

EFFECTIVE TECHNICAL

**COMMUNICATION IN
ENGLISH**

Unit -3

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hijklzxcv	<u>Technical writing – II (Reports)</u>	mqw
ertyuio		jklzx
cvbnm	Project report	rtyui
opasdf	Feasibility report	lzxc
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REPORT:

A report is usually a piece of factual writing, based on evidence, containing organized information on a particular topic. It is a formal communication written for a specific purpose, it includes a description of procedure followed, collection of data, their significance and conclusion drawn from them.

➤ IMPORTANCE OF REPORT WRITING :



➤ CHARACTERISTICS OF REPORT WRITING:

1. **Precision:** Effective report must clearly reflect their purpose.
2. **Factual Details:** The report should be very detail and factual. It should meet the audience's expectations.
3. **Reader –Orientation:** A good report is always reader orientated. It is necessary to keep in mind who is going to read your report.
4. **Simple And Unambiguous (clear)Language :** it should have clarity, brevity (brief) and

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grammatical accuracy (correctness)

PROJECT REPORT

1. The most common type of project report, a project report provides a general state of the project to its stakeholders . It measures work performed and completed in measurable terms. It compares this with an established baseline to see if the project is on track or; if adjustments have to be made in case the project is behind its schedule.

2. Need and Objectives of Project Report

- ✓ *Advantages of registration of the industry,*
- ✓ *Land allotment,*
- ✓ *Loan sanction,*
- ✓ *Subsidy sanction,*
- ✓ *Allotment of the quota of raw material,*
- ✓ *Infrastructural facilities and other facilities may be availed, on the basis of the project report.*

3. Characteristics of Project Report

- ✓ *Gives various information and research regarding the project to be started.*
- ✓ *Various aspects of the projects are tested for any risk factors*
- ✓ *The financial aspect of the proposed project is correctly evaluated*
- ✓ *The project report is suggestive in nature, because it gives clear suggestions for selection of the project, by incorporating all essential facts.*
- ✓ *It acts as a guide for the entrepreneur.*

4. Project reports are drafted for the following purposes:

- 1. To keep an updated flow of information in relation to the project's progress.*
- 2. To immediately address issues and concerns that may come up at any point of the project's implementation or duration.*
- 3. To document reasons for changes and adjustments made to the original plan for the project.*
- 4. To monitor fund utilization and to ensure that the project expenses are still within the budget.*
- 5. To serve as a basis for decision-making and addressing the problems.*
- 6. To keep a track of the team's performance and individual's contributions.*
- 7. To act as a uniform procedure for communicating project development to the stakeholders.*

➤ Structure of a project report

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1. Title page

2. Acknowledgement:

It is usual to thank those individuals who have provided particularly useful assistance, technical or otherwise, during your project. In this page, the author expresses his gratitude and concern by using praising and thanksgiving words.

3. Abstract:

Abstract represents a summarized report of the complete project in a very concise and informative format covering main objective and aim of the project, the background information, processes and methods used, and methodologies implemented, followed with a brief conclusion of two to three lines talking about the results and scope of the project.

The entire abstract of a project report should be written in about 250 to 350 words, and therefore, should not exceed any further.

4. Table of content :

This should list the main chapters and (sub)sections of your report. you should include page numbers indicating where each chapter/section begins.

5. The Main Body of the Project :

The main text will be is divided into several chapters and each chapter may further be divided into sections and subsections. Chapters, sections, and subsections are given appropriate titles. Figure and table numbers should carry their chapter number. For example Fig. 4.2 is the second figure in the fourth chapter.

CHAPTER 1 :

➤ Introduction:

This is one of the most important components of the report. It should begin with a clear statement of what the project is about so that a reader can understand the nature and scope of the project. It should summarize everything you set out to achieve, provide a clear summary of the project's background, relevance and main contributions.

CHAPTER 2 :

It evaluates the current work with the previous one. It describes the current implementations that overcome the previous problems and limitations of the project, and draws the attention and focus on the future work that would be conducted based on the ongoing work at present. It must be clear and simple to understand.

CHAPTER 3,4&5 :

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These chapters describe the overall in-depth information about the project. These chapters also involve the basic theoretical information about each and every component & aspect of the project, such as statistical analysis and calculations done, results gained, and so on.

The appropriate information should always be accompanied with pictorial representations, tabular demonstrations, diagrams, flow charts, visible graphs, Images, photos other representations and depictions of the project, along with simulation results with good resolution and clarity

CONCLUSION AND RECOMMENDATIONS:

The conclusion and recommendations part summarizes the whole report by highlighting all the chapters and their significance and the importance of the project and about the achievements.

The Recommendations are interlinked with conclusion. The conclusion drawn from the project report can be further implemented in the recommendation section to overcome the constraints of the project.

REFERENCING AND APPENDICES

The project report must be considered as a very standard report, and therefore, it should follow all rules, guidelines and protocols of gathering and presenting information, and implementing that and drawing conclusions out of it.

All these activities require appropriate and authentic sources of information and that particular information must be referenced or cited according to the copyrights and other guidelines. Therefore, to make the report original, it should be free from plagiarism and must follow standard citations and guidelines of citations to represent the reference names.

SAMPLE OF PROJECT REPORT:

➤ **Acknowledgement:**

*I would like to thank **MR. ANURAG SHARMA** , Managing Director, TTTT machine tools, who permitted me to do the project. I would like to express my thanks to the team of production who provided me with necessary information. I'm also grateful to all the people of who have spend their valuable time in answering the questionnaire and interview.*

ABSTRACT:

The watches manufactured by TTTT machine tools in spite having ISO9000 recognition are

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unable to compete with the current market trends. This report deals with the declining sales of TTTT watches during 2015 to 2019 and identifying the reasons responsible for decline of sale. It also provides suggestions and recommendation for further course of action.

TABLE OF CONTENT

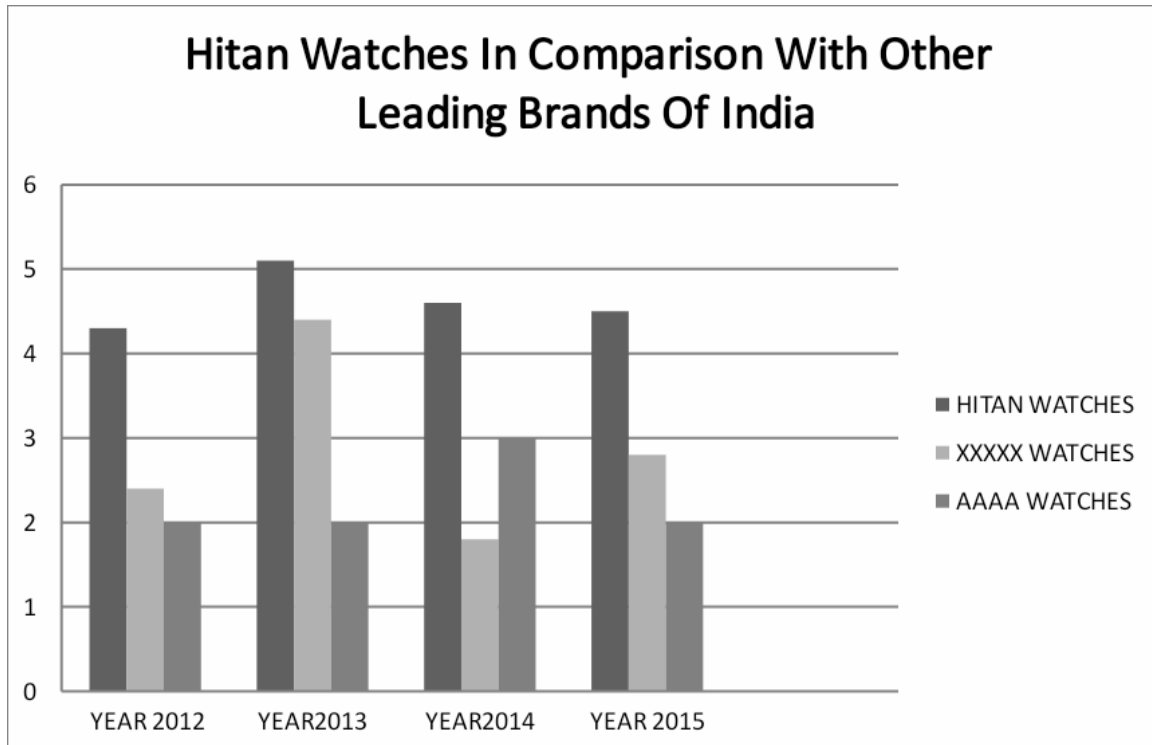
Topic	Page no
Acknowledgement	
Table of content	
List of illustrations	
Abstract	
 Chapter 1	
Introduction	
Chapter2	
Industry overview	
Chapter 3	
Hitan watches –marketing strategies	
Conclusion	
Bibliography	
Appendix	

CHAPTER 1:

Introduction:

TTTT is one of the most reputed industrial unit s of India. It believes in promoting small scale as well as large-scale industries with economical growth .Its motto is to expand its business with excellent innovation. It manufactures watches and machinery and it has earned fame for its quality products. The products were feasible for all age groups and it was a leading brand of India.

THE STATISTICS GIVEN BELOW SHOWS HOW HITAN WATCHES WAS A LEADING BRAND IN INDIA



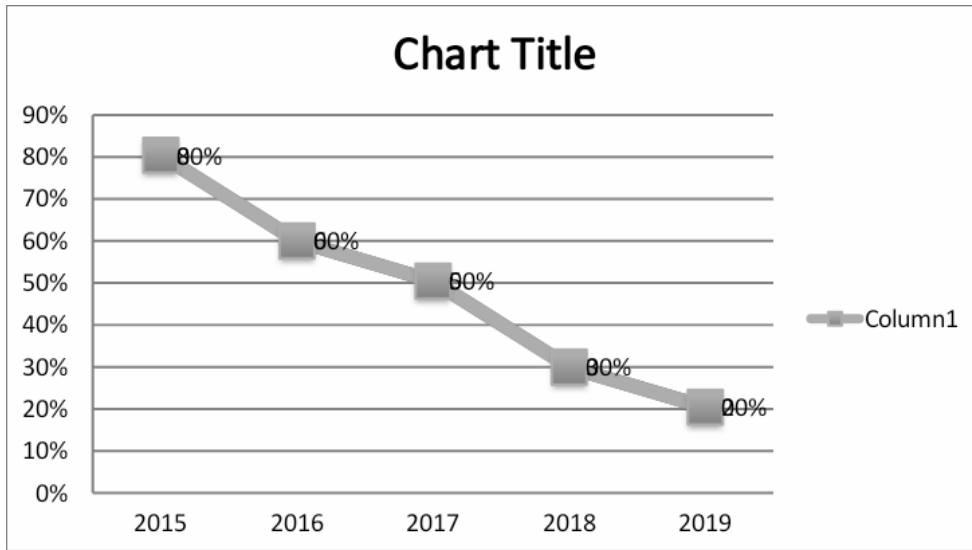
However now we need to restructure our sales figure as it is decreasing in a alarming rate .In 2015, the company saw a gradual decrease in its sale. I have been entrusted with the responsibility of finding out the reasons for poor sale of our watches. Relevant data involving market competition have been recorded and explained in detail. Public response has been gathered through questionnaire and interviews.

CHAPTER 2 :

An overview of sales during 2015-2020:

The company had excellent sales in the year 2010 covering 85% of the total sale. Gradually the sale declined in coming years. The invasion of many national and international brands has changed the face of the market. It has now become imperative to the company to bring out new strategies to promote sale.

Fig. Decline of sales from 2015 to 2019.

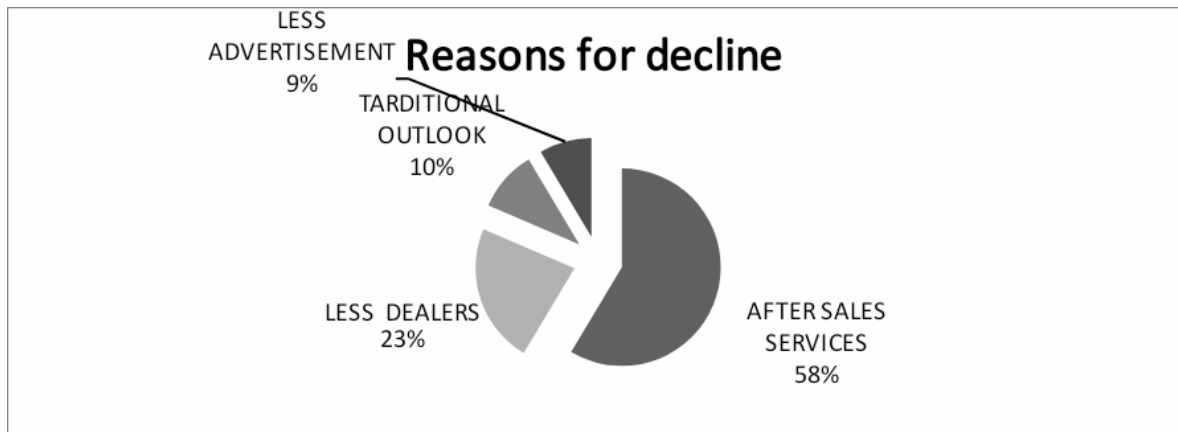


CHAPTER 3 :

Reasons for Decline In Sales:

- *The sale policy and after Sale services and after sale services are not up to the expectation of the customers.*
- *The number of dealers decreased from past five years as they have been offered good percentage of profit share from other brands.*
- *The design and appearance is quite traditional and is not attracting the customers especially the youth.*
- *The company is not making a mark when it comes to advertising the product.*
- *Other brands in the market have come up with innovative strategies to boost their sales*
- *Global competition*

Fig 2. Reasons



Conclusions:

The company is facing tough competition in the market. It should come up with innovative ideas and techniques to boost its sale. The budget allocated is not sufficient for advertising .thus this is hampering its sale.

Recommendations:

- *Improve quality standards.*
- *More dealers should be included with good % of profit share.*
- *More after sale service centers should be set up.*
- *Use Social Media Marketing to Your Advantage.*
- *Pay Attention to Existing Customer Behavior*
- *Ask for Feedback*
- *Discount offers*
- *Gift vouchers*

FEASIBILITY REPORT

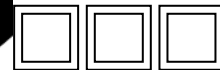
1. The Feasibility report defines the problem and opportunities of the project that is studied. The main objective of a project feasibility report is to ensure that the project is legally and technically feasible, economically justifiable.

2. It tells us whether a project is worth the investment—in some cases, a project may not be doable. There can be many reasons for this, requiring too many resources that also may cost more than an organization would earn back by taking on a project .

3. feasibility report is an analysis and evaluation of the project which is to be started ,it uncovers the strength and weakness ,opportunities and threats present so that a proper decision can be made .

➤ **WHY FEASIBILITY REPORT ARE IMPORTANT :**

- Before investing time and money into a project, one needs to know how successful the project will be before investing. It is important to understand the input costs, the amount of research that will be needed to be done, or even the marketability of a project.
- The purpose of a feasibility report is to provide information and analysis on **whether or not one should pursue a certain course of action.**

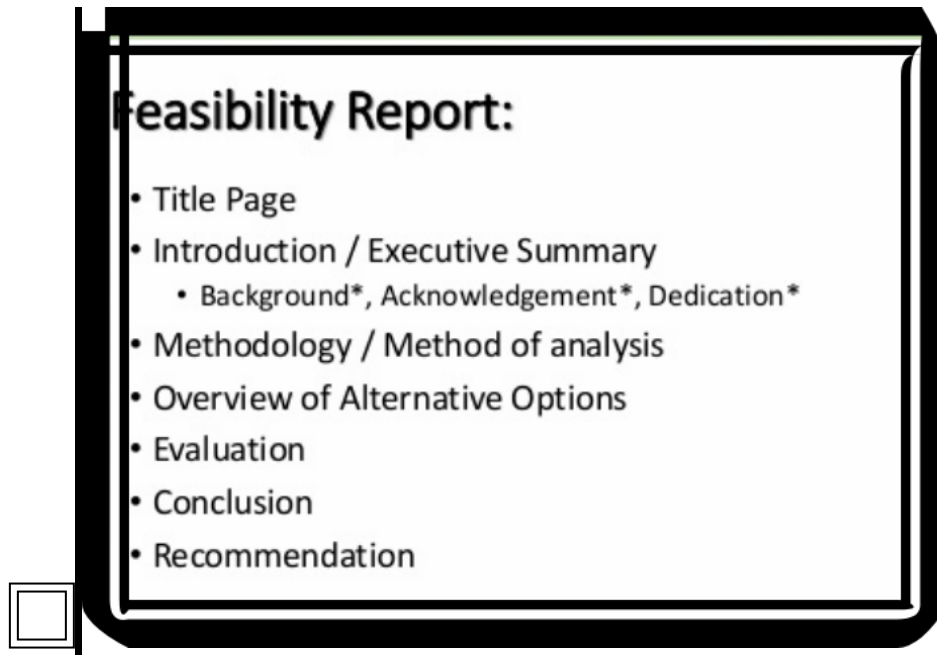


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➤ **BENEFITS OF A FEASIBILITY REPORT :**

- *Improves project teams' focus*
- *Identifies new opportunities*
- *Provides valuable information for a "go/no-go" decision*
- *Identifies reasons not to proceed*
- *Narrows the business alternatives*
- *Identifies a valid reason to undertake the project*
- *Enhances the success rate by evaluating multiple parameters*
- *Aids decision-making on the project*

➤ **STRUCTURE OF A FEASIBILITY REPORT:**



➤ *Executive Summary*

An executive summary should be included at the beginning of the report. In 2-3 pages, the main points of the feasibility study are summarized for a quick review by busy administrators. The executive summary provides the reader with an overview of the feasibility study and will help them see the entire picture before they read the details. Some decision-makers may only read the executive summary. Thus, the executive summary should be concise and include the major findings of the study followed by a recommendation.

➤ *Introduction*

The purpose of the introduction of a feasibility report is two-fold:

- ✓ *To answer the readers' question: "Why do we need to look into these alternatives-do they matter?"*

In order to answer this question, it is necessary to identify the problem that your report will help resolve or what your report is aimed at accomplishing.

- ✓ *To talk about the other options that you have looked at and analyzed, as well as to tell how you went about researching and analyzing them.*

➤ *Method –*

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It is very important to present facts that are accurate and relevant. You should state the reliable sources you used and what method they came from (internet, interview, book, etc.). Without a credible research method or credible sources your document itself will lack credibility.

➤ **Overview of Alternative Options –**

You must underline the key features of each possible option. Make sure they are easy to understand and presented in a friendly layout. Keep in mind that the goal is to allow your audience to make the best decision.

➤ **Evaluation –**

This should be the bulk of your report, you must evaluate the options using the criteria you created. Add graphs, charts, etc. to show that you have studied your options, and have come up with statistics that back up your reasons as to why your alternative beats the competition.

➤ **Conclusions –**

You need to state the conclusion you have come up with. How did you evaluate the alternatives? And then from there, which alternative best fit your organization.

➤ **Recommendations –**

You need to use your experience and knowledge in order to state which option you think should be adopted.

➤ **Five Areas of Project Feasibility**

A feasibility analysis evaluates the project's potential for success; therefore, perceived objectivity is an essential factor in the credibility of the study for potential investors and lending institutions. There are five types of feasibility study—separate areas that a feasibility study examines, described below.

➤ **Technical Feasibility**

This assessment focuses on the technical resources available to the organization. It helps organizations determine whether the technical resources meet capacity and whether the technical team is capable of converting the ideas into working systems. Technical feasibility also involves the evaluation of the hardware, software, and other technical requirements of the proposed system. As an exaggerated example, an organization wouldn't want to try to put Star Trek's transporters in their building—currently, this project is not technically feasible.

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➤ **Economic Feasibility**

This assessment typically involves a cost/ benefits analysis of the project, helping organizations determine the viability, cost, and benefits associated with a project before financial resources are allocated. It also serves as an independent project assessment and enhances project credibility—helping decision-makers determine the positive economic benefits to the organization that the proposed project will provide.

➤ **Legal Feasibility**

This assessment investigates whether any aspect of the proposed project conflicts with legal requirements like zoning laws, data protection acts or social media laws. Let's say an organization wants to construct a new office building in a specific location. A feasibility study might reveal the organization's ideal location isn't zoned for that type of business. That organization has just saved considerable time and effort by learning that their project was not feasible right from the beginning.

➤ **Operational Feasibility**

This assessment involves undertaking a study to analyze and determine whether—and how well—the organization's needs can be met by completing the project. Operational feasibility studies also examine how a project plan satisfies the requirements identified in the requirements analysis phase of system development.

➤ **Scheduling Feasibility**

This assessment is the most important for project success; after all, a project will fail if not completed on time. In scheduling feasibility, an organization estimates how much time the project will take to complete.

PROGRESS REPORT

1. It is a document that explains in detail how you far you've gone towards the completion of a project. It outlines the activities you've carried out, the tasks you've completed, and the milestones you've reached .

2. A progress report is typically written for a supervisor, colleagues, or client. Depending on the scope and complexity of the project, you might need to give a progress report weekly or monthly, or for every 25% project completion.

3. In the progress report, you explain the following:

- **How much of the work is complete**
- **What part of the work is currently in progress**
- **What work remains to be done**
- **What problems or unexpected things, if any, have arisen**
- **How the project is going in general**

4. PROGRESS REPORTS HAVE SEVERAL IMPORTANT FUNCTIONS:

- **Reassure recipients that you are making progress, that the project is going smoothly, and that it will be complete by the expected date.**
- **Provide recipients with a brief look at some of the findings or some of the work of the project.**
- **Give recipients a chance to evaluate your work on the project and to request changes.**
- **Give you a chance to discuss problems in the project.**
- **Facilitates collaboration -this is especially important when different teams work together. It also helps one team identify areas where it can offer help or team up with others.**
- **Improves transparency and accountability by providing correct document.**
- **Shed light on systemic issues, loopholes, and other causes of delay or failure – both internal and external – that must be avoided or resolved.**
- **It provides insights for future planning**
- **Progress reports can also be used to establish and formalize duties of team members**

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➤ ***STRUCTURE OF A PROGRESS REPORT***

<i>Project Number</i>	
<i>Title</i>	
<i>Date of Award And Expected Date Of Completion</i>	
<i>Amount funded</i>	
<i>Report number and Period</i>	
<i>Report submission date</i>	
<i>Submitted to</i>	
<i>Submitted by</i>	

- ✓ ***Executive summary***
- ✓ ***Project Description***
- ✓ ***Work Completed***
- ✓ ***Schedule Status***
- ✓ ***Budget status***
- ✓ ***Issues or Concerns***
- ✓ ***Work planned for the next period***
- ✓ ***Safety Performance Review:***
- ✓ ***Evaluation of Progress report***
- ✓ ***Attachments***

Sample of progress report :

<i>Project Number</i>	<i>BRP /009/2B3UN</i>
<i>Title</i>	<i>Construction of seminar hall</i>
<i>Date of Award</i>	<i>20-10-2019</i>
<i>Expected Date Of Completion</i>	<i>30-04-2020</i>
<i>Amount funded</i>	<i>150000/-</i>
<i>Report number and Period</i>	<i>ROP02/JAN –FEB 2020</i>
<i>Report submission date</i>	<i>FEB 29-02-20</i>
<i>Submitted to</i>	<i>MR. KESHAV MITHAL ,</i> <i>DEAN OF ENGINEERING ,ABC</i> <i>ENGINEERING COLLEGE</i>

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Submitted by	MR.KAPIL SHARMA CIVIL CONTRACTOR , DESTINY BUILDERS
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➤ **SUMMARY :**

1. The contract of building a seminar hall to the ABC college of engineering is given to Destiny Builders ,Hyderabad on 20-10-2019 with legal terms and conditions .the project report was submitted to the panel which consisted of President ,Correspondent, Auditor , Treasurer ,Dean ,Principal Of The College .

2. The project report regarding the construction of the seminar hall was submitted earlier i.e. 25th November 2019 to the Dean of Engineering ,the same has been approved. The construction work is progressing at a very good pace.

- ✓ **Layout plan was approved by the civil engineering department.**
- ✓ **Budget has been allocated by the management under the supervision of the DEAN of Engineering ,ABC College Of Engineering And Technology.**
- ✓ **Design guidelines for specific considerations such as doorway entrances, hallways, acoustics, finishes, and air ventilation, centralized air conditioning and seating arrangement have been finalized by the multi-disciplinary team. The team included campus planners, architects, an audio-visual system expert, and a senior faculty member who have extensive experience in the design of many different kinds of rooms where learning takes place**

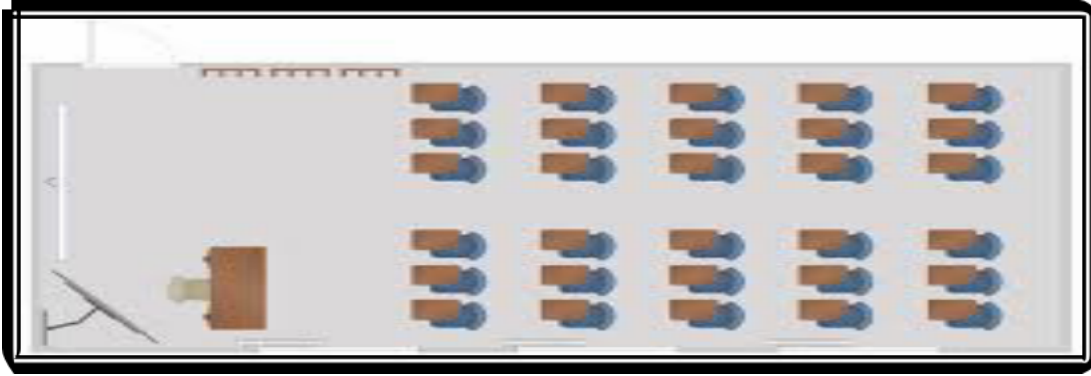
➤ **PROJECT OVERVIEW :**

- ✓ **A seminar hall of 70 sq yards is under construction with 200 seating arrangement . A theatre styled seating system with three entrances .**

➤ **WORK COMPLETED :**

- ✓ **Slab work**
- ✓ **Construction of walls**
- ✓ **Windows and door installation**

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➤ **SCHEDULE STATUS:**

- ✓ *Overall, the entire project shall be completed within three months time as given in the project report .*

➤ **BUDGET STATUS:**

- ✓ *There was Rs. 10,00,000/- expenditures in this two months . The invoice and payment receipt are submitted and approved by the accounts department of the college .*

➤ **WORK TO BE COMPLETED IN NEXT PERIOD :**

- ✓ *Sewage and water pipelines*
- ✓ *Painting*
- ✓ *Plastering and interior work*
- ✓ *False ceiling*
- ✓ *Fittings of accessories*
- ✓ *Fitting of Centralised air conditioning*
- ✓ *Installing Audio and video equipments*
- ✓ *Purchase of chairs and tables*

➤ **SAFETY PERFORMANCE REVIEW:**

- ✓ *There were no lost working days due to injury or ill health of the workers during the month ,moreover there were no causalities reported .*

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➤ **EVALUATION OF THE PROGRESS:**

- ✓ *The construction is under process with no hindrances .the work is actively monitored by the inspection .their approvals and declaration is being taken after every visit .The copies are attached for your reference.(perusal)*
- ✓ *The report is submitted to the authorities for their acknowledgement, the progress of the project is agreeable within the terms and conditions as in the contract. The work which has to be completed shall be done within the stipulated time as mentioned earlier i.e. 20-04-20.*

➤ **ATTACHMENTS :**

- ✓ *Lay out Plan with the work carried out*
- ✓ *Photos of work completed*
- ✓ *Invoice*

EVALUATION REPORT :

- *An evaluation report, is a document which reports the results, findings, interpretations, conclusions, or recommendations derived through an evaluation.*
- *An evaluation report is thus an effective way to publicize findings of an evaluation to the people concerned. It is essential to report the conclusions derived from a specific assessment to ensure its transparency, and to be able to properly use such conclusions in the future.*

- *Structure of a evaluation report :*

1. Title Page

Acknowledgement

2. Executive Summary

3. Table of Contents

4. Introduction and Background

Description of the project

5. Methodology

6. Results-Details of the evaluation findings are clearly and logically described

7. Conclusion,

8. Recommendations

9. Appendices

Sample of evaluation report :

A evaluation report

on

READYMADE Garment SHOWROOM "TRENDS"

Submitted by

Mr. Anurag Basu

Managing director

MRC Shopping centres

Submitted to

Mr. Rohit Sippy

Director

2-03-2020

ACKNOWLEDGEMENT

We hereby acknowledge with deep gratitude for the co-operation and help given to us by all those who pour their magnificent efforts in making our project.

EXECUTIVE SUMMARY:

With the change in the fashion market ,readymade garments have become very popular . Most of the people prefer to wear readymade garments .People of all ages prefer to wear readymade dresses rather than stitched one .This report deals with the new business plan of opening the garment showroom under the name “TRENDS “.It deals with the types of garments, different age groups who would wear it, equipments ,machinery ,finance and retail business.

INTRODUCTION

The readymade garment industry is considered an outcome of India's Textile industry. The textile industry is the maximum revenue gathering industry in the country. Thus this gives the boost to start the business of readymade garments. It would increase the revenue with a good profit.

DESCRIPTION:

LOCATION

The showroom would be step up in a rented building in KVG MAL locate at Gachibowli .The Location plays a major role in overall output of the unit .Hence if it attracts good customers ,there is a good chance of excellent sale. The unit set up in a rented building is made available on rented basis and the rent per month is Rs. 60,000. We have already considered the suitability of the location. The power, Communication facility etc are available. Hence with out doubt one can say that the site selected is very suitable for these types of units.

PLANT & MACHINERY.

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The plant & machinery include sewing machines, embroidery machines, furniture, cutting table etc. The cost of the same will be Rs. 3,25,000.00. The selected machinery can be made available from authorized suppliers of these items.

The probable other expenses which include rent, electricity charges, transportation, communication, travelling, maintenance, postage & stationery is clearly explained in the document attached in appendices.

RAW MATERIALS.

The raw materials needed include fabrics of different kinds and other sewing materials. They are easily available and care will be taken on the quality of the same.

PURCHASING PROCESS.

The garments would be purchased from best wholesale dealers by taking the help of Apparel Manufacturers Association and negotiate good deal. We can also get readymade garments with personal brand name .

MARKETING.

The marketing of showroom is the decision making factor of the existence of the unit and on considering that all the possible ways for marketing such as direct sales and personal contacts etc have been implemented . In fact wide network of marketing can be done in the forthcoming years also. Most care will be taken in the change of fashion and trends as they are much affected in the field of ready-made garments.

STAFF & LABOUR.

The unit will be operated in one shift. The staff needed for the unit will be selected from locally. The details of staff are enlisted in the economics of the project.

FINANCIAL ASPECT:

The loan approval from the bank will give a start to the business .A 30 lakhs Investment is shown in the split up plan

<i>Investment</i>
<i>Location = 1,25,000</i>
<i>Raw material = 200000/-</i>

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Purchase of garments =1500000/-
Insurance = 100000./-
Staff= 50000/-

CONCLUSION

various aspects of

On revealing the

the project and studying the financial & technical features of the scheme it can easily be noted that the above project will be a great success. The economics of the project is detailed as follows.

RECOMMENDATIONS:

The above report gives detailed information about starting of the business. the following recommendations are given for your reference :

1. Wide publicity of the showroom can be done
2. Purchase of materials and garment should be doubly checked to gain customer's trust.
3. Discount offers ,gift vouchers and season's offer can be introduced.
4. Point based system on purchase of 1000/-,2000/-,3000/- can be implemented and accordingly gift hampers can be decided .



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APPENDICES:

- 1. Cost Estimate Plan***
- 2. Lay out plan***
- 3. Dealer's information in regard to supply of raw material***
- 4. Resume of the employees to be hired.***