STATEMENT OF PURPOSE

I, Sarath Joseph Rajan introduce myself as a highly motivated aspirant with a desire to learn something new in my field of interest i.e food and nutrition . My greatest interest is to carve a business scheme out of my area of interest. Hence I am applying for MS ( food and beverage management) at Ecole Conte (member of of college de Paris).

I completed my bachelors from thiruthangal nadar college , which is affiliated to University of Madras with 78 % marks in 2013.I finished my higher secondary education from MCC school Chennai , with 66% marks and schooling from excelsior , kottayam with 54% .An interest to join the work front early, I enrolled with ex-courier India as customer care executive from July 2013 to April 2016. I also worked as customer experience agent at RKH QITARAT and retails sales advisor at vistas global Qatar from . I believe it’s time to widen my horizons and improve my employability as well as align it with my passion . Therefore higher education seems the best and most promising option.

I am aware that food and beverage management highly relies on technology and science to create new cuisine , improve food systems and immerse employees in a world that protects the integrity and safety of the global food supply chain. This knowledge can help provide individuals with skills to apply in a wide range of aspects involving cuisine by maintaining quality and management of food supply. Food and beverage management makes it possible to maximize our food resources and minimize wastage .

To attain my dream I began searching for a suitable course. My career plans and interest match with the course MS in food and beverage management where I can flourish my skills and apply it as deemed necessary related to Food science .Nowadays people in our country are more health conscious ,this increasing demand really pursued me to choose this sector for employment .

Initially, I considered continuing my education in India and researched a lot regarding this course. Unfortunately our Indian education system is based on

theoretical knowledge but this type of courses demand more practical learning . At last I finalized my educational destination as France after considering various things. First and foremost reason was the excellent quality of higher education provided by France and its world wide acceptance and recognition by International Universities. In addition, I learned that the possibility of placement is also high. Here , I will get a chance to dwell deep and understand a new language, culture and gastronomy .There is endless praise about the French cuisine globally with the versatility, style and taste unmatched anywhere else. An opportunity to learn in such an environment would truly be helpful for an international student like me . I strongly believe that France is one of the best countries which provides excellent facilities that are affordable for students and offers great support to international students for their studies and accommodation services.

After finalizing my destination I searched a lot to find a University which can help me fulfill my dream to gain in-depth knowledge in Food and beverage management . For that I did my research on the Internet , visited websites of numerous universities, enquired with many friends and so on. In the beginning it was quite confusing to me. Finally after much thought and research I was convinced to study at the prestigious Ecole conte . I strongly believe that it’s the best out there committed to inspiring the next generation of talent in the world of lifestyle , fashion and design .I will benefit from the emphasis being greatly on employability. The teaching staff here made up of experts with passion for their field sounds promising. I am attracted to the study methods involving competitions , excursions, workshops , conferences and study trips . Also, it’s my chance to receive technical and product development roles in this vibrant industry .The masters in food and beverage program here combines a sensory experience of wine and food professions designed with the support of top professionals. This program introduces students to gastronomy fundamentals focusing on the market standard. It includes intercultural management, purchasing management, tasting theory and practices, merchandising, e- marketing, communication and much more .Overall , I strongly believe that the university life will give me the knowledge, training, practical experience and access to resources to help me succeed in the field of Food and beverage management . I am intending to work for my country with the experience I gain from this great institution .

Food in my country is part of cultural heritage, exchange, tourism and much more . It’s safe to say , it’s one of the outstanding things that our country is renowned for globally. By attaining an international degree I intend to bring in more quality, professionalism and service into this sector. Initially I wish to work as food safety manager which is quite an easy task after attaining an internationally recognised certification. Later on I want to start my own hotel with international quality and service. All these dreams can turn true only with proper education, guidance and skills . I hope my application gets approved and you will consider me as a deserving candidate for the masters program at your esteemed institution.

I assure you that, I would put my utmost effort in completing my course successfully and use this opportunity to stay up to date on the latest advances in this field and make attempts to contribute my skills to the university .

Thanking you profusely,

Sarath joseph Rajan