

Statement of Purpose - Guidelines

The Statement of Purpose must focus on future career plans, reason for taking this course and your past study. It should give an overview about yourself, your mindset and also your quality of English.

This statement forms a vital part of your application and helps the University to assess an application. It should include:

- The reason why you wish to study your chosen subject
- Any experience you have to past study related to your chosen subject.
- Any employment experience.
- The reasons you wish to study in the UK.
- Your ambitions / goals / expectations.
- Personal and other areas of interest (Hobbies, sports, social or leisure).
- Any other information, which you feel, will support your application

The statement should be approximately 350 words. You should be clear and genuine in your writing as far as possible and check thoroughly for spelling and grammar mistakes before submitting to make it error free.

We mention below in brief, steps that you can use to draft a good statement of purpose. Please note that these are only guidelines and are not intended to stifle your creativity. Our purpose in giving you these guidelines is to give you a sense of direction in terms of the required content.

Brief Introduction

The first paragraph could consist of your name, a personal philosophy/motto if you like, a little about your personality, your area of strength and finally your personal interests (hobbies/sports). You could also use this as an opportunity to acknowledge your family to be the source of motivation, encouragement and tremendous support. If you plan to take your spouse and/or your children along or for that matter, leave them behind ensure that you provide convincing explanations for the same.

Education Background

In chronological order, mention all of your academic achievements with the respective dates. Mention the medium of instruction in school and in college. Include those projects

Research, internships and training undertaken during your period of study connected to your proposed area of study. Mention your academic strengths, highlighting achievements and receipt of any awards, rank and scholarships in the relevant field if applicable.

Explain shifts in education interests, instances of weak academic performance repeated failures, and consistent 'achievement of low marks and breaks in education, if any. If there is a similar course available in India, you will have to elaborate your reasons for not wanting to enroll in it in India. Concrete and substantial links must be established, between your previous academic background and your proposed course of study.

Employment History

In case of relevant work experience, a connection must be established with the proposed course of study. In the event of break/s in employment, mention and provide an explanation for the same. If you are working with the family business, highlight the scope and application of the proposed course of study in relation to the family's business interests.

Highlight Purpose for Proposed Course of Study

Mention the actual reasons for taking the proposed course, properly indicating your wish to specialize in the particular field as applicable. Highlight the reasons for choosing UK as well as the particular institution of study.

Career Goals

You will have to explain explicitly why you want to pursue your chosen course of study (do include an outline of your course) in the Institution in UK and how on its completion, it will help you in your career pathways. This point is absolutely essential and it must be explained very clearly. Mention your career aspirations, both short-term and long-term and how the UK qualification will help you achieve them. Also mention your plans upon your return to India, whether you have a family business to return to or if you wish to join a firm or set up a business concern of your own. Please remember that your goals should be concrete and realistic and based on sound inferences.

In Conclusion

Finally you can mention how you did find about the programme at the university you are applying for and any special reasons in choosing the same .Conclude by requesting the Institution to admit you into the program of your choice.

Name:

Date :

Signature :