



Matrusri Engineering College
(An Autonomous Institution)



(Approved by AICTE & Affiliated to Osmania University & NBA Accredited)

Common to All Branches

Subject : Effective Technical Communication in English **Name of the Faculty:** Mrs.K.Mrunalini

UNIT-2

We live in a world of technology backed communication. E-mails, texts, etc are most of our preferred modes of communication. However, letters still have a major use and importance in our society. Especially formal letters written to authorities or professional contacts, because they generally stay on record. Let us learn the correct format and language of formal letters.

Introduction to Emails

Email stands for Electronic Mail, which is a medium for communication used for composing, sending, storing and receiving messages through specially designed computer networks.

With the rapid growth of Internet, due to its high speed, low cost and efficiency, Emails have become one of the most important channels of communication.

Ray Tomlinson is credited as the inventor of Email. It was used in 1960s with some restrictions, but he gave it as the present day form in 1971 as he used @ to link the user with the destination server through internet.

Everyday an astonishing 205 billion emails are sent and received worldwide.

USES:

- To reach out to people within and outside the organization
- Conveying routine information
- Requesting information

- Inviting the reader to business meetings, conferences, seminars, workshops, or symposiums
- Sending or requesting proposals
- Seeking explanation or clarifications
- Describing problems
- Persuading the reader for prompt action
- Giving feedback, suggestions or recommendations

ADVANTAGES:

- Speed
- Low cost
- Quick distribution
- Flexibility
- Easy attachments – pictures, word document, pdf, movie, program, zip files (compressed long files)
- Easy upward communication
- Environment friendly – paperless
- Longterm storage

STRUCTURE:

E-mail includes the following:

Heading

Salutation

Body

Closing

Signature

Heading : The heading segment of an e-mail includes the following six elements:

Date

From

To

Subject

CC

BCC

Date: The Date line indicates the date the e-mail was written. It includes the day, month, year, and the exact time. While sending an email message, the date line usually appears automatically.

Examples: Date: Sat, 6 March 2014 12:58:20 + 0100(BST) Date: Sun, 16 May 2014 07:37:58 –0600 Date: Mon, 19 July 2014 15:01:19 +0400 Date: Wed, 4 Aug 2014 13:16:36 +0100(BST)

From: The From line contains the sender's name and e-mail address. The name does not include any personal title such as Ms, Mrs, Mr, or Dr. While sending an e-mail message, the return address usually appears automatically.

Examples: From : “Tony Bright” <bright@squ.edu.om

HEADING:

Date: Sat, 16 May 2020 12:58:20 +0100(BST)

From: “PKR” xyz@xyz.com

To: “Tony James” tony8james@yahoo.com

Cc-carbon copy

Bcc- blind copy

Subject: Request for fee reimbursement – reg. or Request to send the exam schedule - reg.

BODY:

Salutation: Dear Sir/Madam, or Warm greetings of the season or day.

Introduction Matter: Keep in mind the audience, state the problem, give solution clearly, should be concise, correct, in conversational tone and single theme.

Conclusion: Required action statements, mention attachments and thank you.

Complimentary Closing: Warm regards, Best regards, or Regards,

Name

Designation

Organization

Contact number

DO's

- Good use of subject line
- Check mail box regularly and delete unsolicited mails
- Give important points at the beginning
- Concise and clear
- Be correct
- Be brief
- Be formal
- Maintain readability
- Appropriate tone, polite and professional
- Single theme
- Proof read, revise, edit and then send the final draft by checking for grammar and spellings
- Respond to the mail within 24 hours always, if possible

DON'TS

- Over communicate
- Include confidential or personal information due to security issues

- Use all bold, small or capital letters
- Informal or slang language in a formal mail
- SMS language
- Colloquial language

Example:

STRUCTURE:

HEADING:

Date: Sat, 16 May 2020 12:58:20 +0100(BST)

From: "PKR" xyz@xyz.com

To: "Tony James" tony8james@yahoo.com

Cc-carbon copy - principalxyz@gmail.com

Bcc- blind copy -- abcde@gmail.com, efgh@gmail.com, ijkl@gmail.com

Subject: Request to submit income tax returns file by May 31, 2020 - reg.

BODY:

Dear Sir/Madam,

Warm greetings of the day!

I, Mr. ABC, the incharge of the accounts section of our college would like to inform you that we are going to close the work pertaining to income tax filings of the staff of our college by the 31st of May, 2020.

In this regard, kindly submit your income tax returns file with the relevant copies of documents on or before March 25, 2020 so that we have ample time to finish the formalities.

For any queries, please contact me at the number given below.

Thank you.

Regards,

Mr. ABC

Incharge – Accounts Section

XYZ Engineering College

99897 65696

How to Send an Email Application Letter

Sending your cover letter via email, lists your name and the job title you are applying for in the subject line of the email. Include your contact information in your email signature but don't list the employer's contact information.

Skip the date and start your email message with the salutation. Here's an example of a formatted email cover letter.

Tips for Writing an Internship Cover Letter

Use Business Letter Format

Use proper business letter format when sending a cover letter by mail. Include your contact information at the top, the date, and the contact information for the employer. Be sure to provide a proper salutation, and sign your name at the bottom. If you are sending the cover letter via email, you do not have to include the contact information at the top. Instead, place this as part of your email signature at the end of your letter.

Individualize Your Cover Letter

Make sure to write a unique cover letter for each internship for which you apply. Highlight skills and abilities you have that relate to the specific internship listing. The main emphasis of your cover letter should be convincing the reader that you will be an asset as an intern.

Use Keywords

One way to individualize your letter is to use keywords from the internship listing. For example, if the listing says the intern needs to have excellent “time management skills,” include an example of how you have demonstrated time management skills in the past.

Provide Specific Examples

If you say that you have a particular skill or ability in your cover letter, be sure to prove this with a specific example from your past work, academic, or extracurricular experience.

Emphasize Your Academic Experience

In the letter, you can mention academic experience, if applicable. Especially if you have limited work experience, you might use examples from school to demonstrate that you have particular skills. For example, if the internship requires you to work as part of a team, provide an example of a successful team project you worked on during one of your college courses.

Include Extracurricular Experiences

You can also include details about your relevant experience from extracurricular activities or volunteer work. For example, a reporter for a college newspaper can point to interviewing and writing skills; a history of volunteering at a shelter can provide an example of strong interpersonal and organizational skills.

Follow Up

Towards the end of your letter, say how you will follow up with the employer. You might say that you will call the office to follow up in about a week (don't follow up any sooner). However, do not include this if the internship listing specifically says not to contact the office.

Proofread and Edit

Be sure to thoroughly proofread your cover letter for spelling and grammar errors. Many internships are very competitive, and any error can hurt your chances of getting an interview. Also, avoid using too many words to convey your information and intent. Keep your points brief and targeted.

Email Application Letter Example

Subject: Colleen Warren - Web Content Manager Position

Dear Hiring Manager,

I'm writing to express my interest in the Web Content Manager position listed on Monster.com. I have experience building large, consumer-focused health-based content sites. While much of my experience has been in the business world, I understand the social value of this sector and I am confident that my business experience will be an asset to your organization.

My responsibilities have included the development and management of: website editorial voice and style; editorial calendars; and the daily content programming and production for various websites.

I have worked closely with healthcare professionals and medical editors to help them to provide the best possible information to a consumer audience of patients. I

have also helped physicians to use their medical content to write user-friendly and easily comprehensible text.

Experience has taught me how to build strong relationships with all departments in an organization. I have the ability to work within a team as well as cross-team. I can work with web engineers to resolve technical issues and implement technical enhancements.

I am confident working with development departments to implement design and functional enhancements, and to monitor site statistics and conduct search engine optimization.

Thank you for your consideration.

Colleen Warren

colleen.warren@noemail.com

555-123-1234

www.linkedin.com/colleenwarren

Sending an Email Cover Letter

If you're sending your cover letter via email, your format will be slightly different than a traditional letter. List your name and the job title in the subject line of the email message.

Include your contact information in your email signature, and don't list the employer contact information (also don't list your contact information at the top of the message). Start your email message with the salutation.

Email Cover Letter Example:

Subject: Liz Lerner – Marketing Intern Position

Dear Mr. Peters,

It is with much interest that I read your posting on the ABC College job board inviting applications for a marketing internship at Brand Solutions Inc.

As an honors student in marketing, I have successfully completed upper-division coursework in marketing management, print and online advertising, social media management, and data analysis that has provided me with a firm understanding of rising market strategies and technologies.

This coursework included on-site practicums with Boyd Brothers LLC and Boulevard Bistro, where I helped the owners of these businesses establish their first-ever social media presence on Facebook, LinkedIn, Instagram, and Twitter. This involved setting up their accounts, creating photo and video content, writing posts, launching digital ad campaigns, and tracking user engagement via Google Analytics and Facebook Analytics. I am also well-versed in the use of Adobe Creative Cloud for graphic design and Microsoft Office Suite.

Impressed by the press that Brand Solutions Inc. has received in Market Branding Today and on Forbes Online, I am eager for the challenges and opportunities I would experience as your next marketing intern. My resume is attached; may we please schedule a personal interview to discuss my qualifications for this role in greater detail?

Thank you for your time, consideration, and forthcoming response.

Sincerely,

Liz

liz.lerner@email.com

555-123-4567

www.linkedin.com/in/lizlerner (optional)

INTEROFFICE MEMO (IOM)

Interoffice memorandums (memos) are used by employees within an organization to communicate with one another.

Definition:

A memo is a document typically used for communication within organization.

Memos can be as formal as a business letter and to present a report.

- Memos and letters are the two most common types of business communication.
- Memos resemble letters in that they communicate information and are commonly used in the world of business writing.
- However, memos differ from letters in several important ways.

As an employee, you may need to send project updates or make suggestions to your coworkers or other departments within the company. One way to proceed is to write an interoffice memorandum and then send it by email or fax. This document conveys information, brings attention to problems or answers questions. Although it's less formal than a business letter, it still needs to follow certain guidelines and have the proper format.

Uses of memo:

- To give information to some one
- To issue an instruction
- To request for help
- To give suggestions

Memos are almost always used within an Organization

- Memos are usually unceremonious in style
- Memos are normally used for non-sensitive Communication (communication to which the reader will not have an emotional reaction)

- Memos are short and to-the-point
- Memos have a direct style
- Memos do not have a salutation
- Memos do not have a complimentary closing
- Memos have a specific format that is very different from a business letter

Differences between memo and letters

1. Memos and letters are the two most common types of business communication.
2. Memos resemble letters in that they Communicate information and are commonly used in the world of business writing.

The layout or Structure

- 1) First write the word “Memo” (as a title in the middle on top of page.)
- 2) Include “To” (who should get the memo?)
- 3) “From” (who sent the memo?)
- 4) Subject (what is the memo about?)
- 5) Date

5-PARTS OF A MEMO

To:	
From:	
Sub:	
Date:	

DATE:

TO:

FROM:

SUBJECT:

Opening → State the main idea of the memo. Focus the reader's attention on it.

Body → Explain, support, and develop the main point more fully.

Closing → Specify the action that you want the reader should take.

SIGNATURE

Sample Memos

Syndicate

Consultancy Services Pvt. Ltd.
Nayadeep, Andheri (W), Mumbai-53

DATE: June 16, 2014

TO: All Employees

FROM: Arunabh Bhattacharya
Director (Sales & Marketing)

SUBJECT: New Health Scheme

Opening states
the main point →

The company is introducing a new health scheme called SCS Health Plan. You will receive your new medical card and a booklet outlining the terms and conditions of the scheme by June 30, 2014.

The main features of the SCS Health Plan include:

- Medical reimbursement for treatment at private hospitals and clinics.
- Direct payment of medical expenses to AIIMS and other important national hospitals.
- Medical facilities for retired staff.
- Token system at SCS Hospital.

Body explains
and supports the
main point →

SCS Health Plan is compulsory for all the employees of the company. The use of the medical card is mandatory.

Closing →

I am sure the new health scheme will improve the existing medical facilities and would benefit our employees. We encourage you to use your new medical card whenever you visit the health centre or the SCS hospital and follow the guidelines contained in the brochure. Your cooperation in this matter will be greatly appreciated.

Arunabh Bhattacharya

AFRON PHARMACEUTICAL IND.

Ansari Road, Daryaganj, New Delhi-110002

www.afronpharma.ac.in

Interoffice Memorandum

DATE: January 14, 2014

TO: Maya David
District Manager

FROM: Kapil Khandelwal
Regional Manager

SUBJECT: NEW PROCEDURE FOR STOCK VERIFICATION

We are starting a new procedure for stock entry and verification. Instead of keeping three different registers for recording stock of expired medicines, past stock, and new arrivals, we will use only two registers for the three types of entries, one register for expired medicines and one for past stock and new arrivals.

The change will make it easier to record and verify existing stock. This will avoid the present confusion created by triple entries and will save time, space, and energy. District managers will continue to be the stock verification officers for their respective district.

This change will go into effect from March 15, 2014. I am sure the change will make stock entry and verification in our company more organised and logical.

Kapil Khandelwal

S K P Ship Management

Remi Bizourt, VD Road, Andheri (W), Mumbai-400 053

Interoffice Memorandum

DATE: August 7, 2014

TO: Ashish Kumar, Training Manager

FROM: Jerry Massey, Managing Director

SUBJECT: SPECIAL WORKSHOP ON “SHIP MANAGEMENT AND MODERN TECHNOLOGY”

Please refer to your memo dated July 31, 2014, containing the proposal to organise a special workshop on “Ship Management and Modern Technology” for the junior executives of our company. I am pleased to inform you that the Executive Board has approved your proposal.

You may send us the final list of resource persons to be invited in the workshop. You may consider including the names of a few senior executives working in the ship management industry. This may help us in making the workshop more focused and need-based.

I would like to express my appreciation for the effort that you have put in to design the structure of the workshop. Keep up the good work and keep these ideas coming.

Jerry Massey

Tips for Writing an Effective Interoffice Memorandum

An interoffice memo should be brief and concise. Speak directly to your readers, keep the sentences short and adapt your tone to the target audience.

Employees exchange information both internally and externally. Internal messages are often delivered in the form of a memo or email. An interoffice memorandum, or memo, can be used to quickly communicate policy updates, reminders and other

confidential information to various departments within an organization. Its role is to inform readers, bring problems to their attention or remind them about important events, deadlines or tasks.

In general, managers and employees use memos when they wish to communicate something quick but important. A company's human resources (HR) department, for example, may send a memo to employees to remind them about the latest procedural changes. This document is quite similar to an email but has a different format. Generally, it's brief, concise and less formal than a letter.

The first step to writing an interoffice memorandum is to choose your audience and points. Think about what you want to communicate and write a brief introduction that summarizes the topic. Adapt your language and tone to the target audience. A technical term that's commonly used in the IT department might be unknown to the sales or marketing team.

As a rule of thumb, use clear, concise sentences and speak directly to the reader. Refrain from adding unnecessary details. Use bullet points to describe the steps involved in a process or highlight the main points. Choose easy-to-read fonts and remember to double-check the grammar and spelling before sending your memo.

What is the Purpose of Issuing a Memo?

The business memorandum, or memo, is used primarily as a formal, physical means of efficient communication from a department to staff members -- it is almost always for internal communication and only rarely sent to clients or the public. The memo is essentially a short letter with company letterhead, sent electronically as a file attachment or printed for hand delivery. Less formal messages are usually sent by email only. Memos should be sent to a specific audience, depending on their purpose.

Share News

Memos are used to keep employees informed on the latest happenings, either company-wide or in a specific department. For example, when management issues a change in corporate policy, a memo is used to explain the change. Other news shared in a memo might include the latest new hires or promotions with specific details about each person and their roles, or new partnerships with other companies. Memos can be used to inform staff with updates on how project schedules are coming along, or about new products or services the company is introducing. Memos might include an announcement to be posted in common areas of an office.

Address a Problem

Companies might issue a memo to address a problem that has come to the attention of management. A memo like this might describe any information obtained through investigation that brought the problem to light, and address the severity level. Problems addressed in memos might include employee tardiness or absence, customer dissatisfaction, improperly followed procedures, or office etiquette problems such as improper use of cell phones during meetings.

Make a Request

Sometimes companies issue memos to make requests of employees. These might request attendance at meetings, changes in work procedures, or permission or cooperation to do a work-related activity. A request memo often includes instructions or recommendations for carrying out the request, such as specific actions. It might also mention benefits that will result from taking the actions, potential problems if the request is not fulfilled, or specific help that will be provided to complete the request. For example, the operations department of a company might ask employees to follow a clean-up schedule for the break room refrigerator.

Provide Feedback

Another common use of memos is to provide feedback on company programs, services or products. Memos used for this purpose give employees a response so they know how their work is being received. For example, workers in the quality assurance department of an industrial equipment manufacturer might like to know how well the product is performing for clients who purchased the equipment for the first time. Likewise, the HR department of a company might use a memo to provide employees with the results of a company-wide survey.

October 24, 2012

INTEROFFICE MEMO

To: All Employees
From: Al Gorski, Risk Manager
Subject: **Workers' Compensation Benefits**

This memo explains your benefits as provided by State law if you are injured on the job. OCTA wants to be sure that you promptly receive all the benefits to which you are entitled to assist you in making a speedy recovery from an injury on the job.

OCTA is a self-insured employer, which means all of the Workers' Compensation benefits provided are paid directly by OCTA, not an insurance company. However, we have contracted the services of Intercare Holdings Insurance Services to process your claims in accordance with State law. It is our intent that the Risk Management Office staff and the staff at Intercare Holdings Insurance Services assist you with any questions or problems should you have an injury.

WHAT ARE YOUR WORKERS' COMPENSATION BENEFITS?

Medical Treatment

You will receive authorized medical treatment including surgery, hospitalization, and prescriptions at no cost to you. This includes any authorized treatment which may be necessary even after you have returned to your job. Mileage reimbursement is also included.

If you are dissatisfied with the doctor treating you, you may request a change through the OCTA Risk Management Office or our administrator, Intercare Holdings Insurance Services. After 30 days from the date you report your injury, you have a one-time option to select your own physician, but you must

3 Components of a Business Meeting: Notice, Agenda and Minutes

Some of the major components of a business meeting are :

1. Notice of Meeting
2. Agenda of Meeting
3. Minutes of the Meeting

Notice of a Meeting:

When a meeting is to be convened, a notice is required to be sent to all who are to attend it.

It should satisfy these conditions:

1. It should be under proper authority
2. It should state the name of the organisation
3. It should state the day, date, time, and place. Also, sometimes, how to reach the place
4. It should be well in advance. Some require seven days' notice, some 48 hours'
5. It should state the purpose and, if possible, the agenda
6. It should carry the date of circulation and convener's/secretary's signature
7. It should go to all persons required at the meet
8. It should mention the TA/DA etc. payable and the arrangements for this

In practice, it is necessary to ensure that the notice has reached in time. This may be done telephonically. Dispatch section and post are prone to delays. We often find that between the date of a letter from a major public organisation and the post mark on the letter, there is a gap of 10-12 days. A notice that should reach seven days before a meet should not reach seven days after the meet.

Specimen notices

1.

Seven Hills Housing Cooperative Society
Sundar Nagar, New Delhi

NOTICE OF MEETING

11th September 2011

The 44th meeting of the Executive Committee will be held at 8.00 p.m. on Sunday, 22nd September 2011 in Sanket Auditorium. The agenda is given below.

- 44.01 Minutes of the previous meeting
- 44.02 Appointment of a new watchman
- 44.03 Celebration of Kojagiri
- 44.04 Donations for flood relief
- 44.05 Permission to sell flat
- 44.06 Defaulting members
- 44.07 Purchase of a generator
- 44.08 Any other matter with the permission of the Chair.

You are requested to attend the meet.

Rajnath Mistry
Executive Secretary

cc: To all members

2.

Itwari Kirana Dealers Association

Resham Oli, Nagpur
NOTICE OF MEETING

To: All members

Notice is hereby given that the Annual General Meeting of the members of IKDA is scheduled to be held on 1st November, 2011 at 4.40 p.m. at Hotel India Sun, Central Avenue to consider the following business:

- To receive and adopt the Income and Expenditure Account, Balance Sheet, and Report of the Auditors for the year ended Diwali 2011.
- To elect President, Vice President, Honorary Secretary, Treasurer and Executive Committee Members for the current year.
- To prepare a representation to the NMC* about the actions of the Anti-Encroachment Squad.
- To discuss any other matter for which at least SEVEN days' advance notice is given and which is approved by the Chair.

By order of the Executive Committee

Nagpur
20th October 2011

Arun Maloo
Honorary Secretary

*Nagour Municipal Corporation

Agenda:

As stated earlier, an agenda is the list of items to be considered at a meeting. It is also called business or order of business. It comes from the Latin word *agendum* (singular) which means 'a thing to be done.' But *agenda* (the Latin plural) is used as a singular noun.

It is the route map of the meeting. The specimen notices above already contain a hint of how it is written. The agenda may be a part of the notice or may be attached as an annexure. The convenor/secretary prepares it in consultation with the chairperson and gets his approval.

The items of agenda should cover all that is necessary to be considered at that time. Meetings take time and effort to arrange; hence the agenda has to be well thought out.

The items may be devised from:

- (a) Previous minutes
- (b) Suggestions received
- (c) Actions and events since last meeting
- (d) Correspondence of the organisation

The agenda contains routine items as well as special ones.

Here are some guidelines for listing the items:

1. Apologies from absent members (need not be written previously)
2. Condolences if any (may or may not be written previously)
3. Reading and approval of minutes of the last meet
4. Matters arising out of previous meet's minutes (this need not always be mentioned)
5. Urgent and non-controversial items
6. Matters requiring closer discussion and debates

7. Any new, on-the-spot items with the approval of the chairman
8. Date of the next meet.

The last item in a meeting is a vote of thanks to the chairman but this need to be mentioned. The items are mentioned briefly or elaborately according to the practice or need.

The style used is as follows:

- (i) Appointment of auditors
- (ii) Induction of new members
- (iii) Reading of minutes
- (iv) Felicitating so-and-so on the award of Padmashri to him/her

OR

- (i) To read and approve the minutes of the previous meet
- (ii) To consider the advertisement draft
- (iii) To organize a blood donation camp
- (iv) To appoint sub-committees for sports competition and music competition

The agenda should be manageable within the time at disposal. Some clubs have a time limit for the duration of a meeting (e.g. 90 minutes), which automatically dictates the scope of discussion.

Specimen agendas**1.**

Suyash Cooperative Society
Pune
AGENDA for the 44th Meeting dated 1.9.2011

1. To confirm minutes of the 43rd meeting (1.8.2011), copy enclosed
2. To sanction loans to eligible applicants (copies of applications to follow)
3. To review the working of the Canteen Committee
4. Any other matter with the approval of the Chair
5. Next meeting

3.

332nd Meeting of Ajinkya Coop. Society
Lucknow
AGENDA

- (a) To read and approve minutes of the 331st meet dated 15th August.
- (b) To extend the lease to Mayur Orchards.
- (c) To reconsider the decision to purchase a second-hand car (taken in the meeting dated 15th July).
- (d) To conduct a health camp.
- (e) Any other matter with the Chair's approval.

Minutes of the Meeting:

The minutes of a meeting are the record of the discussions/decisions therein. They have an official status; they are useful in law, and in some cases required by law to be written. Minutes are final when they are approved by the members of the group to which they relate, generally in the next meeting, and signed by the chairperson.

Even if there are emotional moments in a meet, the minutes are written in an unemotional manner, are cool, factual, impersonal, and impartial. Moreover, such are the demands of time on most people that the minutes should be concise, boiled down to the essentials.

Only some organizations' require that they record the detailed discussions as well (i.e. who said what and what were the reactions... until the decision was reached). Normally, the body of the minute's records.

(a) The motions and amendments thereto

- (b) The proposer and seconded of motions
- (c) The details of voting, if any
- (d) Recommendations
- (e) Decisions/ resolutions
- (f) Tasks assigned to individuals, sub-committees

The overall minutes should give:

1. The name of the organisation/ unit
2. Day, date, time and place
3. Number in order (e.g. 33rd meeting of...)
4. Names of chairperson and secretary
5. Names of members present
6. Names of the absent
7. Attendees by special invitation, e.g. auditor, caterer, etc.
8. Record of the transactions (on the guidelines given above)
9. Signature of secretary and, after approval, that of the chairman.

Tips for writing minutes:

The minutes are written generally by the secretary from the notes taken during the meet. He/she can use the agenda as the framework for writing them and use short forms, shorthand etc. to take quick and accurate notes. He may have to ask members to repeat their words to get them right.

He should note down all the particulars needed for the fair copy of minutes. The items of the minutes can be written under short headings such as are used in the agenda.

(As for reading them, some committees circulate them in advance and take them as read. Otherwise the reader should read them loudly, clearly, and quickly.)

Style wise, they use one of these constructions:

- a. It was resolved that the minutes of the previous meeting be approved.
- b. It was decided that a sub-committee be set up to consider
- c. Resolved that a blood donation camp be held on 15th August. (The verb is used in the subjunctive mood: “be done, be appointed”, etc.)

Alternatively, the description is given in the past tense:

1. Minutes of last meet:

The secretary read out the minutes of the meet dated... and they were approved.

2. Donation received:

The chairman informed that he had received a donation of Rs. 50,000 from ex-member Mr. Gopal Rathi.

At the time of approval, the chairman asks, “Do you accept the minutes as they stand?” OR “Any matters arising out of the minutes?”

Your ability to write good minutes can earn you a prize position in an organisation. Also, if you hold a position and do not know how to write minutes, you may face embarrassment.

Specimen minutes**1.**

Archana Literary Society, New Delhi Minutes of Meeting dated 1st August 1999	
Place and Time of Meeting	Residence of President Dr. Mansha Khan at A-12 Connaught Circus, 3.10 p.m.
Roll Call	Members present: Dr. Mansha Khan (Chairman) Mrs. Padma Raut Col. Devrajan (Secretary) Ms. Dilnawaz Kantawala Mr. Bharatendu Jain Mr. Prabhat Kumar Khatri Mr. Amrit Bose Mrs. Amrita Bose
Members absent :	Dr. Rajan Chhabra
Approval of Minutes of the Last Meeting	The minutes of the meeting dated 25 th June were read by the secretary and confirmed.
Treasurer's Report	The treasurer Mr. B. Jain, circulated his report of the earnings and outgoings of the fete held on 10 th July, which was accepted.
Briefing for All-India Poetry Meet	The President Dr Mansha Khan briefed the members about their roles in the forthcoming All India Poetry Meet at the Red Fort on 26 th January 2000.
Induction of New Members	The membership applications of four applicants – Dr. D. K. Dawani, Ms. Snehlata Sharma, Mr. L. K. Gosai and Mrs. Geeta Harivanshi were accepted. The application of Prof. F.F.Guha was held in abeyance owing to invalid recommendation.
Sub-committee for Publication Unit	A sub-committee of three members – Mr. Devrajan, Mr. Amrit Bose, Mrs. Amrita Bose was set up for launching a publication unit.
Date of Next Meeting	The next meeting was scheduled for 15 th September.
Col. Devrajan Secretary	

2.

SBI Zonal Office Employees' Welfare Organisation Aurangabad Minutes of Executive Committee Meeting	
Meeting no. : 15 Date: Sunday, 1 January 2011 Present: ABC (Chairman) DEF (Secretary) GHI KLM	Time: 9.15 a.m. Place: Staff Welfare Hall NOP QRS TUV
Absent: None	
Sr.no.	Item
1.	Meeting called to order at 9.20 a.m.
2.	Minutes of the 14 th meeting dated 20 th November 2006 read and accepted.
3.	DEF proposed and TUV seconded and ABC was renominated chairman for the year 2011 unanimously.
4.	Sankrantri get-together decided to be held on 15 th January. Sub-committee to be headed by NOP, with GHI and QRS as members.
5.	Meditation camp decided to be organised in the first week of February under the guidance of Swami Swarajanand. DEF to head the organising.
6.	Next meeting to be held on 31 st January.
7.	Meeting ended at 10.05 a.m. with a vote of thanks to the Chair.
<div style="text-align: right;"> DEF Secretary </div>	

Formal Letters

A formal letter is one written in a formal and ceremonious language and follows a certain stipulated format. Such letters are written for official purposes to authorities, dignitaries, colleagues, seniors, etc and not to personal contacts, friends or family. A number of conventions must be adhered to while drafting formal letters. So let us take a look at a sample format of a formal letter.

Format of a Formal Letter

As we said earlier, a formal letter must follow certain rules and conventions. Such a format helps in relaying the information in a professional way. It must be remembered that there are various such formats for formal letters that people follow. The one explained here is the one most commonly used for formal communication these days.

A formal letter consists of the following elements:

Sender's Address

The sender's address is usually put on the top right-hand corner of the page. The address should be complete and accurate in case the recipient of the letter wishes to get in touch with the sender for further communication.

Date

The sender's address is followed by the date just below it, i.e. on the right side of the page. This is the date on which the letter is being written. It is important in formal letters as they are often kept on record.

Receiver's Address

After leaving some space we print the receiver's address on the left side of the page. Whether to write "To" above the address depends on the writer's preference. Make sure you write the official title/name/position etc of the receiver, as the first line of the address.

Greeting/ Salutation

This is where you greet the person you are addressing the letter to. Bear in mind that it is a formal letter, so the greeting must be respectful and not too personal. The general greetings used in formal letters are "Sir" or "Madam". If you know the name of the person the salutation may also be "Mr. XYZ" or "Ms. ABC". But remember you cannot address them only by their first name. It must be the full name or only their last name.

Subject

After the salutation/greeting comes the subject of the letter. In the centre of the line write 'Subject' followed by a colon. Then we sum up the purpose of writing the letter in one line. This helps the receiver focus on the subject of the letter in one glance.

Body of the Letter

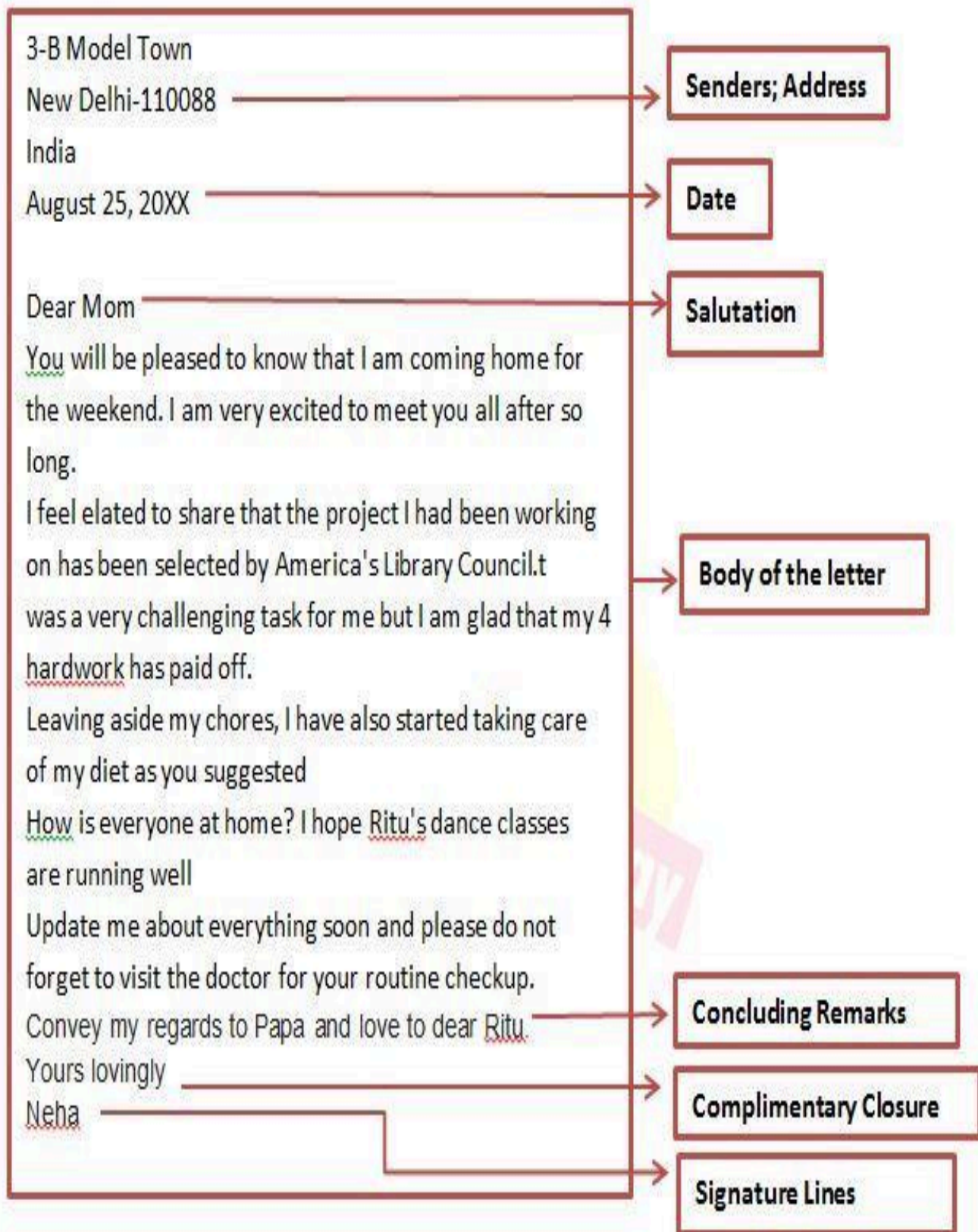
This is the main content of the letter. It is either divided into three paras or two paras if the letter is briefer. The purpose of the letter should be made clear in the first paragraph itself. The tone of the content should be formal. Do not use any flowery language. Another point to keep in mind is that the letter should be concise and to the point. And always be respectful and considerate in your language, no matter the subject of your letter.

Closing the Letter

At the end of your letter, we write a complimentary losing. The words “Yours faithfully” or “Yours sincerely” are printed on the right side of the paper. Generally, we use the later if the writer knows the name of the person.

Signature

Here finally you sign your name. And then write your name in block letters beneath the signature. This is how the recipient will know who is sending the letter.



Types of formats

Business letter formats include block, modified block and semi-block.

Block Format: The block style is a popular letter format as it is very simple and easy to use. In this style all parts of a letter, that is, date line, inside address, salutation, body, and so on, begin at left. The paragraphs are not indented. It is better not to justify line endings for better readability.

June 15, 2016

Mr D K Paul
Personnel Manager
Alpha Petrochemical Limited
621, Ahuja Chambers, Nariman Point
Mumbai-400 021

Dear Mr Paul:

It is with pleasure that I accept your offer of an Executive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.

As desired, I can join you by the end of September, 2016. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.

Yours sincerely,

Sd/-*
Ravi Kapoor

Modified Block Format

The modified block format is a modified version of the block style. In this style, the date line, the complimentary close, and the signature block begin at the centre of the page. The paragraphs are not indented and the line endings are unjustified.

June 15, 2016

Mr D K Paul

Personnel Manager

Alpha Petrochemical Limited

621, Ahuja Chambers, Nariman Point

Mumbai-400 021

Dear Mr Paul

It is with pleasure that I accept your offer of an Executive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.

As desired, I can join you by the end of September, 2016. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.

Yours sincerely,

Sd/-

Ravi Kapoor

Modified Block format

Semi-Block Format

The semi-block style is similar to modified block format except that each paragraph is indented. The line endings are unjustified.

June 15, 2016

Mr D K Paul
Personnel Manager
Alpha Petrochemical Limited
621, Ahuja Chambers, Nariman Point
Mumbai-400 021

Dear Mr Paul

It is with pleasure that I accept your offer of an Executive Trainee position at the production division of your company. I assure you that I will put all my skills and experience to work for APL.

As desired, I can join you by the end of September, 2016. I am grateful to you for giving me this opportunity to work with you. I look forward to meeting you in September.

Yours sincerely,

Sd/-

Ravi Kapoor

Write a letter to the editor of a daily newspaper complaining about the construction work on your road in the middle of monsoon season causing inconveniences to the people of your locality.

Ans: A sample of such a formal letter may be as follows,

D- 1801, Neptune Society,

DS Marg, Lower Parel,

Mumbai 400 008.

11th June 2018.

To

The Editor-in-Chief,

Hindustan Times,

Main Street,

Mumbai 400 001.

Sir,

Subject: Construction work in our locality during monsoon season causing us difficulties.

Through the medium of your esteemed and respected daily, I wish to inform the municipal authorities of the difficulties the residents of my locality are facing due to the construction and repair work currently happening in our area. Monsoon season has started a few days ago and is compounding our problems.

The repair work has been ongoing for five weeks now and is falling way behind schedule. And now with the current weather conditions, we are having persistent problems of water logging and flooding in our area. Another worry is about the accidents that may occur due to the debris lying around the road. Diseases caused due to waterlogging are another one of our concerns.

Therefore I wish to draw the attention of the concerned authorities with the help of your newspaper. Hopefully, you will be able to help us in drawing their attention and resolving this matter at the earliest.

Yours sincerely,

****signature****

Writing Effective Job Application Letters or Cover Letters

A job application letter, also called a “cover letter”, is written to apply for a specific position. It is a persuasive message that sells the applicant’s talents to a prospective employer. It is basically a self-promotion instrument used by the applicant to boost his/her professional value and career prospects. Although the basic objective of every job application is to draw a clear connection between the job one is seeking and one’s qualifications, it serves several specific purposes. The elements of a job application are:

		<hr/> <hr/> <hr/> <hr/>
Opening	→	The job application letter should open with an attention catching statement that could be a reference to the source of information, the applicant's credentials, a reference to a particular person for a solicited job, a startling statement, a stimulating question, or an expression of appreciation for unsolicited jobs. The purpose is to get the reader to devote a few moments of attention to the letter.
Body	→	Significant information about the applicant's qualifications should be given to build the interest of the reader in the applicant and to convince him/her that the applicant is worth hiring. A summary of the applicant's qualifications, professional training, and experiences, highlighting his/her strengths, assets, and skills should be presented. The applicant should relate his/her qualifications and experiences to the needs of the employer.
Closing	→	After supporting his/her candidature, the applicant has to conclude the letter by motivating the reader to contact him/her. The reader should be told how he/she can get in touch with the applicant and a formal interview should be requested. In order to persuade the reader to act, key career points should be emphasised and all claims should be substantiated by facts, figures, testimonials, guarantees, and logic.
		<hr/> <hr/> <hr/>

Solicited Application Letters

In order to open a letter of application for a job that has been advertised, any of the following strategies may be tried to catch the attention of the reader:

3/7-C, Bharat Nagar
New Friends Colony
New Delhi-110065

April 23, 2015

The Manager
Human Resources Department
Qatar Airways, P O Box 22550
Doha, State of Qatar

Dear Sir/Madam

Your advertisement for a Senior Flight Operations IT Officer in **Times Ascent EAST** of the April 21, 2015 issue of *The Times of India* caught my attention because my four years as IT Officer in Air Deccan has provided me with the experience in systems analysis, implementations, and management within the Flight Operations Department that this challenging position requires.

Supporting software applications, analysing new systems requirements, and managing projects within the Flight Operations Department are some of the functions associated with my present position. Moreover, I have been involved in the selection/development of suitable IT packages, including basic systems design/concepts, evaluation, customisation, and integration of existing systems.

Working in a multi-culture team environment at Air Deccan has sharpened my cross-cultural and professional interaction skills. With excellent communication skills and the ability to discuss IT related issues and make recommendations to the Management, I have been able to prove myself as a successful Flight Operation IT professional. As working in a fast growing airline with an expanding route network has been one of my main career objectives, I would like to put my professional and academic experience to work for you.

The details of my education, training, and experiences are outlined in the enclosed resume. I look forward to having an opportunity to talk with you, at your convenience about the Senior Flight Operations IT Officer position. You can reach me at 0091-11-26729382 or by e-mail at rakeshn@yahoo.co.uk.

Sincerely,

RAKESH NARAYANA

Enclosure: resume

Sample solicited application letter

Unsolicited Application Letters When a job is not advertised and the applicant is writing to explore possible openings, more persuasive strategies should be used to open a letter of application. One of the following strategies may catch the attention of the reader:

208/III, Harikunj Tower

98 Nehru Place, New Delhi-110 019

March 29, 2015

Ms Rowena Paul

The Head, HR & Administration

Jackson Associates Limited

Jackson House, Basant Lok

Vasant Vihar, New Delhi 110 057

Dear Ms Paul,

Are you looking for dynamic, high caliber professionals to be part of your expansion and share the resulting success and satisfaction? As an experienced electrical engineer with a desire to work in an empowered work environment that offers unmatched opportunities through continuous training and career progression, I would like to be a part of your expanding multi-business company with linkages to technology leaders around the world.

After completing BTech in Electrical Engineering from IITD, I did a specialised course in Auto CAD. Since 2011 I have been working as an electrical engineer in F L Smidth Limited, a member of F L Smidth Group, engaged in design and manufacture of cement plants and machinery. In this position, I am involved in designing power system for large process industries and have considerable knowledge regarding International Codes and Standards. Moreover, I have gained hands-on experience in Switch Yard Design, Short Circuit Calculation, Relay Coordination, Harmonic Analysis, and the selection of LV and MV Motor, Distribution Transformers, and LV and MV Switch Board.

My enclosed résumé provides additional information regarding my education, training, experience, skills, achievements, and references. I would appreciate meeting with you to discuss how my experience in designing a power system for large process industries could contribute to Jackson Associates Limited. You can reach me at (011) 23658788 between 8:00 am and 6:00 pm or contact me via e-mail at shashiranjana@rediffmail.com.

Sincerely,

Shashi Ranjan

Enclosure: résumé

Sample unsolicited application letter

Sales letters

Sales letters are persuasive messages that persuade the readers to believe what the sender wants them to believe. Although expensive and time-consuming, sales letters are very effective as result-oriented business publicity. By penetrating a limited but important consumer market, they play an important role in mail

marketing, involving the sale of goods and services. Although the basic objective of every sales letter is to promote sales, they serve many purposes. They may intend to:

- Make new customers
- Promote a business idea
- Introduce new products in the market
- Generate new demand for an old product
- Promote goodwill
- Launch a sophisticated marketing campaign aimed at a target audience

STRUCTURE OF A SALES LETTER

A sales letter should be organized very tactfully because the reader is under no obligation to read the letter. The writer must ensure that the reader gives the attention that is needed to understand the message and act accordingly. Thus, the key elements in a sales letter are

- (1) gaining the reader's attention;
- (2) building the reader's interest in the product, service, or idea;
- (3) convincing the reader that the product or service is the best; and
- (4) motivating him/her to act.

Like other business letters, sales letters may be organised into three distinct parts: opening, body, and closing

	<hr/> <hr/> <hr/> <hr/>
Opening	→ The letter should open with an attention catching statement that could be a special offer, a unique product feature, a stimulating question, a startling statement, a fact, a prize announcement, a promise, a remarkable quotation/ proverb, or a persuasive suggestion. Its purpose is to get the reader to devote a few moments of attention to the letter.
Body	→ Related information that builds the interest of the reader in the product and convinces him/her that the product is worth buying, should be given. The selling points should be emphasized and claims should be substantiated by facts, figures, testimonials, guarantees, and logic.
Closing	→ The reader should be motivated to act and add special inducements to get a quick response. The letter should be closed with a goodwill expression.
	<hr/> <hr/> <hr/>

Sample Sales letters

HDFC

Salt Lake City, Kolkata- 700 064

www.hdfc.com

July 5, 2014

Mr. Somnath Pan
Chartered Accountant
9, Camac Street, Kolkata

Dear Mr. Pan:

Opening → Want to own your dream house? Need a Loan for it? Usually when you visit a bank, the loan officer tells you about the loan formalities, preconditions, payment modules, and so on. You have so many questions, doubts, queries but the man goes on talking. Well, visit our office. Our expert loan counsellors have a unique way of giving you advice. **They listen.**

Body → At HDFC, before we offer you advice, we listen to your concerns. After all, we understand that buying a home is the single largest investment for you. Our counsellors offer you expert advice on all your home loan issues. Our Personalised Loan Counselling includes:

- Advice on property related queries and title of documents
- Structuring EMIs for tax benefits
- A choice between smaller and larger EMIs for the first few years
- Guidance on your entitlements for larger loan amounts
- Options for moving to a larger home.

Closing → Talk to us today. Call HDFC toll-free Home Line at 2321 5060.

We are here for you.

Sincerely,

Vivek Srivastava
Manager, PLD

Thomas Cook (I) Ltd.

1st Floor, 19B, Shakespeare Sarani, Kolkata

July 10, 2014

Mr Binu Mathews

Managing Director, Alpha Software
16, Park Street, Kolkata

Dear Mr Mathews:

Discover how much more you can get for your money. Choose a Thomas Cook holiday.

I am sure you would like to offer your employees a holiday that provides them the experience of a lifetime. Unfortunately, most tour operators either charge extra for all the must-see sights later, or won't bother to include them in the itinerary.

On a Thomas Cook holiday, there are no such rude surprises. You can see the best of the world, without paying anything extra. Which means, no supplements and no surcharges, just a single all-inclusive price. We take care of everything from air tickets, accommodation, ticket taxes, and medical insurance to visa costs. When you see the world with us, you'll never need to compromise. You'll fly the finest airlines, stay at the best hotels, and enjoy delicious Indian cuisine. We know holidaying abroad is a special experience. Shouldn't the memories last a lifetime?

Enclosed is our brochure that contains several options within Asia. You may want to choose Oriental Ecstasy (Thailand, Malaysia, Singapore) — 12 days, or Oriental Fantasy (Malaysia, Singapore) — 7 days, or Exotic China with Japan (Beijing, Xian, Shanghai, Tokyo, Osaka, Bangkok) — 12 days. Prices start from ₹ 39,024/-. However, we will offer you a special 10% rebate if there are more than 10 persons for a holiday.

Compare our holiday with any other. We're confident you will choose Thomas Cook. Feel free to call our Kolkata office at 22824711/4712 (8 am to 8 pm, 365 days a year) or e-mail us at holiday@in.thomascook.com. You could also visit us at www.thomascook.co.in.

We look forward to hearing from you.

Sincerely,

Avinash Gautam
Sales Manager

