

## **Sample STATEMENT OF PURPOSE by IOO ABESEC**

Mahatma Gandhi once said, "Whatever you do will be insignificant, but it is very important that you do it." An artist at heart, with a fascination for reading, writing and traveling, I always take up a task that inspires me, however big or small it may be.

My interest in communicating with people and desire to understand human behavior led me to develop a keen proclivity in the management of human resources - an application of psychological principles in the corporate world. The aspiration to study this in-depth led me to explore for universities around the world. That is when I came across King's College London and since then it became my priority to get into this illustrious institution.

As a 10-year-old child, I would choose many times reading on "How, When, What and Why" books rather than playing with friends. This reflected on my grades at school (Mount Carmel, a convent school). Moral values were inculcated in students at a young age and as I was always among the top 5 in the class, I was picked to help the weaker students every year. I then went to St. Xavier's Loyola for my 11<sup>th</sup> and 12<sup>th</sup>. In high school, I chose the science field in the hope of gaining more knowledge and being adept in the subject, I loved the most. In this period, I honed my writing skills, which soon turned into a passion.

My teachers acknowledged my leadership and problem-solving skills and appointed me as a captain. An important project that I undertook was to teach underprivileged children under the "Teach India" campaign. I also worked as a coordinator in my school's most prestigious cultural inter-school festival. My diplomatic ability to intervene and mediate issues in and out of class made me realize my deep interest in studying human psychology.

I studied at St. Xaviers College and it was a fresh change for me as I studied the subjects that appealed the most to me, English as my minor and Psychology as my major. By my final year, I managed to stand first in my class in all the subjects and obtained the 12<sup>th</sup> rank in TYBA Gujarat University. Also active socially in college, I took part in the inter-college festival as a coordinator and participant for all the 3 years. As a part of our psychology project, mentally challenged children from Aasha Foundation, an NGO, came to our college. Another project took us to CEE - Center for Environmental Education. There we learned the importance of spreading awareness about environmental problems and how environmental psychology can help in making differences.

Choosing Human Resource Management as a course to pursue after college was an easy decision because of my interest in organizational and social psychology and research methods. I first realized that this profession would be best for me when I worked as an intern at Puma - a multinational retail chain and I learned that the method adopted to motivate employees was not just goal-oriented but they also had a system of getting to know the employees better. Goals were targeted every day and timed after every few hours. The focus was on the short-term goals, which lead to instant gratification. My suggestion to the Head of the store was to cater to the emotional needs of the employees. I suggested that their emotional problems and the areas of personal life that created a setback and hindered their progress at work could be attended by a counselor who could come once in a week. The idea was implemented and a growth in sales of the company was seen within 2 months and

employees reported having a higher level of job satisfaction.

The outlook towards Human Resources in India is not a very positive one. Many small scale, and even a few large scale companies, do not wish or fail to understand the importance of having an HR Manager in their organizations. The main reason that many of these companies incur losses is that they do not believe in scrutinizing the needs of the employees. This attitude is exactly what I aspire to change after gaining comprehensive knowledge from the Bachelor's Program in Human Resource Management at KCL. Upon graduation, I want to work as an HR Manager and infuse a new perspective on how human resource is viewed. I expect companies to realize that the HR Department is their backbone for it handles the employees - the real brain behind every company and managing the needs of employees are tackling the problem at the grass-root level. When this outlook is projected on all the companies, a change will also be seen in the overall growth of our country's economy.

I would like to be a part of 'The KCL Family' to learn the maximum so that I can bring about a difference in the HR scene in my country, however minuscule the change is. Gaining knowledge and training for the program at your college would be a privilege.