



EThames

C O L L E G E

DESIGNING YOUR FUTURE

E-Vox

THE NEWSLETTER

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EThames

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DESIGNING YOUR FUTURE

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ABOUT ETHAMES

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 2020. As per the Higher Education Review 2022, EThames is now among the top 10 most promising BBA colleges in India.

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.



KALI PRASAD GADIRAJU
CHAIRMAN

FROM THE CHAIRMAN'S DESK

In more than three decades of my experience with world's top Multinationals, I came across instances where I have seen a significant gap between what the academic institutions are teaching and what the industry is looking for from the graduating students. And that's what encouraged me to pursue my ambition of fulfilling the campus corporate gap. Your power to choose the direction of your life allows you to reinvent yourself, to change your future, and to powerfully influence the rest. Leadership and learning are indispensable to each other. The only person who is educated is the one who knows how to learn and change. You are the change, to yourself and to your future.

ETHames provides you the space to ignite your imagination and inspire you to learn and grow in your life.

I firmly believe that the three years of graduation are the key to a successful career and that's the most important part of an individual's life where the decisions we take are extremely crucial for building an ideal future. Joining ETHames is definitely the right career decision that an individual can take to propel themselves to new heights. Because we at ETHames focus on cultivating mindsets that encourage our students to question the status quo and bring about the change required by employing cutting-edge technology and the latest global management tools and techniques; we prepare our students to make it big in the corporate world.



DR. KUNAL GAURAV
PRINCIPAL

A MESSAGE FROM THE PRINCIPAL

It's a great honour to be the Principal & Director of EThames Hyderabad at this important juncture in its evolution. EThames Hyderabad's vision is to be a globally renowned academic institute focused on bridging the gap between corporate and academia and fostering excellence in management and entrepreneurship for business and society.

EThames has distinguished itself by its excellent academic curriculum, up-to date infrastructure, research across management and related disciplines, support for entrepreneurs and contribution to society. Our 3000+ alumni who have completed degree with us are making significant impact as corporate professionals and entrepreneurs. EThames has been an innovator in many respects. We have a complete bouquet of specializations offerings in management education. Our incubator, run under the aegis of the IIT Hyderabad, which is established with the intention of helping individuals to start their first venture.

We leave no stone unturned in transforming ordinary students into extraordinary business professionals. Instead of solely relying on lecturing, our faculty members use balanced mix of teaching pedagogies such as case teaching, simulations, role plays, project-based learning etc. to teach various subjects. In addition, we actively engage our students with various academic and non – academic clubs to help students ensure holistic growth. These clubs also ensure building resilient connect with the industries not just for modernizing the course curriculum as per industry requirement but also for outstanding placements.

EThames also has the experience and the expertise to understand the momentous transformation underway on account of the Digital Revolution. There is excellent opportunity for all the stakeholders of EThames to take this understanding to the next level. The next few years at EThames are definitely going to be exciting and life changing. I am excited to be part of this revolutionary journey.

EDITOR'S NOTE



Zehan Wadia
Editor

The first issue of E-Vox has received a lot of appreciation because of the splendid efforts of the Editorial team. We succeeded in showcasing the culture of EThames and its contributions to the learning community. The bar is set high for the subsequent issues. I once again express my gratitude to the Management of EThames for giving me the opportunity for being the editor of E-Vox. I also thank my team: Ms. Riya Rose and Ms. Aishwarya Suraj Ray. I extend a special thanks to our Principal, Dr. Kunal Gaurav who gave us the creative freedom at every step of the way. The April to June quarter was eventful for EThames! These three months were packed with excitement and enthusiasm.

In this quarter, we felicitated the new Student Brand Ambassadors who competently took charge of their duties. We celebrated the most awaited day of the year, Ethnic Day, where all the EThamites expressed their love for the Indian culture and cuisine. We also had our annual sporting event – Lakshya, which brought out the competitive spirit of EThamites. Our students also had the customary Himalayan Outbound Program where students learnt management abundantly through experiences and practice. We also bid farewell to our batch of 2019 in a spectacular event organized for them. EThames wishes them good luck for their future endeavors!

Editorial Team

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

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

It was an eventful and remarkable quarter for EThames. The campus witnessed a handful of curricular and extracurricular events focusing on the holistic development of students.

The festive mood of Ugadi gave momentum to an array of exciting events at EThames. The workshop on the Law of Contracts, the expert sessions on Capital Market Awareness and Ways of Effective Wealth Creation, and the ETalks Series on a wide range of relevant topics gave the student community an enriching learning experience. EThames celebrated World Intellectual Property Day to make EThamites aware of the significance of the right to intellectual property.

The quarter marked a milestone in the history of EThames with the release of its first-ever newsletter E-Vox where EThamites have a platform to showcase their talents. To appreciate and celebrate the diversity of Indian Culture, EThames celebrated ETHnic Day with great enthusiasm. It was followed by the much-awaited Sports Day, where EThamites actively participated in all games and kindled their healthy competitive spirit.

The quarter was outstanding with a session on Ubuntu, the unique initiative of EThames, where students get a space for expanding their horizons through real-life experiences. The Himalayan Outbound Program for the final year students helped them rejuvenate their souls in the lap of nature by gaining novel life experiences. EThames Web Expo was one of the most successful intercollegiate events in the recent history of EThames, where the participants showcased their web designing skills.

Finally, with Happy Escape 2022, EThames bid farewell to the final year students wishing them success in their future endeavours. The students appreciably gave their end-semester exams with their hard work supplemented by the excellent coaching of the faculty.

We are gearing up for the new semester with much power and novel ideas for making EThames a centre of excellence.



ADITYA NELLUTLA
FACULTY OF IT

Artificial Intelligence (AI), Machine Learning (ML), and the Internet of Things (IoT) have unveiled a wide range of opportunities in the tech world. One can definitely think about pursuing a career in these fields if interested to lead the future generation of computing.

The role of AI and ML has been prominent in all the sectors like medical, software, engineering, manufacturing, and management to name a few. For instance, it is employed in Healthcare to provide better patient comfort and experience, intelligent facility optimization and utilize the power of modern technologies and systems. All these factors can be facilitated by AI and ML, which is at a nascent stage in most advanced hospitals.

The Internet of Things (IoT) uses one common Internet Protocol (IP) to connect devices. Every single device can communicate directly with each other and/or with the cloud. For instance, in the manufacturing sector, the construction of smart buildings is a big challenge as building IoT needs to address the problems of interoperability, privacy, and security. Now, the focus of the industry has to be on manufacturing and producing the right types of hardware to enable those solutions in the future.

IoT-enabled smart buildings focus on the reduction of building operation and maintenance costs, improvement of health, satisfaction, and well-being of the occupants of the building, and minimization of the building's environmental impact. To exemplify, in the construction of smart buildings, IoT uses information technology to connect a variety of subsystems and those subsystems can share the information to optimize total building performance.

ARTIFICIAL INTELLIGENCE, MACHINE LEARNING, AND THE INTERNET OF THINGS ARE A GATEWAY TO LAUNCH A GOOD CAREER!

The IoT can become a sensor platform as well for smart building automation for setting temperature, air quality, presence, occupations etc. The building management systems can provide increased comfort and power savings through custom environmental settings, air conditioning and lighting based on need. The indoor positioning system (modular lighting) enables functions like "where I am" and "Where to go". A heat map can also be enabled to signal the magnitude.

Back to square one, AI in health care provides a patient with better comfort and experience, using IoT devices that:

- Connect devices used in hospitals, clinics, or other medical settings.
- Include smart thermostats, automated lighting, security systems, digital signage, and different types of sensors
- Monitor access points, security cameras, and sensors
- Tags employees and equipment

AI and IoT in patients' comfort and experience are structured in a way where the patient is the center, the bed is the platform, and the patient's health data management is the main line. IoT favours patient control in all the factors listed below:

- Room Environment (Temperature)
- Audio Visual Display System
- Sunlight & Lighting Control
- Nurse calling stations
- Bed Side Terminal
- Voice Assistant
- Patient Information Display

In addition, for patient comfort and experience, real-time location tracking is used to:

- Manage the risks of wandering patients before it's too late.
- Actively monitors their location in real-time through a smart band
- Detect whether a patient's smart band is tampered and the staff can ensure that doors and elevators are locked/disabled.
- Detect unauthorized changes in location through an alarm and staff members are alerted.

Patient comfort and experience can be ensured through hospital wayfinding solutions designed to guide individuals from one space to another as efficiently as possible. It also helps patients and visitors get from one area of a hospital building to another (e.g. the cafeteria to the Pharmacy) or from different buildings spread over a larger hospital campus. It will eventually save time, help to keep patient stress to a minimum and decrease the workload of staff.

Hospital indoor air quality can be monitored using modern Technologies and systems for the detection of Potential Micro-Organisms and Toxic Gases (CO, CO₂). Continuous monitoring and raising alarms will alert users to be cautious. Appropriate control actions would also be possible to bring the air quality back to normal through UV lights, filters, fresh air intake, exhaust air push etc.

As per a survey conducted by Healthcare Financial Management Association (HFMA), organizations have planned to deploy AI or machine learning tech very soon. Thirty-eight percent said that their organizations are currently deploying the technology. Automation technologies have tripled since 2020.

AI & IoT of Healthcare Industry needs:

- Knowledge of Industrial Protocols.
- Development of Interfaces.
- Knowledge of Auditing controls around Healthcare Standards (HIPAA).
- Knowledge of Big Data Technologies.
- Knowledge of Programming Languages such as Python and R programming.
- Strong Analytical Skills.
- Excellent Problem-Solving Skills.

To excel in AI and ML, you need a good foundation in programming languages such as Python and R. However, these modern programming languages are becoming user-friendly as they avoid writing tones of lines of code to achieve a simpler task. For instance, to add two numbers in a traditional programming language like C, we should write at least 5-6 lines of code. On the other hand, R programming has an in-built studio that allows us to write a single statement without having any knowledge of coding. This kind of Integrated Development Environment (IDE) makes anyone achieve their complex task in a much easier way. To recapitulate, AI & IoT Technology development will be an important factor influencing the way how smart buildings are implemented and in health care, how patients' comfort and experience are safeguarded. Besides, with a limited programming language, students can achieve a greater position in the corporate world.

References:

Inspired by an "International E-Conference on Artificial Intelligence and Business Analytics" organized by the Department of Commerce in collaboration with Johnson Controls on the 6th May 2022."



VANI ANANDGAL
FACULTY OF MANAGEMENT

FINANCIAL LITERACY FOR YOUTH – NEED OF THE HOUR

India is steadily progressing towards becoming one of the world's largest economies. A major part of this growth story is driven by the tech savvy, diversely skilled and talented youth who constitute more than 50% of the population. This is often referred to as demographic dividend which when harnessed optimally would propel India to the brightest spot in the global arena and generates better employment opportunities and career growth for the youth of the country.

The benefits of this phenomenon would be manifold if the youth are financially literate to secure their financial well being. The grim side of the story is that, the statistics suggest that only 27% of the adult population is financially literate. There is an immediate need to take drastic measures to improve the financial literacy of the population of India in general and that of the youth in particular. Financial Literacy is defined as a combination of financial awareness, knowledge, skills, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual financial well-being. Financial literacy enables individuals to make wise, informed and judicious decisions with regards to their personal finances leading to their financial well being.

India has evolved economically over a period of time raising the standards of living of its population. To sustain this growth the need to improve the financial literacy among the youth is now more than ever.

The market is abuzz with a variety of financial products such as student loans, personal loans, credit cards, insurance schemes, equity, mutual funds, crypto currencies and many more leaving the consumers confused and indecisive. The easy access to credit and the attractive offers may often lead to overspending and push the users into debt traps if these facilities are not judiciously availed and managed. Further, the responsibility of securing one's future and retired life is gradually shifting from employer or government to employees with the changes in the pension schemes thereby requiring them to not only plan for their present but also for their future.

With the start-up culture picking up many youngsters are taking up entrepreneurship as their career option. While these young entrepreneurs could be sound with the technical requirements of their chosen area of business and their business model may be financially viable, its success depends upon how well informed and smart financial decisions they make. Any wrong financial decision may have a devastating impact on the business. A financially literate entrepreneur is likely to be in complete control of his business.

In the wake of the pressing need for improving financial literacy, the Government of India and the four financial sector regulators – RBI, SEBI, IRDA, PFRDA – have risen to the occasion. They along with other stakeholders have come up with a National Strategy for Financial Education (NSFE 2020-2025). The strategy recommends adoption of multi-stakeholder approach to achieve financial well-being of all Indians. They are all putting up a coordinated effort in this direction by implementing financial literacy courses, workshops and schemes.

There seems to be a positive influence of these initiatives and the recent technological advancements on the financial literacy levels of young and adult population as revealed by the increased use of financial services by them. However, there is a long way to go in achieving the objective of making India financially literate. Introduction of basic financial education in the school curriculum could be strongly considered for achieving the same because, like all learning, financial literacy should also ideally begin at an early age and continue throughout the course of their education.

Budgeting, saving, investment, borrowing and personal finance management are some of the components of financial literacy. A knowledge of these components makes individuals more confident and a balanced mix of these ensures their financial security. Financially savvy youth are a big asset to the nation that can be used to leverage the benefits of demographic dividend.



WEB EXPO – 2022

ETHames Web Expo 2022 was organized on 31st May 2022 under the mentorship of Prof. Aditya Nellutla. This event was a unique opportunity for college students all over the country to showcase their web designing skills. In this contest, students were asked to develop a website and demonstrate it working on their laptops.



HIMALAYAN OUTBOUND PROGRAM

We at EThames strongly believe that able management is the key to success. We also believe management is no more about learning in classrooms; it's about learning through experience and practice. Every year, our students get the chance to learn, explore and experience this in the lap of the Himalayas. The Himalayas provide the students with the chance to consider their time spent in campus and the value of their education as they get ready to take more responsibilities in life by stepping into the business world.



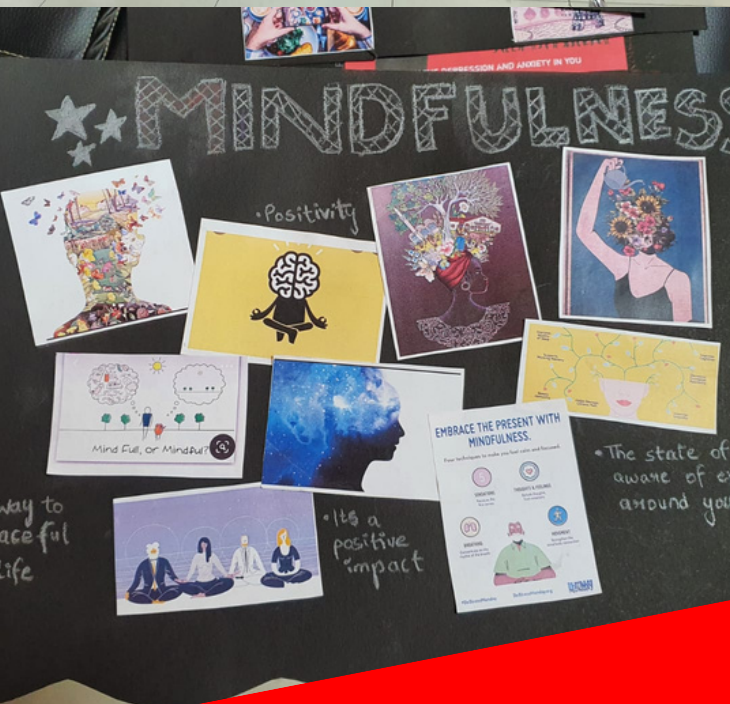
LAKSHYA ANNUAL SPORTS EVENT

A magnificent sports extravaganza was organised for EThamites at RRC Grounds from 29th April to 1st May 2022. The event commenced with the march past and flag hoisting followed by various games and sports such as cricket, football, badminton, relay race etc and the three days were filled with fervour and excitement.



ETHNIC DAY

Ethnic Day at EThames is always the most awaited fest for students every year. In 2022, we celebrated Ethnic Day on 7th May which was indeed one of the best fests that students have witnessed at EThames. On this exuberant and colourful day, students and staff celebrate the rich culture of India by wearing ethnic outfits. Complementing the beauty of their traditional dresses, people celebrate their traditional ornaments and accessories.



WORLD IP DAY CELEBRATIONS

Since 2000, World Intellectual Property Day is celebrated every year on 26 April to commemorate the World Intellectual Property Organization that came into force in 1970. The purpose of celebrating this day in our college is to inspire creativity and encourage imaginative ideas among our students and also to educate our students about the protection of intellectual property.



FELICITATION OF BRAND AMBASSADORS

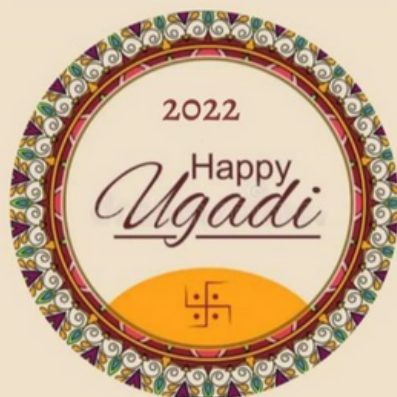
Formal Day at EThames was the most awaited day for our student brand ambassadors of Batch 2019, as it was a felicitation ceremony of Brand Ambassadors. As a token of recognition and appreciation, we felicitated our student brand ambassadors with customized batches. Student Brand Ambassadors of EThames College, have been exceptional in raising the bar high with their continuous efforts.



WORKSHOP ON LAW OF CONTRACTS

A Workshop on 'Law of Contracts"- was conducted for the students of BBA 4th Semester on the 8th of April 2022. It was conducted in Room No. 501 between 2 p.m. and 5 p.m. The objective of the workshop was to simplify the topic of Contracts Law, which is a significant part of the syllabus of the subject - Business Law and Ethics of BBA Semester 4. The workshop aimed at bringing out the relevance and application of The Indian Contracts Act 1872, in commercial transactions as well as in the everyday life of the citizen.

EThames COLLEGE samvatsarādi



EThames invites you to join the celebrations of Samvatsarādi, an event based on Ugadi festival. Your auspicious presence will enhance the beauty of the event.

Looking forward to see you at the event.

Date: 4 April 2022, Monday
Timings: 12:00 PM to 1:00 PM
At our Cafeteria



UGADI CELEBRATIONS

"UGADI" literally means a "New Era". It is the most important Indian festival celebrated in Deccan region and in Maharashtra. It is known as " Gudipadava" in Maharashtra. Celebrated in the month of Chitra as per the Telugu calendar ie March/April, this is the time when nature is also in a joyful celebration mood on the arrival of a new season.



FAREWELL - 2022

EThames officially said goodbye to our amazing batch of 2019 on 11.06.2022. Happy Escape 2022 was organized and coordinated by the first and second-year students where our student brand ambassadors took the lead. The event was one of the most successful events in EThames and was full of incredible performances by our students like dance, song, ramp walk, and games to name a few. Several titles were given to students based on their personality & behaviour throughout their time in campus. Students enjoyed every bit of the event.

STUDENT'S BLOG



TANISH JAIN
Student Brand Ambassador
Batch of 2020

State of emergency has been declared in Sri Lanka. Many social media websites have been banned, and a curfew has been imposed across the island. Before this, thousands of people were out on the streets protesting. There's a scarcity of fuel, petrol, diesel and food in whole country. People are enraged and Sri Lanka is going through a major economic crisis. What are the reasons behind this?

Let's understand the current situation in Sri Lanka. Sri Lanka's foreign currency reserves nosedived to 70 per cent since January 2020 to around \$2.3 billion by February, which is a fall of \$799 million from December 2021. If a country has a low foreign currency reserve, then it is difficult for it to import goods from different countries. With the present level of foreign currency reserve in Sri Lanka, it can import goods to meet one month's need only! Apart from this, there is a depth payment of \$4 million due to Sri Lanka. In India, we think of imported goods as LUXURY ITEMS such as:- imported phones, imported laptops, imported cars, etc. But friends, Sri Lanka's economy, relies on imported goods even for the basic products such as:- sugar, cereals, pharmaceutical, etc. Thankfully India and India's economy is so large, that these basic products are produced in India itself and we can import it from different states, and we don't have to import these products from other countries. But Sri Lanka has to import these from other countries! Because of low foreign currency reserve, it is becoming increasingly difficult to import these. It is leading to rapid inflation in the prices of these basic commodities in the country. There's a high inflation. In the last month itself, Sri Lanka witnessed 25 per cent of inflation. People are facing difficulties for purchasing even the basic things. A Sri Lankan activist told The Indian Express, that the price of rice in Sri Lanka can reach upto 500 LKR within the week. Here LKR= Sri Lankan Rupees. Where in, 1 INR = 4 LKR approximately. Today rice is at LKR290/kg, sugar at LKR290/kg, milk powder at LKR790 for 400 grams.

STATE OF EMERGENCY!

In some restaurants a cup of tea now costs LKR100. A Sri Lankan school teacher said that, they are a family of 3. Their family's monthly expenses used to be LKR30,000 per month. But the last month, their expenses were at LKR83,000. There's milk powder shortage too. And it is becoming difficult for people to afford rice and lentils. On top of it, there's an electricity problem, a power crisis too because fuel is also imported from other countries. People are getting electricity for only 4 hours a day! There are so many power cuts, the power minister of Sri Lanka has directed the officials to turn off the street lights to save the power. The government ordered their electricity board, to get diesel from the Sri Lanka branch of Indian oil corporation. LIOC has given 6,000 MT of diesel to Sri Lanka, so that there is some relief in the situation. Cooking gas is supplied only once a week. And the price of gas cylinder, went up from LKR3,000 to LKR4,200. That is INR1,200 of Indian Rupees. There are long queues outside the fuel stations. It also has affected the newspaper and printing industries too. Newspaper industries have to minimize their prints, because of the shortage of printing materials. And the school exams have also been postponed in the shortage.

India is supporting Sri Lanka in many ways as well. On 17th March, Sri Lanka's finance minister signed a credit line of \$1 billion with New Delhi. Earlier in the year a, \$500 million credit line was also signed for fuel purchases. India did a currency swap of \$400 million. And now Sri Lanka is requesting another credit line of \$1 billion from India. So that they can import basic items for their country and the situation could be controlled a bit. I hope that the credit line being given to Sri Lanka, would help Sri Lanka to make a successful recovery. And would be able to bring its economy back on track. For any country, crisis and instability is obviously bad for its citizens, but it leaves impact on the neighbouring countries as well.

STUDENT'S BLOG



DEEKSHA KUMARI
Student Brand Ambassador
Batch of 2020

SENIOR YEAR – THE ROAD TO GRADUATION

SENIOR YEAR. It's the year that every student dreams of, the year when things start getting real and adulthood strikes. This is the year that you finally get to do what you've been dreaming of for years. Whether it is getting your dream job, starting your own business, or going for higher studies, this is the year to make your dreams a reality. So, make the most of it – the world is waiting for us!

As we start our senior year, we begin to see who we really are as individuals. Underclassmen tend to think that this year is filled with fun and happiness however, there is so much more to senior year than those few things. We are now faced with the reality of college and our future careers. We have to make decisions that will shape the rest of our lives. It can be a lot of pressure, but it is also an exciting time. This is our chance to really figure out who we are and what we want to do with our lives. One of the biggest things that we have to look forward to is graduation. Graduation is a time to celebrate all of the hard work that has been put in throughout the years. It is a time to reflect on the memories made and the people that have been a part of them. Graduation is also a time to look ahead to the future and what it has in store. For many of us, this is the last year that they will be living in their childhood home. As they prepare to leave for college or start their careers, they must say goodbye to the place that they have called home for so many years.

This can be both sad and exciting. It is sad because it marks the end of an era, but it is exciting because it means that a new chapter in life is beginning. Senior year is also a time when students start to figure out what they want to do with their lives. They start to think about their future and what they want to achieve. This can be a daunting task, but it is also a very exciting one. You may think that this year will go very slowly, since it is your last year of college and you can't wait until it's over. You're wrong. Senior year is by far the quickest and is gone before you know it.

It's still hard to believe that senior year is already here. It seems like only yesterday we were starting our freshman year, excited and nervous about what was to come. And now, two years have flown by and we're about to embark on our final year of college. There are so many things to look forward to in a senior year, but it can also be a bittersweet time. We're saying goodbye to our childhood and embarking on adulthood. But it's also a time to savour college life. After all, this is our last chance to enjoy being students. So, let's make the most of senior year. Let's soak up all the experiences, both good and bad. And when graduation day comes, we'll walk across that stage with a smile on our faces, knowing that we've made the most of our time in college.

STUDENT'S BLOG



AKSHAT JAIN
Student Brand Ambassador
Batch of 2020

ROLE OF STARTUPS IN ECONOMIC DEVELOPMENT & GROWTH

The majority of the world nations have advanced due to the innovative, forward-thinking mindsets that result from entrepreneurship opportunities. Due to the rapid development and expansion that these entrepreneurial opportunities are enabling, start-ups are now considered to be a part of GEN-Z and the latest trends. Starting businesses has a significant impact on the growth and development of nations and the world at large.

Innovation is the start-up's secret weapon. Because 62 percent of Gen Z are prepared for a start-up and 83 percent are capable of producing new, creative, problem-solving, and transformation-oriented ideas, start-ups are expanding. Many start-ups discover concepts and solutions that benefit the entire globe and simplify things.

Numerous jobs are being created, thanks to start-ups. Given the population's rapid growth, it is important to think forward and generate as many work opportunities as you can. If we merely look at India, 10 million jobs must be added annually to keep up with the population growth, and this is only feasible if start-ups are successful. Gen Z is perhaps the most educated generation, thus finding qualified employees won't be difficult.

As the current century is known and developed because of the technologies, Gen Z is deploying technology through start-ups. Revolutionary technologies advance the technology trend while saving time and effort. Gen Z is Born to be Digital, and with more than 60% of everyday digital users being active users, tech-based start-ups are now entering the picture and simplifying and making things easier.

Start-ups are increasingly recognised for their contribution to the GDP. Start-ups, which are worth more than \$3 trillion, contribute to financial stability. Being the third-largest start-up ecosystem, India has more than 83 unicorns valued at \$277.77 billion, the majority of which are in the service industries, which account for more than half of India's GDP. By 2030, Gen Z is projected to account for more than a quarter of global GDP, driving a Youth Boom Economy.

The start-ups build a robust pipeline to draw in investors. This contributes to the creation of value, which in turn causes the emergence of wealth. Indian unicorns are queued up to be listed on stock markets, which will attract significant foreign investment and present chances for wealth creation. Investments totalling more than \$30 billion have come in, which is very stable for new businesses and the Indian economy. Due to Gen Z's early savings and exposure to the stock market, start-ups can amass greater money.

Additionally, start-ups directly affect the community in which they are based. They support local growth and provide a wealth of options for residents. The primary area that is enhanced once a start-up is established and the dynamism gap closes is infrastructure. They completely alter the perception of the area they are located in.

Therefore, start-ups are the growth and development engine and a major economic force. Eliminating obstacles, facilitating connections, and empowering start-ups will all contribute to the direct development of a robust economy free from financial problems.

STUDENT'S BLOG



MANAV AGARWAL
Student Brand Ambassador
Batch of 2020

SPORTS AS AN ACTIVITY TO NOURISH ONE'S PERSONALITY

Sports keep us healthy, wealthy and active. We can have a healthy mind only when we have a healthy body. We can achieve anything in our lives if we have a healthy body and a peaceful mind. Physical and mental well-being comes naturally when we involve ourselves in sports activities. Sports help in improving our overall personality and make us more active and attentive.

The topic of sports is very broad. It can serve as a form of therapy and a tool in different aspects of life, which can help change the world. Through sports, children develop physical skills, exercise, be team players, and improve their self-esteem. Sports play a significant role in advancing education and in enhancing knowledge.

Being active in sports means regular exercising, jogging, going to the fitness centres or playing any game. There are different types of games involved in sports activities. Each game has its own specific rules. These sports activities are done either by individuals or teams for leisure, entertainment as well as to compete against one another. Playing sports improves the physiological functions of the body organs and improves the functionality of the entire body system. Through sports, we learn different skills like leadership, patience, coordination, motivation, and team effort.

Sport has a great importance in building personality, too. For some people, it is not only the body movement or playing strategy, but it's a life philosophy. In the modern world, a positive attitude to sports is becoming a trend and style. Young people try to look sporty, fit and full of energy.

A sports career in India was considered less lucrative in the past. However, now it has become one of the gainful professional options for students. Sometimes students take an interest in sports merely for adventure and a tension free life. Now, sports games are gaining popularity. Various sports competitions are played at the international level, such as the Olympics. Apart from it, multiple matches, inter-city competitions are organised to promote the field of sports.

Nowadays, we can see problems related to unhealthy lifestyles. We sit more and more on the couch, surrounded by modern technologies. We don't realize the importance and benefits of sport and physical activities. The lack of physical activity in our body leads to obesity and many other health problems such as heart diseases and so. It has become the necessity of today's world that all of us do daily physical activities or play any sports for a minimum of 30 minutes.

Regular physical activity benefits health in many ways. It helps build and maintain healthy bones, muscles and joints, controls weight, reduces fat, and prevents high blood pressure. Children who participate in physical activities such as sports, experience positive health benefits. These health benefits include a decreased risk of high blood pressure, obesity, heart disease, diabetes and cancer. Also, these children are less likely to smoke or use drugs and alcohol than children who don't participate in sports.

ETHAMITES IN SPOTLIGHT

MEET OUR STUDENT BRAND AMBASSADORS!



MAILAVARAVA LAKSHMI
SWATHI
BCOM BATCH OF 2020



ARYAN LAKHYANI
BBA BATCH OF 2021



DEEKSHITHA
BBA BATCH OF 2021



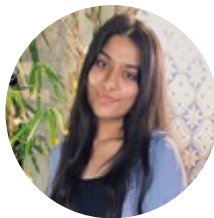
MANSI DADGA
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TANISH JAIN
BBA BATCH OF 2020



PRIYA SAKHARE
B.COM BATCH OF 2020



KHUSHI AGARWAL
BBA BATCH OF 2021



VISHESH BHANDARI
BBA BATCH OF 2021



RACHAKATLA PRIYA
VYSHNAVI
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AKSHAT JAIN
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MOHAMMED RAYYAN KAREEM
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RAJEEV VARANASI
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DEEKSHA KUMARI
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A. POOJITHA
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ETHAMITES IN SPOTLIGHT



CONGRATULATIONS!!

Vishwanadhula Sudhansh
(BBA Batch of 2019)
Mr. ETHames

Tara Choudhary
(BBA Batch of 2019)
Ms. ETHames



THE WAY AHEAD...

ETHames looks forward to a brighter future without leaving any stones unturned in the journey towards excellence. We are on the mission of bridging the campus-corporate gap, where ETHames can set an exemplary model in gifting promising 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 unique initiatives of the college set the seal on the multifaceted development of students. ETHames always guarantees that the learner community benefits from curricular and extracurricular activities organised on a regular basis. We also ensure a healthy environment in the college where students can interact with faculty and seek their guidance whenever required. The journey with ETHames equips the learner community to face the future confidently where the efficient training at the college will aid them to succeed in all their endeavours.

EThames

C O L L E G E

D E S I G N I N G Y O U R F U T U R E

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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