



## SOP GUIDELINES

**The Statement of Purpose (SOP) is pivotal in the Kautilya School of Public Policy application process. It is your canvas to paint a portrait of your experiences, aspirations, and why you chose Kautilya.**

- The SOP gauges your passion for public policy, communication skills, authenticity, and writing prowess.
- Begin with a concise self-description, including your name, age, and pertinent personal details.
- Highlight unique aspects of your background that have molded your passion for public policy.
- Provide an overview of your skills, academic journey, and professional history, focusing on experiences that have prepared you for public policy.
- Discuss relevant coursework, internships, jobs, or volunteer work, specifying achievements and their impact.
- Share your vision for a future in public policy, explaining your motivation and how you intend to contribute positively to society.
- Be ambitious yet realistic, demonstrating passion and commitment. Discuss your broader aspirations within public policy, emphasising specific areas, issues, or policy domains that captivate you. Explain why these matter and how you aim to effect change, showcasing awareness of current challenges and opportunities.
- Highlight personal experiences that have ignited your interest.
- Conclude by detailing why Kautilya beckons you. Mention program specifics, faculty, or resources aligning with your goals. Emphasize how Kautilya will facilitate your vision and impact on public policy.
- Maintain clear, concise language throughout, proofreading for grammar and spelling. Ensure authenticity in narrating your motivations and experiences. Avoid clichés, and focus on facts and figures for uniqueness to stand out.
- Your SOP is essential for the Kautilya School of Public Policy application. Leverage it to present a compelling case, demonstrating your passion, experiences, and alignment with Kautilya's values. Best of luck with your application!

### Contact

If you wish to raise any queries or concerns about these guidelines. Please, contact the Admissions Office by email at [admissions@kautilya.org.in](mailto:admissions@kautilya.org.in) or by post at Kautilya School of Public Policy, GITAM (Deemed To Be University), Rudraram Village, Hyderabad, Telangana. PIN CODE: 502329

**Google Maps Navigation:** <https://goo.gl/maps/1qK8jywBGcfTvJvb8>

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