**Letter Writing**

Generally writing is a mode of communication and letter writing in particular is a special means of communication. A letter not only carries a message but also receives a message. It is an effective substitute for face to face meeting. It enables one to make and keep friends, and it attracts and holds customers, and it builds a favourable image for any individual/company/institution/establishment. The art of writing a letter requires practice, knowledge about proper form and the ability to put into words your feelings, thoughts or ideas.

**Points to Remember to write a Letter.**

1. Proof read your letter after writing it. Check for sentence structure, grammar, spelling mistakes.

2. Keep the recipient in mind, and write in a way that he /she can easily understand the letter.

3. Don’t use abbreviated dates,(eg) use October 20,2016,and not 10/20/16.

4. Use appropriate vocabulary even if you are writing a complaint letter.

5. Be Brief and write to the point but don’t leave out any important information

A personal letter is sent from one individual to another individual or organisation in order to address matters in a informal nature.

1. Write a letter to your friend describing her about your visit to a book fair.

4 august 2019

Chennai

My dear Sree Lekha,

Last week I visited the book fair along with my friends at St.George’s Cathedral School, Royapettah. We all reached there around 10 am. There was a huge crowd. There were many book stalls with books related to various subjects like science, Psychology, commerce, Literature and History.

We were able to see the stalls of many publishing companies .we had a great time in going through these stalls. Some of the famous publishing companies like Tata McGraw-Hill, Penguin books, Oxford University Press and etc, had displayed their collection of encyclopaedia and general knowledge books. We could also see stalls on computer related books on latest computer hardware and software and also stalls of art and crafts were put up.

I was overwhelmed to see so many books as you know I love books and they are one’s best companion and guide. I bought some novels and short story books for Rs .1000/- .Since I have taken less amount I could buy only few books, but I am not disappointed. I am looking forward to the next year’s book fair.

We came back in the evening but I was not tired at all, rather I was thrilled in the world of books. I missed your company very much. I wish you to come for the Book fair next year. Convey my regards to your parents.

Yours lovingly

Hema

2. Write a letter to the editor of the newspaper “Deccan Chronicle” stressing the need to control water pollution in your Locality.

The Editor 12/7/19

Deccan Chronicle

Chennai-05

Sir,

It is high time to control the pollution of our water bodies and preserve our water resources, as increase in human exploitation of our natural resources would endanger our existence. The water bodies in urban areas bear the brunt of urbanisation and industrialisation. They are turned into dump yards and sewage disposal areas. Consequently, we lose our precious water bodies and the polluted water also poses a real threat to the human lives.

It is the duty of every citizen and the government to control this water pollution and preserve our water resources. The following steps should be taken immediately.

1. Encroachments near the water resources should be banned.
2. Sand mining should be prohibited.
3. Industrial wastes should not be allowed to enter the waterbodies.
4. Awareness programmes to be conducted on the importance of preserving our environment.
5. Severe punishment should be given to those who violate the rules.

If all these measures are taken, there is a hope to preserve our water resources for our prosperity.

Yours faithfully

G. Saivarath.

**Letter of Inquiry**

To Date: 13/8/20

R.Mani

Advertising Head

Zenith Advertising Company

No.44,Richmond Street

New delhi-24.

Dear Mr. Mani

I am K. Rajesh, marketing manager at Sukla International Company and I am writing this letter to you to get a clarification regarding few E-mails which you have sent recently. I have a confusion in business communication and I wish to clear it out upfront.

Last week we discussed in our meeting to create an advertising plan and proposal for advertising of our new brand and its products. In view of it I received a plan from you last week, but two days before, I received a completely new and different plan on email. I replied back to you asking about which one to consider but you didn’t send any reply. Kindly look into the matter and let me know which plan to consider so that I can go ahead and work on it.

I hope to get a reply soon as our product launch is on next week.

Thanking you

Regards

K. Rajesh

**Job Application Letter**

Writing an application (covering letter) for job and preparing a data or resume to be sent along with it needs the most important skills.An application letter tells a person’s suitability for a job or ability to work.

**Structure of Job Application Letter**

* In the opening paragraph , always mention the post/position for which the application is written.
* In the second paragraph, give the applicant’s educational details and professional qualification.
* In the third paragraph, mention the applicant’s work history and experience and also mention the areas of special responsibility or any other extraordinary activities to which his or her work entailed.
* In the last paragraph give details about present job and give reasons for why you want to change the job. Give some interesting information about the applicant and the applicant himself would like to know more about the job,the duties expected of him, the prospects the job offers etc.

**Qualities of Good Job Application Letter**

* Use standard letter format and style.
* The tone of the letter should be positive
* Show interest and concern towards the job and company.
* Give specific details of the applicant’s education,training,experience and skills should be emphasised.
* Organise your letter with consistent style and logical sequencing.

**Basic Format for a Cover Letter**

1. Heading (post applied for)

2. Address of the Applicant

a.Do not use any comma or full stop

b.Mention only the flat or door number (E.g. Do not write NO.47)

3. Date

Write as DD/M/Y (E.g. 30 August 2013 or August 30,2013 (Do not write 30/08/13

4. Recipient’s Address

Take care of the spelling while you write words like ‘personnel manager’

5. Salutation

Start as Sir or Dean Sir followed by a comma

6. Subject

Mention clearly the post applied for.

7. Reference

Mention the source (the advertisement,date)

8. content

It should contain six or seven sentences.

1. First sentence about the reference
2. Two sentences on your highest qualification and the merits (Rank) if any
3. In what way you are suitable and competent to hold the post and reason for applying (Experience)
4. Some remarks about your expectations (work ambience,your contribution to the growth of the company)
5. Appealing closing remarks

9.Subscription

10. Enclosures

**JOB APPLICATION LETTER**

**Cover Letter**

I.Ruban Victor

17, Giri Street

Nungambakkam

Chennai-34.

20 March 2020

The Senior manager

GSB Bearings Ltd

165,Mount Road

Chennai-600 003.

Respected Sir,

Sub: Application for the post of Development Engineer in your Organization-Reg.

Ref: Your Adv.No 456 /FGN/15/3/2020 published in “The Hindu”.

With reference to the advertisement cited above, I offer my candidature for the post of Development Engineer, with regards to my academic career, I am a fresher with M.Tech in Mechanical Engineering from National Engineering College, Chennai with distinction. I did a 4 month project work in the field of bearings in KVS Bearings Ltd. Mysore and a two month project in marketing division of KVS Bearings Ltd. Hyderabad. As the field of my specialization is in Bearings, I am confident of performing my job efficiently. Further, the experience I gained both as a development engineer and incharge of the marketing division would help me to discharge my duties with commitment and initiative.If offered an opportunity to serve in your company.I will prove to be an asset to the company.

Thanking you

yours sincerely

(I.Ruban Victor)

Encl

Resume 1

Certificates 7

Testimonials 5

**Resume Preparation**

A curriculum Vitae (CV) is a presentation in writing, giving one’s personal details,academic background,work experience,achievements and strengths.The objective of a good CV is to present yourself impressively to someone who might give you a job or help you to enhance further your career prospects.

A CV is also known by other names like Resume,bio-data and profile. some of the difference between them are:

Curriculum Vitae

* It is written in 2 to 8 pages long
* Experienced professionals use CVs.

Resume

* It is written in one or two pages long

Bio-data

* Used for matrimony and defence services
* It gives detailed important statistics

Profiles

* Used by trainers and consultants

**Points to Remember to write a Resume**

1.Analyze the job description

2.Choose a format

3. Generate a list of accomplishments

4.Identify relevant skill areas

5.Write descriptive phrases

6.check your data twice .

7.Be careful to send the application to the correct companies in case if you are applying for more companies.

8.Get the consent of the person whom you are mentioning in reference

**SAMPLE RESUME**

I.Ruban Victor Email: ruban\_560@yahoo.co.in

17,Giri Street Mobile: 9999444441

Nungambakkam

Chennai 600034

**OBJECTIVE**

To enhance my knowledge in innovative technology applications and to develop world class solutions to real world challenges through a career in various fields so that I could be a positive asset to my organization and mutually grow with it.

**EDUCATIONAL DETAILS:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| S.NO | Course | Institution | Period | Class/Percentage | Remarks |
| 1 | M. Tech  (Mechanical) | National Engineering College | 2008-2010 | 9.9 CGPA | University gold Medalist |
| 2 | B. Tech  (Mechanical) | MIT | 2004-2008 | 93 | Department first |
| 3 | HSC | St.John’spublic school New Delhi | 2002 -2004 | 98 | Class first |
| 4 | SSLC | Grace School , New Delhi | 2000-2001 | 97 | School First |

**EXPERIENCE DETAILS:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S.NO | DESIGNATION | COMPANY | PERIOD | REMARKS |
| 1 | Senior Mechanical Engineer | Toyota Motors | June 015 to till date | Won the best team award in 2017 |
| 2 | Asst. Engineer Mechanical | Renault  Nissan | July 2011  May 014 | Known for meticulous planning |

**TRAINING DETAILS:**

Underwent one year internship at Tata Motors from June 2011 to march 2012

**CO- CURRICULAR ACTIVITIES:**

1. Won the best project award in M.Tech for designing a Pneumatic actuator based device which supported helix for inline manufacturing using solid works.
2. Presented a paper on “Active roll –over protection system in Automobiles. – A study” in the International conference at National University, New Delhi October 2007.
3. Presented a paper on “Acoustics finite elements” in the national conference at the university of Mysore in may 2006.

**Extra curricular activities:**

* Member of NCL, NSS, Scout and Rotaract club
* Participated in a ten- day NSS Camp in september 2003.

**Computer skills**

1.Basics -MS-Excel,MS-Word,Power Point

2.Languages -Perl,PL/SQL,HTML

3.Operating System -Windows 98,Windows XP

**PERSONAL DETAILS**

Date of Birth/ Age : 18.03.83, 39 yrs

Permanent Address :14/3/A,HimalayaAvenue,Chameli,UttarPradesh- 98

Languages Known : English, French, Hindi, Tamil and Telugu.

Sports : National Level athlete 200m

South Indian Karate Championship

Hobbies : Singing, Gardening, cooking stamp collecting.

References : 1. Mr. George D’ Souza

Director

Vertin India Ltd.

Chennai – 48

Mobile No: 9190008282

2. Dr.Vandana Srinivasan

Head of the Department

Mechanical engineering

IIT, Kharagpur

Mobile No: 90913244547

Declaration

I hereby declare that the details given above are true to the best of my knowledge and belief.

(Signature)

I.Ruban Victor

Place: Chennai – 600323

Date: 20 June 2016