**LETTER OF MOTIVATION**

Growing up under the tutelage of why father, I have seen him grow his business from a mid sized grocery store to a large jewellery manufacturing company with nationwide distributorship, what allowed him to succeed was his constant pursuit towards improvement, hard work and perseverance. Taking these qualities to heart in my endeavours, I not only ensured excellence in my academics but went on to conceptualise the 1st ever volleyball tournament and college team , rigorously tackled existing reforms to improve customer service in royal enfield and strived to increase customer engagement in my family business by introducing our products on various social media platforms .

Knowing technical supremacy was important to succeed in any manufacturing business and with the goal of improving the efficiency of our own firm, I decided to take up mechanical engineering .I joined the course at SPCE and took up subjects spanning from design of mechanical systems to business process re-engineering, thereby developing a wide variety of skills such as design , automation and a strong business acumen . My curiosity and alacrity to learn and understand concepts helped me to make it to the top 10% of the class. In order to learn more about the practical applications of the subjects taught, I took up a project with Reliance Power where I worked as a Data Analyst to filter out the common security checks and implemented RFID to avoid numerous paper work plus designed a hydraulic floor crane to tackle existing problems with the usage of forklift . I pitched my recommendations, many of which were successfully implemented in the company and ultimately helped improve their efficiency by 1.5X

Besides focusing on academics, I was also eager to participate in extracurriculars and contribute to the society. An avid animal lover, in a bid to save birds dying of thirst in the summer, I started a campaign wherein I distributed through networking 100+ earthen pots in an effort to save thousands of birds in the city . I have also organized 100+ self-defence workshops, some especially for women, co-mentoring around 1000+ people in the process. I have also spoken on the importance of cleanliness in more than 20+ occasions in an initiative taken by Times of India newspaper, the “Green Mumbai , Clean Mumbai Drive “. Besides, my passion for dance encouraged me to join the dance team and lead them to victory in dance competitions 3 years in a row. My efficiency and ability to implement ideas helped me become the cultural secretary where I made changes and augmented the annual budget by 30%. I was also engaged in the debate club as a core committee member in which I was responsible for assigning roles, selection and finalisation of trophies , making the event time-table and drafting the opening and closing addresses for the two-day event . Noticing that a limited footfall was a major roadblock in the way to success for all college festivals, including ours ,I realised that disseminating information about festivals by means of a digital platform could resolve the problem. Hence I created a website for participants to access information regarding college festivals and register themselves online . Within a short span, I increased online traffic by 20% through SEO, link building & content marketing. To dig deeper into my entrepreneurial acumen and understand the various teaching methods overseas I joined the summer school program of Entrepreneurship at HEC. Through several workshops and seminars and exposure to CEO’s of multinational companies, I improved my cultural and managerial understanding.

Though I wished to get into my family business, I lacked the understanding of operational principles and different business functions and practices to add value to it, and thus chose to join Royal Enfield which is one of the biggest motorcycle manufacturers in the niche segment in India. Besides analysing data, finding root causes and creating solutions for problems, I also negotiated with different dealerships and dabbled in market research to strategise different HR and customer marketing strategies. This helped the company dealerships to overshoot the sales target by an average of 40%, which ultimately lead me to become the youngest employee to be promoted to handling multiple dealerships. Having improved my marketing and business knowledge, I later briefly returned to my father’s company to gain an understanding of its operations. To increase the distributorship and ultimately increasing revenue I focused on improving the sales process and computer systems. I also refined the organization to a hierarchical system to systematically manage our operations in different offices pan India.

My immediate goal is to expand my family business pan India and worldwide but I sense a lack of holistic business understanding in international consumer market ,marketing strategies and recruitment . Hence the advanced curriculum of the masters program at ESSEC can help me fill this gap . Studying in the campus of Paris and Singapore during my MIM at ESSEC, I will become acquainted with the quintessential values and commercial practices of multiple European and Asian countries that will enhance my prospect of linking my business to the global market.The focus on Global Experiences further adds a dimension that promises to enlarge my horizons that will aid me to learn cross-cultural management practices as well .The fascinating YOLO club will quench my thrilling side while my predilection for solo travel will see me as a part of marco polo .Further, the option to do an apprenticeship is the best way to not just finance the studies but also to complement the studies with valuable work experience . The flexible curriculum at ESSEC will help me choose my subjects according to my primacy and thus I can make time for the extracurricular activities as well as look for job opportunities alongside . My participation in social entrepreneurship chair will put my entrepreneurial knowledge to practical use and in turn will make me learn more . My devout Jain upbringing has given fruit to my strong sense of empathy and good-will for humanity. The Social club will not only allow me to exploit my talents for noble causes but also give me an opportunity to work with those with similar sensitivities . Lastly , the unique trans-disciplinary iMagination week will be one of my keen interests which will prepare me to understand the increasing complexities of the world.

I am fully aware of the highly competitive demands of this Master’s program, but am confident that I have the ability, ambition and motivation to meet them. I believe that my skill and novel ideas will be an asset to the ESSEC class of 2020.

**~ Aman Jain**