

7

Business and Official Letters

The Seven Cs of Letter Writing

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Types and Samples

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Official Letters

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In 1979, Fortune Magazine interviewed many successful executives about what business schools should teach. The question was: 'What kind of academic programme best prepares business school students to succeed in their careers?' The answer from corporate executives was: 'Teach them to write better' The message is very clear. Top executives are reiterating the point that managers should be made to learn the functional importance of effective writing. Persuasive letters are important. And so are the routine ones, such as, writing an application for leave, or explaining a situation, which has gone wrong, through a letter. In business deals, precision of writing and clarity of meaning are extremely important. Time is a valuable factor and those who can save time through precise communication will be able to use time as an asset for the organization. An organization that values time and values communication is bound to gain from the sagacious use of communication skills.

When you write a letter you create an image of your company and yourself in the reader's mind. A good letter should be effortless reading that makes the reader want to read more. It should be clear and concise with short sentences and simple words. It should keep to the facts and be easy to read and understand.

THE SEVEN CS OF LETTER WRITING

Effective letters can be written when one knows why one is writing a letter, understands the reader's needs, and then clearly writes what is needed. Every letter should be clear, human, helpful, and as friendly as the topic allows. The best letters have a conversational tone and read as if the reader was being spoken to. In brief then, discover the seven Cs of letter writing. You should be:

- clear
- concise
- correct
- courteous

- conversational
- convincing
- complete

When you write a letter, you try to convince someone to act or react in a positive way. The reader will respond quickly only if the meaning is crystal clear. Put yourself in the reader's shoes and write in a friendly and helpful tone. Do not represent your company as one that cannot make a mistake and must always be in the right.

Significance

Any organization will have to correspond in writing with its customers, branches, suppliers, bankers, and others with whom it has or would like to have a lasting relationship. Official letters serve as a means to reach out to people not only within the locality and neighbourhood but also in other cities and nations. They represent you when you conduct transactions in writing. They have become such an integral part of everyday business that one cannot think of running an organization without the related correspondence.

Though there are many modern communication methods available these days, the traditional official letters still retain their importance for the following reasons:

- Just as your personal letters help you keep your personal relationship with your friends and relatives alive, official letters assist you in sustaining your relationship with other organizations, clients, and vendors.
- They are the appropriate form of communication when the information you wish to convey is complex.
- They serve as permanent records and are a valuable repository of information which you can refer to in future.
- They help you reach a large and geographically diverse audience thereby enabling you to save money on telephone calls.

Purpose

The ultimate purpose of writing any official letter is to sustain the existing business relationships or to create and establish a new business relationship. But each individual letter will have a unique purpose. For example, when you apply for a job, you aim at offering your services to your prospective employer. Similarly, if you are the purchase manager of a company, when you write a letter complaining about a damaged consignment, your aim is not only to bring the flaw to the notice of the recipient but also to request for a corrective action.

Official letters, therefore, are written for varied purposes as mentioned below:

- to inform
- to congratulate
- to enquire
- to order
- to request
- to collect dues

- to complain
- to make an adjustment
- to sell a product, service, or scheme
- to apply for a job

Structure

Official letters are different from personal letters as they have a distinct structure and layout. Although there are different types of letters, each relevant in a specific context, they share a common structure comprising various elements or parts. You need to be familiar with not only these different elements but also their positioning in the letter and the purpose for which they are included in the letter.

Several of these elements appear in every letter; others appear only when desirable or appropriate.

Standard Elements

Heading This element is also known as the letterhead, which shows the organization's name, full address, and also telephone numbers. If the letterhead is not used, the heading includes the sender's address.

Letterheads have the potential to create a favourable impression and hence need to be designed with thought and imagination. The colour and quality of paper, the size of the letterhead, the type of fonts that are used, and the spacing are factors to be carefully considered. Many companies even seek the help of advertising agencies to design their letterheads.

A sample letterhead is given below:

Hi Tech Graphics

613, Circular Road, Bangalore-560001

Serving your needs since 1990

Phone: (080) 2335618 Fax: (080) 2335710 E-mail: sales@hitechgraphics.com

Whenever a letterhead paper is not used, the sender's address is either aligned with left margin or few spaces away from the centre depending upon the layout of the letter. For example, the same heading given above can be displayed as follows:

Hi Tech Graphics

613, Circular Road

Bangalore-560001

Phone: (080) 2335618, Fax: (080) 2335710

e-mail: sales@hitechgraphics.com

or

Hi Tech Graphics

613, Circular Road

Bangalore-560001

Phone: (080) 2335618, Fax: (080) 2335710

e-mail: sales@hitechgraphics.com

Dateline This component refers to the date on which the letter was written. It includes the date, the month, and the year. You can represent this in either of the following two ways:

3 June 2003 or June 3, 2003

For international correspondence, check the accepted format for the recipient's region. Ordinals (e.g., 3rd or 7th) are normally not used to indicate datelines. The month should be spelled out to avoid confusion with the day.

Inside Address This part of the letter identifies the recipient of the letter and is separated from the date by at least one blank line. The amount of space separating the inside address from the date may be adjusted to suit the length of the letter.

A courtesy title should precede the recipient's name. Table 7.1 shows you the appropriate titles to be used.

It is always best to address your letter to a specific person. You can usually identify the name of the person by checking the organization's website or telephoning the organization. If you do not know the name of a specific person, it is acceptable to address the letter to the department or to a job title.

Immediately following the addressee's name and title, separate lines should contain the name of the company, the street address or post office box number and the city and state or province with proper postal code or zip code. If you are writing internationally, the addressee's country should follow in capital letters and occupy the last line of inside address.

Table 7.1 VARIOUS COURTESY TITLES

Audience	Courtesy title
Men <ul style="list-style-type: none"> • All • Professional 	Mr Professor, Dr, Captain, Father, Reverend, Justice, Brigadier, etc., (as the case may be)
Women <ul style="list-style-type: none"> • (Unmarried or marital status is unknown) • Married • Professional 	Ms Mrs or Ms (as per the individual's preference) Professor, Dr, Captain, Reverend, Justice, Brigadier, etc., (as the case may be)
Firm	Messers (Messers Ram and Company)
Dignitaries (President, Prime Minister, Governor, Chancellor, Religious Heads, Royalty)	His/Her Excellency, His/Her Highness, His/Her Holiness (as the case may be)
Limited Company	Designation of the officer concerned. (The General Manager, Bharat Petroleum Limited)
Firms with name element (Sardar Balwant Singh and Brothers)	No title

Here are a few samples of inside addresses:

*Ms Christina George
Corporate Communications Inc.
3456 Grant
Chicago, IL 60611
USA*

*Messers Lal Chand and Sons
56, Nehru Marg
Greater Kailash
New Delhi-110002*

*The General Manager
Lion Industries Limited
No. 3-A, East Patel Nagar
Manasarovar
Mumbai-400001*

*Professor (Ms) Gayathri Devi
Department of Chemistry
Indian Institute of Pharmacy
Patel Colony
Secunderabad-500017*

Salutation Always try to address your letter to a person by name rather than title. If you must send a form letter or if you cannot find a specific name, you may choose a salutation such as:

*Dear Committee Member
Dear Students
Dear Colleagues
To All Sales Reps
To Whom It May Concern
Dear Sir or Madam
Dear Madam or Sir
Dear Purchasing Agent*

If your letter is addressed to a company, the proper salutation is:

*Gentlemen or Ladies
Ladies or Gentlemen*

If your letter is addressed to an organization of only women or only men, use:

*Dear Sirs
Dear Ladies
Dear Mesdames
Gentlemen
Ladies*

If you do not know the gender of the person to whom you are writing, use one of the following:

*Dear Mallika Pande P. Rao
Dear M. Pande S. Rao*

The way you address the recipient is governed by your relationship with that person. Whether you use the first or last name and whether you drop the *Dear* makes your letter either more formal or less formal:

*Dear Mr Gupta: (most formal)
Dear Ashok:
Dear Ashok,
Ashok, (very informal)*

Message This part of your letter will usually occupy the greatest amount of space. It should be single-spaced, with a blank line separating it from the preceding

and the following parts of your letter. In addition, you should also separate each paragraph of your message by a blank line.

Within the message part or the main text of your letter, you can use formatting to help the reader. For example you can use bulleted lists, italics, and bold fonts. But be certain that these are consistent with the existing practice or style of letter writing in your organization.

Complimentary Close This element is a single word or phrase, separated from the message by a blank line. Here is a list of expressions that can be used for complimentary closing:

Sincerely

Cordially

Truly

Faithfully

Respectfully

Faithfully yours

Respectfully yours

Cordially yours

Truly yours

Sincerely yours

Yours sincerely

Yours truly

Yours obediently

Yours faithfully

Of all these expressions, the single word expressions are more modern and may suit almost any of your official letters. Your choice of *close* provides a way to create just the desired tone. Closings such as, *Sincerely yours*, *Truly yours*, *Very truly yours*, etc. seem outdated. Sincerely and Cordially are widely accepted closings.

Signature Block The complimentary closing line is followed by the signature block, which includes your signature, name and title. Every letter must end with a signature to give authenticity to the information contained in it. An unsigned letter is of no consequence.

Place the signature block four lines below the complimentary close. Include your name and the title. If your name might leave the reader in doubt about your gender, you may include a title in the signature block as shown in the sample given below:

Cordially,

Ms. Santosh Singh

Senior Executive

Your letterhead indicates that you are representing your organization. However if your letter is on plain paper or runs to a second page, you may want to emphasize that you are writing legally for the company. The accepted way of doing so is to place the company's name in capital letters a double space below the complimentary close and then include the sender's name and title four lines below that.

Sincerely,

SHAREWELL INDUSTRIES

If an organization has delegated the authority of signing letters to an executive by the Power of Attorney, that executive will add *per pro.* or *pp.* just before the name of the organization and sign below it as:

Cordially,

Per Pro. Sharewell Industries
Utkshmi Deshpande

Additional Elements

Formal letters differ greatly in subject matter, the identifying information they need (such as addressee notation, attention line, subject line, or reference line) and also the format they adopt. The following elements may be used in any combination, depending upon the requirements of a particular letter, but generally in the order shown below:

- Addressee notation
- Attention line
- Subject line
- Reference initials
- Enclosure notation
- Copy notation
- Mailing notation
- Postscript

Addressee Notation This sort of notation generally appears a double space above the inside address, in all capital letters. *Personal, Confidential, or Please Forward, Through Proper Channel* are examples of such notations which are used in letters that have a restricted readership or that must be handled in a special way.

Attention Line An attention line can be used to draw the attention of a particular person or a particular department in an organization so as to ensure a quick and prompt action on your letter. You may place the attention line two spaces below the inside address. This line is included in the following manner:

Attention: Dr Satish Yadav
Attention: Personnel Manager

Subject Line This element lets the recipient know at a glance what the letter is about; it also indicates where to file the letter for future reference. It usually appears below the salutation. But sometimes it is placed above the salutation and below the attention line:

- *Dear Mr Gupta:*
Subject: Information regarding last week's inspection
- *Attention: Personnel manager*
Subject: Information regarding last week's inspection
Dear Mr Gupta:

The signature line and the subject line are generally given in bold as well as capital letters.

Reference Initials Often, one person may dictate or write the letter and another may prepare it. On such occasions, reference initials are included to show who helped prepare the letter. Reference initials appear two spaces below the last line of the signature block. If the writer's name appears in the signature block, only the preparer's initials are necessary. If only the department's name appears in the signature block, both sets of initials should appear, usually in one of the following forms:

KSM/PK

KSM/PK

KSM/PK

The first set of initials is the writer's and the second set is the helper's.

At times, the letter may be written, signed, and prepared by different persons. In such case, at least the file copy of a letter should bear all the three sets of initials (KSM/AS/PK: signer, writer, preparer). When people key in their own letters, reference initials are not included. With the increased use of electronic mails, the use of reference initials are becoming more and more rare.

Reference Line Official letters often carry a reference line, which is used for sequential correspondence with the recipient. The reference line consists of an alphanumeric reference number, which uniquely identifies the letter. An official reply to such a letter usually quotes this reference number, as follows: 'With reference to your letter, Ref. no. ABCD/03/07, ...' or 'Further to your letter, Ref. no. ABCD/03/07, dated 10 October 2008...'. Reference numbers are also used to keep a record of letters sent or received.

There can be several methods of inserting reference numbers in official letters. Some examples are as follows:

- *By serial number* This method uses a running number for all letters generated.
- *By department and serial number* This method uses the originating department initials followed by a serial number.
- *By project ID and serial number* This method includes the project ID, which could be initials unique to the name of the project, followed by the date of the letter or the serial number.

There are no standard methods for inserting reference numbers except probably in government letters. The scheme used is normally decided internally by the concerned organization or department.

Exhibit 7.1 shows both standard and additional elements in an official letter.

Enclosure Notation This appears at the bottom of the letter, one or two lines below the reference initials. Some common forms are:

Enclosure: Draft of proposal

Enclosures: Two

Enclosures:

1. Report (10 pages)

2. Photographs (2)

3. List of participants

Modified Block Layout The modified block format (Exhibit 7.3) differs from the block format in the positioning of certain elements: the heading, dateline, complimentary close, and signature block are centre aligned.

Although organizations seem to prefer the full block format, the modified block is also acceptable. Many people consider the modified block's appearance more balanced and traditional.

Exhibit 7.3 MODIFIED BLOCK LAYOUT

25 North Main Street
Maharaja Colony
Post Box No. 1221
Mumbai-400001

February 16, 2003

RECIPIENT ADDRESS

Ms Mary Fernandes
Customer Relations
Bharat Telephone Company
133 Balaji Street
Mumbai-400001

Dear Ms Fernandes:

I received a collection notice from the Bharat Telephone Company on February 13, 2003. The letter states that I owe a past due balance from the September 16 to October 16 billing period in 2002. The letter also states that my service will be disconnected unless I act immediately; however, I am now informing you for the second time that I paid that bill on January 1st, 2003.

On January 15th, I received a call from one of your representatives about this matter, and I immediately told him that approximately two weeks ago I sent a cheque to your office for the due amount of Rs 6450.00. Unfortunately, I failed to get his name. I am irritated that you have not taken care of this matter since I have the cancelled cheque in my possession, and I am enclosing a copy of it herewith.

I hope that this will settle the matter once and for all.

Sincerely yours,

Babulal Chotia
(419) 352-5555

Encl: copy of cancelled cheque

- It has come to my attention that ...
- We beg to state that ...
- Never has there been, nor there will be, a customer as good as you ...
- We have no intention of allowing this state of affairs to continue.
- I simply cannot understand your negligence.

TYPES AND SAMPLES

Depending on their purpose, business letters can be classified into the following types.

- Credit letters
- Order and enquiry letters
- Quotation letters
- Claim and adjustment letters
- Sales letters
- Job application letters
- Covering letters for job applications

Among these types, order, enquiry and claim, and adjustment letters are mostly informative; they either ask for information or provide information for further action. On the other hand, credit, sales, and job application types of letters are persuasive, as they attempt to persuade or motivate readers toward a desired action. Table 7.11 highlights the various types of letters along with the general purpose that they serve.

Table 7.11 OFFICIAL LETTER TYPES AND THEIR OBJECTIVES

Types	Objectives
Credit	To enquire or request for loan
Order	To place an order for products or services
Quotation	To seek rates of specific products
Enquiry	To enquire the status of something; price lists; catalogues
Claim	To lodge a complaint and ask for a remedy
Adjustment	To inform how a complaint would be taken care of
Sales	To sell a product or service
Fundraising	To request the readers to donate money or time
Job Application	To apply for an employment
Covering letter for job application	To introduce the applicant

A few commonly used routine official letters are discussed as follows.

Credit Letters

The goods are sold on credit to increase profit. Credit means that you pay later for what you buy now. It helps a retailer to stock the goods and make payment after the sale is over. This acts as an impetus to business. The public enjoys the use of goods before they have saved money required to buy them. The inconvenience of separate payments on each purchase are reduced. But of course there are disadvantages as well. The workload increases in business as you have to keep

even record of collecting payments. It is risky as the debts can increase exorbitantly.
The different types of credit letters are a) Requests for credit b) Status enquiries c)
Replies to statutory enquiries.

Requests for Credit

There are two types of request for credit letters—request for enhancing credit limit and request for enhancing the credit period (Exhibits 7.6 and 7.7).

Exhibits 7.6 and 7.7 are samples of letters written for seeking credits.

Exhibit 7.6 REQUEST FOR ENHANCING CREDIT LIMIT

Fashion Flash

Planet clothes

Date: 23/11/2008

The Manager
State Bank of India
Chennai

Sub: Request for increasing the credit limit

Dear Sir

Fashion Flash has been a loyal customer of your bank since its inception. We carry out all our transactions solely through this bank.

The goodwill of our products has increased manifold in the last five years and our brand is a known brand today. Our business has increased from Rs forty lakh per year in 2005 to Rs three crore per year in 2008.

Due to our increased economic activities we need more credit. I request you to kindly increase the credit limit of Fashion Flash from the present Rs thirty lakh to fifty lakh.

We eagerly await your positive reply

Yours Truly,

Prakash Jain
MD, Fashion Flash

Enquiry Letters

An enquiry letter is useful when you need information, advice, names, or directions. Be careful, however, not to ask for too much information or for information that you could easily obtain in some other way, for example, by a quick trip to the library.

Solicited and Unsolicited Enquiry Letters

You write a solicited letter of enquiry when a business or agency advertises its products or services. For example, if a software manufacturer advertises some new package it has developed and you cannot inspect it locally, write a solicited letter to that manufacturer asking specific questions. If you cannot find any information on a technical subject, an enquiry letter to a company involved in that subject may put you on the right track. In fact, that company may supply much more help than you had expected (provided of course that you write a good enquiry letter).

Your letter of enquiry is unsolicited if the recipient has done nothing to prompt your enquiry. For example, if you read an article by an expert, you may have further questions or want more information. You seek help from these people in a slightly different form of enquiry letter. As the steps and guidelines for both types of enquiry letters show, you must construct the unsolicited type more carefully, because recipients of unsolicited letters of enquiry are not ordinarily prepared to handle such enquiries. Exhibits 7.11, 7.12, and 7.13 are samples of letters of enquiry (solicited and unsolicited).

Exhibit 7.11 SAMPLE OF A SOLICITED LETTER OF ENQUIRY

Shastri Nagar Co-operative Society

Shastri Nagar, Ajmer

15 February 2008

Rakesh Tavatia
Chief Maintenance Officer
Goodwill Society
Ambajari

Dear Mr Tavatia:

I, Kartik Gupta, am a resident of Shastri Nagar colony of Ajmer. Our colony used to be one of the best in terms of cleanliness, secure environment, and parks. Barely a year back, one would not have found garbage lying on any street or stray dogs or other animals on the roads.

Everything was going on smoothly until the contract of maintenance went to the new contractor, Mr Atul Nag. The colony has now become very chaotic, with garbage lying on all the streets and stray animals having a good time on the roads. The parks have become a place for garbage collection and thefts have increased.

When a complaint was lodged with the municipal corporation, they informed us that the work has been given to the new contractor and now he is responsible. The contractor has his own version of arguments, one of them being that he is not being paid the required amount.

(Contd.)

I would request you to guide me how to use the Right to Information Act in this scenario and find out where the root of this problem lies and fix it.

I would appreciate a prompt reply.

Yours Truly,

Kartik Gupta
President

Exhibit 7.12 SAMPLE OF AN UNSOLICITED LETTER OF ENQUIRY

249 Ashok Bhawan
BITS, Pilani-333031

7 September 2008
The Placement Officer
Lokesh Technology Solutions
12, Barakhambha Road
New Delhi

Dear Sir:

This is to state that I, Anil Nath, am a 4th year student pursuing BE Mechanical at the Birla Institute of Technology and Science (BITS), Pilani, which is Asia's premier engineering institute. My areas of interest are Power Plant Engineering, Prime Movers & Fluid Machines, Design of Machine Elements, Production Technologies.

I look forward to working in a research group environment, so that I can contribute actively to the field of my interest. Joining your research group would be immensely beneficial to me. I feel sure that it will give a positive synergy to our mutual interests.

I would request you to kindly enlighten me about the job openings in Generation Next Technology for a Mechanical Engineering Graduate.

I assure my full commitment and sincerity in handling any task that will be assigned to me. Please find my curriculum vitae attached to this mail for your kind reference.

I hope to receive a favourable reply soon.

Thank You,

Yours faithfully,

Anil Nath
ID No. 2005A4PS322
Mobile: 9887706110
Email: anilnath.bits@gmail.com

Exercise

Write a letter of enquiry for leather purses, bags, and other goods, asking for all details regarding variety, quality, colour, price list, etc. for a shop you are opening in a developing node of your city. Use the modified block form for your letter.

Exhibit 7.13 SAMPLE LETTER OF ENQUIRY USING MODIFIED BLOCK FORM

Khursheed Leathers
67 West Main Street
Sainik Colony
Secunderabad 500 003

3 August 2008

Mr Ashok
MD, Sai Leather Exports
No. 4, Palandi Amman Koil Street
Adambakkam, 600 088
Chennai

Dear Mr Ashok:

I came to know about your leather exports from one of your dealers in Chennai.

Secundrabad is an upcoming posh locality in Hyderabad which has a lot of potential in terms of expansion and purchasing power. With several IT companies choosing it as the preferred location for their offices, the prices of real estate have skyrocketed.

I own a shop named Tarnaaka in the heart of the city. Being the commercial hub of the city with restaurants and other retail outlets coming up, this will soon be a very good crowd pulling area. With more and more software engineers coming here for work, this place will be the next big place.

I am also planning to expand the premises of my shop. Your established enterprise will definitely benefit by having a retail outlet in this area. I would therefore like to know if you would be interested in such a venture. I would request you to send me samples of your leather purses, bags, and other goods. I would appreciate it if you can also send along a catalogue of all your products, containing details such as variety, quality, colour, and prices.

As I have already invested quite an amount on real estate, I would request you to quote your most competitive rates, along with easy-payment options.

I look forward to hearing from you soon.

Yours Truly,
Atul Waasan
Proprietor

Quotation Letters

A quotation is almost a letter of enquiry or is a promise to supply goods on the given terms. It is not compulsory for you to buy the goods for which a quotation is requested and suppliers never quote the prices for goods which they cannot supply. Therefore the quotation must be reasonable.

While requesting quotation, the buyer must include the additional charges of transportation and insurance. As later it becomes difficult to include them. Exhibits 7.20 and 7.21 are examples of typical quotation letters.

SURBHI GRANITES

Agra, Uttar Pradesh

Mr. Rajesh Thakker

Managing Director

Surbhi

Ph. No.

This letter is in response to the telephone communication held with Mr. Rakesh

Mr. on opportunity and interest relating to their cutting and polishing. The present facilities are insufficient & we are looking to adding more capacity to cater to the growing demand and rising customer requirement.

Please find in the price quotation given and quoted below the following items:

No	Item	Rate	Quantity	Total
1	Diamond Cutter	75.15	15 each piece	15
2	Polishing Stones	1.5180	30 each piece	90
3	Chainsaw	34.95	1 each	34.95

We expect a prompt reply from your end.

Suresh Jain

(Managing Director)

Surbhi Granites

Corporate office: Opp. Cascade Station, Station Road, Agra

Ph: 0141-2431586

Exhibit 2.21 Quotation Letter (C)

RAJASTHAN SPORTS

Station Road, Ajmer-305001 (Raj.)

0145-262802

Date: 20th April 2008

The Manager

Ambulance Sports Team

Ajmer

Dear Sir

This letter is in response to the talk held over phone with Mr. Arif.

Some time is around the corner, so in anticipation of the demand I would like you to send me a quotation for the following goods.

Conld.)

Sr.No.	Item	Size	Quantity	Total
1	Nike Sports Shoes	10, 11, 12, 13	10 Each	40
2	Adidas Swimsuit	X, XI, XXI	5 each	15
3	Duke T shirts	X, XI	20 each	40
4	Wilson Tennis Racket	Hammet Series	5	5

Since we are ordering goods well in advance and in a big quantity I expect a good 'early bird' discount from your side.
Please respond quickly.

Yours Truly

Jatin Kinra
Proprietor
Rajasthan Sports

Claim Letters

You make a claim (a formal complaint) or request an adjustment (a claim settlement) when you are dissatisfied with a company's product or service. Though you can make a complaint over phone also, you would like to document your complaint, as the written word always has a permanent value as against the spoken word.

While you may be understandably upset or dissatisfied, the person (say the Sales Manager of a firm) who is reading your letter may not have had anything to do with the origin of the problem. So a courteous, clear, concise explanation will impress him much more favourably than an abusive, angry letter.

Remember that your objectives in writing the claim letter are:

- ✓ • to bring the mistake/fault to the notice of the supplying company
- ✓ • to correct the mistake either by repair or replacement

(Key) You may have to write a complaint letter for any of the following reasons:

- ✓ • billing errors
- damaged goods
- wrong goods
- wrong quantity
- unsatisfactory quality
- goods not matching the sample
- difference in agreed prices
- late delivery
- non delivery
- poor service

✓ But when you make a complaint, remember to do the following:

- write as soon as you detect the mistake
- base your complaint only on facts
- think patiently and do not assume that the supplier is obviously to be blamed
- avoid rudeness

Exhibit

SAMPLE (2) OF A CLAIM LETTER

Fashion Flash

Clothes and Accessories, 12 Connaught Circus, New Delhi 100 006
 Telephone: 23524210, 23524214

12 October 2008

Mr Dasgupta
 Head, Purchase & Sales
 Arvind Mills, Ahmedabad
 Sub: Low quality fabric

Dear Sir:

We have been dealing with your company for the last five years. Your firm has been supplying us with the bulk of our raw material.

However, the last consignment (Order no. 345), which we received last week, contained very poor quality fabric. Our customers were very dissatisfied with our products, as the quality did not meet their expectations. Since this is the festive season, the customers do not want to compromise on quality.

We would like you to look into this matter with utmost priority. We would also request a compensation for the loss of goodwill and our customers' trust and confidence.

We are expecting an early reply.

Yours truly,

Lokesh Jain
 MD, Fashion Flash

Companies usually accept the customers' explanation of what is wrong. So ethically it is important to be entirely honest while filing claims. Also be ready to support your claim with sales receipts, letters, catalogue descriptions, or invoices. Always send copies of the documents keeping the originals with you.

Adjustment Letters

Adjustment letters are letters written in reply to claim letters. When you write an adjustment letter, you have the following twin objectives to achieve:

- to satisfy your customer
- to safeguard the reputation of your organization

As you know, satisfied customers bring additional benefits to a firm while angry or dissatisfied customers do not. Indeed, they complain to anyone who will listen to them thus creating a poor public impression of the company. It is worth remembering that when you enter a business, you should always treat claim letters as golden opportunities to build customer loyalty and strengthen your relationship with them.

6. Explain what action you would take to avoid such occurrences in future.
7. Remind the customer how you are honouring the claim.
8. Encourage the reader to look favourably on your company or the product in question in the future.
9. Clarify any actions that your customer must take.

A company can also create a form letter to respond to customers who claim they have not received exactly what was ordered. It can then be customized through word processing and individually signed.

Exhibit 7.24 SAMPLE ADJUSTMENT LETTER

APEX MATTRESSES LTD

Daryaganj, Vijay nagar
New Delhi-110005

Telephone: 011-2345678

Our Reference: MA/32
Your reference: TT/472

11 May 2003

Steelco Furnitures
50, Lenin Sarani
Kolkata.

Dear Madam:

fault Thank you for your letter no. **TT/472** dated 7 May 2003 wherein you have brought to our notice the flawed consignment. We are very sorry to learn about the inconvenience it has caused you.

In keeping with our tradition of complete customer satisfaction, we accept your claim. We also agree to bear the transportation charges incurred by you for returning the soiled mattresses to us.

As soon as we received your complaint, we investigated the matter and found out that some of the mattresses delivered to you last week did not have proper and adequate packaging. Consequently, they have suffered these damages during the incessant rains when the consignment was in transit.

We have despatched 65 new properly packaged mattresses to you today.

We are once again extremely sorry for the inconvenience caused to you by the delivery of soiled mattresses, but assure you of our best services in future. Please do send in your suggestions, if any, with regard to further improvement in our mattresses on receiving customer feedback in your area.

Yours Sincerely,

S. Khurana
Sales Manager

Sales Letters

Sales letters are the most cost-effective and time-efficient means of marketing your products or services. They are also a form of advertising. But unlike press and television advertising, which are meant for everybody, sales letters are targeted to selected types of customers. The primary objective of any sales letter is to convert its readers into potential customers.

Before drafting a sales letter (Exhibit 7.25), you must gain a thorough understanding of the product or service. If it is a product you must know the following details:

- Appearance
- Manufacturing
- Working

Exhibit 7.25 SAMPLE SALES LETTER

HOME ENTERPRISES

Tarnaka, Secunderabad-500002

Phone: 040-7000384
www.homemakers.com

11 May 2003

Campbell Companies
 Connaught Place
 New Delhi-110005

Dear Sirs:

Have you ever thought how your visitors would react when you offered them juices and cold drinks all ready in a jiffy? Fruits and flavours of all kinds go hand in hand in our newly launched product '**HOME JUICE MAKER**'.

There are several automatic as well as manually operated juice making attachments where you can just drop in the fruit, pour in the milk and sugar, and watch our machine speed up to prepare your favourite drink in just a few minutes. It also reduces your work by automatically separating the rind and seeds in a waste can, ready to discard.

As owners of our juice maker you are entitled to additional advantages like its capability to even make coffee and tea by an extra attachment. It is very handy and makes life so easy that even children can handle it safely. We strictly go by our motto, '*Hot or Cold, hold it in no time!*'

At present, we offer our juice makers in 4 different colours—white, grey, light blue, and light green. We guarantee it against manufacturing defects for two years and there is also a discount offer of 10% for the orders placed up to 30 May 2003. Further, to avail the early bird incentive, place an order by 30 May 2003 by filling up and sending the enclosed form today together with the requisite cost by way of a cheque/demand draft payable at DELHI. Your own juice maker will be sent *free of delivery charges* to your doorstep within just six days from the receipt of your order.

Yours faithfully,

Madhurima Gupta
 Sales Manager

Job Application Letters

When you write a letter of application for a job, you promise to offer your services to a prospective employer. In other words, you are trying to sell your services. Hence the general principles governing a sales letter will be applicable to job application letters also. They are always accompanied by your resumé or curriculum vitae. So your job application letters should always comprise two essential parts: Cover Letter and Resumé.

The purpose of your job application letter is to persuade your employers to read your attached resumé, and the purpose of your resumé is to motivate your employers to contact you for an interview. Hence each of them plays an important role in your job search.

Cover Letter

Like a sales letter, your cover letter must include the following:

Introductory Paragraph Gain attention and develop an interest in the employer about your qualification.

Main Body Carry conviction with the help of your past performance and testimonials.

Concluding Paragraph Motivate the prospective employer to take an action, i.e., grant you an interview.

Introduction (gaining attention and developing interest) Include the following in your introductory paragraph:

- State why you are applying and/or, where you discovered the job opening and which job you are applying for. You can apply either after seeing the advertisement, by hearing about the vacancy, or through personal contacts.
- Summarize your best credentials.

But remember to stand out from the other applicants as your reader's mail box will be overflowing with many cover letters and resumés like yours. By avoiding the usual routine beginnings such as 'With reference to your advertisement ...' or 'In response to your advertisement ...', you can appear to be different from others in your style of writing as shown in Exhibit 7.26 and the following examples:

Exhibit 7.26 SOME USEFUL OPENERS

1. I understand from Prof. Varma, one of your faculty, that there is an opening in your reputed institution for the post of ...
2. Your advertisement in ... for the post of ... interested me as I possess the ...
3. At the end of this fiscal year, I would have completed 8 years service as 'Financial Analyst' at I am now looking for a change of employment which would widen my experience and at the same time improve my prospects. When I saw your advertisement in ... of ... it occurred to me that I might be able to offer my services to a reputed organization such as yours.
4. I wish to apply for the post of ... advertised in the ... on ...

When I came across your advertisement in the April 5, 2003, issue of The Hindu for the post of Senior Software Executive in your company, it occurred to me that a large and reputed organization like yours might be able to use my 7 years experience at 'Merry Consultants', Mumbai.

The March 5, 2003, issue of The Times of India contained an advertisement for the post of Project Manager in your esteemed organization. After reading the required qualifications I believe I can meet your Firm's needs as I have led various similar projects.

Main Text (convincing the reader that you are the best candidate) In this part, highlight your skills. In other words, describe your academic and professional skills. But remember not to make this section a replica of your resume. Present only the main points of your assets. You can follow these guidelines:

- Impress upon the reader how the company stands to benefit from your skills rather than talking about how the job will make you happy.
- Give specific details of your achievements. For example, if you have been rewarded for accomplishing a difficult project, mention the nature of reward, type of project, and also the year/month during which you got the reward.

Consider the following examples in this regard.

1. *As my enclosed resume indicates, I have an M.E. in Manufacturing Engineering. Since I could maintain my high C.G.P.A. during the course of my B.E., my university awarded me a merit scholarship. Likewise, I was one among the six students who received the GE Scholarship during my M.E.*

2. *As part of my course work, I did several projects related to manufacturing. Also, I did an internship at National Steel Industries, Ahmedabad during the summer of 2002. My project work has helped me acquire a wide variety of skills, which would benefit your company.*

Conclusion (Persuading the employer to action) The concluding paragraph of your letter has two important functions:

- to ask the reader a specific action
- to make the reply easy

Generally the action you request is to give you a chance for an interview. But do not demand it. Try to sound natural and suggestive. You can express your willingness to come and meet the personnel at his office at a convenient time. In addition, make the request easy to be fulfilled by stating your phone number and the best time to reach you or by mentioning that you will give a ring in a few days. Refer again to your strongest selling point and, if desired, your date of availability. The following examples drive home the point.

1. *With my experience as a project manager, I welcome the challenge of taking up the widest spectrum of interesting projects at your company.*
2. *I shall be pleased to provide any further information you may need and hope I may be given the opportunity of meeting you. I am able to attend an interview at any time and I hope to hear from you soon.*

Exhibit 7.27 provides some useful closing expressions of a cover letter and Figure 7.1 shows the format of a cover letter.

Exhibit 7.27 SOME USEFUL CLOSING EXPRESSIONS FOR COVER LETTERS

- I would like to meet you and discuss the employment possibilities at your company. I expect your reply and appreciate your consideration.
- I look forward to the opportunity of an interview when I can provide additional details.
- I feel that there is an opportunity to use my services in this type of research and that you will invite me to for an interview. I would then be able to provide you further information. I hope to hear from you soon.
- A copy of my resume is enclosed with copies of testimonials. I look forward to an interview with you.
- The laboratory practice and industrial projects which I took up during my M.E. have given me the confidence to apply for this challenging job. I hope you will consider me for it and give me a chance for an interview the earliest.

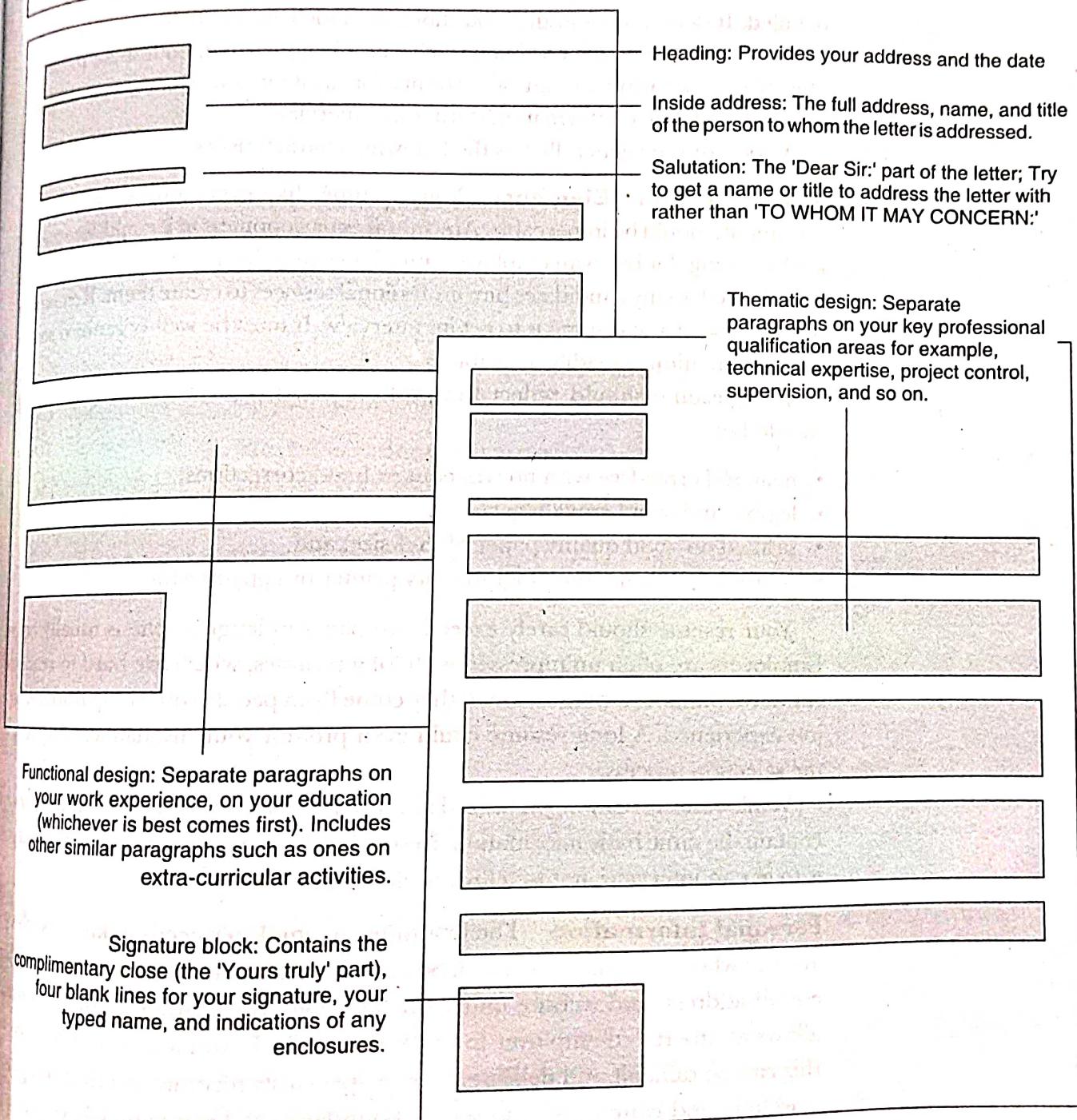


Figure 7.1: FORMAT OF A TYPICAL COVERING LETTER

(Contd.)

Dear Ms Acharya:

Dr Samuel Johnson, a consultant to your firm and my Organizational Management professor, has informed me that 'ACE Monitoring and Analysis' is looking for someone with excellent communications skills, organizational experience, and leadership background to train for a management position. I believe that my enclosed resume will demonstrate that I have the characteristics and experience you are looking for. In addition, I would like to mention how my work experience last summer makes me a particularly strong candidate for the position.

As a promoter for Sansui Training at the 1997 Singapore Show, I discussed Sansui's products with marketers and sales personnel from around the world. I also researched and wrote reports on new product development and compiled information on industry trends. The knowledge of the mass communication industry I gained from this position helped me analyse how Sansui products meet the needs of regular and prospective clients, and the valuable experience I gained in promotion, sales, and marketing would help me use that information effectively in your organization too.

I would welcome the opportunity to discuss these and other qualifications with you. If you are interested, please contact me at 0141-25550118 any morning before 11:00 a.m., or feel free to leave a message. I look forward to meeting you to discuss the ways my skills may best serve 'Aerosol Monitoring and Analysis'.

Sincerely yours,

(Mohan Gokhle)

Enclosure: Résumé

Exhibit 7.30 SAMPLE COVER LETTER 2

Rajan Singhvi
48/CB East Mansarovar
Sawai Jai Singh Road
New Delhi - 14, India
30 May 2003

Mr Balu Subramaniam
Vice President (HRD)
Pidilite Industries Ltd
Bandra Kurla Complex
Mumbai - 51

Dear Sir:

When I saw your advertisement in *The Hindustan Times* dated 3 June 2003 for the post of Sales Manager, I felt it was just the kind of post which I have been looking for. My varied sales experience and my bachelor's degree in Business Administration are my strongest qualifications for this position.

As you can see from the enclosed résumé, I have sold a variety of products through my extracurricular

(Contd.)

(Contd.)

activities and have worked in many banking environments through my cooperative education and internship positions. My marketing, computer research, and customer relations experiences, as well as my oral and written communication skills, should prove valuable in increasing the sales volume of Pidilite Industries Ltd. I am enthusiastic about pursuing a career in sales with 'Pidilite Industries Ltd' because of its diverse product line and international scope.

I would welcome the opportunity to meet you and I can be contacted at 011-23345568 from noon to five daily. I can also be reached at +91-11-23345568 or email: at Rajansanghvi@gmail.com.

Thank you for your valuable time. I will be in Mumbai next week and will call you on 14 June, 2003 to discuss the possibility of an interview.

Sincerely,

Rajan Singhvi

Encl: Resumé

Exhibit 7.31 SAMPLE SCANNABLE RESUMÉ

Shreedhar Menon
101, Greater Kailash
New Delhi-18
(011-2 6762756)

OBJECTIVE:

Mathematics management position using mathematical computation skills in a startup high technology firm.

EDUCATION:

Jawaharlal Nehru University (JNU), New Delhi, May 1998

Bachelor of Science, Mathematics

Emphasis: Mathematical Computation, Application in Problem Solving, Probability-Statistics, Numerical Analysis, and Computer Programming.

CGPA: 8.6

SPECIAL SKILLS:

Basic, Fortran, Pascal computer languages.
WordPerfect 6.0, Lotus 1-2-3, dBase III+.

EXPERIENCE:

Financial Analyst, August 1999–Present

Taj Group of Hotels, East India Hotels Ltd, Mumbai.

Monitor and analyse casino's weekly receipts and expenses.

Prepare financial reports for all gross income.

Math Tutor, September 1998–July 1999

(Contd.)
 Math and Computer Lab, Lady Sydnim College of Computer Sciences, Mumbai, India.
 Instructed college students in Algebra, Geometry, Trigonometry, Statistics, and Calculus.

Computer Lab Assistant, September 1998–July 1999

Information System Department, Lady Sydnim College of Computer Sciences, Mumbai, India.
 Assisted instructors with class projects and assisted students in computer lab assignments. WordPerfect,
 VP-Planner, Lotus 1-2-3, dBase III+, Basic Computer Programming.

HONOURS AND ACTIVITIES:

Member, National Social Service.

Member, Young Men Christian Association of India.

KEYWORD SUMMARY:

Mathematics. Management. Mathematical Computation. Probability. Statistics. Numerical Analysis. Computer Programming. Financial Reports. Financial Analyst. Algebra. Geometry. Trigonometry. Calculus. WordPerfect. Basic. Lotus 1-2-3. Fortran. Pascal. National Social Service. Young Men Christian Association of India. dBase III+. Bachelor of Science. CGPA 8.6.

Exhibit 7.32 SAMPLE TRADITIONAL PRINT RESUMÉ

AVINASH KUMAR SAHAY

267/D, Shantigarh,
 Grahams Road, Regent Park
 Tollygunge, Kolkata-700040
 Phone No.: (033) 4214570 / 5685
 E-mail: avinash_sahay@rediffmail.com

Career Objective

To work in a challenging and dynamic environment and to keep adding value to the organization that I represent and serve, and to myself, while concurrently upgrading my skills and knowledge.

Education

Examination	Institution	Year	% Obtained
Matriculation	St. Aloysius High School	1992	67
I.Com.	St. Xavier's College, Ranchi	1994	57
B.Com (Hons)	St. Xavier's College, Ranchi	1998	77
C. A.	The Institute of Chartered Accountants of India	2000	60

Achievements

- Won the All India Bhavishya-Jyoti Scholarship from NIIT.
- Certificate in Social Service from HelpAge India.
- Stood First in B.Com (Hons) in College
- Stood Third in Debate organized by the IPMCS, Ranchi
- College Carrom Champion (both in Singles & Doubles)

(Contd.)

(Contd.)

Work Experience

1. Three years internship (work experience) under **Singhi & Co. Chartered Accountants, Kolkata.**
2. Audit experience of big firms and corporates, viz.
 - a. Hindalco Industries Ltd
 - b. Ispat Industries Ltd
 - c. Casio Electronics Ltd
 - d. Assam Asbestos Ltd
 - e. Jayshree Tea & Industries Ltd
 - f. Shree Ram Ball Bearing Ltd
 - g. The Agro-Horticulture Society of India
 - h. Kanoria Chemicals Ltd
 - i. Satna Cement Works
 - j. Renu Sagar Power Division Ltd

Computer Literacy

One year Diploma in Computer Application from NIIT, Ranchi

Knowledge of MS DOS, Word, Excel, Power Point, C++, Sybase, Unix, Tally, etc.

References

Available on request

Exhibit 7.33 SAMPLE COVER LETTER AND RESUMÉ (1)

249, Ashok Bhawan

BITS, Pilani

Rajasthan – 333031

25 November 2002

The Manager

Cisco Private Limited

5th cross, Sebastian Road

Hyderabad

India – 530016

Dear Sir:

I was very pleased to see your advertisement for a Software Engineer in *The Hindu* (20 November 2002). I have just been seeking such an opportunity as this, and I am confident that my background and your requirements may be a good match. I am very much interested in working as a Software Engineer in your esteemed organization. I enclose my resume as a first step in exploring the possibilities of employment with Cisco Private Limited.

I have worked as a project trainee in Satyam Computer Services Limited for the past six months. I was involved in developing a graphical user interface for Metadata Management System. So I have hands-on experience in Java Swing, Java Security, JDBC, and Oracle.

(Contd.)

(Contd.)

As a Software Engineer in your organization, I assure you that I will work hard for the improvement of your company. Furthermore, I work well with others.
I would appreciate your keeping this enquiry confidential. Thank you for your consideration.

Yours faithfully

(Gopinath M.C.)

Encl: Resumé

Gopinath M.C.

Email: gopinath_mc@yahoo.co.in

Mail: 248, Ashok Bhawan

BITS, Pilani

Rajasthan

India - 333031

Objective

To associate myself with an organization that provides a challenging job and an opportunity to prove innovative skills and diligent work. To be involved in providing software solutions to enhance network security.

Professional Experience

Project Trainee (July 2001–December 2001)

Satyam Computer Service Ltd, Hyderabad

Project: Metadata Management System

Description: Metadata Manager is a tool to create and maintain data marts. It creates a centralized metadata repository to store all the details about data marts.

Databases, Technologies & Languages used: Oracle, Swing, JDBC, Java Security, XML, PL/SQL, Java.

Responsibilities

- Designed a database in Oracle to hold metadata.
- Designed an appropriate graphical user interface for the system.
- Led in the design and development of Security System for this application.

Project Details

Implementation of secure File Transfer System (January 2001–May 2001): It involves the design and implementation of kerberos for File Transfer Protocol in C language.

Kerberos improves the security of FTP by preventing replay attacks and IP spoofing. It uses DES for encrypting the packet which reduces the processing time when compared with RSA. So the performance of FTP is not degraded.

Learning Aids Development (January 2001–May 2001): It involves the design and development of applets for BITS Virtual University. It includes the analysis of security vulnerabilities of applets.

(Contd.)

(Contd.)

Courses Done

- Network Security
- Computer Networks
- Network Programming
- Telecommunication Switching Systems and Networks

Educational Background

Degree of Examination	Name of the Institution or School	Year	Division
*M.E., Software Systems (First Year)	Birla Institute of Technology and Science, Pilani, Rajasthan	2002– present	
B.E. (Hons), Electronics and Instrumentation	Birla Institute of Technology and Science, Pilani, Rajasthan	1998–2002	First Division with 72%
Higher Secondary Examination	Bharathi Vidya Bhavan, Erode, Tamil Nadu	1997–1998	Distinction with 97%

* pursuing

Software Skills

- Programming languages: C, C++, Java PERL and Assembly/Machine Language
- Technologies: HTML, Java Security, JDBC, Swing, XML, SQL PL/SQL and GNU Make.
- Operating Systems: Linux (extensive experience), UNIX, Windows 95/98/NT, DOS
- Security experience: Have helped to uncover multiple serious security holes in the LAN network and to build Firewalls.

Accomplishment

Achieved a transfer of degree from B.E., (Hons) Electronics and Instrumentation to M.E., Software Systems.

Personal Details

Date of Birth: 28th April 1981

Marital Status: Single

Languages Known: English and Tamil

Permanent Address: 1329 –A, KK Nagar First Street, Kalingarayanpalayam, Bhavani, Erode District, Tamil Nadu, India – 638316.

References

- Mr Munikumar
System Analyst,
Satyam Computer Service Ltd, Hyderabad, Andhra Pradesh, India
- Mr Sunil Pal
Senior Software Engineer,
Satyam Computer Services Ltd, Hyderabad, Andhra Pradesh, India
- Mr Madhu Manohar
Senior Software Engineer,
Satyam Computer Service Ltd, Hyderabad, Andhra Pradesh, India

Exhibit 7.34 SAMPLE COVER LETTER AND RESUMÉ 2

RAMKUMAR R

113, III Street

Bhaskar Colony

Virugambakkam

Chennai - 600092

28 November 2002

The Deputy Vice Chancellor

Al Ghurair University

PO Box 37374

Dubai, UAE

Dear Sir:

The November 13, 2002 dated OPPORTUNITIES edition of THE HINDU carried an advertisement from BITS Pilani—Dubai Center, Al Ghurair University, Dubai for Assistant Lecturer (Sl. No. 2). I am especially interested in joining your faculty as it involves new challenges for setting up the centre.

I did a project on 'Telephone Line Monitor with CLIP Facility' at Hindustan Teleprinters Ltd., Chennai. During my tenure there, I was involved in the development of an 8031 microcontroller-based assembly language solution of pulse counting problem in analog pulse dialing of Plain Old Telephone System (POTS). I am glad to inform you that Hindustan Teleprinters Ltd, Chennai, has replaced a chip used for pulse counting with my code in their modems.

I welcome the challenge of working with BITS Pilani—Dubai Center as a member of the teaching staff. The experience I would gain working in your institute would be of great value as teaching itself is a great learning process.

I am available for an interview at your convenience, and I can be contacted at (044) 3766168. I am looking forward to hearing from you.

Truly,

RAMKUMAR R)

Enclosure: Resume

RAMKUMAR R

113, III nd Street

Bhaskar Colony

Virugambakkam

Chennai - 600092

+ 91 44 3766168

reachram@rediffmail.com

OBJECTIVE

To reach excellence in teaching and guide my students to greater heights.

(Contd.)

(Contd.)

EDUCATION

Course	Year	Institution	Grade
M.E., Communication Engineering	July 2002–present	Birla Institute of Technology and Science, Pilani, Rajasthan	-
B.E., Electronics and Communication	1998–2002	A.C. College of Engineering & Technology, Karaikudi – 630004	I Class with distinction, 84.45%
Higher Secondary	1998	Av.M. Mat. Hr. Sec. School, Chennai – 600092	93.0%

PROJECT

- A project on 'Telephone Line Monitor with CLIP Facility' using 8031 microcontroller at Hindustan Teleprinters Ltd, Chennai
- A C program implementation of 'Run length coding' for image compression.

TRAINING

Attended an industrial training programme at Bharat Sanchar Nigam Ltd, Karaikudi, for a period of 10 days and learnt about the working of automatic telephone exchanges with special emphasis on Stored Program Control (SPC).

AWARDS

- A prize-winning presentation on 'Global Positioning System' at the technical meet INFONECTAR '01.
- Brainbench certified Master Math Fundamentals
- Brainbench certified Master Computer Fundamentals (Win 95/98).

SKILLS

- Hardware 8085, 8086 Microprocessors, 8031 Microcontroller,
 TMS320C5X, 54X Digital signal Processors
- Software C language programming, MATLAB, Code Composer Studio

ACTIVITIES

- Served as a Placement Coordinator during the year 2001–02.
- Involved in the successful conduction of three national level technical symposiums ACCESS '00, '01 and '02.
- Conducted numerous seminars in the Electronics and Communication Association during 1999–2002.

INTERESTS

Microprocessors, Digital Image Processing, Coding Techniques.

REFERENCES

Prof R. Kandasamy

Dept of Electronics & Communication Engineering

A.C. College of Engineering & Technology, Karaikudi

(Contd.)

Dr V. Ramamurthy
 Dept of Mathematics
 A.C. College of Engineering & Technology, Karaikudi

Dr K. Sankaranarayanan
 Dept of Computer Science,
 A.C. College of Engineering & Technology, Karaikudi

Place: Chennai
 Date: 28 November 2002

(RAMKUMAR R)

OFFICIAL LETTERS

Letters written by individuals, private organizations and government agencies to government organizations such as Ministry, Banks, government-run institutions and industries, etc., within or outside the country are generally known as official letters. For instance, a letter from an officer in the Union Ministry of Agriculture to an officer in the Department of Agriculture of a state government can be called an official letter. Similarly, a letter from a resident of Kanpur to the District Collector can be classified under official letter category. A letter written by the Chairman of an industry to the Minister of Commerce and Industry or a letter from the Minister of External Affairs in India to his counterpart in Japan may also be grouped under this category. Such letters are strictly formal in nature and therefore should always follow the five C's , namely, clarity, conciseness, correctness, completeness and courtesy, of letter writing. They should be drafted to the point and be presented in a formal style.

Official letters are written for various purposes such as:

- to provide/report information
- to make requests
- to congratulate / appreciate
- to lodge a complaint
- to express support

Though all these purposes are served in business letters as well, the degree of formality is more in official or government letters. Of course, business letters also follow a specified format and appear to be formal. However, more and more businesses, especially the private ones, resort to email form of communication and hence do not strictly follow the format. Even the print form of letters use personal pronouns such as I, me , you, your, we, our, etc., in order to personalize and make it informal. In fact, even though business letters are written for a number of purposes, the underlying main objective is to create and sustain the business relationship. On the other hand, the official or government letters are mostly written to achieve an immediate objective. In some contexts, we may even see that vocabulary used in business letters and in government letters is different. For instance, the vocabulary

used in a business letter from the President of a large conglomerate to the Managing Director of a multinational corporation will be different from that used in an official letter from the Minister of Law to the Defence Minister.

The following forms of official letters are discussed in this section:

- Demi-official / D.O. letters
- Government letters
- Letters to authorities

Demi-official/D.O. letters

A D.O. letter is partly official and partly personal. But it is to be noted that the word personal is different from private. Private letters are written to people who are close to you in your family or friend circles. D.O. letters mainly flow between officers of the same level or between officers who differ in ranks by one or two levels to seek or provide additional information or to discuss some matter personally before proceeding further and arrive at a decision on some issue. D.O. letters can also be used by two business personnel for the aforesaid purposes. Besides these types, D.O. letters can also flow between an individual and an officer / a businessperson / managers of two business organizations. They are different from formal government letters. The following are some characteristics of D.O. letters:

- Addressed to a particular officer by name and *should directly reach him / nobody's route should open*
- Addressee details are given at the end of the letter
- Always ends with the complimentary close "Yours sincerely"
- Can include some personal note at the end if the writer desires
- Should not be quoted in official letters unless they are included in the records
- Used in urgent situations to draw the attention of a senior officer or to get some information from a subordinate
- When written by an individual to an officer who he is not familiar with, it should be more formal and should not reveal any personal element

Two examples of D.O. letter are presented in exhibits 7.35 and 7.36.

Exhibit 7.35 SAMPLE OF A DEMI-OFFICIAL LETTER

10 November 2008

Mr R. Jagat Kumar

Secretary

Planning Commission

Government of India

Mr.V.Hari Mohan

Secretary

Ministry of Human Resources

Government of India

(Contd)

(Contd.)

Dear Hari

You might have come to know that our Chairman has come out with a plan for allocating more funds for starting new degree programmes in Media Studies and Development Studies in technical universities. We have been brainstorming on this for the last two months. What are your views on the proposal? Do you feel this would be relevant to technical universities? Will it help students to participate in Indian politics?

I would await your response in this regard.

How is your family? My best wishes to your son who is planning to leave this month for USA for his higher studies.

Yours sincerely

JAGAT KUMAR)

Exhibit 7.36 SAMPLE OF A D.O. LETTER (2)

Mr.Arvin Mehta
Chairman- cum- Managing Director
Global Network Ltd.,
Bangalore-560012

SH.Om Prakash
Vice Chairman
Planning Commission
Government of India
New Delhi-110035

Dear Om

I am writing this letter to seek personal advice from you before taking up my new venture.

As you are aware, we are planning to launch our new web based services at Ludhiana from January 1, 2009. Recently in a summit at FICCI which was presided over by you, it was discussed that the scope of web based services are limited in northern region of India. Hence I thought I would seek your personal opinion in this regard before proceeding further. Please let me know your views.

I await your reply and request you to send the same at your earliest.

Yours sincerely

(ARVIND MEHTA)

Government Letters

Letters that flow between two Government Departments or two Government Organizations are called Government letters. They are formal in structure, style and layout. These letters can be written for purposes such as requesting for financial assistance, sending approval for a project, informing about a change in policy,