

STATEMENT OF PURPOSE

"Success usually comes to those who are too busy to be looking for it."

— Henry David Thoreau

Introduction

This quote mirrors my self-belief that consistent effort, learning, and dedication are the key drivers of success. I, Kashish Mehra, a graduate in Journalism and Mass Communication from The Hindu University, New Delhi, India, aspire to pursue a Master's/MBA programme in Australia to deepen my scholarly knowledge and develop advanced professional competencies required in today's dynamic global environment.

Personal Background & Motivational Factors

I come from a family that places immense value on education and personal growth. This value system has been instrumental in shaping my academic journey and career aspirations. From an early age, I was driven to pursue excellence, remain curious, and continuously develop my skills. This supportive environment has motivated me to aim higher in both my educational and professional pursuits.

Academic Foundation

During my undergraduate studies in Journalism and Mass Communication, I developed a strong interest in media, communication strategies, and public relations. My academic curriculum provided a solid foundation in media ethics, reporting, content creation, and communication theory.

In addition to my coursework, I actively participated in academic projects, presentations, and internships, which gave me practical exposure and a deeper understanding of the field. These experiences sharpened my analytical thinking, creativity, and communication skills — competencies that are essential in both media and business environments.

Professional Exposure & Career Progression

My professional experience at Mehta & Sons Company has provided me with valuable insights into industry practices and organisational functioning. During my tenure, I observed the importance of effective communication, strategic decision-making, and management skills in achieving business objectives.

This exposure played a crucial role in shaping my interest in pursuing advanced studies in management, as I recognised the value of combining communication expertise with business acumen.

Rationale for Choosing Australia

My decision to pursue a Master's/MBA in Australia is based on thorough research and careful consideration. Australia is globally recognised for its high academic standards, practical learning approach, and multicultural environment.

The education system emphasises industry-relevant training, critical thinking, and real-world application — all crucial for professional success. Studying in such an environment will allow me to interact with students from diverse cultural backgrounds, thereby broadening my global perspective and enhancing my interpersonal skills.

Programme Relevance & Expected Learning

The programme I have chosen offers a comprehensive curriculum that integrates theoretical knowledge with practical training. It covers essential areas such as business management, marketing strategies, organisational behaviour, and leadership development.

I am particularly interested in developing skills in strategic planning, communication management, and decision-making. The opportunity to work on case studies, group projects, and internships will further strengthen my practical understanding and prepare me for real-world challenges.

Career Objectives

In the short term, my aim is to gain advanced knowledge and enhance my professional competencies in both communication and management. I intend to build a strong foundation that enables me to adapt to the evolving demands of the global business environment.

In the long term, I intend to return to India and secure a leadership position in a reputed organisation where I can contribute meaningfully to organisational and economic growth. I believe that the combination of global education and my existing academic background will allow me to create a lasting impact in my field.

Home Country Ties

I have strong ties to my home country, including my family, cultural roots, and long-term career aspirations. These factors reinforce my clear intention to return to India after completing my studies and apply my acquired knowledge productively. I am committed to contributing to the growth of the industry by applying innovative ideas and modern management techniques.

Financial Preparedness & Sponsorship Details

I have made adequate financial arrangements to cover my tuition fees and living expenses throughout my study period in Australia. This ensures that I can focus entirely on my studies without any financial constraints.

Visa Compliance Commitment

I fully understand the responsibilities associated with holding an Australian student visa. I am committed to complying with all conditions and maintaining my academic performance throughout the programme.

I am aware that studying abroad brings challenges, including adapting to a new system and environment. However, I am confident in my ability to adapt swiftly through my resilience, discipline, and positive mindset.

Study Intent Justification

Pursuing a Master's/MBA in Australia is a well-planned step that aligns with my academic background, professional aspirations, and personal growth objectives. This opportunity will equip me with advanced knowledge, global exposure, and key skills needed to excel in my career. I am determined to make the most of this experience and contribute meaningfully to my home country upon my return.

Thank you for your time and consideration.

Warm Regards,

Kashish Mehra