help companies to attract more subscribers and retain existing users.



# Faculty's Column



Prof. Zehan Wadia  
Faculty of Finance

## Why Mutual Funds are the Best Way to Start Investing?

Whenever we contemplate about investing in the stock market, we often think of lavish stock brokers who make millions in a day possibly by scamming the system. This perception of the market might wrongfully attract some and rightfully repel the others. However, the reality of the securities market is something else. It has a buffet of investment opportunities for any and every kind of investor. Yes, even for students who can save paltry amounts of pocket money or internship stipends. Investing is for everyone. And for a beginner, mutual funds are an ideal way to start investing. A mutual fund is a pool of investors' money that is managed by specialist investment managers called Asset Management Companies (AMCs).

Mutual funds offer products to investors, stating upfront the objectives with which the pooled money will be invested. The pooled money is then invested in a diversified manner.

Direct investments impose various responsibilities to an investor, namely – selection of securities, timing of investment, portfolio balancing, operating the portfolio and exit planning. Laypersons find difficulty in devoting time and resources in direct investments, therefore, these are not ideal for them. Mutual Funds, on the other hand, are ideal for beginners because all the above responsibilities are shifted on the AMC.



The costs of managing a mutual fund are borne by the investors in the form a fee collected by the AMC. A group of Trustees is also appointed to oversee the management of the investors' money.

### Terms to remember

**Unit:** An investor's investment in a mutual fund is represented by the number of units. Each unit has a face value, typically Rs.10. A mutual fund investor is called a unit holder.

**Net Asset Value (NAV):** The NAV is the current value of a mutual fund unit. This will depend upon the current market value of the securities held in the portfolio of the fund and any income earned such as dividend and interest. From this value, the costs and expenses charged for managing the fund are deducted.



**Loads:** Mutual funds may impose a charge on the investors at the time of exiting from a fund called the exit load. Mutual funds charge an exit load linked to the period of holding of the investor. It is calculated as a percentage of the NAV and reduced from the NAV to arrive at the price that the investor will get on exiting from the investment.

### SIPs: The way to go

Systematic Investment Plans (SIPs) enable investors to invest a fixed sum periodically into a mutual fund scheme as opposed to a one-time investment plan. Investing in a SIP is easy. All you need is a DEMAT Account and an ability to periodically invest. The investment amount for most SIPs ranges from Rs. 100 to Rs. 5000 every month. Once you have started investing periodically, leave the rest to compounding. It is the best and the most affordable way to save and invest for your future!





# Faculty's Column



**Mercy Chrysolite**  
*Life Coach*

## Edtech the next Fintech

Ever since pandemic, digital platforms are marking a change in the way learning is visualized and presented making it easy and accessible by users around the world. From Government, tech providers, academic institutes, and entrepreneurs can together bring a change in the definition of learning. Though it might be appealing to hear but the challenges are wide in the combination of digital media and education with the required interdisciplinary skills, experience and structured pedagogy.

We analyse the evolution of Ed-tech and small start ups which enable learning and make it interesting, where portable devices can help bring in elements of physical mobility into education which do not exist as much in classroom settings. There have been recent moves by the Indian government after the Ed-tech start -ups have been in boom for example:

Bangalore's TiE hosted a bootcamp which gave rise to a number of other edtech start-ups followed with a lot of successful, educators, publishers, influencers, learners with such a collaborative approach.

"An investment in knowledge pays the better interest" Each area in education leads to different types of professions enhanced in different ways by digital media. In schools this can help in activities like ranking, peer learning, buddy learning with SMART classrooms , technology the biggest driver in improving the quality of education, however students must be taught their importance of trust, ethics and relevance in cyberspace.

In the coming decades digital media and online learning will be one of the factors in shaping the Indian youth and workforce.



## Hunar-22

Artiste'Estudio, The Cultural Club of EThames organized "HUNAR-22", an online talent hunt for the EThamites on 24th January, 2022. It consisted of two competitions- ABHAY (Dance Competition), TARANGINI (Vocal singing Competition). The registrations opened on 22/01/22, where students of all the three semesters of B.COM/BBA, were encouraged to participate and display their latent talents by sharing their video bytes by 24th January, 2022. The rules and regulations were shared with the students via mail and students who participated in the competition used the optimum use of latest technology in recording their creative pieces.

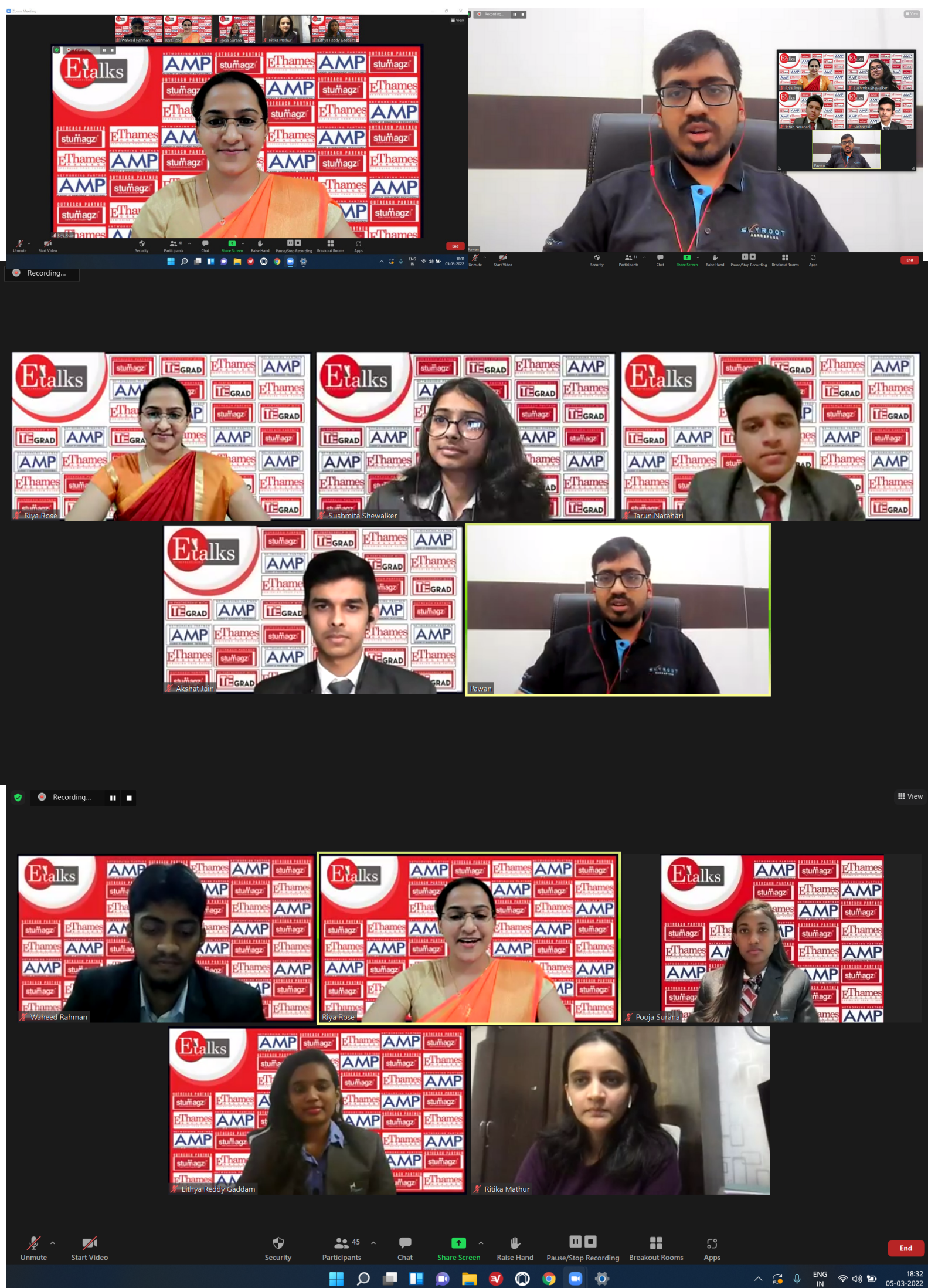
Due to the third wave of Covid-19, the event was held online and the students actively showed their interests and talents. The competition was very exuberant with many entries of contestants from all the three semesters.



On the whole Hunar-22 was a successful event coordinated by Prof Juhi Kaur under the guidance of Dr. Kunal Gaurav, Principal of EThames College.



# E-Talks



E-Talks series is an initiative of EThames which aims at the holistic development of the students by providing opportunities to interact with renowned resource persons to make them industry-ready. It is in partnership with TiE Grad, AMP, and Stumagz. We have been fortunate to collaborate with many passionate leaders, entrepreneurs, and industry experts who shared real-world experiences and their success stories.

For ETalks' maiden episode, Mr. Yeshwanth Nag Mocherla, the founder of The Thick Shake Factory was the guest of honour. The panel discussion on 'What it takes to be an Entrepreneur' with Mr. Mocherla was insightful and inspiring for all those who aspires to be entrepreneurs. Mr. Pawan Kumar Chandana, the founder of Skyroot Aerospace was the guest speaker for the second episode of ETalks where he shared about his entrepreneurial venture in a space-startup. The session offered a novel experience where we learned much about space entrepreneurship and its challenges during the panel discussion on What it takes to be an Entrepreneur.

The third episode of ETalks had Ms. Ritika Mathur Seshadri as the guest of honour who works in the domain of University Recruitment for the tech giant Meta. The panel discussion on Decoding Corporate Expectations from Management and Commerce Graduates' was insightful and motivating for the students where they could learn about the various aspects of interviews and recruitment for top MNCs



# Alumni Talks



We at EThames encourage positive and professional relationships between our alumni and current students to promote knowledge exchange and provide networking opportunities. Alumni talk series was started with the same intention of nurturing relationships and strengthening the bond between our ex and current students.





# French Quiz



For promoting the competitive spirit among students and to encourage them to stay up to date with literature!



# Sports Day Qualifiers



That's how we started an 'Inclusive Sports Day' at EThames. The energy, the smiles, the commitment, seeing EThamites supporting and cheering for each other, building strategies to win, shows the power of sports in building real life skills in students and changing the narrative about one's way of learning.





# Women's Day Celebrations

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## Equality for Women is Progress for all

While every day is a day for celebrating infinite potential, strength and achievements of women, this quarter on 8 March 2022, we celebrated International Women's Day with many talented women with a commitment to #BreaktheBias.



# Holi Celebrations



A glimpse of *Atrangi Holi* in EThames. This Holi we decided to paint our hearts with the colours of happiness, peace & joy .We celebrated Holi in our campus on 18 March, 2022. Celebration was all about rekindling relationships and bond with each other.





# Faculty Development Programme





# Faculty Achievements



Dr. Himani Rawal  
*Faculty of Management*

- Attended National Level Virtual Faculty Development Programme on "Research Methodology" organized by Ayya Nadar Janaki Ammal College
- Participated in the National Level Online Workshop on 'Art of Drafting Literature Review for Social Science Research' held by Kongu Business School
- Resource person for workshop on Research Paper Writing at EThames



Prof. Aishwarya Suraj Ray  
*Faculty of Marketing*

- Published research paper titled, "A Quantitative Exploration on Impact of Service Quality on Customer Experience in Life Insurance Industry" in the journal of Empirical Economic Letters (Listed in ABDC).
- Qualified UGC NET in Management.
- Completed Faculty Research Fellowship from IIT Delhi.
- Organized workshop on research paper writing.
- Presented paper at International Conference on Global In Issues Multidisciplinary Academic Research organized by Indian Academicians and Researchers Association in association with Rajabhat Maha Sarakham University, Thailand.



Prof. R Srikanth  
*Faculty of Finance*

- Presented a paper on Virtual Wallet - Crypto Currency in an International Virtual Conference on Contemporary issues in Business and Management organized by Dr. B. R. Ambedkar Institute of Management and Technology
- Participated in the International Workshop titled, 'Introduction to Securities Markets' organized by Department of Management Studies, Teerthanker Mahaveer Institute of Management and Technology



Prof. Vani Anandgal  
*Faculty of Management*

- Qualified UGC NET for Assistant Professorship in Commerce



Prof. Zehan Wadia  
*Faculty of Finance*

- Recipient of Scholarship for Chartered Financial Analyst Programme awarded by CFA Institute, United States
- Participated in International Online workshop on "CEO's Insights: Analyzing Global Earnings Calls at Big Data Scale" organised by CFA Institute.

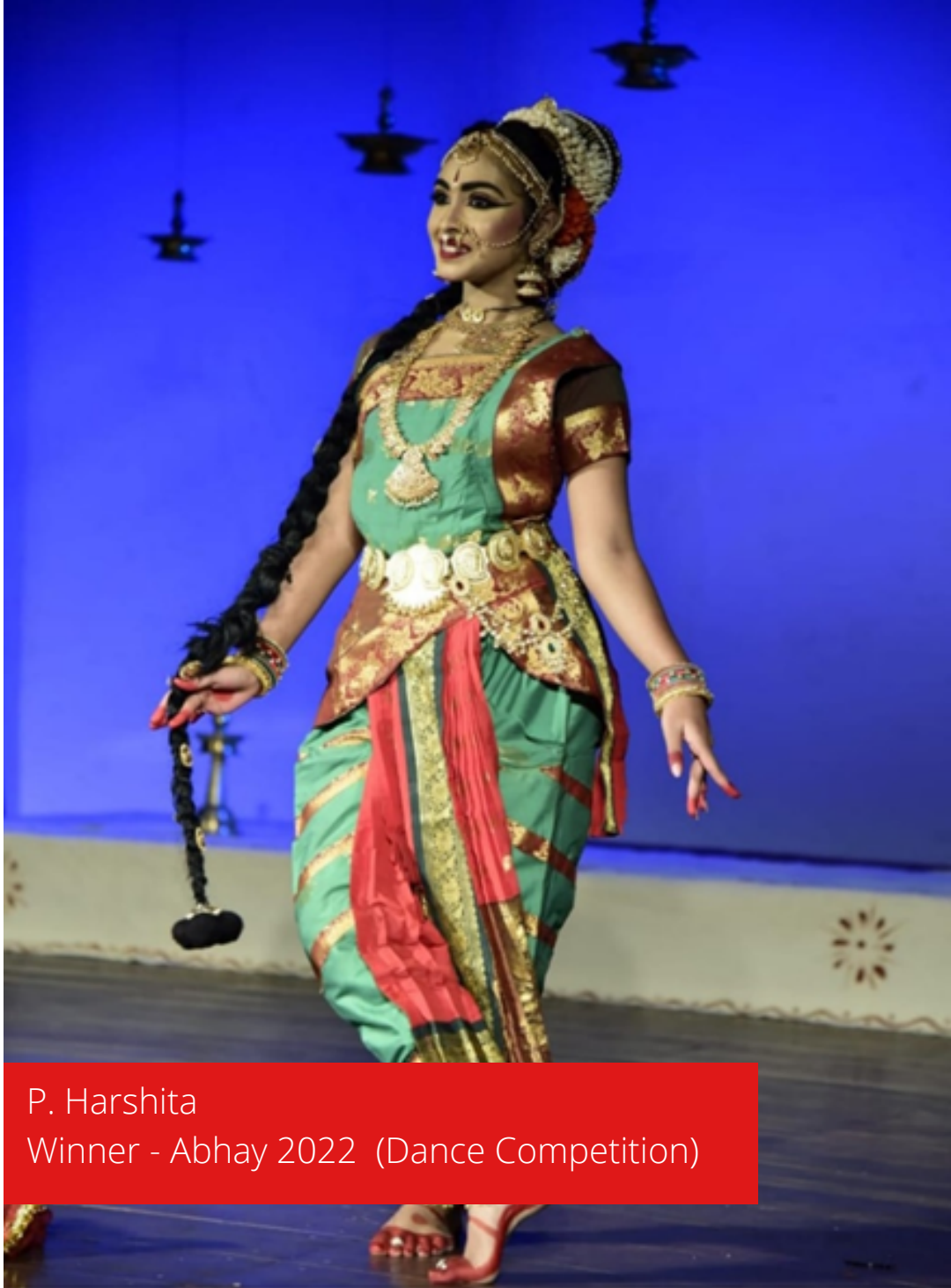


Prof. Aditya Nellutla  
*Faculty of IT*

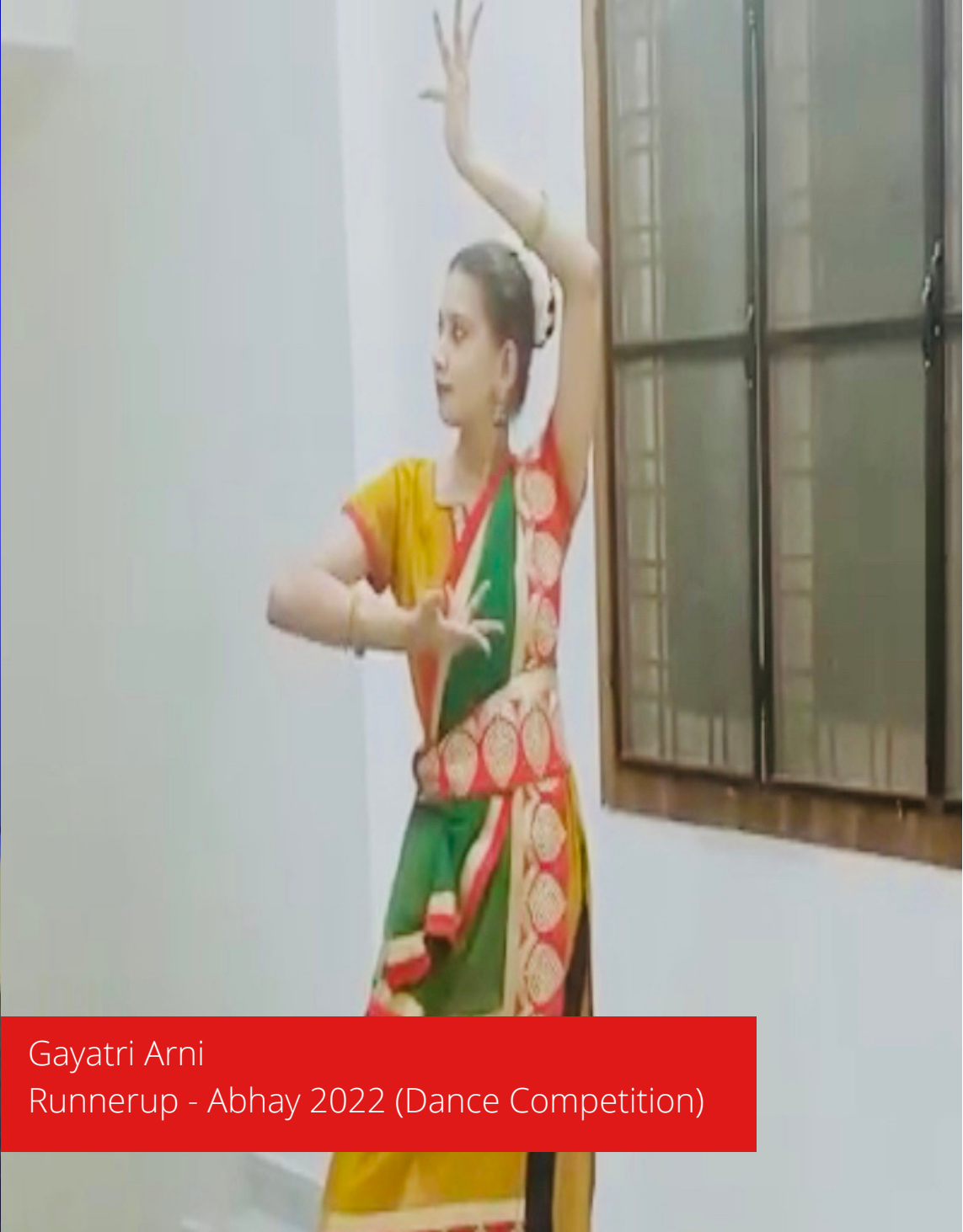
- Participated in a National Level Virtual Faculty Development Programme on "Research Methodology" Organized by Department of Business Administration (SF)
- Participated in a "online workshop on strategies for writing good research article" organized by Manipal Academy of Higher Education in association with Indian Bureau of Administrators and Technocrats.
- Organized a virtual webinar on "Datamining methods on High Utility Itemset" organized by Department of Computer Science Satyabhama Institute of Engineering and Technology, Chennai



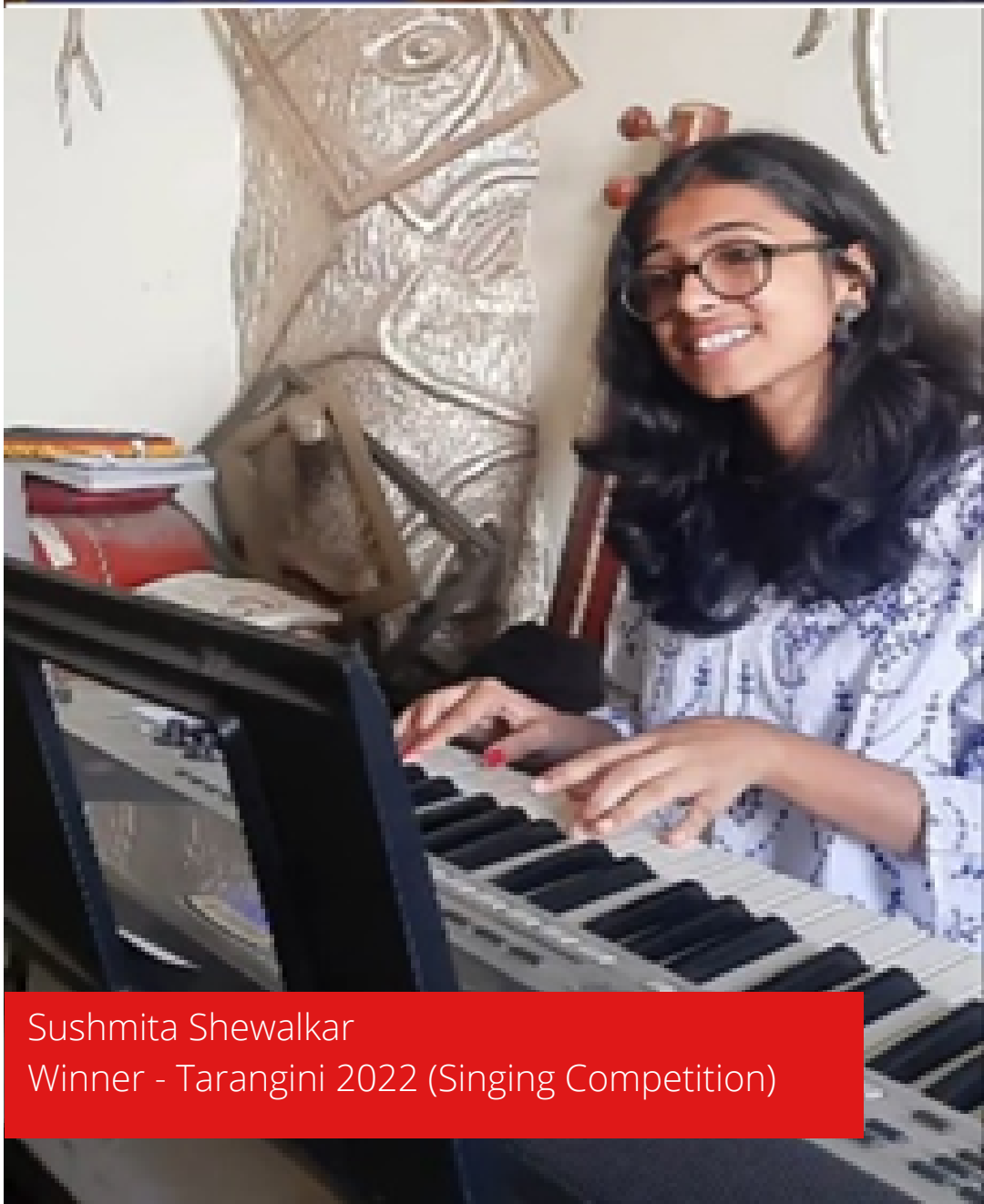
# EThamites in Spotlight



P. Harshita  
Winner - Abhay 2022 (Dance Competition)



Gayatri Arni  
Runnerup - Abhay 2022 (Dance Competition)



Sushmita Shewalkar  
Winner - Tarangini 2022 (Singing Competition)



Arsalan Khan  
Runnerup - Tarangini 2022 (Singing Competition)



# EThamites in Spotlight



EThames congratulates Aditi for being granted the Excelion Award for Jain Young Achievers for achievements in Classical Dancing Kathak by JITO (Jain International Trade Organisation).



Aditi S Shah  
Class of BBA 2021 - 24



## War on Global Economy



Kotra Aashritha Gayatri  
*Class of BBA*

The most talked about topic in recent times 'THE RUSSIA-UKRAINE WAR' which left the world with questions regarding humanity and also raised serious doubts about the future of global economy, which is already crippled due to COVID 19 and is in the path of recovery from its aftermath. The continuing conflict is expected to have further adverse effects on economic growth and inflation. Its impact is being felt by households across the world leaving people struggling in managing their livelihoods.

The sanctions imposed on Russia that led to elevating prices of energy supplies especially crude oil left nations with no other choice but to divert their funds in large amounts to fulfil their energy requirements which would eventually affect the overall growth and development of these nations.

India has to take in greatest blow from this war because the ongoing crisis in Ukraine is set to push the country's import bills beyond the USD 600 billion mark this fiscal, given India's import dependence on crude oil, natural gas, gems and jewelry, edible oils and fertilisers, which can lead to a spike in inflation and current account deficit, and a falling rupee, warns a report.

"The global economic fallout of the war is expected to negatively impact India's economy through a number of channels, which differ from those impacting the Indian economy during COVID-19," Gerry Rice, International Monetary Fund's Director of the Communications Department, told reporters.



According to estimates, a 10% surge in oil prices can increase inflation by 40 basis points (bps), raise fiscal deficit by 30 bps, and reduce GDP growth by 20 bps of India. Russia and Ukraine hold a significant share of the global commodities trade. Russia supplies 10% of the global nickel.

Together with Ukraine, it accounts for 29% of the global wheat exports. Some other commodities they supply extensively include palladium, natural gas and corn. So, it comes as no surprise that the commodities sector touched record highs recently.



The prices for nickel, aluminium and wheat rallied to their highest in 50 years on March 4, 2022. As a result, commodity currencies like the Australian dollar (AUD) and the New Zealand dollar (NZD) also surged. Likewise, both Russian and Ukrainian economy have entered recession especially Russia that is being suppressed with influx of sanctions from US.

The term 'hope' holds a lot of power within that can keep the worst hit afloat. Hence, believing in hope that things would change for better is what humanity can look for at this point of time.





## The Entrepreneurial Wave in India



Ayushya Rai  
*Class of B.Com*

As we see the trend nowadays in India, the term start-up and entrepreneurship are used quite often, so the question arises here is that what the meaning of start-up or entrepreneurship is. Working on our own idea bearing the risk involved in it and then transforming it into a valuable business is what a start-up or an entrepreneurship means. In the past five to six years many start-ups have been launched in India and it's quite impressive that few of them have been successfully established also. The mindset of the youth has changed completely, they don't want to pursue a 9 to 5 corporate job after their graduation as it was earlier.

They are ready to bear the risk and they are really excelling well and working more productively in their field of interest. According to few corporate personnel, stepping into entrepreneurship means leaving the luxury of a business class flight, five-star hotels and all other luxuries which you can imagine in a corporate world. But the pros of being an entrepreneur is that you can work on your own terms and conditions and the satisfaction that you derive when your idea grows into a successful business.

The amount of dedication which the youth of today is putting in to solve a larger problem is why the entrepreneurship culture is booming. Developing countries are having unicorns now and then. In the current financial year of 2021-22 itself there are more than 50 start-ups which have achieved the tag of a unicorn and are rising at an exponential pace. In fact, from the starting of this year (2022), every Eight Day a new start-up has achieved the Unicorn Status. The notable start-ups are CredAvenue, LEAD, Livspace, Xpressbees and many more.



Also, the support from the Government has been promising as it is investing heavily in the MSMEs which in turn has given small scale entrepreneurs wings through which they are able to create more jobs and contribute to the nation. The part that we all should be proud of is that all of these start-ups are being started by young people and the median age of Indian entrepreneurs being just 31 Years Old.

Quoting a part from Economic Times, "The acceptance of start-ups as a catalyst to the growth of the economy has encouraged not only foreign but also domestic investors to allocate capital to new-age companies. As well-funded companies from the previous decade are entering a new phase of growth, they're generating cohorts of seasoned entrepreneurs and professionals starting up again with increasing maturity and resilience. Having built highly scalable businesses before, these entrepreneurs have new and innovative approaches to building ventures and are able to grow much faster than their predecessors."



During the Pandemic, if anybody benefitted the most it was fintech start-ups which received a hefty Funding amount of \$8 Billion as opposed to \$2 Billion in the financial year 2020-21. Therefore, it can be concluded that the Entrepreneurial Wave in India has started and it is unravelling its powers to the Global Economy. All the modern-day start-ups we talk about like CRED, BharatPe, Udaan etc. have one thing in common- The objective to solve a bigger problem and to get its benefits reach the masses. One thing is for sure, for Indian Entrepreneurs, the future is bright!



# Placements at EThames

**GATEWAY TO BIG 4**

**Deloitte.**



**pwc**

EThames is one among the few institutions that provides placement opportunities for students at graduate-level in the Big Four. The Big Four firms namely Deloitte, KPMG, EY and PwC have high standards of hiring. They need students who are proficient in their academics as well as equipped with the necessary skills to be job-ready. However, students at graduate-level severely lack the requisite skills required to survive in the Big Four. EThames has identified this 'Corporate Gap' and designed gap-filling training modules for the students.

Our students are placed in these firms working in exemplary positions across various domains . EThames is the one-stop shop in Hyderabad for the Big Four to hire candidates that fit the bill. The corporate connect, MoUs with reputed companies, expert corporate trainers and industry specific specializations aid EThames in achieving this endeavor.










# The Way Ahead

We at EThames assure an unwavering commitment to nurture a diverse and inclusive community of learners, governed by values and fueled by our institute's meritocracy. We are constantly working towards cultivating a fair and inclusive culture that fosters curiosity, encourages collaboration, and brings out the best in every student because we believe in giving our best. EThames is on its mission of expanding the boundaries of knowledge for the welfare of humanity.

Our campus is intended to encourage experiential learning and provide a comfortable environment for our learners. We have made extra steps to ensure that the campus provides wonderful interaction between students, faculty members, and everyone who comes into contact with the student community on campus, because memories from college last forever in our hearts and minds..



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