



Profile Building

**NOT  
A STUDENT  
LUXURY, BUT  
A STUDENT  
NEED!**

Powered By **Univariety**





# 01

Massive Growth In  
Student Number & Marks

# 02

Going Beyond  
Academics

# 03-04

Admission Criteria in  
Global Universities

# 05

Reducing Dependency on  
Standardised Tests

# 06

The Role of Demonstrated  
Interest

# 07-09

Changing Admission  
Scenario in India

# 10

The Foolproof Mantra  
Of Success

# 11-12

How to Demonstrate  
Interest?

# 13-15

Journey To Success

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Relevancy of Building  
a Strong Profile

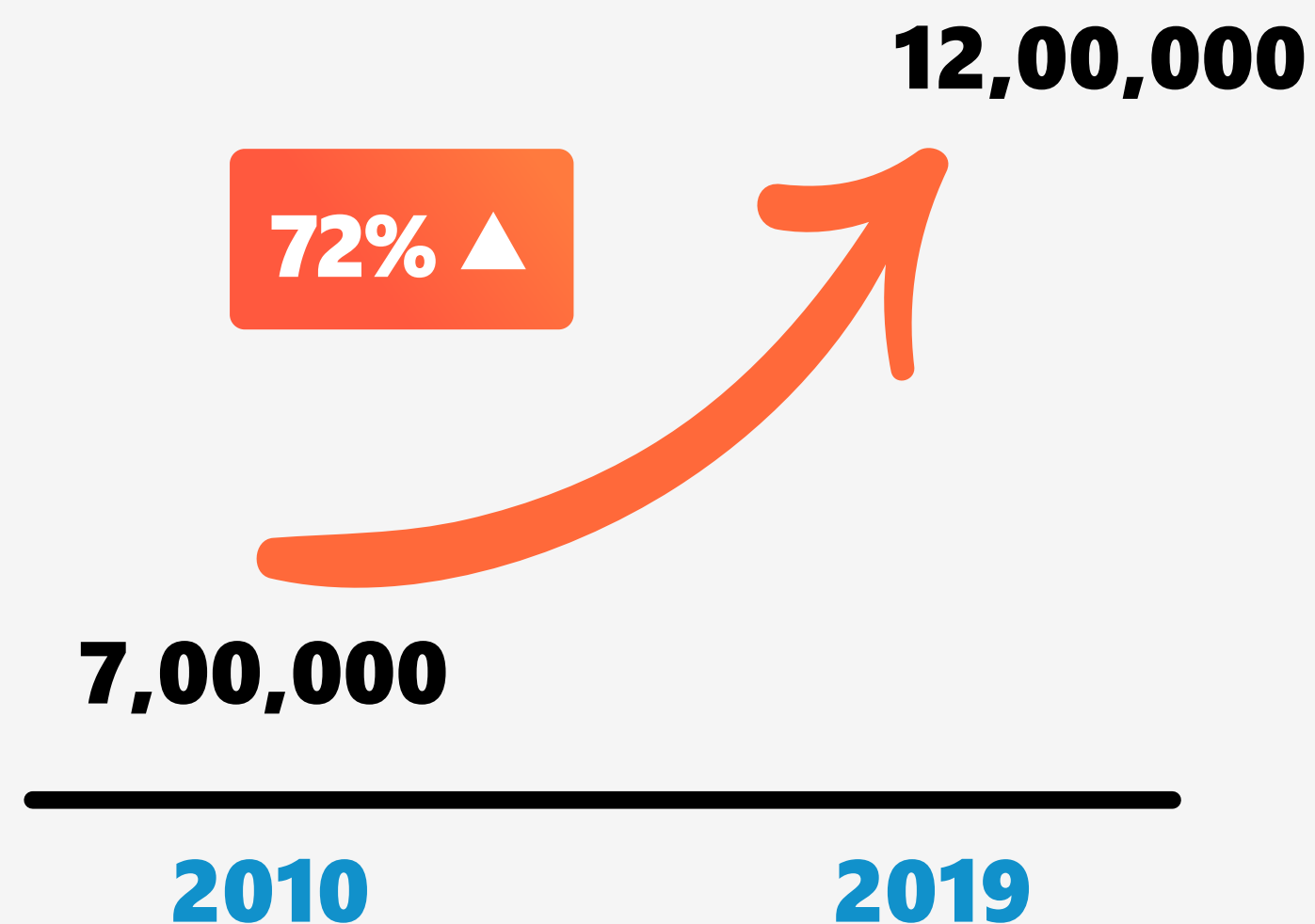
# 17

What Will Profile  
Building Do For YOU?

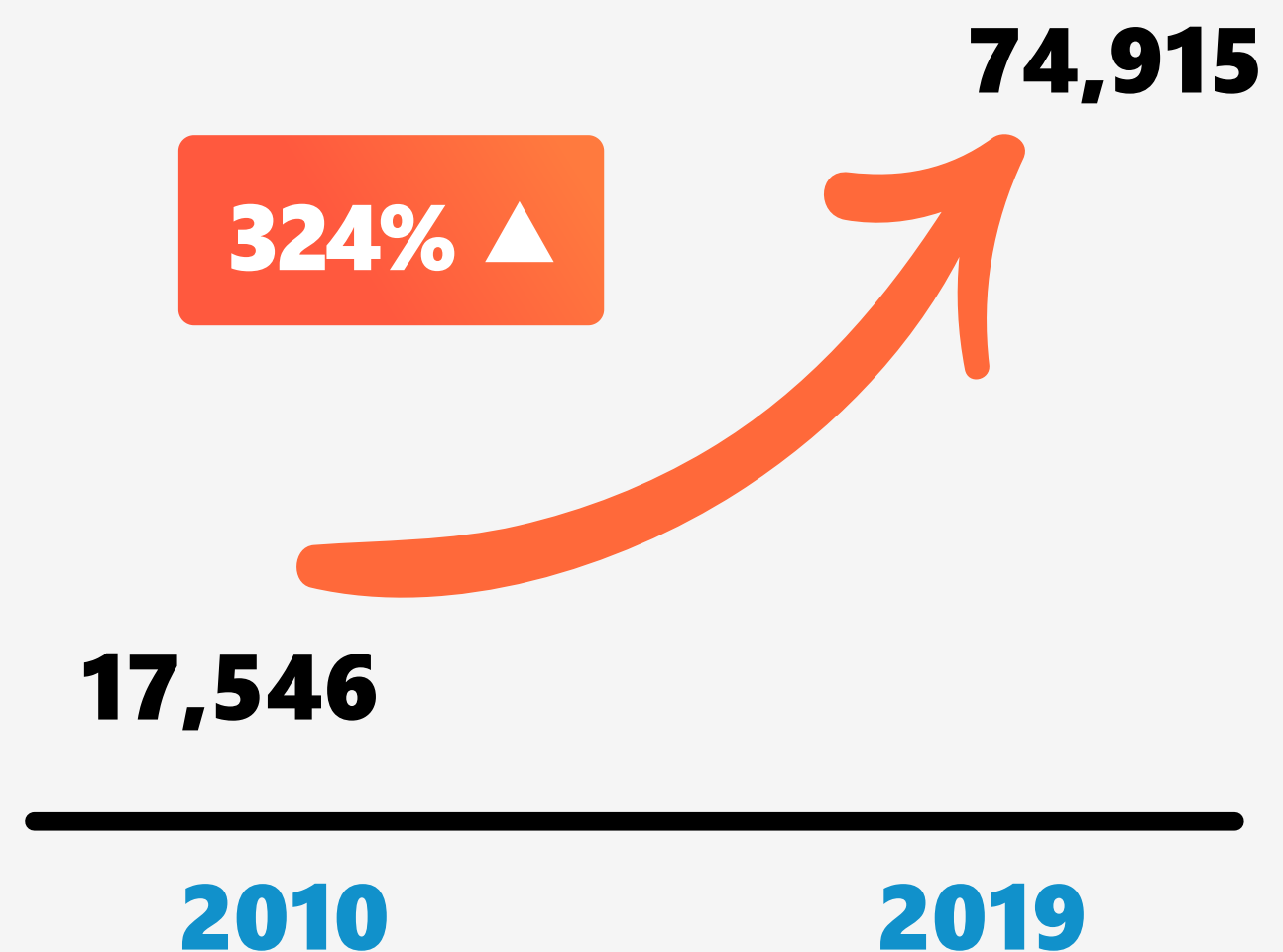
# 2 REASONS

## Why Competition For College Admission is at an All Time High

### Massive Growth in Students Passing Out of Grade 12



### Everyone Seems to be Getting 90% + Marks



*\* Includes CBSE & IB Curriculum*

Sources: [www.ib.org](http://www.ib.org) | [www.mycbseguide.com](http://www.mycbseguide.com)

# COLLEGE ADMISSION PROCESSES CHANGING



With so many students getting high grades, universities are forced to use **INNOVATIVE METHODS** to grant admissions.

**Personal  
Interview**

**Aptitude  
Test**

**Group  
Discussion**

**Co-Curricular  
Achievements**

**Case Study  
Presentation**

**Extra-Curricular  
Achievements**

**Statement  
of Purpose**

**Leadership  
Roles in School**

**On-the-spot  
Essay**

**Recommendation  
Letters**



# Top Global Universities ALWAYS Valued a Student's Achievements & Personality



**Looks For**  
**Resource**  
**Utilisation**



**Looks For**  
**Diverse**  
**Interests &**  
**Experiences**



**Looks For**  
**Hands on**  
**Creativity**



**Looks For**  
**Work**  
**Outside of**  
**Comfort**  
**Zone**



**Looks For**  
**Leadership**  
**Potential**



**Looks For**  
**Openness to**  
**Experiment**

# Other Personality Attributes That Top Colleges Look For In An Applicant

**Collaborative  
& Cooperative  
Spirit**

**Intellectual  
Vitality**

**Risk Taking  
Ability**

**Contribution to  
Community**

**Humility &  
Empathy**

**Ability to  
Stretch your  
Limits**

**Intensity,  
Curiosity &  
Excitement**

**STEM  
Orientation**

**Being  
Independent**



**But, how do you show  
these qualities in your  
application?**



# 72%

## Of Mid - High Level Global Universities Look For A Well-Rounded Profile



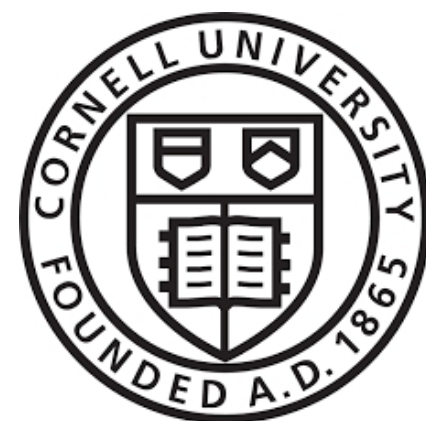
**Cassy Tefft  
de Munoz**

*Director, Educational  
Outreach  
Michigan Technological  
University*

When we evaluate prospective applicants, Academics is just one factor. We always look for students who have 'demonstrated interest' in the courses they wish to study. Which is why Non-Academic activities play a crucial role in selecting successful applications.



# In fact, for the 1<sup>st</sup> Time in History Top Universities have Reduced Dependency On Standardised Tests



Are waiving standardized testing requirements for 2021 applicants.



Do not require students to take SAT for admission.



Have all adopted an optional-testing policy



Announced this spring that the tests would be optional for applicants seeking to enroll in 2021

Source: The New York Times





# How Will Top Universities Choose Candidates?



By understanding if the student has **Demonstrated Interest** in the field he is applying for



# This Scenario Is NOT LIMITED to just FOREIGN UNIVERSITIES

431 out of 703 Indian Colleges  
where **Univariety** students took  
admission last year looked beyond  
marks while granting admission.

A Whopping

# 61%



# TOP **Government** Colleges In India

## Look Beyond Grades



**National Institute  
of Fashion Technology**



**IIM Indore**



**IIM Rohtak**



**National Institute  
of Design**



**Jamia Millia Islamia**



**St Stephen's College  
- Delhi University**



**Mount Carmel College**



**Shaheed Sukhdev  
College of Business Studies  
- Delhi University**

Many More...

# TOP **Private** Colleges In India

## Look Beyond Grades



**Ashoka University**



**O P Jindal Global University**



**Symbiosis International**



**KREA University**



**Manipal Academy of Higher Education**



**FLAME University**



**Shiv Nadar University**



**Azim Premji University**

Many More...



# If You Are Considering The Below Fields... Profile Matters Even More



**Business Studies**



**Design**



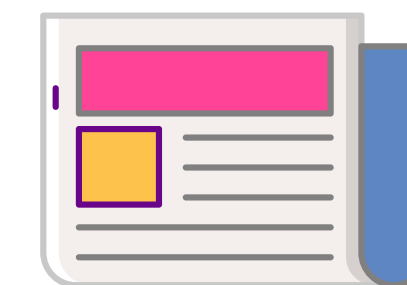
**Liberal Arts**



**Psychology**



**Architecture**



**Media & Journalism**

**For Admission To  
Top Colleges, It Is Crucial To  
Demonstrate Interest  
In The Field You Are Applying To**





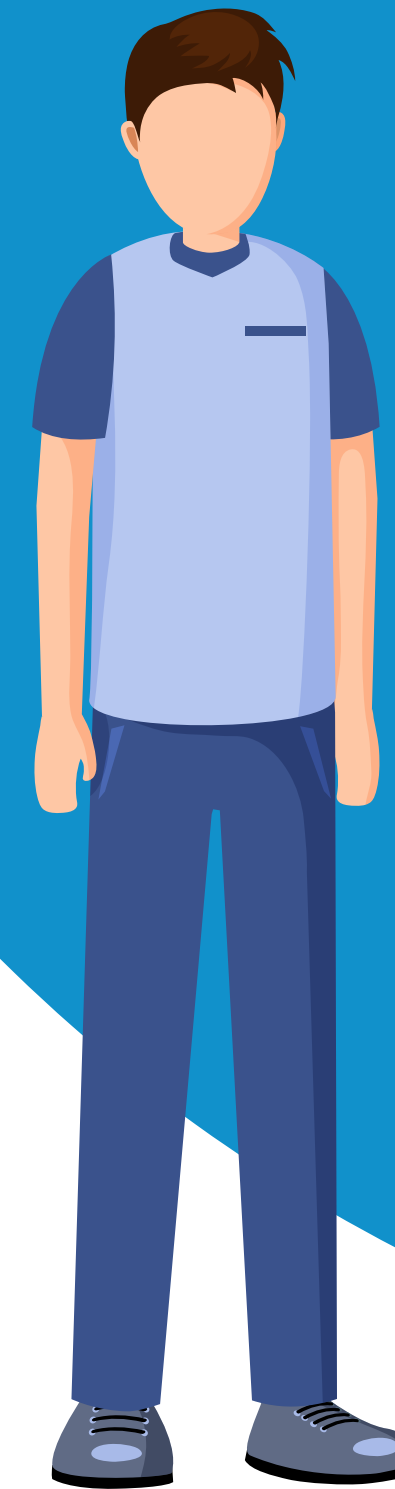
# 8 Categories Of Activities To Demonstrate Your Interest & Build A Strong Profile



Connect with our **counsellors** to know more about each category.

# Once Your Extracurricular Activities Aligned To Your Career Goals

## They Become SUPER CURRICULAR ACTIVITIES



The whole world is talking about them

[University of Cambridge](#)

[Oxford Royale Academy](#)





# Kaveri Nadhamuni



## High School

The International School,  
Bangalore, Class of 2017



## University Enrolled

Massachusetts Institute of  
Technology, Cambridge  
Class of 2021

## Course Enrolled

Computer Science

## Kaveri's MIT ready profile included

- **RISE Intern at Boston University**  
Collaborative & Cooperative Spirit
- **Founder of InData.in**  
Deep Interest For The Course
- **Trained Singer**  
Hands-On Creativity
- **Developed a Machine Learning Tool**  
Initiative And Risk-Taking



## Arnav Das



### High School

Delhi Public School,  
R. K. Puram, Class of 2010



### University Enrolled

St. Stephen's College,  
Delhi University  
Class of 2013

### Course Enrolled

B.Sc. Mathematics

## Arnav's St. Stephen's College ready profile included

- **High scorer in CBSE Boards**

Academic Excellence

- **Chief Editor at the English Editorial Board**

Diverse Interests And Experiences

- **Lead Science Clubs & balanced it with academics**

Showcased Leadership





# Divya Sharma



## High School

GD Goenka Public School,  
Vasant Kunj, Class of 2016



## University Enrolled

Stanford University  
Class of 2021

## Course Enrolled

Computer Science & Economics

## Divya's Stanford University ready profile included

- **Secured 97.85% In Board Exams**  
Academic Excellence
- **Developed A Mechanism to Detect Distress in Animals**  
Deep Interest For The Course
- **Awarded for proficiency in French language**  
Diverse Interests And Experiences
- **TEDx Delhi Speaker**  
Contribution To Community

# Building A Profile Is Strongly Relevant for Students From Grade 8 - 11

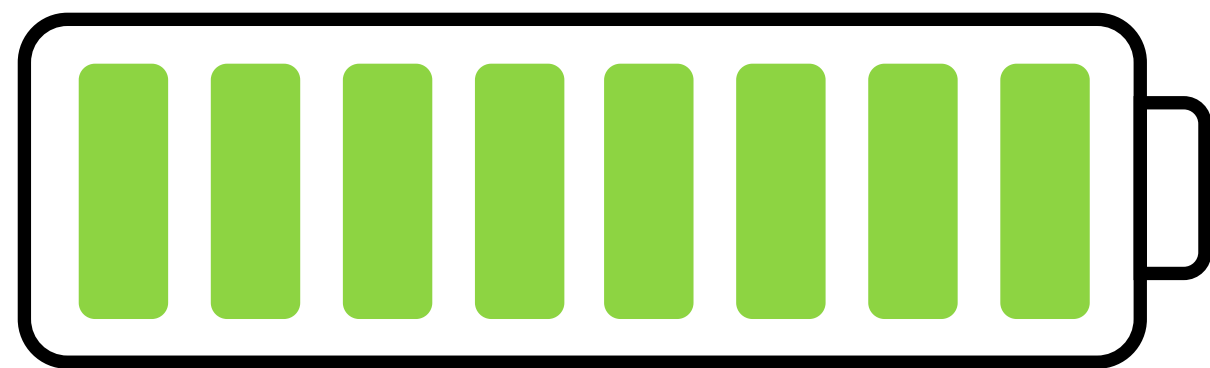
Class / Grade	Time Availability	Importance of Building a Profile
8	High	Medium
9	High	High
10	Medium	High
11	High	High
12	Low	High

In case the student is already in Grade 12, talk to our counsellor to make the best use of the time at hand.



# What Will Profile Building Do For YOU?

**Turbo Charge**



**Your Admission  
Chances**



**1<sup>st</sup> In line for  
Scholarship**



We Can Help You **Build A Profile**  
That's **Aligned** To Your Dream University's  
**Admission Criteria With PROMAP!**



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www.promap.in