**STATEMENT OF PURPOSE**

My academic journey so far coupled with the industrial exposure received have helped me imbibe the idea that an organization is driven by sustainable technology and ingenious innovations along with an equally efficient management team. I aspire to be a professional who has the capability of combining technical expertise with the knowledge of management. I am applying to the MS program in Engineering Management because I desire a better understanding of the areas of xx, xx, and xx. Acquiring this knowledge will aid me in achieving my objective of providing technical solutions to xx and xx problems while working with government organizations.

My interest in innovation and fabrication started strengthening its roots way back in my school days during a technical event, when I made a smoke alarm for the textile industry and learned about sensors and embedded systems. Also, in my Twelfth grade, I enjoyed being in charge for stage management in Intercity School Cultural Fest, which gave me the first exposure to management, planning, and team work. During college, my undergraduate course in *Electrical and Electronics Engineering* covered various aspects like *Mechatronics, Neural Network, Fuzzy Logic, and Genetic Algorithm*. Here, I learned about industry equipment in the courses like *Embedded Systems and Microprocessor*. I was particularly interested in *Entrepreneurship Development, Industrial Psychology, and Industrial Management,* as I learned about the scope of technological development in marketing and the implications of *Neuromarketing and Psycho Marketing*. I have also completed certificate courses in *Internet of Things, Embedded Systems, Agile Software Development, Information Systems and Auditing Control Assurance, Six Sigma, Python, The Neuro-Marketing as Toolbox, and Go-To-Market – MBA Asia Virtual Experience Program*. As these subjects are directly related to the intended Master’s program of Engineering Management, they have helped me build a strong foundation for the same.

Comprehensive curricula in Bachelor’s degree gave me the opportunity to work on several projects. During xxxx semester, I worked on a project on *Smart Cooler with Google Assistant* and conducted market research to understand the market size and demand of the product. My final year project on *Home Automation with Smart Mirror using Raspberry Pi* aimed at building a central smart mirror that served as a display with two-way refractive film to indicate any misuse of electricity at home. During this project, I faced the challenges of cost effectiveness, resource management, and team coordination. Several Node MCUs with inbuilt hotspot-creating facilities were used to eliminate any additional Wi-Fi module cost. I also visited electronics wholesale markets, utilized every resource up to its optimal level to avoid wastage, maintained weekly work reports and held meetings to meet the deadline. This project gave me the opportunity to enhance my knowledge and skills involving design, fabrication, and presentation of a project, market research, and team and time management.

Further, my interest in xxxx and xxxx surged while authoring two research papers titled *Feasibility Analysis for Enhancement of Output Power of Solar PV Panel by the use of Phase Change Material-based Cooling Technique* published in Malaya Journal of Matematik, Malaysia, volume: xx, issue: xx, 2017 and *RFID-based Student Monitoring System using GSM and PLX-DAQ* published in International Journal of Research in Engineering, IT and Social Sciences in collaboration with South-Western Oklahoma State University, volume: xx, issue: xx, 2018.

Simultaneously, my alma mater helped me maintain a fine balance between scholastic endeavors and extramural activities. I have participated in several fests, seminars, workshops, and conferences in my college. All these have helped me evolve as a team player and develop effective communication and managerial skills.

In order to build up on my knowledge base, I underwent training at *Bharat Electronics Limited, Ghaziabad*, under the Ministry of Defense. During this, I was involved in learning about the Air Defense Ground Environment System including the Design Engineering division, radar system, microwave components, and automation systems of the Indian air force and army. The units covered in the training included power supply, manufacturing, testing, and quality control. At this time, I also received exposure in fabrication of a product, testing of prototype, and quality regulation.

I am presently associated with *Capgemini Technologies*, Place, as a *Senior Software Analyst*. Here, I have received hands-on experience in IT tools and languages while handling an internal project in agile methodology and working in several sprints. My present assignment in the managerial role has helped me to develop my interpersonal and managerial skills and that I will leverage during my Master’s level.

All my learning has kindled an interest to focus in-depth and gain expertise. With my academic and professional background, I wish to learn further about entrepreneurship and technology, and with the same thought I am applying for a Master’s degree. A Master's degree will help me in gaining ample exposure to theoretical concepts and enhance my practical skills to solve real-world problems and build alternative solutions.

<University-specific details: I will add these during university-specific SOP customization: Let me know when you finalize your universities: This is important>

After graduating, I would like to work as a xxxx in the domain of xxxx with companies like xxxx or xxxx, where I may work with professionals with extensive experience and gain knowledge from them. In the longer term, I intend to contribute in product management, strategic, finance, and risk and operational analysis while setting up my own service or product-based enterprise.

If given a chance to study at your university, I am confident that I will bring several laurels to the institution even after graduating. I look forward to joining your institute and being an integral part of your master's degree program in Engineering Management.