*In the words of Winston S. Churchill, "Success is not final, failure is not fatal: It is the courage to continue that counts."*

Embracing both success and failure has been my guiding principle on this dynamic journey called life. As I reflect upon the quote above, I am reminded of the powerful guidance ingrained in me by my family, particularly my mother. Coming from a lineage with a strong business background, the importance of independence has been a constant echo in my upbringing. ‘Whatever you do in life, make sure you are independent,' she would say, setting the tone for my personal and professional aspirations.

Growing up in southern India, my father established himself in the real estate and textile sectors. While I obtained some work experience interning with him in finance before beginning my studies at university, my goals have always been to forge my own career. I regard myself as a hardworking girl filled with passion and perseverance. My intrinsic curiosity motivates me to think creatively, investigate different cultures, travel extensively, and enhance my perspective of the world.

I graduated from the SP Jain School of Global Management in May 2023, and my academic career has been distinguished by a never-ending enthusiasm for learning and ambition to succeed in whatever endeavor I attempt. While I faced initial challenges I stayed resilient and embraced the opportunity to collaborate with three different start-ups. Being in three different foreign countries thought me to believe and myself and to stay strong in every situation. These experiences helped me become a strong, adaptable, and confident person. Throughout these opportunities, I took on leadership roles in projects, polished my communication skills, and collaborate with a diverse setting.

Along with my brother and his friend and extensive research for six months, we pioneered a local commerce startup filling a gap that was not identified before for the local startups. It has been two months since we have launched our app to local businesses in one city and there is no turning back.

The appealing proposition of pursuing a Master's in Marketing and Data Analytics at Westminster University stems from its unrivaled combination of rigorous coursework, experiential learning, and extensive networking possibilities. Westminster's eminent professors and cutting-edge curriculum promise to provide me with the tools I need to navigate the shifting environment of marketing and data analytics with confidence.

Pursuing a master’s degree at Westminster would give me the chance to gain invaluable international business experience. Westminster's emphasis on experiential learning, global viewpoint, and diverse population of students appeals to me. For me, nothing compares to the opportunity to work on practical assignments and engage with colleagues from diverse backgrounds. I do best in settings that encourage variety as a means of creativity and ingenuity. The focus Westminster places on developing practical skills is exactly what my approach to education and professional goals need. The chance to have firsthand experience in solving business difficulties excites me.

Furthermore, Westminster's renowned reputation as an epicenter of innovation and entrepreneurship fits well with my goals, providing fertile ground for my entrepreneurial ventures to thrive. Westminster's active environment, along with industry connections and mentorship programs, invites me to go on a path of self-discovery and intellectual growth, crossing barriers and realizing her full potential. Westminster's vast network of alumni and business affiliations provide promising opportunities for career growth. Beyond my academic and professional experience, I feel my characteristics, such as agility, empathy, and perseverance, qualify me for Westminster. I am motivated by a desire to make a positive difference and dedicated to using my abilities to effect significant change.

In the next five years, I foresee myself establishing my own business in multiple cities and also starting a new venture in jewelry. In my opinion, joining Westminster will help me achieve this aim by giving me access to insightful business settings and beneficial networking chances. My biggest source of motivation is my grandfather. He started with nothing but managed to build a comfortable life for himself. His charitable endeavors demonstrate his dedication to bringing happiness and having a positive influence—a trait I greatly respect. With Westminster's esteemed program as my catalyst, I am poised to embark on the next chapter of my entrepreneurial odyssey, driven by a passion for innovation and a vision for transformative change.

*-Nidhi Agarwal*

INCLUDE I AM A CO FOUNDER OF ZIVIZ, A LOCAL COMMERCE APP IN SOUTH OF INDIA THAT CONNECTS LOCAL VENDORS WITH CUSTOMERS AND SUPPORTS LOCAL BUSINESSES. IT ALSO DELIVERS PRODUCTS FROM THEIR STORES AND EDIT THE PERSONAL STATEMENT.