

JUNAITHA THOTA

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Date:

To,

In the age of globalization, it is crucial to have a broad and refined outlook in business. Hailing from a family of serious entrepreneurs, I have been constantly inspired to pursue my future in the same field. The Flame University boasts an excellent cultural atmosphere and highly developed commercial sector, as well as sophistication in the field I aspire to reign in.

Entrepreneurship, Advertising and Branding, and Film and Television are subjects that enthrall me and what more can I ask for, when these are being offered as major and minor courses. In such a setting, I will be constantly exposed to skills and ideas that will enable me to develop into a professional with virtually unlimited potential.

I was inspired to pursue a career as a self-made business woman from a young age, witnessing the business activities of my father. An entrepreneur in the Entertainment and Television field, who is very business-minded and dedicated to his work. As a child, I began to absorb many ideas and concepts related to business. After school, I often read books and periodicals such as Business Week and Forbes, and it is clear even at this young age that I would work in business in the future.

I have been further encouraged into entrepreneurship through a small stint in my school, where a friend and I got together and manufactured home made herbal beauty products for an exhibition. What started with very minimal investment, witnessed a gross profit of Rs. 40,000/- in 2 working days and we were offered retail space to showcase our products. But then, we had to take a call to decline the overwhelming offer so we could complete our schooling successfully.

I have honed my knowledge further by attending a 16-week entrepreneurship and leadership program which included classroom instruction, design thinking workshops and mentoring support for business plan development organized by the renowned TiE. I have actively participated, volunteered and attended several Start-up Pitches including The Angel Summit and The August Fest. These platforms gave me an exposure to the world of entrepreneurship and provided me with the opportunity to personally interact with successful entrepreneurs.

Finally, I hope that soon, with the guidance of the experienced and learned professors in your institute, I will have thoroughly cultivated my independent thinking and research capabilities. I am convinced that by studying alongside the dedicated professionals and students in your esteemed university, I will be able to engage in enlightening knowledge upgrade and acquire a more profound academic foundation.

Looking forward to the most enriching experience.

Juanitha Thota
