



D.A.V. BOYS SENIOR SECONDARY SCHOOL

212-213, Avvai Shanmugam (Lloyds) Road, Gopalapuram, Chennai - 600 086.

(Under the auspices of Tamil Nadu Arya Samaj Educational Society, Chennai
and

Affiliated to the Central Board of Secondary Education, New Delhi)

Ref. :

Date

To whomsoever it may concern

I have known Yash Purohit for the past two years in the capacity of his Teacher in English. Yash has been an enthusiastic learner, ever since I have known him. He's very prompt and completes all the assignments given to him within the stipulated time. He's very keen to learn new concepts and actively participates any discussion held in the classroom. He tends to think out of the box and comes up with different and unusual solutions for complex situations.

Yash, also excels in the co-scholastic spheres. He's an avid debator and an obsessed footballer. He's very passionate about the game he plays and never misses to showcase the sportsmanship spirit in him.

He possesses a pleasing demeanour and adapts very well to any situation and brings out the best in , customising it to what is required of him. He's very considerate towards his peers and respectful towards the seniors and teachers.

To conclude, Yash is an exemplary student whose presence will be an asset to the University wherever he enrolls himself into and I assure that he would certainly uphold the reputation of the Institution wherever he enrolls into.

Wishing him good luck for all his future endeavours.

Catherine.J
PGT English
DAV Boys, Gopalapuram.



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TO WHOMSOEVER IT MAY CONCERN

It gives me a great pleasure to recommend Yash Purohit, as a hardworking and a promising student.

Yash Purohit would be a great asset for the university. He is full of drive and perseveres with a winning attitude unmatched by peers . He is motivated and has the ability to work independently with commitment to produce good work. Yash has also shown keen interest in business and management related where he has been an out-of-the-box thinker .

He is a capable youth with socially acceptable personality. He also possesses a quality of a good leader. He has involved himself in various school activities and also shown remarkable interest in the field of commerce. He always has the desire to learn new knowledge .

With the attributes Yash possesses , I am confident any college would be happy to have an outstanding student with so much to offer. I therefore, with no hesitation, recommend such a teachable youth to your institute to read a degree course at an advanced level.

Chandni K.
Chandni Khemka
PGT- Entrepreneurship
D.A.V Boys Senior Secondary School, Chennai

Statement of purpose

The dynamics of the modern market keep evolving with respect to the new trends in business as well as developments in technology. Understanding this concept and manifesting the same in my professional space intrigues me more than any other discipline. To persevere and prosper as a marketing expert, I feel it imperative to keep myself updated on the most modern developments and best practices of the market. Being goal-oriented and organized, I wanted to study Commerce. By the time I crossed my school years, I was adamant to establish myself as an entrepreneur. Now, that I stand at the crossroads of a happening academic life and a dynamic career, I would like to carry this momentum to my higher education in India and UK.

I have always been fascinated with the economic developments that took place in the world. The willingness to know about the marketing, economic and management concepts made me want to pursue BBA. I aim to get inside the corporate world and become a great entrepreneur and BBA/MBA an integrated. course can provide me with a foundation to utilize my talents and skills. I've developed the habit of reading different kinds of books over the years which has greatly helped me to know about the world scenario and stay updated with current affairs. I used to spend my breaks reading books in my school library.

My parents have been my driving force and have always encouraged me to participate in different extracurricular activities and hone my skills. I have been fortunate to have the opportunity to be guided by exceptional teachers who have shown firm belief in me and have supported me all throughout my school life and who made me the best version of myself.

Throughout my school life I've learnt various skills like swimming, dancing photography, sketching, and martial arts, football, Tally and many more. A few which I believe I excel at are sketching, martial arts and football. Naturally, I started imbibing the traits of a team player, a leader, and a strategic decision-maker. These experiences will undoubtedly help me walk in the shoes of a leader in the corporate world.

I decided to pursue BBA, as it happens to be the most logical path that would help me translate my dream of becoming a successful businessperson to reality. After

extensive discussion with my well-wishers, I realized that pursuing education in India and outside India will be more advantageous for fostering a holistic development. Indian universities often come under criticism for the lack of creativity in their teaching approach. But “UNIVERSAL BUSINESS SCHOOL (UBS)” situated in the Lap of nature, the college is surrounded by mountains giving a calm, peaceful and pollution free environment which helps the student to focus better on the curriculum. Course curriculum in UBS is 70% practical which includes Case studies, assignments, presentations, consultancy projects, Corporate Social Responsibility projects and many more. In addition to providing exposure to the international business world, an overseas education will also help me gain valuable cross-cultural insights.

The Universal School of Business in Mumbai appeared to be the ideal choice for me, as I scanned different review aggregator websites. I am confident that the BBA/MBA program offered by your institution will channelize my abilities and potential towards the realization of my ultimate objective. I look forward to establishing myself as a successful entrepreneur in India, launching my own firm. I have found that your academic curriculum is strongly focused on both the theoretical and practical aspects of business activities. The focus on the strategic application of modern technology to leverage business is suitable for aspiring innovators like me.

The ability to interact with seasoned professors, along with sophisticated infrastructure at your university will help me gain a different perspective by diminishing the gap between theoretical studies and practical experience. It will be an honor to be trained at your academy and join the line with the distinguished alumni of the institution. After completing my graduation, I will return to India and join a leading firm as a business executive. My goal will be to work for a maximum of five years and assimilate practical experience before embarking on my own pursuits. Subsequently, I will establish a firm that aims to deliver global excellence in service quality and work conditions.