Main question  
  
Write a short personal statement about why you want to do the programme. This might cover, for example, what you will bring to the cohort (class), and what are your particular strengths. (600 words)  
  
Short questions  
  
Explain, in your own words, the main things that managers do.  
How will studying management theory help you to understand management practice?  
What do you hope to gain by studying management at the LSE?

In my formative years, I witnessed my parents build our health care business from ground up and was in awe of the impact being created as we not only generated 100s of jobs but improved the lives of 1000’s of patients we were reaching out to. Inspired by what I saw, I took it upon myself to create an impact through every one of my endeavors. I was the cofounder of a start-up Mithai Babu, an online food service, through which we were able to serve 500+ customers till date. I also started Youth League, a community service organisation, through which we were able to create awareness and take necessary measures to prevent accidents and impact lives of over millions of commuters in Hyderabad. Currently, as the director of operations at Venkateshwara, I have created new partnerships and agreements through which we could increase the beneficiaries we serve by 10%, leading to an increase in revenue by 6%. I could only achieve these by pushing myself, and I look at LSE Global Masters in Management as the next step to grow as an individual and add more impact to all my future endeavours.

My nature has always been to push myself to take up many risks and not restrict myself to the classroom. Hence my schooling was an array of Olympiads, academic competition, sports and extracurricular activities leading to my personality holistically. I took up engineering because I believed integrating technology in our primarily offline business could spur the next level of innovation and growth. Here I developed my technical knowledge and participated in various technical events like hackathons and developing projects, for which I was applauded. As my parents pushed the business to new heights, I realized that they were always on the look out for new opportunities and were open to new possibilities. They didn’t hesitate in taking a calculated risk due to which the company has revenue of over INR 1 billion today. This principle was imbibed in me and hence I recognized the potential of food stalls at campus events and established my own chain of stalls, which serve over 2500 customers today. This seemed like an odd proposition for a student of computer science at the time, however, this calculated risk has ensured the food stalls are a profitable venture today. Never compromising on quality, a positive word of mouth and negotiating the lowest possible prices with suppliers led to the success of this venture.

A large part of our growth in the healthcare sector was based on the leadership of my father and his partner in business. So I recognised the importance of leadership qualities and developed my leadership skills by serving as the Vice President at Computer Science India, Hyderabad Chapter where I organised events with a footfall over a 1000 and led the marketing committees consisting of 10 members and over 50 volunteers. I also led the lifeline society for which we raised just over a million rupees through charity auctions. Through this society we distributed computers to the underprivileged children and taught them through education drives. Working with underprivileged children helped my learn about the challenges they face and also helped me understand their thought process. I gained the skills of empathy and perceptiveness. I would love to carry this experience and continue my work through Students for Children society of LSE. My urge to become a leader who makes a difference also led to me founding the Youth League, a community service organization, through which we were able to mitigate the number of road accidents at blind curves by placing convex mirrors in different parts of the city and improve the commute of millions.

While my leadership experiences transformed me as a person, I realized I needed to have a understanding of business fundamentals before taking up responsibilities at my family business and thus took up various internships. At Datta I learnt about the manufacturing industry and workforce management, while Sunshine taught me about inventory and lead-time management and at Venkateshwara I was acclimatized with operational management and led small teams. After my graduation, I started working as a Director in my family business, overseeing 346 employees and monitoring over 80 primary health centres. During my internships I developed a basic knowledge about the various sectors of health care and this helped me to evolve as an able administrator and a good leader-manager. I was well equipped with the ground reality which enabled me to take up initiatives to reduce the operational cost by inducing technology and negotiating for new agreements. This resulted in the company gaining annual returns of INR 1.2 Billion, a 6% increase over the previous year.

My work experience was pretty rich as I got to work under an array of different healthcare professionals during my internships. While working in my first internship at Datta under the Director of operations. He implemented a flat hierarchy in the team and was very supportive of people.He was very receptive of suggestions from people at all levels due to which we could make record improvements. It was because he listened to my suggestion as an intern of changing the quality of raw material used, that we were able to reduce cycle times by 25% leading to savings for the company. I thus understood the importance of a manager being approachable and receptive. During my second internship, I observed that my manager had a great vision and he made the team believe in it. He knew about his team’s strengths and would propel them in the right direction. We were facing the problem of stockouts for certain critical medicines that we are struggling to solve, however, he encouraged me to persevere and made me look at my failures as stepping stones to success which led to me come up with a safety stock mechanism to prevent these stockouts. It would have been easy for the manager to reprimand me and take the problem on himself, but his deamenour got the best out of me. I understood that a good manager inspires his employees.Thus I learnt that the most important qualities of a manager are receptiveness, patience and the ability to inspire confidence in the team. Taking these into account when I joined as director the major task for me was to make people who were double my age to trust in my vision and it was only by a mix of practices and knowledge I learnt, that I was able to create an inclusive atmosphere and build trust in them. I was able to efficiently lead a team of 300+ employees, which had doctors and support staff, over a period of 10months.

I believe that strong fundamental knowledge is the basis for creating any kind of value. This was introduced to me very clearly in my college where it was only because of learning different kinds of programming language I was able to develop two android based apps and a software that could transfer data without leakages, which were top projects in the past few years. Having developed an understanding of manufacturing, stock checking, operations and logistics management through my internships, I could pin point the root cause of problems and create solutions at managerial level. These learnings helped me implement the same during the tenure as a director where I was the operational head for primary health centres and conducting of health camps. In a span of 10 months we conducted 10 health camps with over 60000 beneficiaries. During this process we observed that the time taken for each patient was long and the number of people attending was also very high. To solve this problem we started giving time frames and organised pre diagnosis sessions before the patients met the doctors. This decreased the time taken by the doctors to treat a patient as he had the pre diagnosis report.

During my studies I was engaged in my family business observing and learning, and from the past few months while working, it became clear that our business is primed for expansion beyond just the southern part of India. I also believe that we must expand our service portfolio and venture into manufacturing. However, I feel that I lack the skillset to oversee this expansion. I believe LSE GMiM would serve as the best tool to not only teach the basic understanding of global economy but also ~~would~~ help me to connect with the people in this sector and gain a lot of exposure. . Courses such as marketing management will help me prepare a marketing strategy for my business in international markets. Electives such as Operations Management for Management Consultancy will help me overcome operational challenges faced during expansion~~.~~ The project component of the program would also give me the opportunity to solve real world problems in a global setting, an opportunity which will greatly help me broaden my horizons. I would also love to go for a CEMS partner university or an MBA exchange program, which would give me unparalleled international exposure and connect me with alumni. This way I can learn from them, about their markets and the kind of problems they face.

Before coming back to the family business, I plan to work as a consultant to get an understanding how different businesses work. Working as a strategy consultant will allow me to understand different type of problems companies face while growing and entering new markets. It would help me know the different frameworks and practices used to introduce a product in to a new market, which will be instrumental when I join my family business and expand it to pan-Indian and then south Asian markets as well The consultancy club of LSE with its case trainings, panel discussions and networking opportunities will provide me with a suitable platform to build from. LSE’s connections in the consulting industry could provide a doorway for me to secure a job in the field.

Through my experiences as the founder of startups and the head of an multimillion dollar company, I believe I bring in a unique perspective to the incoming class at LSE. My social responsibilty endeavours also ensured that I enter the class as an empathetic individual who can contribute significantly to the students for children society and social mobility clubs. I believe the LSE GMiM is a critical step in me realising my goal of helping my goal of taking my company to new heights and am convinced I will be a valuable addition to the program as well.