



Statement of Purpose

I have always been of an opinion that business quests are what takes humans ahead in their lives. I strongly believe the same as my father is a businessman himself. I have always seen my father work hard to make sure that the business grows, make quick and swift decisions, and manage people and other resources efficiently and effectively. This has constantly kept me on my toes to grow up into a strong, confident businesswoman. I believe the world of business management is ever expanding. With the same conviction as my father and the willingness to achieve my goals in life, I pursued Bachelor's in Business Administration back in my home country.

From my foundational and graduation years and till the very last I have and will always be a hard-working person. Someone who wants to bring about change and help people. And so, to explore this ever-expanding arena I took my various internships/jobs that gave the real-world knowledge. My Accounts teacher saw the management skills in me and offered me to handle her office till the time my graduation college started. During under graduation, in my free time I freelanced with two event management companies. Later, I bagged a job with a backpacking hostel chains where I handled the operations of the whole property. After I completed my graduation, I got a job into the education industry. I handled the end-to-end operations of one of the branches of the tutorials. I not only worked on the professional grounds but during my school years I volunteered in various social activities. I visited an adoption center and an NGO on every Thursdays, visiting HIV and AIDS centers helped me upgrade my knowledge about the disease which in turn helped to create awareness mostly amongst the people who had obvious myths about it. Lastly, I was a participant at a paper presentation competition where I presented my research paper along with two of friends. The topic was "A study of problems, challenges and opportunities faced by businesses due to the rising use of Paytm with selected businesses at F.C Road area". This was organized by ICFAI Business School, Pune.

Having completed my bachelor's and been born in a family where dinner-table talks often revolved around business plans, strategies etc. Entrepreneurial skills were nurtured since my growing days. This is what persuaded me to choose business and management as my course for my master's so that I could upgrade my skills and knowledge and dive deep down into this world. While I began to search for an entry point to this world, I came across the course offered by your university. While reading through the course structure, modules etc. I realized that this was the perfect fit for me as it would give me the knowledge about the field that interests me and will help me grow strong and confident in this business-oriented world. I believe that the practical skills and the international perspective which are set forth by the master's programme would be a strong entry point and a help towards me achieving my goal of having my own business in the near future. Though, I turned my hobby into a small business during the pandemic which is now my side hustle. I still want have another business which is bigger and spread across various locations. And this is what exactly gave rise to me applying for this course. The global experience that the university would give me with immensely help me understand the global economy and the global market which are the important aspects of having a business.



As The United Kingdom is known to be the best country to pursue higher studies especially in the business and management domain. It was but natural for me to choose the same for my master's in business and management. The tradition that no one can match up to with the UK in offering the international students with commendable training in business management has played a crucial role in the decision-making process. The invaluable infrastructural capabilities and the sheer value a master's programme from the UK in business and management can bestow upon my profile will help me immensely in my future to build my own empire.

I will be extremely privileged to be a part of the university and that I will be of a positive outcome in carrying the goodwill of the university ahead. I believe and I am confident that I would be a perfect candidate for this university to pursue the master's degree where my interest and passion lies and therefore, I would give everything to excel in this field and utilize the knowledge and the exposure I gained here during my course to advance and take my career to heights in business and management.

