



Statement of Purpose

The Visa Officer
The High Commission of Canada

Sub: Application requesting a study permit

Respected Sir/ Madam,

I, Sneha Malhotra, intend to visit Canada for pursuing higher studies, and I am extremely thankful for the opportunity that allows me to express my desire to study in Canada. I am an experienced professional possessing work experience in varying capacities with different organizations. Over time, my hard work, dedication, and passion earned me opportunities to lead significant teams. Hence, I am convinced my leadership qualities upon combining with my intricate knowledge of project management, will allow me to secure high-ended career opportunities. As a result, I have planned to go back to school and enhance my technical skills in this particular domain. I have carefully chosen to pursue a Graduate Certificate in Project Management offered by Conestoga College. I have also received a Letter of Admission that prompts me to seek a visa grant by proving my candidacy as a genuine temporary entrant.

I hope my genuine intent to visit Canada will convince you to make a favorable decision in support of my candidature.

Academic and professional background

I always had easy access to education, and I am privileged to have been raised in an educated family that has always supported my aspirational dreams. Fast forward to my academic journey, I passed my senior secondary school in the first division, gaining an overall percentage of 61.23% in 2011. After passing out of school, I pursued a Bachelor of Engineering – Computer Science as a part of my undergraduate studies.

I completed my bachelor's program in 2015 with a first division obtaining an overall percentage of 66.8%. My peculiar domain knowledge allowed me an opportunity to work with Microland Ind Private Limited as a Data Centre Engineer in November 2015. My exposure in this job polished my understanding of working in a corporate environment. However, I was more interested to explore opportunities where direct customer interaction was involved. Hence, I joined Microland Private Limited as a BMC Remedy Admin in August 2017. This job gave me real-time working exposure directly dealing with customers. It enhanced my customer relationship management skills. I worked here until December 2018 before finally joining EC-Council (E-Commerce Consultants Private Limited) as a Customer Support Associate based on my previous experience in April 2019. However, looking at my exceptional performance and devotion to my job, I was promoted to a Quality Assurance Team Lead within the three months of joining. I enhanced my leadership potential by handling a team of fifteen customer support representatives. My customer handling skills



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were nourished, and I continued to gather great learning experiences until November 2020. Later, my robust experience led me to qualify for the role of Deputy Lead- Customer Delight at Clasplus in April 2021. I currently work in this role, and I handle a team of twenty-four customer support representatives. My role is authoritative, challenging, and full of new learnings. I am pleased with how I have progressed over time, but my lack of technical exposure in handling projects makes me hooked to one task for a considerably longer time than my peers. Hence, I am willing to equip myself with the technical knowledge of project management by acquiring formal training in this domain. With this, I will secure my position in the industry and progress vertically in my career graph.

Why Canada?

Through acquiring studies in Canada, I aim to improve my technical proficiency in the subject of project management. Canada offers a competitive advantage over other English-speaking countries such as the USA, UK, or Australia. I have compared the cost of education in these countries and have concluded studying in Canada is very affordable. Furthermore, the quality of life provided by Canada is unparalleled which makes it a popular destination among international students. By being in Canada for a considerable study time, I will garner a rich international exposure that will come in handy as I return to my country and integrate my learnings back home. I am looking forward to a comfortable stay due to Canada's peaceful atmosphere and its position as one of the leading countries in the global peace index. Canada gives equal rights to its international students as its citizens. It is one of the motivating factors that keeps me hooked on Canada.

Why not India: Of course, India has plenty of project management courses offered at various colleges, but the quality of education is certainly not deemed worthy compared to Canada's education system. Especially at this stage in my career, I want to experience practical training rather than sticking to theoretical lessons taught in my country of residence. With this, I do not want to demean our study culture but to solidify my intent about choosing Canada over India. Our education system is unquestionably the best when it comes to merit-based studies, but in a professional course like the one I am aspiring to pursue, one needs complete practical exposure. Canada can definitely fulfill my study requirements. Hence, I am ardent to pursue the chosen course here.

Why Project Management at Conestoga College?

The course offering available at Conestoga College is the closest expansion of my previously gained professional skills over time which need academic polishing. I am bright and passionate about reaching the top of the career ladder, yet perfecting my skills requires a much-needed scholastic upgrade. The curriculum at Conestoga College can surely give that push to my career profile, and I am eager to embrace it based on this. As a part of my curriculum at Conestoga College, I will study Project Leadership and Team Management, Project Planning, Stakeholder Management, Business Operations, Agile Project Management, and Project Risk and Issues Management, which suits my educational objectives perfectly.



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Moreover, the world-class infrastructure at Conestoga College supports holistic learning. Studying amidst the multicultural assortment will prepare me to deal with global clientele more efficiently. The chosen program at Conestoga College is industry-focused and academically enriching to fit into my idealization of a perfect study opportunity.

Reasons to return to India:

Family Ties

I am a married woman belonging to a well-educated family background that possesses my parents, in-laws, and husband. My father is <add designation> and mother is a <add title>. My husband works at <add organization> as <add designation>, my father-in-law is <add designation> while my mother-in-law is a <add what she does>. Being a daughter, daughter-in-law, and wife, I carry huge loads of responsibility on my shoulder that I need to fulfill upon completing my study program in Canada. My parents and parent in-laws are getting older. Taking care of them as a responsible daughter is my prime responsibility. My husband is supporting me through thick and thin. I aim to reciprocate the same gesture in the future. Rather, we have made a few promises to each other that I need to fulfill after coming back to India. We also possess voluminous properties that I and my husband need to manage as our parents take a back seat in the future. As a result of this, I am greatly motivated to return to my loving family, for which I feel highly accountable and respectful. I also do not possess any family ties in Canada, which is a binding reason for me to return home without exceeding my stay in Canada.

Future Goals

I am hopeful that by gaining formal training in project management at Conestoga College, I can evolve in my role as a project manager upon returning to India. For this, I am focusing to devote my time entirely to my study program, acquiring higher grades, and passing this program with distinction, shortly. After the completion of this course, I aim to work with reputed MNCs such as Infosys, TATA, Deloitte, Reliance, etc. My previous academic exposure in computer science combined with my newly acquired project management skills will bring laurels to my professional profile. In the longer run, I strive to become a departmental head and a member of the board of directors in a reputed multinational corporation in India.

Financial ability

My family is well-established. We possess immovable properties of CAD <add figure> and voluminous liquid and fixed funds that constitute our net worth. My parents and husband have agreed to support my studies conjointly in Canada. I have thus paid a tuition fee of CAD <add figure> and deposited CAD <add figure> into the GIC account. I am, therefore, confident that I can also seek support in case of additional expenses that I might incur during my studies in Canada.



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Language Proficiency

Owing to my decent IELTS score, I am confident that language will not become a barrier to communication. I have secured an overall score of 6.5 having no band less than <add the least band score>. My IELTS scorecard is enclosed herewith.

Conclusion

I am a law-abiding individual aiming to display amicable behavior throughout my studies in Canada. I will be a devoted student and an active member of the student community. I will extend help to my colleagues and peers whenever required. I will act as per the Canadian Immigration Laws and hold the country's image higher.

Yours Sincerely,
Sneha Malhotra