

Statement of Purpose

Witnessing my father raising a business entity is one of the biggest feats of his life. However, I am aware of the struggles that he was beset with which were often trivial, but pertinent. It was the absence of skills like professional management and communication that often slowed his growth. I want to obtain these skills so I can leverage my visits to his office and factories and perform the day-to-day operations, administer finance, and handle grievances for which an MBA will be indispensable.

Apart from my father's business, my bachelor's in economics from the esteemed Delhi University solidified this inclination. I studied Money and Financial Markets, the Indian Economy, and the Developmental Economy, all paving the way for a profound learning of the financial aspect of the markets. From these subjects, I perceived how budgets and bank protocols are set and how finances are administered. I also became prudent in figuring out the entwined relationship of sectors like agriculture, Trade, and labor with the economy. The in-depth learning about environmental regulations and the ways industry works has stimulated me thoroughly to undertake a specialized MBA.

Motivated by theory, I furthered my know-how further by opting for courses like Excel Fundamental for Data Analysis from Coursera. Post this, I worked as a Content Strategist, with IDP. This exposure empowered me to not only curate engaging blogs, and head flagship projects but also manage day-to-day content operations so these are delivered without latency. Earlier in September 2021 I worked as the Community Marketing Campus Ambassador, promoting the Ultrasharing app among the students. It was delightful to devise app-based feedback for the customers and simultaneously manage their data.

The same year I worked at UNESCO as a trainer beginning with a 15-day research Bootcamp where I wrote a research paper, titled, 'The Need and Cost of Maternal and Paternal Leaves in India'. Later, as I got promoted, I was involved in the Knowledge Transfer process for 8 other team members. To enhance my knowledge further, I also worked on a project called, Venezuela, the Impending Social Crisis where I studied the GDP and factors like mortality rate, education ratio, and nourishment rate.

Having loaded my quiver with real-time learning, I am now ready to embark on understanding the dynamics of the changing world and stepping into the tech-driven sphere. Soon after the MBA course, I want to work as a Chief Executive Officer and then drive my father's business to new heights, adding global extensions to it.

The varied experiences will be fruitfully accepted at the NMIMS, where I will be recognized for my previous work and my current curiosity to learn more. I am eager to be part of the summer project where I want to



learn Marketing Management, Financial Management, and managing other spheres of the business. Obtaining a professionally inclined program will be in the best stride, as I will learn under the guidance of erudite faculty and make the most of my time.