

CONTENT

Chapters	Page No.
SECTION – A	
1. CORRESPONDING	2
SECTION – B	
1. TENSES	35
2. NARRATION	48
3. PUNCTUATION	58
SECTION – C	
1. ESSAYS	67
SECTION – D	
1. REPORTS	87
2. NOTICES	101
3. NOTE-MAKING AND SUMMARISING	111
4. BUSINESS CORRESPONDENCE	128
5. PRECIS	159

SECTION – A

1

CORRESPONDING

LEARNING OBJECTIVES

- Introduction
- Importance and Function of Letters
- Essential Features of Letter Writing
- Personal Letters
- Business Letters
- Official Letters

Letter writing is one of the most indispensable activities of modern society. Commerce, trade, official correspondence, public representations and complaints and other dealings and communications with the people are conducted through letters. Students are advised to cultivate and learn the art and skills of letter writing.

INTRODUCTION

Correspondence can broadly be divided into three parts:

1. Personal correspondence, which is between friends and relatives.
2. Official correspondence, which is between governments and semi-government offices.
3. Business correspondence, when it relates to business companies for trade and industry.

We shall deal with business correspondence in this chapter.

The purpose of writing business correspondence is to convey a message by the writer to the receiver without actually contacting him. It is not the exchange of words by the exchange of information.

IMPORTANCE AND FUNCTION OF LETTER

In any business house, correspondence plays an important part. It is true that when there were no letters still the people would conduct business. Nevertheless, with the civilization and coming into force the new laws, business has become easier as well as difficult. Through correspondence, the parties exchange views and come into contact with each other. The parties may be living far away. The correspondence helps to speed up the business and bridge the distance. Of all the forms of written communication, letters are still the most common form.

Several modern means have been invented such as telephone, letter, fax, computer etc., but correspondence through letters is still the most common, cheap and convenient way. Letters are as important as they were centuries ago. Even today, letters are produced in courts as the common evidence to substantiate the claims. The importance has increased with time. Everyday activities in business dealings would not be possible without letters. Letters help in strengthening personal relations in business dealing. They help to improve our knowledge about the organizations.

ESSENTIAL FEATURES OF LETTER WRITING

Business letters are written to firms when you have not met or you may never meet them. The aim can be to ask for an enquiry, seek information, or given advice or buy a product or sell a product and so on. Business letter must impress the receiver and induce interest in him.

Business letter is different form personal letter or official letter in material and presentations. With time, business community has set some standards and those features are prominent and make these letters different. Such features should be clearly brought out.

1. Direct. The letter should be immediately understood by the reader. The reference should be direct. Vague and ambiguous words should be avoided. The theme should be direct and expressions should be simple. The reader should be able to understand the message in the first reading. Even the ideas should be in sequence and logical so that there is no problem in understanding the letter. Sometimes by the time you read the last paragraph, you forget what

was given in the initial paragraphs. The focus should be on the message you are passing on. Details not relevant to the issues can be avoided. You should not forget that people are busy nowadays and companies may be getting several such letters everyday. You may lose message if words with double meaning are used. Meaning should be clear and straightforward.

2. Courtesy. A good business letter should be courteous. Your success may depend upon the dignity you maintain. You cannot find faults in such letters. Be respectful, reasonable and use decent words. Courtesy creates good will, helps in making friends, reduces friction and expects to get good response. It always pays to be courteous.

The following are some of the commonly used phrases that may make correspondence courteous.

- Thank you very much for your letter dated 12th March, 2007.
- We are glad to hear that you have started producing yarn.
- We regret to inform you that we did not receive your letter.
- We are sorry to point out that the material has still not arrived.
- You will be glad to know that we have accepted your tender.
- We appreciate the quick response shown by you.

The following phrases may irritate the receiver and should be avoided.

- You are wrong in jumping over the conclusion.
- How can you expect us to agree with you.
- We are shocked to receive your letter dated 12th March, 2007.
- How can you say that we delayed the supply of goods.
- Your claim is beyond our imagination.

The reader may be under no obligation to accept your request and purpose should be to develop long term relations. However, courtesy should be different from humility. Excessive courtesy sometimes lowers your prestige and dignity.

3. Conciseness (brevity). Time is money. Business letters should be brief and suitable to your requirements. The principle should be few words and more meaning. You can achieve this by not repeating the sentences. Avoid unwanted sentences, use appropriate words, and do not deviate from the point. Lengthy letters irritate the receivers. Brevity does not here mean that it should be at the cost of completeness and clarity. Balance should be maintained between these.

4. Completeness. The letter must cover all the materials required in it. Sending incomplete information neither helps the sender nor the receiver. While courtesy and conciseness are important features of letter writing, completeness is the most important out of all these. It is possible that the letter would be direct, clear but lacking the basic purpose of giving the complete information. For example, while placing order for the supply of cement, not only the quantity, quality but the type of bag, (jute or plastic), mode of transportation may be equally important. Insufficient information results in back references and delay.

5. Correctness. Correctness here implies factual truth of the statements being made. There should be no withholding of the information and no misrepresentation of the facts. The figures, rates, sum total, price etc., should be checked twice. It is commonly seen that in business letters, there is usually a mistake in quoting rates in words and figures and working out the amount etc. For example, in supply of materials the following mistake would come to light.

Name of item	Quantity	Rate in figures	Rate in words	Amount
Supply of Taps	5000 Nos.	Rs. 25.5 each	Rs. Two hundred and fifty five only	worked out Rs. 1,27,500

From the above, it is evident that the sender has made a mistake in quoting the rates in words. Instead of mentioning rupees twenty-five and paisa fifty, he mentioned higher rates. However, the amount has been worked out based on the rates quoted in figures. It is better to check the rates in figures and words again before signing the letter. Sometimes dates too can be important. Receiver will not be able to draw any conclusion if you mention 31st June or 31st November.

6. Miscellaneous. There are other general issues, which should be kept in mind.

1. Letter should be convincing, impressive and effective.
2. Letter should be neat and clean.
3. Right size of paper should be used.
4. Letter should have correct tone, attitude, and positive thinking.

The following type of letters are prescribed in your syllabus.

I. Personal Letters

- To relatives and friends

II. Business Letters

- Letters of Enquiry/asking for information
- Replying to Enquiries/giving information
- Placing orders and sending replies
- Cancelling orders

III. Official Letters

- Letters for Complaints
- Making Enquiries
- Letters Making Requests / Appeals

I. PERSONAL LETTERS

The Form or Structure

Each type of letter has its own particular form, but there are certain features common to all types. These are:

1. The Heading

This consists of the writer's address and the date which should be written at the top left-hand corner of the letter. For example:

58 Roypeta

Chennai

28 March, 20XX

Note: 1. The heading may not be written in formal invitation.

2. The date may be written as March 28, 20XX or even as
28 March, 20XX.

2. Greeting or Salutation

The salutation should be written below the address and date after leaving the space of a line or so. The form of salutation will vary according to the type of letter you write.

A. Personal Letter

(a) To members of the family, the salutation will be :

My dear Father, My dear Mother, My dear Sister, My dear Brother,
etc.

To uncles, aunts, cousins, etc., you may use either 'My dear' or 'Dear' depending upon your intimacy with them.

(b) To friends, the salutation will be:

Dear Mr. Sharma (not very intimate)

Dear Mohan (more intimate)

My dear Mohan (very intimate and affectionate)

(c) To strangers the salutation will be just formal. If they are men, it will be 'Dear Sir', if women, it will be 'Dear Madam'.

Solved Examples

1. To brother advising to study hard and avoid bad company

Roshni Colony
New Delhi
12 March, 20XX
My dear Namit

I received your progress report this morning. I am greatly pained to find that you have failed almost in all the subjects. I never expected that you would *fare* so badly in this examination. Dear father is not at home now. What will he think, when he comes to know of it?

It appears you have lost all *interest* in studies. You have *fallen into evil ways*. I think you keep company with bad boys. You are an intelligent boy. You know that father is not a rich man. He earns money by hard work. He works from morning till evening. Only then he is able to *make both ends meet*. What will happen, if he asks you to give up your studies?

I, therefore, advise you to mend your ways. I am sure, if you study seriously, you can improve in a short time. I hope that you will begin working from today.

Yours affectionately

Ankur Sharma

2. To mother about hostel life

Room No. 311
Kautilya Hostel
Delhi University
10 March, 20XX
My dear Mamma

I hope this letter will end all your worries about my stay away from you and home.

There is absolutely no difficulty in the hostel. Now the days of initial introduction are over. Everybody is having *fine time* here. I have a very fine boy as my *room-mate*. We help each other and live like brothers.

The food served is not much different from that of home. Instead, there is greater variety of it here. The dining hall is clean and spacious. Our *warden* takes good care of each of us. There is provision for sports also, both *outdoor* and *indoor*. I take part in them *regularly*. So, dear Mamma, do not worry at all about me.

With love

Yours affectionately

Ramesh

3. Planning the visit of a friend

ABC Colony
New Delhi
15 March, 20XX
Dear Karan

I am really delighted to learn that you have decided to visit this historic city. I shall thus get the pleasure of your company. Let me *assure* you that we will together enjoy the vacation most.

You are coming to Delhi for the first time. You will naturally like to visit all the places of interest. History interests you much. So I will show you the famous Lal Quila, Qutub Minar, The Teen Murti Bhawan, Parliament House, Rashtrapati Bhawan etc., first.

Delhi is a modern city also. There are many places of tourist interest. One or the other *Fair* is always on in Pragati Maidan. The markets of city are also *attractive*. You will find the *items tempting* and cheap. I am sure, you will like to carry a lot of them with you to Chandigarh. The rest when we meet.

Yours affectionately

Amit

4. To friend thanking him for your nice stay with him

153, Subzi Mandi
Delhi
10 October, 20XX
My dear Karan

I reached Delhi by Kalka Mail on Sunday last. The *journey* was comfortable.

But on my return here I am feeling *a bit low*.

This is because I find it difficult to forget Shimla. The hills and the *surroundings* were very attractive indeed. However, it is not that which I *miss* so much. What comes to my mind is your love and the generous hospitality given to me by all your family members.

You were very nice indeed. You made such a nice programme of sightseeing in a short time. I was able to see almost all the important places. I can never forget the picnic with your family at Kufri. I am so grateful to all of them. Words fail to express my feelings.

Kindly convey my deep sense of gratitude to them all.

With regards

Yours sincerely

Ajay

5. To brother now abroad about family

164, Laxmibai Nagar
Delhi
2 March, 20XX
Dear Naveen

I hope you are feeling fine therein America. We *received* your letter. We are glad that you are doing your job nicely.

You will not believe that we all have been missing you much. Since you left we have felt your absence among us. Whenever someone talks of you, we feel sad. We feel it would have been *great* if you had been with us. We all miss your cooking, laughing, cutting jokes with all. You really added joy to everything. Mama starts weeping at your *mention*. Gudiya asks where chachu has gone. But soon everything becomes normal.

I think you'll also be missing us there. Life is a mixture of meetings and partings. These come and go. But good opportunities do not come daily.

Here we are well. Do not worry about us. Write when you *intend* to come. Also continue calling us on phone.

With best wishes

Yours affectionately

Pradeep

6. To a friend on the death of his mother

Radha Bhawan
Kalagarh Road
Dehradun
17 March, 20XX
My dear Prem

It has been only a week since I paid a visit to your village. I could not believe my eyes when I read about your mother's *untimely* death in your letter. She was quite hale and hearty when I met her last. Who knew that her end was so near? I *sympathize* with you on this *irreparable* loss. Your mother was a noble lady. She loved me like her own son. I have suffered a personal loss in her death. But strange are God's ways. We have to submit to his sweet will. We can't help it. Now you should take heart. May God give you the strength to bear this heavy loss patiently! She has been taken away from us when she was needed most. Her loving and kind face will always *haunt* me.

I pray to God to grant peace to her soul. Please convey the heart-felt sympathies of my parents to all the members of your family.

With deepest sympathies

Yours sincerely

Sanjaya

7. To a friend congratulating him on his success

B-1/15, Janakpuri
New Delhi
2 May, 20XX
My dear Parikh

Congratulations from us all on your *brilliant* success in the Secondary examination. You have got a very high percentage of marks and brought *glory* not to yourself but to us all. I was really *excited* to see your name and photograph on the front page of all the dailies. We are all proud of you.

I hope you have decided to do something great in future. Please write to us about your future plans. We all hope that you will show your *talent* in future also. We want you to complete in some public examination for your career. Write us about your future plans soon. We shall be happy to hear about these.

Yours sincerely'

Ankur

II. BUSINESS LETTERS

In the modern world of commerce and trade, business letters and commercial correspondence occupy an important role in our practical life. A business letter is different from a personal letter in form, tone and content. In personal letters, we can afford to follow an informal, friendly or personal tone, content or style.

On the other hand, business letters demand a formal and a matter-of-fact treatment. As these letters are generally written to or by commercial and business firms and enterprises, they require simple, systematic and formal treatment of the subject.

A business letter must normally have these seven essential parts. Students are advised to follow each of them in a systematic and logical order.

1. Sender's Address at The Top Left Hand Corner

In recent times, a new style has been evolved in writing the sender's address. The sender's address has been preferred on **the top left hand corner**. Continuing with the latest trends in letter writing, **the commas and full stops at the end of the lines are omitted**.

The students may write the sender's address as shown below:

1019 Arya Samaj Road
Karol Bagh
New Delhi
PIN 110005

Mostly business letters are written on the letter-heads with the company's name, address, telephone and telegram printed at the top.

2. The Date

Always write the date below the sender's address. The students can choose any of the following ways of writing the date.

- (i) 10 March, 2008
- (ii) 10 August, 2008
- (iii) 20th September, 2008
- (iv) March 20, 2008

Unless mentioned in the question, students should write the same date on which they are taking the examination.

3. The Name and Address of the Addressee

In business letters the Name and Designation of the addressee is written on the left margin, *two* lines below the line of the date.

The Sales Manager
Hindustan Machine Tools
Parliament Street
New Delhi.

4. The Salutation

The usual form of salutation in business letters is as follows.

Sir or Dear Sir individual such as Manager, Director (may be officials or business executives)

Sirs or Dear Sirs or Messrs for firms or companies (Not individual)

Madam is used when the letter is addressed to a lady.

5. The Body/Content of the Letter

Business letters demand brevity and formal treatment. They should be to the point and confined to the specific business issues. There is no place for unnecessary and superfluous details in business letters.

6. The Complimentary Close

Generally business letters close with the following complimentary endings:

- (i) Yours faithfully
- (ii) Yours truly
- (iii) If a personal name is used in the salutation the complimentary close can be : Yours sincerely

7. Signature

A business letter requires your full signature with the name and designation coming just below it. For example:

Yours faithfully

(Signature)

S.K. Kapoor (write name again if sign is not clear)

General Manager

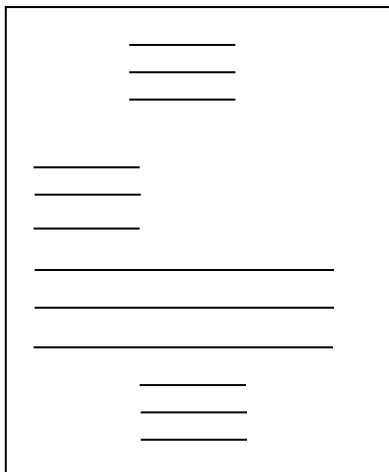
Form and Structure

By form and structure, we mean parts or elements. Business letters are different from other letters and therefore should contain all elements required for business letters. It is better to divide letter into sections and sub-sections with clear intentions. The usual formats of business letters are shown below.

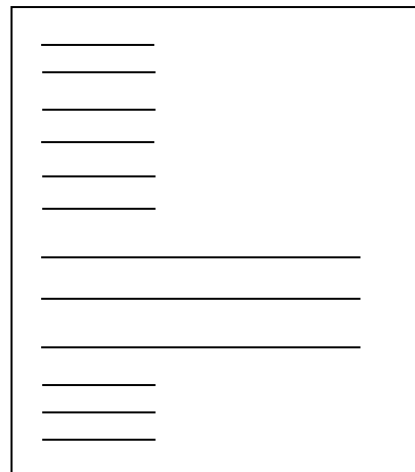
Styles

- 1. Business Letter Styles.** The following pictures show what a one page business letter should look like. There are three accepted styles. The horizontal lines represent lines of type.

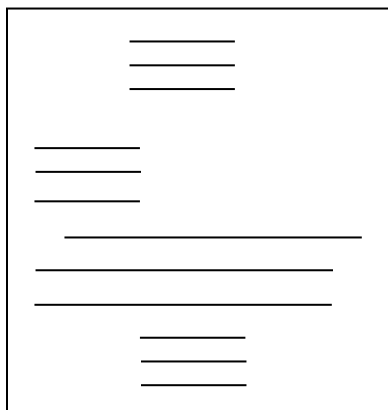
Modified Block Style



Full – Block Style



2. Semi –Block Style



The diagram illustrates the Semi-Block Style letter format within a rectangular box. It shows the following layout:

- Top right: Three horizontal lines for the sender's address.
- Top left: Three horizontal lines for the date.
- Middle left: Three horizontal lines for the receiver's address.
- Center: A long horizontal line for the subject line, followed by two more horizontal lines.
- Bottom center: Three horizontal lines for the signature.

Full-Block Business Letter Format

**CORPORATE LETTER HEAD INC
M.G. ROAD, ZONE 11
BHOPAL – 2**

Tele (0755) 326226 Fax (0755) 326227

corp@rediffmail.com

www.corpo.com

(Letter Date)

Receiver's address

(Address line 2)

(Address line 3)

Reference No :-

Subject : (usually bold, sometimes underlined)

Dear Mr./Mrs./Ms. (receiver's last name)

Body of the letter

Sincerely

(Name of the signatory)

(Title of the signatory)

(Reference Initials)

Enclosures (Numbers)

CC: - (Name receiving copy)

(Name receiving copy)

Note : Students are advised to follow almost the same format for writing Official Letters & Letters to the Edition

A. PLACING ORDERS

1. **You are Apoorva, Hostel Warden, Wisdom Public School, New Delhi. Write a letter to the Sales Manager of Bharat Electronics and Domestic Appliances Limited, New Delhi placing an order for a few fans, microwave ovens and geysers that you wish to purchase for the hostel specifying the details. Also ask for the discount permissible on the purchases.**

Answer

Hostel Warden
Wisdom Public School
New Delhi

20th May, 2008

The Sales Manager

Bharat Electronics and Domestic Appliances Limited
New Delhi

Sub: Order for fans, ovens and geysers

Sir

We want to place a bulk order for domestic appliances with your prestigious firm. We need all these appliances for the hostel of our school. Bharat Electronic is a market leader in domestic appliances. Being an institutional buyer we expect maximum discount permissible on the purchases. The appliances must be of top quality and in perfect condition and working order. We wish to purchases the following items with the required specifications.

S. No.	Particulars	Brand	Numbers
1.	Electric Fans 48"	Khaitan	48
2.	Electric Fans 56"	Khaitan	48
3.	Table Fans	Usha	24
4.	Microwave Ovens 25 kg.	Philips	06
5.	Microwave Ovens 50 kg.	Philips	06
6.	Geysers 20 kg.	Bajaj	50
7.	Geysers 35 kg.	Bajaj	20

Kindly send the appliances ordered before 10th June. We wish to install then before the school opens after the vacation.

Yours faithfully
Apoorva
Hostel Warden

- 2. You have placed an order for a few books with City Central Book Shop, No. 10 paharganj, Delhi. You have not received the books so far. Write a letter to the bookshop complaining about the non-compliance of your order.**

Answer

12 Pandara Road
New Delhi

20 February, 2008

The Sales Manager
City Central Book Shop
10 Paharganj
Delhi

Sub : Non-Compliance of order.

Sir

I placed an order for a few books with City Central Book Shop, Delhi. I regret to say that I have not received the books so far. This non-compliance of order has created a lot of anxiety in me.

Let me tell you that the books ordered are indispensable. They are standard books on Physics, Chemistry and Maths. I am an *aspirant* from I.I.T. I feel quite handicapped without these books. It has *adversely* affected my studies. Moreover, the examinations of the CBSE are approaching. I need to go through the textbooks. I hope you will appreciate my *predicament*. Please arrange for the dispatch of the books ordered at the earliest. Any more delay is unbearable. If I don't get the consignment within this week, the order stands cancelled. I hope you will not disappoint a regular customer of yours like me any more.

Your faithfully
Surekha

B. LETTERS OF ENQUIRY/ASKING FOR INFORMATION

3. *You are Seetha / Surya living in Bangalore. You and your friends are planning a week long holiday. You come across the following advertisement. Select a destination of your choice. Write a letter making necessary enquiries from the tour operator before you make your final decision.*

This winter fill your holidays with endless masti and thrill

We offer exciting domestic and international holiday packages

You decide and leave the rest to us.

1. Exotic Malaysia with Singapore and Star Cruise
10 nights/ 11 days
Rs. 54,000/-
2. Magical Singapore
5 nights/ 6 days
Rs. 14,999/-
3. Bangkok, Pattaya + Kul + Genting + Singapore
11 days
Rs. 32,999/-
4. Australia (Sydney, Coral Islands and CNS)
7 nights/ 8 days
Rs. 67,000/-
5. Best of Nepal
5 nights in a 5 Star Hotel
Rs. 7,999/-
6. Exotic Goa
3 nights/ 4 days
Rs. 3,333/-

For more details write to us or visit our website
w.w.w.sewanathholidays.com

Or write to us at :

Sewa Nath Worldwide Holidays, 123-A, Kailash Building,
Goverdhan Road, City Centre,
Malegaon.

Answer

18 Brigade Road
Bangalore

10 May, 2008

The Sales Manager
Sewa Nath Worldwide Holidays
123-A, Kailash Building
Goverdhan Road, City Centre
Malegaon
Sub: Details about 'Best of Nepal tour'

Sir

'Sewa Nath Worldwide Holidays' is well known for arranging domestic and international holiday packages. I and six of my friends are planning a week long holiday in Nepal. Kindly *furnish* the following necessary enquiries to us at the earliest.

Kindly *reveal* in detail all the places of historical and cultural importance that we shall visit during the tour. We would like to spend a day or two at the famous hill station Pokhara. Does your itinerary include Pokhara in it? Similarly, we would like to visit the Chitwan National Park. How long are we staying there? As per your advertisement, you are arranging our stay in 5 star hotels. Kindly name the hostels you would book for us in Kathmandu and Pokhara. We are strictly vegetarians. Will it be possible for you to provide vegetarian meals for us? Kindly mention all 'hidden' charges that you may charge over and above the sum *mentioned* by you in your advertisement. Furnish any other details regarding the proposed tour and oblige.

Yours truly

Seetha

4. ***You are John/Urmila, the Tour Incharge of Grant Public School, Agra. During the summer break, you are planning to organize a tour to a place of historical importance. Write a letter to The National Travel Agency, Agra enquiring about the charges, facilities and all the other necessary details.***

Answer

Grant Public School
Agra

20th June, 2008

The Manager
The National Travel Agency
Agra

Sub: Enquiring the charges and facilities

Sir

Grant Public School, Agra is planning to organize a tour to Fatehpur Sikri, the *abandoned* capital of Akbar. We are a group of two hundred and seventy students. Seven teachers and four peons will also accompany us. We plan to leave Agra for Fatehpur Sikri early in the morning of 25th June. You will arrange for the comfortable stay of students and teachers. We expect a reasonably clean and *affordable* accommodation in a good hotel. *Dormitories* for students can be managed. However, arrange for two separate rooms with attached baths for the teachers.

Kindly furnish the following details regarding the charges and facilities provided by you during our stay.

- 1 How will you accommodate 270 students?
- 2 Number of rooms and their total charges.
- 3 Arrangement of breakfast, lunch and dinner and the charges per head.
- 4 Air-conditioned luxury buses and their charges.
- 5 Any other information or *relevant* details regarding the tour.

Yours faithfully

John

Tour Incharge

C. BUSINESS COMPLAINTS

5. ***You are Nikhil/ Nisha staying at 53, Banjara Hills, Hyderabad. Last summer, you bought a colour television from the 'Clear Vision' of Hyderabad, with a warranty of 2 years. Now you discover that the picture gets blurred every now and then. Even the sound has become defective. Write a letter to the dealer complaining about the problem and requesting him to get the defect rectified. Also***

request him to replace it, if needed against the warranty that goes with it.

Answer

53 Banjara Hills
Hyderabad

December 10, 2008

M/s Clear Vision
Hyderabad

Sub : Replacement of the defective TV

Dear Sirs

I bought a colour TV, 51 cm. of Videocon brand 'Clear Vision' at Nampalli Market, Hyderabad. It was purchased with a warranty of 2 years. The TV has now become a great *irritant* in the house. It doesn't have a satisfactory reception. The picture gets blurred every now and then. Sometimes the images overlap one another. The impression is rather hazy and lacks depth and clarity. Even the sound system seems to be defective. The TV starts producing a *jarring* and *irritating* sound when the volume of the sound-system is increased. We have no other alternative than getting the defective TV replaced. It is well within the warranty period. I hope you will do the needful and will not *compel me* to knock the doors of the Consumer's Court for redress.

Yours faithfully
Nisha

6. ***You are Radha/ Anil of 162, Kakatya Nagar Hyderabad. Last week you bought an automatic 'VIP' Washing Machine from Modern Gadgets, Nampalli, Hyderabad. Now you find that the machine is not cleaning clothes properly and making an unbearable noise. Write a letter to the dealer complaining about the same and requesting him to change the washing machine at the earliest.***

Answer

162 Kakatya Nagar
Hyderabad

30th March, 2008

M/s Modern Gadgets
Nampalli

Hyderabad

Sub : Replacement of the Defective Washing Machine

Dear Sirs

I bought an automatic 'VIP' Washing Machine from your showroom at Nampalli last week. I *regret* to inform you that the machine has already given me a lot of trouble and inconvenience. It is not cleaning clothes properly. Moreover, it makes an unbearable noise while it works. I bought a 'VIP' with the hope that it would give me a trouble-free service for years. However, I am *constrained* to express my *resentment* at its unsatisfactory working.

Only after two reminders, you sent your service-engineer. But even that didn't help. The machine needs immediate replacement. Every 'VIP' guarantees a trouble-free service for two years. Therefore, I request you to replace the defective machine at the earliest and oblige.

Yours faithfully

Anil

D. LETTERS SENDING REPLIES AGAINST ORDERS/ ENQUIRIES

7. ***You are Akshay/ Aditi, Sales Manager of Bharat Sports Limited, Delhi. You have received a letter from the Sports Teacher of Wisdom Public School, Delhi, who placed an order on behalf of the school two months ago, expressing concern over the undue delay in the supply from your end. Write a suitable reply explaining the cause of undue delay and promising the delivery of the sports goods at the earliest.***

Answer

Sales Manager

Bharat Sports Limited

Delhi

20th March, 2008

The sports Teacher

Wisdom Public School

Delhi

Sub : Delay in the supply

Sir

Received your letter, dated 15th March, 2008. We are extremely sorry for the inordinate delay in the supply of sports goods to you. Now, the worst is over. We promise the delivery of sports goods ordered by you on 10.1.2008, at the earliest.

We appreciated your concern at the undue delay in executing the order. But the unavoidable turn of adverse circumstances kept our hands tied. We had some labour problem in the factory. We were trying our best to resolve it amicably. However, the works went on a lightning strike. We did our best to remove the deadlock but failed. They resumed work only a week ago. Now everything is normal. The sports goods ordered by you will be delivered within a week without any further delay.

I hope this unintentional lapse on our part will not sour good old relations. Thinking for bearing with us.

Yours faithfully

Akshay

E. CANCELLING ORDERS

8. ***You are Sales Manager of Diamond Shoes, New Delhi. You placed a bulk order with Messrs Rainbow shoes, Agra for the supply of shoes. The firm failed to execute the order inspite of your repeated reminders. Write a letter to Rainbow Shoes, Agra informing them that you have cancelled your order.***

Answer

DIAMOND SHOES

12, Azmal Khan Road, New Delhi

Telegram : Diamond Foot Wear

Tele : 2527845

Dated : 20 March, 2008

M/s Rainbow Shoes

Heeng Ki Mandi

Agra

Sub : Cancelling of order.

Dear Sirs

We have been your regular customers for a long time. We placed a bulk order for the supply of shoes of different kinds on 10th of Feb, 2008. However, we received no consignment even after the expiry of a month. We came to know that workers of your factory were on strike. You assured us that the order

would be executed within next 15 days. We *condoned* the delay keeping in view our previous good business relations.

We are *constrained* to inform you that the said order, be treated as cancelled. We needed the supply of shoes before the opening of schools for the next session in Delhi. The month of March is the peak season. We have the maximum sale of children shoes in this month. The season is already over. I hope the cancellation of the said order will not affect our *cordial* business relations in future.

Yours faithfully

Sohan Lal

Sales Manager

F. REPLYING TO ENQUIRIES

9. ***You are Ajay/ Meena, Sales Manager Kohinoor Tours and Travels, New Delhi. Send a reply to the cultural Secretary. Hansraj Public School, New Delhi informing him about the terms for conducted tours by your deluxe buses.***

Answer

KOHINOOR TOUR AND TRAVELS

12, Sarojini Nagar Market, New Delhi

Phones : 24282032, 24282033

Ref.....

Dated : 20 March, 2008

Cultural Secretary
Hansraj Public School
Shalimar Bagh

Sub : Sending replies to enquires.

Dear Sir

Thanks you very much for showing your interest in Kohinoor Tours and Travels. We hope that our *exclusive* and competitive rates will receives your approval and patronage.

A gew words about our Deluxe Coaches. Kohinoor Travels have the most ultra-modern and high- tech fleet of deluxe coaches available in India. We provide 2 X 2 air-conditioned luxury buses. Each bus is equipped with the most *sophisticated* music system and a colour TV. We provide a professionally trained guide to each bus.

Our Package tours are simply the cheapest and most comfortable. They include air/ fares, accommodation in 3 star hostels, entry tickets, local travels and all meals.

The three-day package tour to Agra and Fatehpur Sikri costs Rs. 2,500 per person. We provide 10% discount to educational institutions. Among others, the itinerary includes : the Taj, the fort and the three days. Entry tickets, guide-service and other *incidental* expenses will be met only by us. We don't have any hidden coasts to trouble our elients.

Looking forward to extending our hospitality.

Yors faithfully

Ajay

Sales Secretary

G. GIVING INFORMATION

10. ***M.L. Saxena, Personnel Officer, Hind Tools Company, Bombay writes a letter Mr. L.M. Gupta, to the owner of a commercial complex at Central Market, Andheri for a branch office. Write a letter on behalf of Mr. L.M. Gupta offering an accommodation in the commercial complex. Invent the necessary details regarding the terms and conditions required in the deal.***

Answer

PAWAN PLAZA

12, Central Market, Andheri

Tel.

Ref. No.....

Dated : March 20, 2008

M.L. Saxena

Personal Officer

Hind Tools Company

Bombay

Sub : Terms and conditions for renting the accommodation

Sir

Received your letter on 10th March, 2008. You are in search of a *suitable* accommodation in the Central Market, Andheri. You want to open a new branch office here. We want to inform you that we can meet your requirements. We can let out a portion in our commercial complex, Pawan Plaza. It is situated in the heart of the Central market, Andheri. We can let out a big hall (35' X 20')

with adjoining rooms 15' X 11' each. We can provide you an interconnected toilet and *pantry*. Our terms and conditions are as given below.

- (i) Rent of Rs. 25000 pm to be paid by 10th of every month.
- (ii) A *security* of 3 lakhs (refundable).
- (iii) Electricity and water bills to be paid regularly every month.
- (iv) No *renovation* or alteration of the building without the prior permission of the owner.
- (v) Rental agreement will lapse after five years.

Please contact us within ten days in case our terms and conditions are acceptable to you.

Yours faithfully
L.M.. Gupta

III. OFFICIAL LETTERS

Official letters and official correspondence are indispensable part of our social and civic life. These letters are written to various public or civil servants who generally head their respective departments, sections, branches or zones.

Official Letters can be broadly divided into the following categories:

1. Letters Written to Officials Regarding

CIVIC AMENITIES like Sanitation, Health & Hygiene, Roads, Electricity, Pollution of water, air and noise etc.

2. Police / Law and Order

Against Lawlessness like riots, quarrels, breakdown of law and order, eve-teasing, drinking brawls, gambling and other social evils.

3. Departmental Letters

Letters regarding posting, transfers etc. are not prescribed in your course of study.

LETTERS TO GOVT./SEMI-GOVT.OFFICERS

A. TO POLICE OFFICERS

11. *Imagine that you are a resident of Alipur, Outer Delhi. After reading a write-up about the day-light robbery and murder in the town, writing a letter to the Superintendent of Police expressing your strong views against the lawlessness that is prevailing in your area. Using ideas from the write up, together with your own ideas, complete this letter in your own words.*

The New Age News Serive

Alipur (Delhi), 10 Sept. 2008. A daring robbery took place at 10.30 a.m. in the Laxmi Bank of Commerce at Alipur. In an exchange of fire between the security guard and the robbers, and young lady was killed on the spot. This is the fourth bank robbery in Alipur within a year. Drinking and gambling at public places and eve teasing have become a common feature of its cultural life. The helpless residents have lost faith in the local police. A delegation of senior citizens met the Chief Minister yesterday and apprised her of the lawlessness and 'Vandalism' prevailing in the area.

Or

Write a letter to the S.H.O. Central Market, Jaipur complaining about bad law and order situation in your area.

Answer

26-L Main Bazaar
Alipur
Delhi

14 September, 2008

The Superintendent of Police
Alipur Block
Delhi

Subject : Complete Lawlessness and 'Vandalism' in Alipur.

Sir

Robberies and murders have become a part and parcel of Alipur town. The recent broad day-light robbery and murder have sent shock waves among all the peace loving citizens of Alipur.

The bank robbery took place at 10.30 a.m, in the heart of the town. It is *at a stone's throw* from the police station. It speaks volumes of *inefficiency* of the local police in maintaining law and order. Three youngmen armed with *sophisticated* weapons entered the bank. One of them led the manager to the Bank's chest. The two others *herded* all the employees in the strongroom. They started firing in the air. The security guard fired at the robbers. A young lady, got trapped in a volley of shots. She was killed on the spot.

I hope the local police will evolve a comprehensive strategy to crush lawlessness in the area. Only sincere efforts of the police can restore confidence among the residents.

Yours faithfully
Ram Swarup

12. ***You are Lovely Christina of Green Acres, Kochi, Ernakulam. Write a letter to the Police Commissioner, Erankulam, complaining to him about the illegal constructions of some new shops and encroachments of the greenbelt area left for an 'Entertainment Zone' and a park. Request him to take immediate steps to get the area vacated by the greedy encroachers.***

Answer

471-A Green Acres
P.O. Kochi
Ernakulam
Kerala-682021

20th September, 2008

The police commissioner
Police Lines
Ernakulam

Sub : Illegal Constructions on the Green Belt

Sir

Illegal constructions and *encroachments* on green belts go together. Public parks, have become soft targets. Such illegal activities have played havoc with the beautiful landscape and environment of a place like Kochi, Eranakulam.

A vast stretch of green belt was left for an 'Entertainment Zone' and a public park. Unfortunately, no steps were taken to develop that 'Entertainment Zone'. The public park didn't get the required care and attention either. Some land facing the Ring Road in Block B has been encroached upon by the residents. They have extended their kitchen-gardens right into the public land. Even the open space left for the public park in Block C had become an easy *prey* to open *plunder*.

I request you on behalf of the residents of Green Acres to *demolish* these encroachments. You must take *exemplary* action against the plunders of the public land.

Yours faithfully

Lovely Christina

B. COMPLAINTS

13. ***You are Ravi Pillai, resident of East Fort Road, Trivandrum. You are shocked and dismayed at the rude and uncultured behavior of KSTC Roadways bus conductors in general and, especially, of the conductors on route no. 25, from the Railway Road to the Fort Road. Using information given in the input below, together with your own ideas, write a letter to the General Manager, Kerala State Transport Corporation complaining to him about the indecent and rude behavior of the bus conductors.***

Answer

14/6 East Fort Road
Trivandrum

September 28, 2008

The General Manager
Kerala State Transport Corporation
Trivandrum

Sub : Indecent and Rude Behaviour of Conductors

Sir

With great *dismay* I want to draw your kind attention towards to indecent and rude behavior of the KSTC bus conductors. They misbehave with the passengers in general and women in particular. They have developed a working culture and style which is *repelling* to sensitive and refined persons. They consider that all the passengers are liars and cheats.

Women and young girls are the special *target* of their indecency and *vulgarity*. An incident may describe the *ethics* and working culture of the bus conductors. I lodged a complaint to the conductor of bus no. 25. A male passenger was occupying a seat reserved for ladies. I expected him to help me in getting that seat. I was shocked and surprised. Instead of helping me in this matter, he passed unwanted and indecent remarks regarding my dress. I felt completely demoralized, helpless and humiliated.

Before sending the bus conductors onto their job, the KSTC should give them a through training in good manners, decency and courtesy.

Yours faithfully
Ravi Pillai

14. **You are John/Urmilla, Staff Secretary, Grants Public School, Agra. The State Transport bus which is plying on your route at 8 am, has become irregular, putting a large number of students and office-goers in great difficult. Write a letter to bus Depot Incharge complaining about it and requesting him to send the bus regularly.**

Answer

GRANTS PUBLIC SCHOOL
Raja Ki Mandi, Agra
Phone :

Dated: March 20, 2008

The Manager
Raja Ki Mandi Depot
The State Transport
Agra

Sub : Irregular service of 8 am state transport bus.

Sir

The students of Grants Public School are facing a lot of *inconvenience* these days. There is shortage of state transport buses on this route. This shortage is felt more *acutely* in the morning hours. The 8 O' clock state transport bus is usually late. Moreover, it does not stop at Grants Public School. The *erratic* bus service has put a large number of teachers and students in great difficulty. They are often late for school.

Most of the students come from low income groups. They can't afford to travel by private vehicles or taxies. The only solution lies in increasing the number of buses in the morning. The State Roadways can hire some private buses and use them during the peak hours. Moreover, the 8 am state transport bus must run strictly according to its fixed schedule.

Yours faithfully

Urmilla

Staff Secretary

15. ***You are Shilpi Datta Ray of Chittranjan Park, Bokaro, Jharkhand. Using the information given below in the inset, together with your own ideas, write a letter to the Health Minister, Jharkhand complaining to him about the lack of facilities and malfunctioning of the Government Hospital in your area.***

Govt. Hospital in a bad state – wards dirty – drugs not available – poor facility for cat – scanning and surgery –n poor quality of food – non-cooperative doctors and nurses

Answer

14 Chittranjan Park

Qr. No. 3226

B.S. City, Bokaro

Jharkhand

20 September, 2008

The Health Minister

Jharkhand State

Ranchi

Sub : Inadequate and Poor Facilities I the Govt. Hospital.

Sir

I want to draw your attention towards the general decay and *deterioration* prevailing the Govt. Hospital, Bokaro. In fact, there is a regin of dirt and decay in the wards. Cleanliness is the last thing that attracts the attention of the authorities.

The toilets and bathrooms stink. The floors are rarely cleaned. Bedsheets remain unchanged for weeks together.

The non-availability of life saving drugs puts the poor to trouble. Poor patients have to buy them form the market.

The doctors and nurses are insensitive and indifferent to the patients. Corruption, *misappropriation* and mis-management go together. I request you to look into the matter personally. Set things right so that further decay and degeneration can be arrested and avoided at the earliest.

Yours faithfully
Shilpi Datta Ray

STUDENT ACTIVITY

1. What is Letter? Why do we need it?

2. Point out the main features of a good letters.

REVIEW QUESTIONS

Personal Letter

1. You are Sunanda/Sunith of Hyderabad. You promised your friend Ram a visit during the Dussehra vacation, but due to certain unforeseen circumstances, you have to postpone your trip to December. Write a letter to your friend explaining the circumstances.
2. You planned to attend the marriage of your friend's sister at Ontikoppal, Mysore. But due to certain reasons, you were not in a position to attend the marriage. Write a letter of regret to your friend, Sarathy. You are Sumeet/Suniti, No. 15, Vasant Vihar, Delhi.
3. As a Librarian, write to a bookshop ordering four English books that you urgently require for your library.

Business Letter

4. As the Manager of Cricket-Club of your town you had purchased some cricket equipment. Some of the articles have been found defective. Write a letter to the firm that made the supplies, asking them to replace these defective articles or refund their cost.
5. The other day you bought a pair of shoes from the Liberty Shoe House, Hazrat Ganj, Lucknow. On unpacking them you found to your surprise that both the shoes are meant for your left foot. Now write a letter of complaint to the Manager of the Shoe house asking for replacement at their cost. Sign yourself as XYZ.

Official Letter

6. You are Manager Lal Sharma, the Sarpanch of your village, Hollambi Kalan, Delhi. Write a letter to the Health Minister, Delhi State, requesting him to set up a dispensary in your village.
7. You are Shashi Mehta, leader of the N.S.S. unit of St. Thomas Public School, Kolam, Kerala. Write a letter to the director, Adult Education, Kerala requesting him to help you in organizing an Adult Literacy programme in your school.

8. Write a letter to the General Manager, Mahanagar Telephone Nigam complaining about the unsatisfactory working of your telephone.
9. You are Puran Mal Chaudhary of Burari Village, Delhi. Write a letter to the Chairman, Delhi Transport Services, complaining to him about the poor bus-service in your locality.
10. You are Bir Singh of Shashtri Nagar, Kanpur. Write a letter to the Councillor, Municipal Corporation of your area inviting his attention to the inadequate civic amenities in your colony.

SECTION – B

1

TENSES

LEARNING OBJECTIVES

- Present Tense
- Past Tense
- Future Tense
- Sequence of Tense

Tenses refer to the time of an action – Present, Past and Future. Tense is that form of the verb which shows the time and the state of an action or an event.

There are three tenses Present, Past and Future. Each Tense has four forms.

TENSE FORMS

PRESENT	PAST	FUTURE
1. Simple Present	1. Simple Past	1. Simple Future
2. Present continuous (Progressive)	2. Past Continuous (Progressive)	2. Future continuous (Progressive)
3. Present Perfect	3. Past Perfect	3. Future Perfect
4. Present Perfect Continuous	4. Past Perfect Continuous	4. Future Perfect Continuous

I. PRESENT TENSE

Simple Present Tense

The Simple Present Tense uses the infinitive form of a ver.

Examples:

I **sing** a song.

We **sing** a song.

They **sing** a song.

You **sing** a song.

BUT

He sing + s (sings) a song.

She sing + s (sings) a song.

So we see that the verb is used in the original form with
the first person singular (I),
the first person plural (We),
the second person singular + plural (You)
the third person plural (They)

But we add either **s** or **es** with the original form of the verb (sing + s = sings) when the subject is the third person singular (He, She, It).

You go but *He goes* (go + es).

They start but *It starts* (start + s).

Simple Present Tense is used for the following purposes:

1. To express habitual action
He *gets* up early in the morning.
2. To express likes, preference and dislikes
They *like* to dance.
3. To introduce quotations
Wordsworth *says*, "I love Nature".
4. To express a planned future action
The cinema *starts* at 3 o'clock in the evening.
5. With exclamatory sentences starting with here and there
Here *comes* the bus!

- **Present Continuous (Progressive) Tense**

The Present Continuous Tense is formed with the auxiliary verb *be* + the *Present Participle* (*verb + ing*). It is used for the following purposes.

1. For the action happening at the time of speaking
He *is reading* a book.
2. For an action which may not be happening at the time of speaking
I *am writing* a novel (but I am not writing at this moment).
3. For a planned future action
I *am leaving* for New York tonight.

The Present Continuous is not normally used with the following verbs” see, hear, smell notice, appear, seem, want, agree, mean, mind, trust, taste, posses.

Wrong

I *am wanting* tea

Right

I *want* tea.

- **Present Perfect Tense**

The Present Perfect Tense is formed with *has/have* + the *Past Participle*. It is used

1. To express an action recently completed.
He *has just finished* his work.
2. To express past action without a definite time.
I *have read* the paper.
3. To express an action that started in the past and is continuous in the present.
She *has lived* in Mumbai all her life.

- **Present Perfect Continuous**

The Present Perfect Continuous Tense is formed with *has been / have been* + the *Present Participle*. It is used to express an action that started in the past and is continuous in the present.

My son *has been playing* cricket since morning.

Note: (In the Perfect Continuous Tense (Present, Past and Future), we use **since** and **for**).

Since is used to indicate the starting point of the time of the action.

For is used to indicate the exact period of time.

He *has been playing* **since** morning.

But

He *has been playing* **for** three hours.

II. PAST TENSE

- **Simple Past Tense**

Simple Past Tense is formed by using the second form of the verb. It is used

1. To express an action completed in the past at a definite time.
He *went* to Mumbai last night.
2. To express a past habit.
She always *worked* hard.
3. To express an action that occupied a period of time.
He *sang* in the concert for two hours.

- **Past Continuous (Progressive) Tense**

The Past continuous Tense is formed with auxiliary *be* (Past form) + *the Present Participle*. It is used

1. To express a continuous action in the past
He *was watching* T.V.
2. To express a persistent habit in the past
He *was always helping* others.

- **Past Perfect**

The Past Perfect Tense is formed with the auxiliary *had* + *the Past Participle*. It is used

1. To express complete action in the past.
He *had written* a letter to his mother.
2. In the complex sentences, Simple Past is used in one clause and Past Perfect is used in the other clause.

I *had finished* my homework before my friend came.

- **Past Perfect Continuous**

The Past Perfect continuous Tense is formed with the auxiliary *had + been + the Present Participle*. It is used

1. To express an action that began before a certain point in the past and continued up to that point.

They *had been playing* cricket since morning.

III. FUTURE TENSE

- **Simple Future Tense**

The Simple Tense is formed with *will/ shall + infinitive*. It is used

1. To express simple action in the future.
John will also come in my birthday party.
2. To express the things which we cannot control.
The monsoon *will come* within ten days.

- **Future Continuous Tense**

The Future Continuous Tense is formed by using *will/ shall + be + Present Participle*. It is used to

1. Express action which will be in progress at a time in future.
I shall be coming to your house in the evening.
2. Express the action in future which is already planned.
The college *will be closing* for summer vacation on 9th of June.

- **Future Perfect Tense**

The Future Perfect Tense is formed with the auxiliary *shall/ will + have + the Past Participle*. It is used to

1. Express the actions that will be completed by a certain future time.
I shall have completed my work by then.

- **Future Perfect Continuous**

The Future Perfect Continuous Tense uses the auxiliary *shall have been / will have been + Present Participle*.

David *will have been training* the cadets for seven years next month.

The following charts show the use of different forms of the three Tenses in Assertive, Negative and Interrogative sentences.

Present Tense

<i>Sentences</i>	<i>Simple</i>	<i>Continuous</i>	<i>Perfect</i>	<i>Present Continuous</i>
Assertive	I sing a song.	I am singing a song	I have sung a song.	I have been singing a song for one hour.
Negative	I do not sing a song.	I am not singing a song.	I have not sung a song.	I have not been singing a song for one hour.
Interrogative	Do I sing a song?	Am I singing a song?	Have I sung a song?	Have I not been singing a song for one hour? (used with condition)

Past Tense

<i>Sentences</i>	<i>Simple</i>	<i>Continuous</i>	<i>Perfect</i>	<i>Present Continuous</i>
Assertive	He went to the college.	He was going to the college.	He had gone to the college.	He had been going to the college since last year.
Negative	He did not go to the college.	He was not going to the college	He had not gone to the college	He had not been going to the college since last year.

Interrogative	Did he go to the college?	Was he going to the college?	Had he gone to the college?	Used with condition.
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Future Tense

<i>Sentences</i>	<i>Simple</i>	<i>Continuous</i>	<i>Perfect</i>	<i>Present Continuous</i>
Assertive	He will write a letter.	He will be writing a letter.	He will have written a letter.	He will have been writing a letter for ten minutes now.
Negative	He will not write a letter.	He will not be writing a letter.	He will have not written a letter.	I think he will not have been writing a letter since morning. (Used with condition)
Interrogative	Will he write a letter?	Will he not be writing a letter?	Will he not have written a letter? (used with condition)n	Used with conditional sentence.

SEQUENCE OF TENSES

When a sentence has more than one verb, the relation between the tenses of the verb is called the **Sequence of Tenses**. The time frame of the predicate in subordinate clause is entirely dependent on the time frame of the action in the principal clause.

The sequence of Tenses is regulated by the following rules:

1. A Past Tense in the principal clause is followed by a Past Tense in the subordinate clause.

David had been working hard on the assignment because he wanted to submit it on time.

Notes. (a) A Past Tense in the principal clause is followed by a Present Tense in the subordinate clause if it is expressing a universal truth.

Galileo proved that the earth moves round the sun.

(b) When the subordinate clause is introduced by **than**, any tense can be followed by any tense.

He had always loved his servant more than he loves his own children.

(c) If the principal clause is in the Present or Future Tense, it may be followed by any Tense required by the sense.

He says that he likes you.

He says that he will like you.

He says that he liked you.

He will say that he likes you.

2. If the conjunction introducing the subordinate clause is **lest**, it is always followed by **should**.

He is driving fast lest he should miss the train.

3. If a subordinate clause is introduced by 'as though' or 'as if', the Simple Past Tense is generally used to indicate present time and the Past Perfect Tense is used to express past time.

David behaves as if he were the Prime Minister.

David behaved as if he had been the Prime Minister.

John eats as though he were a king.

John ate as though he had been a king.

STUDENT ACTIVITY

1. What is Tense? What are its types?

2. Discuss sequence of Tense with example?

REVIEW QUESTIONS

I. Identify the form of the Tense used in the following sentences :

1. He is waiting for you in the classroom. (Present Continuous)
2. Mother loves her child.
3. He has already finished his work.
4. We shall go abroad next year.
5. I sat in the front row.
6. I shall have been writing for half an hour when this lesson ends.
7. He smokes ten cigarettes a day which is a bad habit.
8. The earth revolves round the sun.
9. While I was going home last night, I saw a dreadful accident.
10. I was walking the dog this morning.

II. Choose the correct form of the verb given in the brackets:

1. I (realise) that I (take) the wrong decision.
2. If Divya (lose) her pen, mother (buy) her another one.
3. She (work) since morning. That is why she (look) so tired.
4. Be careful.! The chair you (sit) has a broken leg.
5. When my cousin's train (arrive) we (go) to meet him.
6. I (think) that Policeman (watch) you.
7. The principle (promise) that they (be) a holiday. It (be) on Friday.
8. Ever since I first (see) your bicycle, I (want) one just like it.
9. Since you (go) away, you (write) once.
10. He (write) the letter yet.
11. The boy (cross) the road when the car (hit) him.
12. I (finish) my homework before dinner time.
13. The train (leave) an hour ago.
14. He (reach) the home before the storm (come).
15. I (read) Shakespeare for the last six days.
16. While the Principal (speak), one of the boys (faint)

17. I (rest) after I (finish) my work.
18. He (go) to Mumbai last week.
19. He (believe) in God,
20. My father (read) the newspaper.
21. Every passenger (carry) the luggage.
22. Five and five (make) then.
23. The Kettle (boil) when she (come) into room.
24. By this time tomorrow I (reach) Bhopal.
25. One cool evening I (decide) to go for a walk.

III. Fill in the blanks with the suitable form of verbs, given in the brackets:

1. I a letter to my cousin last week. (not write)
2. The college for autumn break. (close)
3. She..... French for two years. (study)
4. The little girl..... because her friend..... Her a joke.(laugh, told)
5. My son..... hard. (not work)
6. As the aeroplane one of the engine (take off, fail)
7. A good students always hard but the bad ones idle or And waste their time. (work, sit, gossip).
8. I to read the fiction, but my sister it . (like)
9. your father..... For a walk every morning? (do, go)
10. Please let me have the book, when you it. (finish)
11. We At this problem for two hours but we still the answer. (work, find)
12. The wedding At the church on the next Sunday. (take place)
13. The fire..... to the next shop before the fireman (spread, arrive)
14. Our team vigorously but they..... Yet. (attack, score)
15. I hope The job soon. (get)

16. Since you the money, I the bill for your shirt. (be, pay)
17. Our guests..... at any time from now. (arrive)
18. I on the project tomorrow, (work).
19. He since he was eighteen and fortunately and accident. (drive, be)
20. She to see the doctor since she well lately. (go, feel)

IV. Correct the following sentences:

1. My father go for walk daily.
2. By the time we arrive, they had gone.
3. The minister is speaking for an hour now.
4. She do not know the way to the station.
5. Did you worked hard for your coming examination?
6. I wrote two letters while you have been dozing in the chair.
7. My father buying me sweets whenever he came from Mumbai.
8. As Alok is running down the corridor, to his dismay he bumped into the principal.
9. It was reported that the police captures the culprit.
10. There is a flood soon because it was raining so hard for the last two hours.

V. Fill in the blanks with a suitable verb/auxiliary keeping in mind the sequence of Tenses :

1. A road was made so that the traffic load be avoided.
2. He said that he pass the examination.
3. He requested that we Give him some loan.
4. He said that he do it.
5. I heard that there a disturbance in the city.
6. He admitted that he mistaken.
7. He said that children naughty.
8. Even if he says sorry, I not forgive him.

9. He walked so slow that he not catch the train.
10. Unless he works hard, he not succeed.
11. John behaves as though he mad.
12. She walks as if the road to her.
13. He works day and night so that he feed his children.
14. The daughter asked her mother if the dinner..... ready.
15. The teaches told the students that they..... Right.
16. He finished his work late though he Started it early.
17. Whenever I meet my sisters, I of my childhood days.
18. The children made such a noise that the writer not concentrate.
19. John ate whatever he find in the kitchen.
20. When the sun rises, he for walk.

SECTION – B

2

NARRATION

LEARNING OBJECTIVES

- Direct and Indirect Speech
- Rules for Changing Direct Narration into Indirect Narration

DIRECT AND INDIRECT SPEECH

We often have to report about what people say or think. In order to do so we can either use **Direct** or **Quoted** speech, or **Indirect** or **Reported** speech.

In Direct or Quoted speech, the exact words of the original speaker are given and are indicated by the quotation marks.

Example :

She said to her mother, “I am going to my college”. –Direct Speech

In **Indirect** or **Reported Speech**, the exact meaning of the speaker’s words is given, but the exact words are not directly quoted.

Example :

She said to her mother that she was going to her college. –Indirect Speech

In order to understand the rules for changing **Direct Speech** into **Indirect Speech**, we will have to break the sentence into two parts – **Reporting Verb** and **Reported Speech** or Quoted Speech.

Example:

Reporting Verb. She said to her mother.

Reported Speech. She was going to her college.

RULES FOR CHANGING DIRECT NARRATION INTO INDIRECT NARRATION

1. The conjunction **that** is used before the Indirect Statement.
2. The Quotation marks are omitted in the Reported Speech.
3. If the Reporting Verb is in the Present or Future Tense, the tense of the verb in the Reported speech does not change.

Example :

Direct : He says, "I am doing my homework."

Indirect : He says that he is doing his homework.

Direct : My mother will say, "I am not feeling well."

Indirect : My mother will say that she is not feeling well.

4. If the Reporting Verb is in the past tense, the tense of the verb in the Reported Speech is changed into the suitable past tense. The change into the past tense may be done according to the following format:

Direct Speech	Indirect Speech
<i>Simple Present</i> He said, " I go to college everyday.	<i>Simple Past</i> He said that he went to college everyday.
<i>Simple Past</i> He said, " I went to college yesterday.	<i>Past Perfect</i> He said that he had gone to college the previous day.
<i>Present Perfect</i> He said, "I have completed my work".	<i>Past Perfect</i> He said that he had completed his work.
<i>Present continuous</i> My mother said, "I am cooking the food".	<i>Past Continuous</i> My mother said that she was cooking the food.
<i>Present Perfect Continuous</i>	<i>Past Perfect Continuous</i>

My mother said, "I have been cooking the food".	My mother said that she had been cooking the food.
<i>Can/ May/ Shall/ Will</i> The teacher said to the students, "You can go to play". I said to my friend, "I may help you". He said, "I will not wait for you".	<i>Could/ Might/ Should/ Would</i> The teacher told the students that they could go to play. I told my friend that I might help him. He said that he would not wait for me.

The Past Perfect Tense does not change in the Reported speech as there is no verb form further back in time.

Example :

He said, "I had never smoked".	- Direct Speech
He said that he had never smoked.	- Indirect Speech

5. The tenses in the Reported Speech may not change if the statement is still relevant or if it is still there or if it is a universal truth.

The teacher said, "The earth is round".	- Direct
The teacher said that the earth is round.	- Indirect
I said, "I go for walk daily".	-Direct
I said that I go for walk daily.	- Indirect

6. There is no change in :

Could, would, should, might and ought to.

7. Personal pronouns need to be changed according to the situation. Pronouns and Possessive Adjectives of the First and Second Persons in Direct Speech are changed into third Person in Indirect Speech.

Direct

I, You, We
My, Your (singular)
Our, Your (plural)

Indirect

He, She, They
His, Her
Their

Note: In changing the pronouns the relations with the reporter and his listener should be kept in mind.

8. Interrogative Sentences

When a Yes/No question is being asked in Direct speech, then a construction with 'If' or 'Whether' is used. If the question begins with an Interrogative Pronoun or an Interrogative Adverb, such as what, which, when, whose, who, where, how, why, the same word is used in the Indirect speech to introduce the words spoken by the speaker. The Interrogative form is into the Assertive form. The Reporting Verb is changed into asked, demanded, enquired etc.

Examples :

1. He said to me, "Are you joining the Party"?
He asked me if I was joining the Party.
2. The teacher said to John, "Why are you talking"?
The teacher asked John why he was talking.

9. Imperative Sentences

In changing an Imperative sentence from Direct to Indirect, the Reporting verb is changed into a verb expressing a command, advice or request. The Imperative Mood is changed into the Infinitive. 'To' is placed before the imperative. In the sentences expressing proposals or suggestions, we may use 'should' and change the Reporting verb to propose or suggest.

- a) The mother told the child, "Don't do that again"
The mother ordered the child not to do that again.
- b) He said to me, "Let us go to the picnic".
He proposed that we should go to the picnic.

10. Exclamatory Sentences

In Exclamatory sentences, the Reporting verb 'say' or 'tell' is changed into the verbs expressing exclamation or wish like exclaim, cry out, wish, pray, confess, etc. The Exclamatory form is changed into the statement form. The note of Exclamation is replaced by a full stop.

Example :

Kapil Dev shouted, "Hurrah ! We have won the match".
Kapil Dev Shouted with joy that they had won the match.

11. There are some other Reporting verbs which can be used apart from said, told, asked. They include :

accused, admitted, advised, agreed, apologized, begged, boasted, complained, denied, explained, invited, offered, promised, replied, suggested, thought.

12. Time and Place References

The expression of time and place in a Reported sentence must fit in with the time and place of Reporting. Thus the following changes may take place.

Direct

Now
Today
Here
This
These
This week
Tomorrow

Next week

Yesterday
Last week
Ago

Two weeks ago
Tonight
Today

Indirect

Then
That day
There
That
Those
That week
The following day
The next day
The day after

The following week
The week after

The previous day
The previous week
Previously
Before

Two weeks before
That night
That day

EXAMPLES

Study the following examples and carefully note the changes made while turning direct speech into indirect speech :

1. *Direct* : John said, "We had a wonderful time at Mary's party".
Indirect : John said that they had a wonderful time at Mary's party.
2. *Direct* : She said, "I am watching the T.V. serial".

- Indirect* : She said that she was watching the T.V. serial.
3. *Direct* : Lucky said, "My father takes me to the school everyday".
- Indirect* : Lucky said that her father takes me to the school everyday.
4. *Direct* : "Don't make so much noise", he says.
- Indirect* : He asks us not to make so much noise.
5. *Direct* : "I cannot drive them home", he said.
- Indirect* : He said that he could not drive them home.
6. *Direct* : Tom says, "We have a National Park here".
- Indirect* : Tom says that they have a National Park here".
7. *Direct* : She said, "I do not have your watch".
- Indirect* : She said that she did not have my watch.
8. *Direct* : He said, "I will have finished this paper by tomorrow."
- Indirect* : He said that he would have finished that paper by the next day.
9. *Direct* : "Where have you been?" the mother asked her daughter.
- Indirect* : The mother enquired of her daughter where she had been.
10. *Direct* : "Are you going to the cinema", she asked me.
- Indirect* : She enquired of me if I was going to the cinema.
11. *Direct* : "Be patient", she said to him.
- Indirect* : She advised him to be patient.
12. *Direct* : The receptionist said, "Fill in the form, sir".
- Indirect* : The receptionist asked the guest to fill in the form.
13. *Direct* : "Don't repair the computer yourself", she warned him.
- Indirect* : She warned him not to repair the computer himself.
14. *Direct* : "John, stop smoking", she said.
- Indirect* : She told John to stop smoking.
15. *Direct* : The stuntman told the audience, "Don't try this at home".
- Indirect* : The stuntman advised the audience not to try that at home.
16. *Direct* : "I never make mistakes", he said.
- Indirect* : He told that he never makes mistakes.

17. *Direct* : She says, :Peter, do you prefer tea or coffee?
Indirect : She asks Peter if he prefers tea or coffee?
18. *Direct* : The child said, "I want my cricket bat".
Indirect : the child told that he wanted his cricket bat.
19. *Direct* : She said to me, "I don't believe you".
Indirect : She told me that she did not believe me.
20. *Direct* : "I saw her the day before yesterday", he said.
Indirect : He said that he had seen her two days before.
21. *Direct* : He has just said, "My master is writing the letters".
Indirect : He has just that his master is writing the letters.
22. *Direct* : He says, "I have passed the examination".
Indirect : He says that he has passed the examination.
23. *Direct* : John says, "I will never get married".
Indirect : John says that he will never get married.
24. *Direct* : The mother will say, "I am not feeling well.
Indirect : The mother will say that she is not feeling well.
25. *Direct* : "I'll do it tomorrow", she promised.
Indirect : She promised that she would do that next day.

STUDENT ACTIVITY

1. What do you understand by Narration?

2. What are the types of Narration? Discuss with examples.

REVIEW QUESTIONS

I. Report the following sentences in Indirect Speech :

1. John said, "I saw the accident at the corner of M.G. Road."
2. "Do you like fish, Sheila?" She asked.
3. The teacher told the students, "You will not succeed if you neglect your studies".
4. "What are you going to do tomorrow ?", she asked me.
5. Mother told the doctor, "He always feels cold".
6. The tailor said, "I have stitched your dress".
7. He asked her, "Can you spare me a minute ?"
8. I asked mother, "How much did this book cost ?"
9. The teacher said, "Do your best in your examination".
10. Tom said, "I think it's going to rain today".
11. "I've already had lunch," he said.
12. The mother said to her daughter, "Do you need any help ?"
13. She said to her son, "Don't lose the money".
14. The students told the teacher, "We will work hard".
15. Mandira Bedi shouted, "Hurrah ! we have won the match".
16. She said to her friend, " I forget to write the assignment for you".
17. The teacher said, "The sky is blue".
18. The father said to the son, "I take egg in the breakfast everyday".
19. She said, "I have been teaching English for seven years".
20. "Don't try to be clever, John, just tell the truth", said Mary.
21. "When will you submit your notes, Hemant ?" I asked.
22. The captain said, "You cannot play the match. You are not feeling well. Go to the doctor and take some medicine".
23. The farmer said, "The floods destroyed most of the wheat".
24. The boy said, "Kindly allow me to participate in the play. I will work hard and learn my lines".

25. The producer said, “Well, you can participate in the play, but come on time and work very hard”.

II. Report the following sentences in Direct Speech :

1. He said that he might go to cinema.
2. She asked me how long I had worked there.
3. She said she teaches English online.
4. Surbhi told me that she'd never been to Mumbai.
5. He invited me to the party.
6. He told me that he lived in Bhopal.
7. The teacher told the students that there were many prizes for the winners.
8. Jack said that his wife had gone with him to the theatre.
9. She asked me if I wanted to come with her.
10. The master ordered the servant to open the window.
11. My friend asked me where I had gone the previous weekend.
12. He said he was going to find a new job.
13. She enquired of him where he had spent his money.
14. She advised John to be careful.
15. She cried with sorrow that she failed in the interview.

SECTION – B

3

PUNCTUATION

LEARNING OBJECTIVES

- Introduction
- Type of Punctuation
- Uses of Punctuation
- Capitalization

INTRODUCTION

Punctuation is the correct use of the various stops and marks in writing so that the meaning of a sentence or passage is clearly understood. The wrong use of punctuation marks can completely change the meaning of the sentence. Look at the sentences below.

A woman, without her, man is nothing

A woman, without her man, is nothing

The first sentence says that man is nothing without a woman meanwhile, the second sentence says just the opposite – a woman is nothing without her man.

So we see that the position of comma in a sentence can change completely the meaning of a sentence.

Look at some more examples:

Let's eat mama.

Let's eat, mama.

Watch out-man eating birds.

Watch out man-eating birds.

You will work twenty four-hour shift.

You will work twenty-four hours shift.

The above examples show that the position of punctuation marks is very important in a sentence. Punctuation marks can change the meaning of a sentence.

TYPES OF PUNCTUATION

The following are the principal stops.

1. Full stop (.)
2. Comma (,)
3. Semi-colon (;)
4. Colon (:)
5. Note of Interrogation (?)
6. Note of Exclamation (!)
7. Inverted commas (“ ”)
8. Apostrophe (')
9. Brackets ()
10. Dash (–)
11. Hyphen (-)
12. Capital Letters (A)

I. USES OF PUNCTUATION

Full Stop (.)

The full stop represents the greatest pause and separation. It indicates the close of a complete sentence. It is also used in abbreviations and initials.

U.N.O., M.A

Comma (,)

Comma (,) is a very frequently used punctuation mark. Comma represents the shortest pause. It is used :

1. To separate And or Or from the final item in a series of three or more.
Red, yellow, orange and blue may be mixed.
2. Between nouns or pronouns in apposition.
Mr. Dubey, the chairman of the college, lives in Bhopal.
3. With relative clause that adds extra information to a sentence.
Mrs. Indira Gandhi, who was born in 1919, was a great leader.
4. After an absolute phrase
After completing the work, they went home.

5. For listing three or more different things
Chennai, Mumbai, Delhi and Calcutta are the metropolitan cities.
6. Between the day of the month and the year
Dec. 7, 2006
7. To separate pair of words of the same class or rank that go together.
One should be sincere and modest, honest and devout and punctual and hardworking.
8. To separate two words or figures that might otherwise be misunderstood.
He took off his clothes, put out the candle and went to bed.
9. After the nominative address
My dear colleagues, friends, students, kindly pay attention.
10. Before quotation
The speaker said, "Actions speak louder than words".
11. To separate two or more adjectives modifying the same noun.
A solid, heavy frame
12. Before certain co-ordinating conjunctions.
Men may come, men may go but I go on forever
13. To separate dependent clause following the main clause.
Although he is poor, he is honest.
14. To separate a question tag from the main clause.
He is rich, isn't he?
15. To indicate omission of a word or words.
To err is human, to forgive divine.

Semi-colon (;)

Semicolon represents a pause greater than a comma. It is used

1. To separate the clause of a compound sentence having no co-ordinating conjunction.
Do not let us speak of darker days; let us rather speak of sterner days".
– Winston Churchill
2. To separate the clause of a compound sentence in which the clauses contain internal punctuation.
Umbrellas in hand, we walked on the snow, caught hold of a yak; and the rest of the group waited at the rest house.
3. To separate clauses of a compound sentence joined by a conjunctive adverb
He insisted upon eating; however the canteen manager refused.
4. To separate pairs of words
gait, gate; there, their.

Colon (:)

The colon indicates that some more information is to be followed. The colon is used

1. To introduce words, phrases or clauses to explain what has gone before.

There are two basic sins from which all the others spring: impatience and laziness.

2. To introduce a long quotation

Keats says: "A thing of beauty is a joy for ever".

3. To introduce a list.

We need the following items: pens, papers, pencils and erasers.

4. To separate two consolidated sentences.

Man proposes: God disposes.

5. To indicate further explanation of the previous statement.

The teachers have to perform two functions in the college: to teach and to maintain discipline.

Note of interrogations (?)

The note of interrogation is used to denote the end of a question.

Are you going to Bhopal?

Note of Exclamation (!)

The note of exclamation is used to indicate sudden and strong emotion or wish.

What a show!

Alas! he is dead.

Long live the king!

Inverted Commas (" ")

Inverted commas are used

1. To enclose exact words of a speaker.

My daughter asked, "What was Paris like in the Twenties?"

R.L. Stevenson said, "It is better to be a fool than to be dead".

2. To indicate special usage of a word or phrases.

Your interpretation of "Capitalism" is different to the established theory.

3. Single inverted commas enclose quotations within quotations.

"Today the country is back on its own feet, thanks to 'Satyam, Shivam, Sundarm' theory of the Hindus".

Apostrophe (')

Apostrophe is used

1. To show ownership of something

This is David's computer.

Note. For nouns in plural form, put the apostrophe at the end of the noun.

These are players' things.

2. In contractions. A contraction is a word in which one or more letters have been omitted. The apostrophe shows this omission.

don't = do not

I'm = I am

3. For possessives in compound words

Son-in-law's car

4. To form plural of letters and figures

Add all 3's and 6's.

Underline all P's and S's in the paragraph.

5. With decades

Then 1960's was a time of development.

6. To form plurals of certain abbreviations.

M.P's

Note. Apostrophe should not be used with possessive pronouns.

Incorrect

His's book

The group made it's decision

A friend of yours'

Correct

His book

The group made its decision

A friend of yours

Brackets or Parentheses (())

Brackets are used

1. To enclose material that is not essential to a sentence and that if not included would not alter its meaning.

After twenty minute (some say less) the fire was extinguished.

2. To enclose figures following and confirming written-out numbers.

The college takes Rs. fifty thousand (50,000) annually.

3. To enclose an abbreviation for a term following the written-out term, when used for the first in a text.

The patient is suffering from acquired immune deficiency syndrome (AIDS).

Dash (–)

The Dash is twice as long as the hyphen. Dash is used

1. To show a sudden change of thought
An archeologist – of course I don't mean you – is a person who has to work very hard.
2. To mark an unfinished sentence
“But if my bus is late–” he began.
3. To write the name of an author or source, at the end of sentence or quotation.
A poet can survive anything but a misprint– Oscar Wilde
4. To set apart an explanatory, a defining or an emphatic phrase.
Foods rich in proteins– meat, fish and eggs– should be eaten daily.
5. To set apart parenthetical matter
David, for all his faults– and he had many– was a great man.

Hyphen (–)

Hyphen is used

1. To join the elements of some compound words
Son-in law,
Grand-parents
Well-wishers
2. To join words which form a compound adjective before a noun
earn-while-you-learn scheme
3. To separate prefix and roots in some combination
Co-author, re-elect
4. To join compound members
Twenty-nine

II. CAPITALIZATION

The Capital letters are used

1. At the beginning of the first word of every sentence
2. At the beginning of every line of poetry
3. At the beginning of a direct quotation
4. With all proper nouns and adjectives derived from them
India – Indian
Africa - African

5. To write the pronoun 'I' and the interjection 'O'.
6. To write the letters denoting abbreviations
M.L.A., B.E.
7. With holidays and religious days
Summer, Vacation, Christmas, Diwali
8. With names of days and months
Sunday, Monday, January, March
9. With names of books magazine, newspaper, trains, airlines.
The Times of India, The Outlook, The Rajdhani Express
10. With important events
Quit Indian Movement
French Revolution

STUDENT ACTIVITY

1. What are the main Punctuation symbols?

2. Why do we need Capitalization? Show with example.

REVIEW QUESTIONS

Punctuate the following sentences :

1. the bible is a holy book of the Christians.
2. macbeth is the character in the play Macbeth written by Shakespeare.
3. i would rather die he exclaimed than join the oppressors of the country.
4. o father i hear the sound of guns.
5. beacon says reading makes a full man writing an exact man and speaking a ready man.
6. have you written your exercises in your exercise book.
7. put a circle around all Ss and ts in the paragraph.
8. John is a jack of all trades but master of none.
9. if Mahatma Gandhi were alive today but why all respected him.
10. he was a brave humble soldier and we all respected him.
11. the wind being favourable the sailor and we all respected him.
12. he did not however succeed in his attempts.
13. my friend completed his be in electronics.
14. he tied a stone to the dogs tail and dog fell down.
15. i haven't received the letter you wrote me.
16. how are the mighty fallen in the battle.
17. wi ll you like to sing a song in my party.
18. mr. Sharma is posted in new York he is working for uno.
19. rich and poor young and old high and low must die one day.
20. she is to tell you the truth main culprit.

SECTION – C

1

ESSAYS

LEARNING OBJECTIVES

- What is Essay?
- How to Write Essay?
- Example of Essays

Essay is a type of composition in which one has an opportunity to express one's views on a given topic. One has full freedom to put one's views in any way in order to make it powerful. One needs to keep the following points in mind while writing an essay:

1. Concentrate upon the given subject.
2. Organise your ideas in a sequence.
3. Points should be clear.
4. Language should be simple.
5. Don't use more complex sentences.
6. If word limit is mentioned, keep your views within it.
7. There should be a flow of imagination.

Here are some examples of different topics are given herein below:

1. INDIA OF MY DREAMS

Outlines: *India* – the largest democratic country – rich heritage – progressive land – growing military strength – trend setter – unity of land.

India of twenty first century of my dreams is going to be a strong nation of the world. It would be a great nation of more than one billion people- the largest democratic country of the world. Its real strength would be its people. Its large population won't be a hindrance in its development. Rather it will pave the way for future progress. Whereas some countries of the world would be facing a negative growth of working population. India would be teeming with

multitudes of working people – healthy and strong. They would be the real assets of India.

My dream nation would be a superpower of the world. It has a very rich heritage and culture of more than five thousand years old. It had one of the earliest civilizations of the world. But it lagged behind in progress due to diverse factors. But my dream country will not be divided by the narrow domestic walls of caste, colour, creed, language and religion. It has been the cause of much undoing for us. But its people would be broader in their outlook. They will not indulge in subversive activities in the name of religion. If we take a look back at our history, we find that the British were able to bow us down due to our infighting. Every state under a different king was cross with its neighbourly state. That reduced our collective strength. The enemy grew stronger and kept us down. But the people of my dream country would be very progressive in their outlook.

India of my dreams would be a developed country. It will have good infrastructure with well connected roads and railways. Progress would be seen even at grass root level and in the remotest of the villages. Health services would be within the reach of everyone. We have already stamped out diseases like polio and small pox. Other deadly diseases would also be rooted out. Education and nutritious food would be the top priority of the Govt. Child labour would become a thing of the past. It is a shame to any great nation. My dreamland won't face any starvation. A clean and transparent Govt. is the dream of everybody. It would be in real terms a Govt. of the people and for the people. Bureaucracy, nepotism and corruption have got no place in the country of my dreams.

My dream nation would be a leading nation of the world in terms of military strength also. My country would be strong to ward off the enemies off its shores on its own. It would be an example to the world how can one be humble even in the hour of glory. It would be a leading nation of the world as the apostle of peace. It would not invade any other country to enhance its boundaries. It would help the smaller countries in health, education and technical know-how. It would use nuclear power for the welfare of mankind.

India of my dreams would be a trendsetter in all the fields. It would work to erase out terrorism from the world. Its ugly scars are faced even by the strongest countries. But it will expose the extremists, break their network and ensure that people do not have to live under the dark image of terrorism.

Last but not the least, I dream of India truly being the land of the freedom where people of different faiths and languages would live in perfect unity to show to the world 'Unity in Diversity'. Traditionally, India has been the habitat of different faiths. I dream of a nation of more than one billion-strong, healthy and free citizens in real terms.

2, ROLE OF MASS MEDIA IN DEMOCRACY

Outlines: *Media – the most responsible factor – democracy can't flourish – responsibilities of media – freedom of press – prospects of media.*

Media has a big role and responsibility to carry out in a democratic country. Nobody can underestimate the importance of the freedom of the press. But the question more important than that is how much freedom be given to the press? Who would sit in judgement that so much of rope need to be given to the press. It needs to be taken care that a long rope should never be given lest it should hand itself. Then one has to take a middle path – between to much liberty and too much restriction.

It is said that the press is the eyes and ears of a democracy. Positive role of media would be to expose the weaknesses of the Govt, It should be the voice of the common man. The weak should be able to raise their voice and the Govt. should be made to listen to it. Who can forget the dark days of Emergency in 1976 when the freedom of the press was throttled? The fallouts of it are too obvious to be explained.

A free press has a lot to do in country ridden with basic problems of food, clothing and shelter. Media has got to highlight the needs of the common man. There are remote village in India bereft of any health services, electricity, roads and schools. The problems of those people need to be highlighted what the Govt. has done for them in the past more than 50 years of freedom. It is a matter of shame that there is not even pure drinking water for most of the people in villages. They still drink dirty water from the ponds in which the elite won't even like to wash their feet. The responsible press should highlight their needs.

Press should not be the puppet in the hands of the few capitalists and industrialists. That could seriously hamper framing the policies for the welfare of the poor. Such a move is wrought with dangers and needs to be curbed. Then there should be guard against 'Yellow Journalism' also. The personalities appearing on Page 3 of the newspapers are not icon of the national. Media should not unduly highlight them to use as a red herring. No individual can be more important than the institution. For example, if there is a marathon for

some noble cause and the glittering queen of cinema Aishwarya Rai is also participating in that one, she need not be unduly put into limelight. Otherwise it would appear that the race was up for Ash and not for the cause for which it was held.

There is still so much work to be done for the people living below poverty line. The press has a responsibility towards them. Journalists should expose the nexus between the politicians and the people from the underworld. They should expose the corrupt bureaucracy. They should expose judiciary and the atrocities of the police. Private news channels are doing a lot in this direction. Facing threat to their lives, they bring out sensational news of the corrupt ways of officers. The excesses and high handedness of the police is also brought to limelight by them. It gives a breather to the victim and keeps the corrupt on their toes. Journalism does not mean only writing articles about the fashion world and the life styles of film personalities. They have a lot to do at the grass root level. It is truly said that a democracy breathes through a free press.

3. CABLE TV – A THREAT TO INDIAN CULTURE

Outlines : *India with rich culture – increasing violence – cable TV – violent scenes – grows criminal senses – pollutes cultures.*

The invasion from the sky in the form of private channels is a threat to Indian culture. An altogether alien culture is being served right in our bedrooms in the name of entertainment. There are certain channels like the Russian TB6 and Fashion TV which dish out pornographic images from their channels. Recently, the Govt. rose up to the gravity of the situation and banned these channels for viewing.

India is a country with rich cultural heritage. We should be proud of our five thousand years old civilization. The kind of culture are values which the foreign channels are serving is causing a damaging effect on our values. Moral values are degenerating. It has a very bad effect specially on the young minds. The young minds are very impressionistic. They take for real what they see on the TV. In a study, it was pointed out that a young child of eight years has already watched hundreds of rape and murder scenes on the TV by that age. It has a very bad effect on the young mind.

The increasing violence amount the youth is also attributed to it. In America violence even among school children is very common. Some years back, a high school student in the US shot down one of his teachers and some of his school mates. Increasing road rage by the motorists is also due to the

bad effect of TV. Films show a ruthless murderer who coolly walks off after committing a series of murders. He has got no moral qualms or repentance about that. Such is the bad impact of violence shown on TV.

It is high time, our Govt. woke up to the gravity of the situation. In the name of entertainment, crude does of sex and violence is not what the people deserve. Indians have high sense of aestheticism. Such programmes which are in sync with our age old values and culture should be shown on TV. There are certain countries that have got very stringent rules about what is to be shown on TV and what not. For example, Iran got all the dish TV antennas removed from all over the country in a bid to save their rich Arab culture form outside infection.

It is agreed that the Govt. cannot act as the moral police in a country. It is for the people to decide what is right and what is wrong. The Govt. should not be the final authority in such matters. But the intelligentsia ahs to rise to the occasion to see to it that our culture remains distinct. When the world is shrinking and the boundaries of the nations are melting, it is very difficult to keep check over such things. In fact no culture of the world is safe from outside influence. Even the most orthodox societies are changing fast. No culture in the world can claim that its culture is pure and free from any influence. But that does not mean that we should forget the good things of our culture that we have preserved from the age. People should be more judicious in making decisions and see what is decent and what is vulgar. Obscenity cannot be termed as openness. Consciousness about the values cannot be termed as orthodoxy. The dividing line is very thin but surely it is distinct. It is for the people to decide in a democracy what is right for them

4. FEMALE FOETICIDE

Outlines : *Value of woman – sex discrimination – preference to male child – backwardness of society.*

An age-old verse in Sanskrit says that the gods live where the women are seen with respect. But it seems that over the years we have forgotten it. The growing gender bias against the girls has reached alarming levels. Girls are aborted even in the foetus. The mother is said to be the saviour of the daughter. But what to do when a woman turns against a woman. It presents a very gloomy picture in such a situation.

The sex ratio has gone down badly in certain states. The discoveries of science are being put to wrong use by unscrupulous doctors and parents.

Prenatal tests can tell before birth the sex of the child to be born. The urge to give birth to a male child tends the mother to abort the girl child.

A number of factors are actually responsible for this. The importance of a male child cannot be undermined in almost all the communities. They are the carriers of the family name. Girls are considered to be a liability only to be deposited at the door of the other person at the earliest. They are not given nutritious food also. They are debarred from proper education. It is believed that educating a girl child is like watering the fields of your neighbor. Girls are a burden because they have to be married off with a decent dowry. So is the prejudice against the girl child. The girls are not given share in agricultural land and other property. The sons inherit the property of their father and carry the surname or the 'gotra' of the family with their name. But the girl child is not entitled for that. So the importance of the girl child is undermined. The father of many boys get more respect in the society in comparison to the father of the daughter. So all these factors contribute to the biasedness against the girl child.

Some of the states in India reflect the worst sex ratio. Haryana is one of them that has 750 girls per thousand boys. It can cause serious imbalance against the laws of nature. The more prosperous the state, the worst the sex ratio is to be seen. So it looks that the problem is not economic but social changes in values would reverse this trend. For example, the mindset that the son is the carrier of the family name has to be changed. Girls should be given equal share in ancestral property. Educating a girl child is like educating the whole family. So there should be emphasis on girl education. Thus they will get into responsible positions in society. It will remove gender biasedness also.

The Govt. has risen to the gravity of the situation. Blanket ban has been imposed on prenatal tests that determine the sex of the unborn child. It has been made a cognizable offence. But such problems as have got a social connection cannot be dealt with by making legislations only. It has to be backed up by strong social support to change the mindset of the people. Female foeticide is a blot on the face of any civilized society. It is like playing with nature and going against the laws of nature. Nature reacts ruthlessly whenever man tries to interfere in its ways.

Things go worse when a woman turns against a woman. This is seen when a woman gets ready to abort when it is reported that she carries a girl child. Again seen in the social perspective, we will find answer to it. The reason is that a woman giving birth to sons gets a higher status in the society in comparison to the mother of daughters. Awareness through education is the

key to solution of such social problems. If the trend is not reversed, the time is not far away when people will have great difficulty in finding life partners for their sons.

5. ROLE OF YOUTH IN NATION BUILDING

Outlines: *Youth – the backbone of a nation – source of energy – responsibilities of youth – contribution to nation.*

It cannot be denied that the youth are the backbone of a nation. They are the future of a country and the torch bearers of a nation. It is said that if you want to destroy a country, you need not use an atom bomb. The youth of that nation be misguided to spell doom for the country.

The rich cultural heritage of a country is to be preserved by the youth. They will be the fathers of the future generations. On their shoulders rests the responsibility of making the nation great. But if the youth take drugs and shun their responsibilities towards to nation, then that country can never make progress.

The Youth are the fountainhead of energy. But that energy needs to be channelized in a positive way in the right direction. The youth are bubbling with energy. They can be easily misguided by antisocial elements for their ulterior motives. Take for example, the case of Punjab or Jammu and Kashmir. The extremists used the innocent, educated and unemployed youth for planting bombs and other such subversive activities. They did not know what is right and what is wrong. Their minds were washed with flaring speeches. The propaganda that their religion was under threat and they are asked for sacrifice was made with a band. They began to see themselves as martyrs in the name of religion.

Again, the muslim youth who flew their planes into the twin towers in America were all aged between 20 and 25. It shows how vulnerable this age group is. The terrorist groups use them as gunpowder to fire their guns. Such stories are fed to them that history would remember them as martyrs like Shaheed Bhagat Singh and Rajguru. They will go to heaven and God will embrace them for their brave acts. If we take a sharp look at the other terrorist acts, we will come to conclusion that it was the handwork of misguided innocent youth. They simply carry out the orders at the command of their 'aakas'.

So that need of the hour is to guide the energy embedded in our youth. They can take the nation to dizzy heights. The youth can excel in sports and bring laurels to their country. Excellence in sports is the dream and ambition of any nation. They can be used to turn out as 'Bradmans', 'Peles' and 'Ronaldos'. The enthusiasm and the energy is not lacking. What is required is only guidance in the right direction.

Youth are the guardians of a nation. They serve the country on the snowy peaks and in the burning deserts. Their stamina and zeal is unending. They have an urge to excel.

The Govt. needs to frame such policies that the youth take their role in nation building. There should be great incentives for the budding talents and tap the raw energy. Our late Prime Minister Rajiv Gandhi was great visionary. He could see a great future in the eyes of the youth. He was an embodiment of the youth by his sheer commitment for their welfare. He framed several policies to benefit the youth.

The contribution of the youth in health, education, defence and engineering can be phenomenal. They can build great projects on the pattern of the work done in developed countries. A nation whose youth are frustrated need to have an introspection to stem the rot. We come across news in newspapers when violence by youth is reported. Students torched down buses, burnt trains and broke the street lights are commonness that shows how disgruntled the youth are.

The need of the hour is that the youth be made more responsible and entrusted with greater responsibility. They have unlimited energy which requires to be unleashed in a positive way. No one can contest their capability to change the face of the nation. The only thing is that they require to be handled carefully.

6. WOMEN EMPOWERMENT

Outlines : *Value of woman – woman liberation – growth of education – responsibilities of women – contribution to society.*

Women's Liberation Movement has given new life and new meaning to a woman. She was considered as subservient to man and inferior also. But the renewed awareness about their rights and duties have made women powerful and liberated. Now she is not dependent on man.

Women have made phenomenal progress in all the fields. The earlier sole-basin of man have now been lost to woman. The presence of women in flying an aeroplane, defence and space travel etc., was not felt. These were considered to be the monopoly of man. But woman has overtaken man in such fields also.

They key to the empowerment of man lies in education. As women have got educated, they have become conscious of their rights. They have got a say in money matters at home and other policy matters. Earlier it was not the case as they were totally dependent on man.

But things are changing fast. Woman has made her presence felt in all the spheres – be it engineering or medicine or defence. They seem to be the new masters of man from whom they will now have to take the orders.

If we take a look at our history, we will find that women enjoyed a respectable place in society. History is full of women rulers like Razia Sultan and Laxmi Bai. But the woman after all lost her position in the middle ages and was considered as subordinate to man. She was confined to the four walls of the house and was not educated. She was kept behind the ‘veil’. But things are changing fast now. The awareness among the women have taken them to new heights.

The Govt. is doing a lot to improve their lot. There are several welfare policies for the girl child including free education up to senior secondary level and other benefits also. There are incentives for weaker section girls in the form of scholarships and financial help. Seats in the Parliament and the Legislative Assemblies have been reserved for women to have their adequate representation. It enables women to raise their voice in the Parliament.

There can be no doubt that women have touched the pinnacle of glory. Kalpana Chawla brought glory to India by being the first Indian woman to travel in the space. Not only that, Indian women athletes have also cornered glory for their country. Kiran Bedi, Medha Patekar, P.T. Usha, Sania Mirza and Subba Laxmi are only a few names to enumerate the feats of women.

But still there is a lot to be done in this regard. In rural areas, the opportunities for the rise of women are limited. They do not yeoman’s job in the fields and at home without proper food and getting respect in return. They are still considered as the property of their husbands and treated like animals. The health services are very poor. Most of them suffer from malnutrition and do not have the services of qualified doctors at the time of giving birth. The result is that the mortality rate amount the women rises. They give birth to under

weight babies. That does not reflect the conditions under which most of the women have to live.

As stated earlier, social awakening is the key to women empowerment. What a woman could not achieve by mere slogans, she has achieved it for herself by education. Educating a girl means educating the whole family. So women need to be made aware about their rights. With the improved health services at her command, she can be a force to reckon within the development of the nation. She is not a weak sex any more. She is the partner of man and not a threat to him. Where is woman without man – woman has got man even in its spelling. So as a developing nation, we should give more power to women by giving her good education and equal opportunities for development, then she will show that she is in no way inferior to man.

7. WILDLIFE CONSERVATION

Outlines : *Ecosystem – value of wildlife – threat to wildlife – conservation – wildlife projects.*

Every country has its own typical wildlife according to its climate. For example, Australia is known for its Kangaroos and Emu, New Zealand for Kiwi, the Arab for its camel and India for its famous Bengal Tiger. Wildlife is not only important for the existence of man, but it adds to the beauty of nature.

India has different types of climate. So it has a great variety of wildlife also. While there is polar bear in the Himalayan region, we have elephants in the South and the East. Our national bird peacock is found in North India which is a rich blend of beauty and colours.

The Govt. on its behalf is conscious of preserving wildlife. So many laws have been framed to protect our wildlife. But unfortunately, the desired results are not seen. Recently there was a furore in Parliament over the decreasing number of tigers in the country. Crores of rupees have got down the drains to preserve and multiply them. But the bitter truth is that the tigers have been trapped by the poachers and killed. The Govt. conceded that the number of tigers has gone down to an alarming level. The poachers have killed thousands of tigers over a number of years.

It is really unfortunate that Indians have forgot our age old saying 'Live and let live'. The animals have got as much the right to live as the human beings. The earth belongs to them also. But man has become so selfish that he kills even innocent animals to meet his ends. Some rare varieties of deer like

Chiru are on the verge of extinction. A recent survey suggest that not only tiger but leopards are also under serious threat from poachers. Their figure is also said to have gone down to an alarming level. That shows how callous we have been towards the wild animals.

The Govt. had made very ambitious projects like 'Project Tiger' to multiply their numbers. A lot of sanctuaries like Kanha National Park, Kazi Ranga National Park and the like were created to provide them safe habitation. But the bitter truth is that all these projects have born little fruit to bring smile on the faces of wildlife lovers.

Our ecosystem is very delicately balanced. If we try to interfere with it, the results would be devastating. So our wildlife is our heritage. We have to preserve it for the future generations. More than framing stringent laws, it is the social awareness that could be more fruitful. Certain myths associated with certain animals need to be shattered. For example, the horn of the rhino is the most desired thing for which it is killed. It is said to enhance the sexual power of man. So its horn becomes its enemy. Similarly the deer is killed for its 'Kasturi' and the elephant for its 'ivory'. The Govt. has banned these items for rupees. The 'Chiru' is killed for obtaining 'shahtoosh shawls'. So these animals be given protection against poachers in the sanctuaries.

Children should be inculcated with such lessons in the syllabi that they understand the importance of wildlife. They should come to protect the right of animals to live on this earth. Only then we can hope ot conserve our environment and wildlife.

8. IMPORTANCE OF SPORTS FOR DEVELOPMENT OF VALUES

Outlines: *Value of games and sports – physical fitness – pride of nation – values of lie.*

Games should be part of parcel of the school curriculum. The greatest lessons of life are, in fact, learnt in the playfield and not from the books. They teach the importance of perseverance, handwork, honestly, fairness and competitiveness. Gone are the days when it was said that playing means wastage of time. Sports as a career can give so much name, fame and money that cannot be imagined. The face of the sports world-over has changed so much that it has become a highly competitive professional field.

Sports are not only a medium of physical fitness but they teach us the values of life. In a competitive game, a child learns the important of team spirit.

He also learns the importance of working in unity. Keeping the interest of the team about self interest is also learnt. Then one also learns how to be humble in the hour of glory. A true sportsman learns to take defeat into the stride in the same way as victory. If one is loser today, one may be winner tomorrow, one should never lose focus and heart is also learnt. Hard work is they key to success is sports is said to be hundred per cent perspiration and inspiration.

A sportsman who plays for his country represents the country on the world stage. Nothing could be more prestigious for him than this. He may feel quailed under the aspirations of more than one billion people of his country. The prize money in the game today is simply mind boggling. Cricket, Lawn tennis and Boxing have millions of rupees as prize money. To top the cake with icing, there are hefty endorsement fees for advertising. So sports can be taken up as a career these days.

But money is not the only incentive for a true sportsman. The honour of the country at stake should be held above a few bucks. These are the value for which a sports person should play. He learns these lessons on the playfield. It teaches him to play on a level field and not try to get past the “other by knocking him down”.

Sports are a training for the life. Honesty, truthfulness, integrity and commitment are the values that pay in life. A true sports person would never compromise on such things. He follows a particular discipline and pursues it with dedication. It is the cumulative effort of the years that a champion is born. Champions are not born everyday.

So it is proved that the value of sports in the life and the values learnt cannot be undermined. So games should be made compulsory for all the students in the High School. A nation’s pride goes up in the eyes of others when its sports persons dominate on the international level. For example, US is considered as the number one country of the world not because it has a sound economy. It the number one country of the world not because it has a sound economy. It has produced world class athletes. They have stamped their authority on the international circuit. So it is considered as a powerful country of the world international circuit. So it is considered as a powerful country of the world. One never forgets the lessons learn on the field. The real life training is gives there. So the importance of games in developing values of life cannot be denied.

9. USES AND MISUSES OF TELEVISION

or

TELEVISION – A BOON OR A BANE

Outline : *TV – an indispensable part – value for education – uses of TV – misuses – growing violence – can be a bane or boon.*

Television has become an important and indispensable part of every Indian household. So much so that it would be difficult to imagine how life would be like in the absence of television. It serves the purpose of both audio and visual forms of entertainment. A variety of programmes like films, cartoons, sports, news etc., can be watched on the television. It is powerful mass media which can be used both for good and bad purposes.

Nobody can deny the value of TV as a tool of education. Its educational value is utilized to beam programmes on TV. UGC's countrywide class shown on National Channel of Doodarshan is a big hit with the students. But every coin has two sides. In the same way, television has its uses and misuses also.

Television is turning out to be a great weapon for Distance Education. We can learn anything through distance education programmes. TV has its advantage over radio as we can see also besides hearing. It is a great entertainer also. Games going on thousands of miles away are beamed directly into our drawing room on TV. Cricket matches, Olympic games and variety of other adventure sports can be seen on the TV. Then there are programmes for children in the form of cartoons and animation films. They can also play videogames on it. Quiz contests of school children are also shown on TV. Stories from Panchtantra are presented in a dramatic way on the TV. Those who want to remain in touch with what is hot on international circuit can stay tuned to TV for the latest news. Anything happening in any corner of the world is served as news in our drawing room. News of national importance also are shown on T.V. Now private channels have been roped in which provide entertainment round the clock.

But at the same time, there are misuses of television also. Fashion parades in which high heeled models scantily dressed are shown on the T.V. I wonder what fashion it could be without clothes. Then there are other uncensored channels like the Russian TB6 which show hard pornographic movies. It is a big threat to our culture also. The programmes are alien to our age old culture. It can have a very damaging effect on the young impressionistic minds. Discretion needs to be exercised in that regard.

Then TV has another negative impact in the form of commercials shown on TV. Advertisements of tobacco, Gutkas, alcohol, soft drinks and other such things have a negative effect on the youth. They take them to be real and follow them blindly. Increasing use of soft drinks is showing bad effect on the health of young children. They get so much obsessed with these things that when they are thirsty, they would have preference over a bottle of Cola in comparison to plain water. Such aerated drinks are not good for health. But MNCs are only concerned with the money they get from that. They are not at all concerned about the health of people. So there should be check on commercials shown on TV. They develop false values also among the impressionistic group of children.

But it is for us to be judicious what we see on TV. We should enhance the educational value of TV and a great means of healthy entertainment. Too much viewing of TV can have a bad effect on our eyes also. The glare caused by it can have serious eye problems. The importance of TV as a power medium of mass education and entertainment cannot be denied. The only thing to be taken care of is that the programmes shown on it should be screened first.

10. PROTECTION OF ENVIRONMENT

Or

CONSERVATION

Or

POLLUTION : A GREAT THREAT TO LIFE

Outlines : *What is environment – threats to environments – need of conservation – our responsibility.*

Whatever we see around us is our environment. The plants and trees, the wildlife, the air and water and all the flora and fauna consist of our environment. It is a very delicate balance in nature which we call as 'Ecological Balance'. The existence of one is dependent upon the other as there is the food chain in nature that keeps a natural check upon the number of animals. If it is disturbed, the whole system would collapse.

But unfortunately, in the name of development, man is doing senseless cutting down of the trees. The green cover of the earth is shrinking. It is causing an alarm to the environmentalists also. Our planet earth is our heritage from our ancestors. We are not to plunder or destroy it and leave it

poorer for the generations to come. We are to be custodians of it and leave it for our children.

Man's very existence on this earth is based upon his immediate environment. Trees are the very life line of human beings. They absorb Carbon dioxide and give out oxygen. But the nonsense cutting down of trees has depleted the green cover of the earth. The quality of air that we breathe in has become very poor. There goes into air toxic gases coming out of the chimneys of factories and the fumes of vehicles. Respiratory diseases are on the increase. Even small children suffer from asthma and other such ailments.

The need of the hour is to serve our environment. It can be done by making the young children conscious of their environment through educations. More emphasis should be on growing more and more trees. Large green belts around the cities should be made and developed into forests. It will also check soil erosion. The top layer of the earth, which is very fertile, goes down with flood water. It robs the earth of the rich layer also. Trees hold the earth in their roots and save it from soil erosion.

Strict norms should be made to use cleaner fuels which have lower emissions. Environment friendly fuels should be used. Vehicles should be checked for controlling the pollutants sending down in the air..

Potable water would become one of the biggest problems before us in near future. The reason is that pollutants are spoiling the quality of the ground water also. Untreated waste goes down in the rivers and pollutes them. Our major rivers have turned into sewages. The holy rivers Ganga and Yamuna are in fact today one of the most polluted rivers with toxic waste of industries and sewages going into them. Fish life is also under threat from the increasing pollution of water.

The Govt. should impose heavy penalties on factories that send their effluents directly into the rivers. Sewage treatment plants should be installed to recycle the water. Emphasis should be on recycling of resources. The land filling sites used for dumping the sanitary refuse can be ideal source of fertilisers. Bio-degradable material should be used. The biggest threat is from non bio-degradable plastics, which is a great health hazard. It was thought to be a wonder product. But now it is turning out to be the greatest hazard for human beings. Some of the states in India have imposed a blanket ban on the use of plastic bags. Recyclable jute and paper bags should be promoted. They are environment friendly. It looks that the threat to humanity is not from outside but from his ownself as man is out to destroy his environment. Let us

all pledge to protect our environment if not for ourselves, then at least for the sake of future generations.

11. CORRUPTION IN PUBLIC LIFE

Outlines : *Corruption, its forms - threat to society – need to change – ways to prevent – our responsibility.*

Erosion of values is a matter of concern for one and all. Not a day passes when we do not come across news in the newspaper about a scam. The Fodder Scam, Harshad Mehta Scam and Telgi Scam have become part of everyday vocabulary. Crores of rupees are siphoned off from the public exchequer by corrupt politicians in league with corrupt bureaucracy. We also come across news of disproportionate assets by politicians and bureaucrats. Cases of rags to riches are heard everyday. We come to know about people who rose to dizzy heights of affluence in a short span of five to six years. Such matters are a cause of concern to every thinking person.

There is a sizeable group of people who believe that erosion of moral values is due to a big flaw in our education system. There is nothing like moral education in our school curriculum. Students do not develop feelings of honesty, truthfulness and integrity. They do not develop patriotic feelings also towards their country. There is nothing like a national character in our education system. Mahatma Gandhi also said that an educational with morality is not only superfluous but dangerous also. So there should be emphasis on moral education in schools and colleges.

Corruption in public life has become as common phenomena. So, much as that it has been accepted as part of life. There is no dearth of Sukh Rams, Jaya Lalitas and Prakash Singh Badalls around us. They plunder the country of the funds and yet get a clean chit from the courts. Clearly, the law is inadequate in such cases. We feel the impotency of law in punishing such people who made billions in a short span of time. The lid is blown off one scam after another in a few weeks time. Then public memory being short, such cases are forgotten easily as another bigger scam overshadows it. In economic offences, the law is clearly inadequate. There are no strict rules in dealing with economic offenders. That is why people like Harshad Mehta and Telgi can plunder the hard earned income of the people and rob the Govt. of billions of rupees.

It is high time the Govt. rose to the gravity of the situation to deal with from hand cases of corruption. People at the helm of affairs should be made

more accountable than they are now. Recently, the former District Magistrate of Patna, Gautam Goswami was in the news for scam in the distribution of flood relief. It is a real blot on the name of a country. People's faith in the system is badly shaken by such incidents. It is a fact that corruption starts at the top level. If the officer is corrupt, then the subordinates also will indulge in corrupt practices. So the rot has to be stemmed from the top. More teeth be provided to the law to deal with such cases of corruption at high places.

Corruption is like infection. Just as a diseased apple infects the apple by its side, in the same way corrupt practices have an infectious effect. The whole system gets rotten when the subordinates find corruption in higher circles. An honest officer gets demoralized when his superior is corrupted. It is eating into the resources of the country. Our former Prime Minister Rajiv Gandhi also admitted on a public platform that only ten paise reached the desired end out of one rupee that the Govt. spends. It is indeed a very sorry figure that corruption is eating the system like the white ants eat out the wood.

Thus corruption is to be stamped out to give a clean administrative set up to the people. People's faith in democracy would be reinforced only by clean Govt. But when the public comes across cases of bungling even in the buying of coffins for the dead soldiers, their faith is badly shaken. Exemplary punishment should be there for others to take a lesson.

12. TERRORISM – A WORLDWIDE PROBLEM

Outlines : *What is terrorism – How does it affect nations – who spread it – Need of hour responsibilities of nations.*

The world today is shaken by the ugly face of terrorism. It is not an isolated problem of a single nation. There is not a nation that does not feel threatened by it. It has changed the face of the world U.S.A won't never be the same again after 9-11-2001. The most powerful nation of the world was shaken out by the terrorist attacks when aeroplanes dashed into its World Trade Center twin towers and Pentagon, the military base.

India, the biggest democratic country of the world, was also shaken when terrorists sneaked into the Parliament. Kashmir, the heaven on the earth, is reeling under gun-totting terrorist outfits. North-East states are reeling under ULFA activists. Not a day passes when the disruptive activities in the Kashmir valley or blowing of a gas pipeline by terrorists in Assam do not make a headline. Punjab was also blood-bathed by the disruptive activities of terrorists.

Terrorism is a worldwide problem. The militant outfits have a well knit system and parallel military and Govt. They carry out terrorist activities under the command of their 'aakas' who give them orders. The most dreaded militant outfit Al-Qaida headed by Osama bin Laden has cast its shadow on America. Despite the best efforts to nab him, he has remained elusive so far, though USA has been able to break his network.

The militant outfit recruit into their ranks the disgruntled young men, doing their brain-wasting by poisoning them with pseudo-religious dose. A nation is brought down to the knees when it is plagued by terrorism. The energy that should have gone in for development works is spent grappling with terrorists. The funds kept aside for developmental projects are eaten up by huge defence budget.

The sole aim of militants is to target innocent people. They target public places at crowded hours to instill fear in the minds of public in general. They do killing so many people in a single day. Wherever they can get them easy, they prey them. The recent attack on Aksar Dhaam Temple in Gujrat was monstrous in every sense. Devotees thronging a temple were targeted by the militants to fulfil their mission. There cannot be anything more barbarous than this.

The terrorists carry out their activities in the name of religious. Bomb attack on the congregation in a mosque assembled for their prayers is inexplicable. It shows how desperate and frustrated the militants are. In a frenzy, they do not care even for their own lives. They become human bombs and carryout suicidal attacks. The bomb attack that killed Sh. Rajiv Gandhi, our former Prime Minister, was also the handwork of LTTE outfit. A lady had tied bomb in a belt to her body and ignited it to blow several other people alongwith her to pieces.

The world today is shaken not by any food problem or disease but by the threat of terrorism. The international outfits have well organized network which makes it difficult to destroy them. Thousands and thousands of people have lost their lives in our neighbouring country Sri Lanka which is troubled by militancy of LTTE group. The Govt. should sit down in negotiation to remove their grievances and bring them back into the main stream. Any ethnic problem should be nailed in its bud to stem the rot. Once the things go out of hand, it becomes difficult to control them. World peace should be promoted.

STUDENT ACTIVITY

1. What is Essay?

2. Discuss how to write a good essays.

REVIEW QUESTIONS

Write essays on:

1. Terrorism – a threat to future.
2. Deforestation.
3. TV- its uses and abuses.
4. Computer and its utility.
5. Youth and politics.

SECTION – D

1

REPORTS

LEARNING OBJECTIVESLEARNING OBJECTIVES

- What is Report?
- Format of a Report?
- Characteristics of a Good Report Structure
- Procedures of Report Writing
- Strategies of Report Writing
- Type of Report

WHAT IS REPORT ?

Report is an account of a matter which is given after investigation or consideration. A report is designed to provide information which will be acted on rather than to be read by people interested in ideas. A report communicates information which has been compiled as a result of research and analysis of date and issues. Reports are made up of facts and arguments on a specific subject. Report is a formal document which presents information in an ordered way.

FORMAT OF A REPORT ?

Report format can be designed in many ways. Sometimes the organization in which you work may have the standard format for Report Writing. Whether it is a standard format or you are designing your own format, the following parts should be included in a Report Format.

1. The Letter of Transmittal

It announces the release of the report in a brief manner. It gives the reader the background necessary to understand the report's importance.

It has the format of a formal letter which includes address, name of the recipient salutation, complimentary close, date. The letter of Transmittal establishes the relationship between the writer and the reader. It includes the brief summary of the report, conclusion, recommendations, main findings and a note of credit to other members of the project team. The writer may offer to answer the questions if there are any.

2. Title Page

It includes the title of the report, the name of the writer, the name of the organization for whom the report has been prepared, the date when report was completed and the person or group who commissioned the report. The title should be written approximately 2" from the top of the page with bold type in a large font.

3. Acknowledgement

A report should include a page of gratitude for those who helped the writer in writing the report. They may be the professor, teacher, guide, family, friends, librarian, the team members, the computer operator etc. The acknowledgement should appear genuine and sincere. Attach specific reasons with the names you are expressing your gratitude for in the acknowledgement.

4. Table of content

It is a list of the headings and sub-headings of the report. The layout should be clear and accurate. Sections and subsections should be numbered and titled clearly. The numbering system and indentation should help the reader find his way through your report. List tables, figures (list of illustrations), appendices, separately. Correct page number should be given. It is advisable to make a draft table first which will help you to organize your material.

5. Executive Summary

It is one page summary of your report. It is written for those readers who may not have time to read the full report. It should be information and not descriptive. It is an overview of the whole report. It should include the purpose, background, sources of information, findings, conclusions and recommendation. Try to summarize each part of the report in one sentence. Write executive summary in such a way that it is complete in itself. It should make sense to a technical reader also.

6. Introduction

Here you introduce your readers with the topic you are dealing with. Introduction has three main components.

- (i) **Background.** Describes events leading to existing situation. Which projects have been done previously and why the study is necessary?
- (ii) **Purpose.** Describes the purpose of the project and who authenticized it.
- (iii) **Scope.** The future scope is described. It outlines any limitation imposed on the project such as cost, time, etc. introduction deals with the purpose, scope, amount of data collected, focus of data collection, time-frame, methodology etc.

Introduction is different from Executives summary because it highlights the background, information, purpose and scope of the report. It should be specific, to the point, brief but a complete discussion of the context of the problem.

7. Body

Body varies according to the type of the report. Basically it answers the questions who, why, where, when, how. Body includes all the facts and materials required for understanding the problem. Here you describe the methodology which includes the methods and principles used in your activity, your method of data collection and your research. You present the results and findings by the use of tables, graphs and figures. In the body of the report, you analyze the problem, discuss it and find results by the accuracy of your measurements. This section summarizes your efforts and reports the information which you gathered after research. Do not draw conclusions which are not backed up by your evidence. Provide a smooth transition from one paragraph to another. Recommendations may be positive or negative but should be authentic. Maps, drawings, questionnaire, photographs, plans may be included to demonstrate your material and your findings.

8. Conclusion

Here you state the central theme after gathering the main points. It should be brief, concise and specific. Your readers have already read the report, so you need not go into details. Your emphasis should be on the importance of research. No new suggestions, information or speculations should be discussed in conclusion. Come from Body to the Conclusion in a very natural and smooth manner. Do not abruptly land on the conclusion.

9. Recommendations

Your own views on how to solve the problem. The alternatives should be listed clearly. Your recommendations should be based on the materials and data which you collected during the research process.

10. Abbreviation/Glossary

Provide an alphabetical list of the abbreviations used in the report – if they are not familiar ones. Provide a glossary with brief explanation of the technical terms used.

11. References/Bibliography

List all the sources of information that have been used in your report in alphabetical order. Include author's name and initials, date of publication, title of the book, paper or journal, publisher, place of publications.

Example

Sharma, K(1996) English language, Oxford, Oxford University Press, Oxford.

Sample Letter of Transmittal

Address of the sender

Date

Address of the receiver

Dear sir,

Please find enclosed the feasibility study into the The report discusses in detail the findings of the study for your perusal. I am sure the proposed dam would be given a high priority at the next meeting scheduled for -----

Thanking you.

Yours faithfully

Signature

(.....)

Sample Acknowledgment

"I would like to thank my supervisor, Mr. for the valuable advice and support he has given me in the writing of this report. I would also like to thank my for their encouragement and guidance. Thanks also to my computer operator Mr. for his suggestions and hard work. My deepest thanks to my family for their love, understanding and support.

Sample Title Page

Name of the report

Date.....

Prepared for

.....

Prepared by

.....

Sample- Table of Contents

Table of Contents	
Contents	Page No.
Introduction	1
Aim	2
Scope	3
Background to study	4
Methodology	6
Data collection	8
Findings	9
Conclusion	22
Recommendations	24
Appendices	26
List of figures	28
List of tables	29

CHARACTERISTICS OF A GOOD REPORT STRUCTURE

1. **Structure.** A report should have a clear, logical structure. A good structure will help you to decide where to put each fact or idea.
2. **Selectivity.** Selectivity in words is very important. Careful choice of words enables you to convey your meaning in correct way.
3. **Accuracy.** Write factually accurate. Verify the facts. Logically give arguments. Do not misguide or misinform. Give accurate information.
4. **Objectivity.** Report is not an essay. You are dealing with a problem for purpose. Look at all sides of the problem without being biased. Your conclusion and recommendation should be important. Shed aside your own conventions, beliefs, likes and dislikes.
5. **Clarity.** The report should be clear enough to answer the questions in the minds of the readers.
6. **Headings and Sub-headings.** Have a sequence of headings and sub-headings which will help the readers to find the information they need. One word headings are often vague and misleading. Good headings will give your readers an overview of your plan.
7. **Sections and Sub-sections.** Each point should fit logically into sections. One section should contain one point. Which can be further discussed in sub-sections. Do not have too much material in each section.
8. **Conciseness.** Write a concise report but it should cover all the essential details.
9. **Simplicity.** If you are selective, accurate, objective, concise, clear, simplicity comes automatically. Difficult vocabulary and complicated sentences do not chance the quality of your report. Use short sentences, straight forward language.
10. **Research.** Your initial research may involve developing questionnaires and conducting detailed interviews with the appropriate people. Your approach to research should be clear. If you have understood the topic, your readers will also understand it. Your understanding will give you proper direction to investigate it.

11. **Sensitivity.** Maintain sensitivity to problems and processes of research undertaken for example, ethics, communication, negotiation, collaboration.

12. **Conclusion.** Conclude with raising key issues and points, with suggestions for future research/practice as appropriate.

PROCEDURE FOR REPORT WRITING

1. **Planning.** Define the purpose, read the brief carefully. Make sure you know what is really being asked. keep in mind the reader, his mental level of understanding, his need to know. **Establish Parameters** – determine the scope and level of detail required. Determine the length of the report and what can be covered in the length. Gathering information should be factual and contemporary. Facts and figures should be authentic.

2. **Writing.** Write the report according to the format. Write the body, executive summary, supplementary material. Body should include introduction, discussion, conclusion and the recommendation.

3. **Formatting, Revising and Proof- reading.** Keep your language simple, straight forward but formal. Avoid slangs. Use examples and analogies. Use short sentences, sections, headings and short paragraphs. Choose accurate words and simple vocabulary. Check spellings and punctuation.

STRATEGIES OF REPORT WRITING

1. Use correct, consistent format with appropriate headings.
2. Make personal observations, analyse data and draw conclusions.
3. Record information accurately.
4. Present data in a clear and understandable way.
5. Select the relevant material and reject irrelevant with care and caution.
6. Ensure that separate parts of your report stand out clearly.
7. Use headings, sub-headings, sections, sub-sections and signposts for your readers.

8. Use illustrations and relate them to the text of the report.
9. Use formal but simple language. Language style should be concrete, active and formal.
10. Give no outdated or irrelevant data, unsupported conclusions and recommendations.
11. Give enough emphasis on content and not just appearance.
12. Maintain brief writing style. Omit needless words. Combine sentences.
13. If you want the readers to be attentive to a specific word, underline that word.
14. Check spellings and punctuation carefully. Carelessly written spellings and punctuation will distort the meaning of sentences.
15. Edit and rewrite till you get the desired effect.

TYPES OF REPORT S

Technical – Academic and Business

Technical reports are written with an applied focus .

Engineers; Commerce, Account, Finance, IT Personnels get report writing assignments that stimulate the process of report writing in industry. Assignments are set in the form of a problem or case study. The personnels research the problem, present results to the research in a report format to an imaginary client.

Field Reports. Field reports are common in disciplines such as law, industrial relations, Psychology, Nursing, Education ; for example, Court Observation Report.

Scientific or Laboratory Report

These reports use a standard scientific report format describing methods, results and conclusions. A more detailed and extensive type of this report is the Research Project.

Progress Reports. A progress report includes the summary of the progress made so far. It should relate to the original goals of the project. It

must use the specific terms. It describes the expected results of the final product that will result from the project, inviting feedback from the readers.

Academic Reports. Report written for an academic course is an academic exercise for an assessment. It is more theoretic and less practical. It can be thought of as stimulation.

Practical Reports. Practical conveys information and recommendations from a researcher who has investigated a topic in detail.

Some specimen reports are given herein below :

1. *You are Amrit/ Anita of the Sigma Youth Organisation. You witnessed the ghastly accident of the Punjab Mail at Bhusaval. Write a report, of the disaster for your organization's newsletter.*

Bhusaval : 10th May, 2008. (Anita)

Death and *disasters* come uninvited. There is no time-table for them. It was a fine day. I was at Bhusaval Railway Station to see my friend Mohit off. A goods train had just left the station. The Punjab Mail was coming from the opposite direction. We were waiting for it at platform no. 1. But suddenly we heard a deafening sound of collision. Both the trains had a *head-on collision*. They were on the same track. Four boggies got *derailed*. It was a *ghastly* accident. Some dead bodies could be seen lying over the rails. I phoned the volunteers of Sigma Youth Organisation. They were on the site with first aid boxes, doctors and medicines.

The wounded were admitted to the General Hospital, Bhusaval. Five people including two children, lost their lives.

2. *Write a report on the widespread damage to public property and loss of human lives during a communal riot in your area.*

COMMUNAL RIOT

I live in a lane near the Turkman Gate in the walled city. Generally, people are friendly to one another. But sometimes just a rumour may lead to a communal *riot*. Last Sunday an ordinary incident provided such an excuse. A known bad character Anil passed some *indecent* remarks on a young woman named Zeenat. This led to a violent protest from the members of the other community. Sensible and responsible members of both the communities *condemned* the incident. But the *mischief-mongers* soon dominated the scene. The area became a battle ground between the members of the two

communities. There was a free use of bricks, bottles, missiles and fire arms from both the sides. About 50 shops were put to flames. Stabbing and firing incidents took away the lives of two innocent people. Only the flag march of the army could put down the riot.

3. *A victim of serious accident was refused admission by a hospital recently because he did not have money to pay for the expenses. He collapsed at the gate of the hospital itself. By chance you were present there at the time. You are a reporter. Write a report emphasizing the need for giving precedence to the safety of life in an emergency than following the rigid rules.*

The Times of India News Service : 10 May, 2008, New Delhi (Ravi). Wealth can buy even health. This is not a *sweeping* statement. The functioning of the private hospitals more than proves this truth. Last evening I was there at Lady Fatima Hospital. A victim of serious accident was brought in the Emergency Ward. To my shock surprise he was refused admission. The poor fellow didn't have money enough to pay for the expenses. The unfortunate man *collapsed* at the gate of the hospitals itself. It speaks volumes of the functioning of our private hospitals. They are there not to save *precious* human lives but to *mint* money. Money culture has gone deep into the blood of our medical institutions and hospitals. The safety of life comes afterwards. Money is the first and the last *consideration*. Everything else is secondary.

4. *There were many vacant spaces in your colony which were lying unattended and uncared for. You and your friends decided to beautify and develop those areas into green parks or playgrounds for the benefit of all. With practically no money but lots of enthusiasm of the children of the colony, your project became a roaring success. It has now even caught media attention. You have been approached by a local newspaper to share your success story. Write a brief report on how you organized the entire project. You are Neha/Nitin, a resident of Chandigarh.*

The Times of India News Service : 10 May, 2008, Chandigarh, (Neha). Every city has some neglected *vacant* spaces. Even the Beautiful City Chandigarh is no *exception*. We marked some vacant spaces in our colony, Sector 10. We decided to beautify and develop those areas into green parks. First of all we set up the 'Environment club'. Within a week we had a membership of over hundred persons. I had the honour of being its founding President. No doubt, we had lots of enthusiasm. But we had practically no money. They say : "Where there is a will, there is a way." Fund raising campaign started. We could collect about one lakh. We hired tractors. The

earth was leveled. One big plot of about 12,000 feet was *converted* into a playground. We employed some gardeners on contract basis. Ornamental plants and trees were planted. The whole project turned out to be a *roaring success*.

5. *You are Rajan/Ramani, reporter of a national daily. A campaign was conducted by various organizations in your city to create awareness among people to conserve water. Write a report highlighting the activities conducted by local agencies through rain water harvesting and other methods to save water to face the shortage in the summer months.*

“The Hindu’ News Service : 12th May, 2008, Cochin (Rahul). They say that the third world war will be fought for water. It doesn’t seem to be *absurd* now. The biggest problem of India is to provide clean drinking water to its ever *swelling* population. From small towns to big cities everywhere one comes across *acute scarcity* of water. So the campaign to create awareness among people to conserve water deserves all support and appreciation. Local agencies have come forward to help the administration in rain-water harvesting. Ponds and lakes have been repaired. *Embankments* raised to conserve rain water. This will certainly help to *cope* with the shortage of water during summer months. An *aggressive* campaign to ‘Save water’ has been launched to educate the people. This has worked well in creating the desired awareness among them.

6. *You have attended a meeting wherein a number of people spoke about the increasing crime-rate in India. You are Pradeep/Pratibha, a reporter of The Times of India, Mumbai. Write a report to be published in the newspaper, expressing your views and suggestions.*

THE INCREASING CRIME-RATE IN INDIA

Hubli, 20th March, 2008. The Times of India News Service. Citizens’ Council, Hubli held a general public meeting at the Company Garden on 19th March, 2008. The subject was the ‘Increasing Crime Rate in India’. It was a non-political and non-religious meeting. Leading educationists, social scientists and social workers were invited. They expressed their views on the alarming crime rate in India. Many speakers held that the *unbridled consumerism* is responsible for the criminalization of our society. Over *exposure* to sex and violence has corrupted our morals and minds. Everything is saleable. Woman is the most saleable *commodity* in the market. The unholy nexus of politicians and criminals is the main cause of the increasing crime – rate in India. Sahabuddin, Pappu Yadav and Taslimuddin are the elected members of the

Lok Sabha. They have dozens of case of murder and kidnappings against them. These musclemen can twist the arms of the law and get scot free. If this, trend is not arrested, criminalization of our society will continue *unabated*.

STUDENT ACTIVITY

1. What is the importance of title page and acknowledgement in a Report?

2. What are the procedures of Report Writing ?

REVIEW QUESTIONS

1. Describe parts included in a Report Format.
2. What are the different characteristics important for writing a Report ?
3. Name and define three important types of Reports.
4. What will you keep in mind while writing a Report ?
5. Why is the “Letter of Transmittal” written in report?
6. What is the importance of writing the executive summary in a report?
7. Write a report on “Number of four wheelers/vs population” in Bhopal.
8. Write a report on the ‘Incidents of Dowry Deaths’ in your city.

SECTION – D

2

NOTICES

LEARNING OBJECTIVES

- What is Notice ?
- Methods of Writing a Notice
- Types of Notice

WHAT IS NOTICE ?

A notice is a written or printed news announcement or information. A notice can be in the form of a formal announcement of public importance or it can be warning in advance or it can also be used for giving information to a section of people at large. Notices are given generally in newspapers or magazines or displayed publicly on a school/college notice-board. A notice can also find a place in the columns of newspaper as an advertisement.

Notices are effective means of communication in the modern age. They are one of the effective ways to reach a large number of persons in a short time. As such, we must be clear and brief in writing notices.

Notices are like circulars. The only difference is that a circular reaches us through a messenger while we read a notice on the notice-board or in a newspaper column.

METHODS OF WRITING A NOTICE

1. Generally notices are written on printed pads of the Institution. Otherwise, the authority that is writing the notice writes its name just at the top. Notices are also displayed on the Notice Board.
2. Notice are written in a very formal and simple language.

3. Notices for schools' and colleges' notice-boards contain certain announcements or information to students. They are brief and to the point, having no scope for irrelevant or superfluous material.
4. The signatures of the issuing authority of the notice, for example, the Principal/President of Secretary of the Students' Council/Secretary of the Drama and Cultural club etc. are made at the bottom on the left-side.
5. The data is given either at the top or at the bottom.
6. The students can choose any of the following ways of writing the date:
 - (i) 10 March, 2008
 - (ii) 10 August, 2008
 - (iii) 20th September, 2008
 - (iv) March 20, 2008

Unless mentioned in the question, students should write the same date on which they are taking the examination.

Some examples of Notices are given herein below:

I. PUBLIC NOTICES

- 1 *M/s Lok Nath & Sons, Shimla have terminated the services of their employee, Ram Lal who used to get orders and advances from their customers. Write a public notice for a daily newspaper on their behalf announcing the termination of the services of Mr. Ram Lal and telling the people that they will not be responsible for any dealing done by Ram Lal on their behalf.*

Answer

PUBLIC NOTICE

M/s Lok Nath & Sons, Shimla hereby declare that the services of their employee, Mr. Ram Lal, have been terminated. He used to get orders and advance payments on their behalf. The customers are informed that they should not have any dealings with him concerning this company. If they place any orders or give any advance to Mr. Ram Lal, the company will not be responsible for the same.

Akshay

For

M/s Lok Nath & Sons

1 November, 2008

- 2** You are K.S. Gupta, District & sessions Judge Delhi. Your office is located at room no. 204, Eastern Wing, Tis Hazari, Delhi. Write a notice to be published in the newspapers announcing that a qualifying written test in English has been fixed on 31 March, 2008 at 10.00 a.m. for those whose names have been sponsored by the Employment Exchange, Daryaganj for the posts of Lower Division Clerks.

Answer

**Government of the National Capital Territory of Delhi
Office of The District & Sessions Judge, Delhi**

Room no. 204, Eastern Wing Tis Hazari, Delhi

It is hereby informed that a qualifying written test in English of the candidates whose names have been sponsored by the Employment Exchange, Daryaganj, Delhi for the posts of Lower Division Clerks has been fixed on 31st March, 2008 at 10.00 a.m. at J.V.S.D. Senior Secondary School, Karol Bagh, New Delhi.

Candidates must report at the examination centre at least 30 minutes before the examination.

K.S. Gupta

District Sessions Judge

15 March, 2008

II. SALE NOTICES

- 1 *Garbha Silk Mills (P) Ltd., Surat, launches its Discount Sale for its export qualities in Delhi. Write a suitable Sales Notice for publication in a newspaper.*

Answer

First Time in Delhi, Export Qualities

GARBHA SAREES

Only minor Defect in Sarees you can hardly short out

- ❖ Worth Rs. 500/- sarees of China Silk only for Rs. 200/-
- ❖ Worth Rs. 300/- Fancy Poonam Print only for Rs. 80/-
- ❖ Worth Rs. 200/- Tore-Tore only for Rs. 50/-

This DISCOUNT SALE is only for 2 days, 22nd and 23rd July, 2008 from 10 a.m. to 8 p.m. at Hotel Sartaj, A/3 Green Park, New Delhi.

III. AUCTION NOTICES

1. *You are Alok Gupta, the owner of shop no. 13 at Karim Market, Old City, Hyderabad. Write out a notice for the same offering to sell the building by auction on 'as is where is' basis.*

Answer

AUCTION NOTICE

Notice is hereby given that the undersigned offers to sell his shop no. 13 in Karim Market, Old City, Hyderabad. The auction will take place on 23rd July at 11.00 a.m. The buyer will have to deposit 25% of the bid amount on the spot. He will accept the shop on 'as is where is' basis.

Alok Gupta

Shop no. 13

Karim Market, Old City, Hyderabad

1 July, 2008

IV. TENDER NOTICES

1. *You are Manager (P & A) Nathpa Jhakri Power Corporation Limited. Himachal Pradesh. Draft a notice inviting tenders for awarding Annual Maintenance Contract for house-keeping, civil and electrical maintenance of its various offices located in Shimla.*

Answer

Nathpa Jhakri Power Corporation Ltd. (HP)

NOTICE INVITING TENDERS

NJPC desires to award Annual Maintenance Contract for house keeping, civil and electrical maintenance of its various offices in Shimla. The detailed terms and conditions are available with Liaison Officer, NJPC, Sector – 1, Parwanoo, (H.P.) Interested parties having sufficient experience should send sealed quotations giving rates to the Manager (P & A) NJPC, Shimla on or before 16th August, 2008.

A.C. Joshi

Manager (P & A)

August 1, 2008

IV. OBITUARY

1. *Your grandmother expired on Friday, 22nd August, 2008 at 6 P.M. Write a notice for publication in a newspaper giving information regarding her CHAUTHA & UTHALA ceremony.*

Answer

CHAUTHA

With profound grief, we inform of the sudden demise of our respected grandmother Smt. Gango Devi on 22nd August, 2008. Chautha & Uthala will be observed on Monday, 25th August, 2008 at 5 p.m. at the Community Centre, Golf Links, New Delhi.

Ram Kapoor

Shyamla

Ricky, Mitu and Pinki

102, Gold Links

New Delhi – 110003

Tel : 24819685, 24640781.

August 23, 2008

2. *The staff and students of Janta Public School, Pondicherry, remember Sh. R.M. Ganeshan on his fifth death anniversary. Write a suitable obituary notice to be published in The Hindu.*

Answer

In Loving Memory of R.M. Ganeshan

The staff and students of Janta Public School, Pondicherry remember with respectful gratitude the selfless services of Sh. R. M. Ganeshan. He was a true scholar and his love and devotion to the institution will be remembered by all for a long time to come.

Teachers and Students of ABC School, Pondicherry.

VI. CULUB NOTICE

1. *You are the secretary of New Safdarjung Club, New Delhi. Draft a notice informing the members of the new amendments made in the existing rules*

of the Club. Using the information given below in the input, draft the notice in about 50 words.

Certain amendments in the rules – monthly subscription enhanced to Rs. 500 – guest charges enhanced to Rs. 50.

Answer

NOTICE

New Safdarjung Club, New Delhi

22 Ring Road

New Delhi

10 March, 2008

It is brought to the notice of all members of Safdarjung Club that the following amendments have been made in the existing rules by the General Body in its meeting held on 3rd February, 2008.

- 1) The monthly subscription has been enhanced from Rs. 500 to Rs. 800 per members.
- 2) The guest-charges have been enhanced from Rs. 50 to Rs. 100 per guest per day.

R.S. Kapoor

Secretary

VII. APPEAL/NOTICE

1. *You are Ranjan/Rajani, residing at 30A, Munirika. Your friend has to undergo an operation for which he needs rupees two lakhs. Some generous people have donated some money but that is not sufficient. Draft an appeal / notice which will be published in the local daily to generate money for the operation. Do not exceed 50 words.*

Answer

APPEAL/NOTICE
Save A Life !

A youngman of twenty belonging to a poor but respectable family has to undergo an operation of kidneys within fifteen days. The operation requires rupees two lakhs. Some generous and kind hearted people have donated some money. But that is not sufficient for this purpose. Sympathizers are urged to send donations immediately to generate money for the operation. Send donations immediately to generate money for the operation. Send donations to once to Ranjan, 30 A Munirika, Mobile No. 9416260438. Remember, your donation can save a precious young life.

STUDENT ACTIVITY

1. What do you mean by Notice? What is its purpose?

2. Write a sample Sale Notice.

REVIEW QUESTIONS

1. You are the Secretary of the Welfare Association, Sector 14, Hubli, Karnataks. Recently there have been a spate of thefts, murders and vehicle lifting in your area. Write a suitable notice to be circulated among the residents informing them to take certain precautionary and security measures to deal with such cases of crime in the colony.
2. You are the Secretary of the South India Club, Chennai. Write a notice for the benefit of the club members to pay their annual subscription before 26th March, 2008.
3. You are Anil Jain of Hapur. You own a shop in the old city. Write out a notice for the same offering to sell the shop by suction on 'as is where is basis'.
4. Garden Silk Mills Ltd. Mumbai launches its Discount Sale for the Puja and Dewali festivals. Write a suitable sales-notice for publication in a newspaper.
5. Draft an Admission notice for Noble institute of Fashion Designing, Linking Road, Mumbai, imparting Certificate/Diploma Courses in Fashion Designing and Interior Decoration.

SECTION – D

3

NOTE - MAKING AND SUMMARISING

LEARNING OBJECTIVES

- Introduction
- Methods of Note Taking'
- Reviewing and Editing Notes
- Methods of Note-Making
- Importance of Taking Notes
- Strategies for Note-Making
- Characteristics of Good Notes
- Summarising
- Summarising Techniques

INTRODUCTION

Note Taking and Note Making is an integral part of a student's life. He is expected to make notes in classes, in lectures, in practicals, in seminars, in workshops. He cannot remember the complete text. So he has to note down the important points while he is reading a text, journal or periodical. He has to gather materials and make notes when he is preparing his assignment, essay, paper and project report. The purpose of his fieldwork, school experience or work experience would be defeated, if he does not write his experience in notes. The Note Taking practice helps him in keeping a record of ideas, concepts and points at that time. These notes may help him in the future.

“Learn, Compare, Collect the facts” – Ivan Petrovic Paulou (Russian Physiologist).

METHODS OF NOTE TAKING

1. **You should be liberal with the blank pages.** Do not economise on the number of pages to be used while taking notes.
2. **Start each new topic on a new page.** Remember to give date and number to each page. The sequence would help you locate at a later stage.
3. **Leave enough blank spaces in between.** If you want to add comments and **some** extra material, you can do that in the blank spaces.
4. **Use only one side of the paper.** This will create less confusion when reviewing your notes. Besides you have enough space to add extra material.
5. **Be brief while making notes.** Remember you are writing notes and not the detailed information. When you can substitute sentences with phrases, or phrases with words, do that. Writing abbreviation and using one word substitution, and the use of symbols would help you in writing brief notes.
6. **The new vocabulary and new concepts which you do not understand should be written on a different paper.** This would help you to look them up separately when you have time. You can also add meaning if you like to.
7. It becomes sometimes difficult to decide what and how much to note down. Write down definitions. **Do not repeat the information once noted down.** Write down just enough to capture the key ideas and to allow you to expand them out later.
8. **Expand your notes.** Plan to sit down and expand your notes. The sooner you do this, the better it is, since you will remember more if the time gap is short.
9. **Make all your notes readable.** There is nothing worse than getting home and not being able to read the notes.
10. **Write notes in your own words.** But formulas, definitions and specific facts should be noted exactly.
11. **Do not note down everything.** It may not be possible as well as it may not be necessary. Listen and take down the important points only.

12. **Focus on the main points.** Do not waste your time in writing the minor points. You may leave few spaces blank as you move from one point to another so that you can fill in additional/minor points if necessary. Be liberal in the use of paper.

REVIEWING AND EDITING NOTES

1. If you do not edit your notes within one or two days, you may forget the class teaching, Then you may not be able to edit and review your notes.
2. While editing, give words to the abbreviations which have been used in your notes. Take out the dictionary and find meanings of the new vocabulary. Simplify the symbols.
3. Editing should always be done with a different coloured pen. This will help you to distinguish between the notes and the added material.
4. Consult the reference books and fill up the space with more ideas.
5. If you confusion in understanding, you can underline to discuss the same with the teacher next day.
6. If you have confusion in understanding, you can underline to discuss the same with the teacher next day.

METHODS OF NOTE-MAKING

There are five methods of Note-making

1. **The Cornell Method.** This is a systematic method for organizing notes. Margin is kept on the left-hand space so that the ideas can be written with key words. It is a simple, efficient, organized method of note-making. You can save time and easily review your notes. Keep a margin of two to three inches on the left. Write in the main space, using, left hand margin to label each idea. In this method, you can skip information if you have missed and later on add on the margin you had left.
2. **The Outlining Method.** General information is written at the left and the more specific information is written to the right which is indented Margin should be maintained so that the major and specific points are kept apart. Markings are not essential because the space kept between right

and left will indicate the major and minor points. Write in points in an organized pattern. This method is a well-organized system if done in a right manner. It reduces the need of editing.

Since this method involves listening first, the system cannot be used if the lecture is too fast. This method is useful for those students whose speed of writing is fast and they can handle both listening and writing.

3. **The Mapping Method.** Mapping is a graphic representation of the content of lecture. This method is suitable for those students who actively participate in the class and for the students who can easily graph the lecture. In the mapping method, main points are written on note-cards. If a student has a good level of understanding, and comprehension skill, mapping method should be helpful to him. It is easy to edit your notes by adding numbers or marks. This method is useful when you have a visiting lecturer and you are not familiar with is method of teaching.
4. **Charting Method.** You set up your paper by drawing columns and labeling appropriate headings in a table. This method is useful if the lecture format is chronological. You can write the different ideas into different columns. This charting method helps reviewing the notes. This method is useful for making comparisons and relationships. It helps is memorizing the information. To use the charting method effectively, it is important that you should be able to categorize the different part so that you can record information into the appropriate category otherwise you will get confused.
5. **The Sentence Method.** This is a commonly used method when you write every new idea or topic in a new sentence. In this method while progressing ahead you keep on numbering the new ideas. It is an organized method in which you writing flow is better and you can record maximum information. This method is useful when the lecture is organized, presented in points. The sentence method makes editing and reviewing difficult. You will get confused when differentiating major and minor points. Make use of this method, when the lecture is well-organized.

IMPORTANCE OF TAKING NOTES

1. Taking notes would force you to be attentive in the class and listen carefully to the lecture.
2. Note taking helps you to test your understanding of the topic.
3. Notes written with your own hand will be easier to read.
4. Personal notes usually help in memorising.
5. When you are reviewing and editing, you will understand better and can add your own comments, if required.
6. Writing as compared to reading helps in grasping the idea.
7. Learning to make notes effectively will strengthen your study habits. They help you remember important information. It is a wrong concept that you understand everything in class, so there is no need of taking notes. Writing notes would improve your understanding.
8. Note taking helps you in selecting important material and discarding unimportant material.
9. Note taking improves your writing speed.
10. Note taking helps you to concentrate on what you are listening, reading or watching.
11. Note taking activity keeps you physically agile and in return increases the mental activity.
12. Making notes help you to re-order and reflect on different ways of understanding topics.
13. Since Note-Making is a writing exercise in your own words, it helps you to write your original presentation on a topic. It helps you to achieve the writing skill.
14. Your notes often contain information that cannot be found elsewhere.
15. Notes create a resource for test preparation.

There is a general view that Note Taking is an activity conducted simply in the class-room but Note Taking skill requires preparation and reflection.

STRATEGIES FOR NOTE-MAKING

The purpose for taking Notes is to record important material in writing which can be used later. The strategies listed below will tell you how to be systematic in your Note-making.

1. **Construct an Online.** Do not make your Notes too lengthy, otherwise you will have to convert them to “Study Notes” which will be a wastage of time.

Use appropriate note-making system. Try to make brief notes which contain the main ideas necessary to recall your course information. Plan a formal outline which contains headings, sub-heading, detail point, example. Arrange them properly so that you know what to see where.

2. **Summary Paragraph.** Write a summary paragraph based on your notes. The ideal way to write a summary paragraph is to consult your notes for main points and write from you memory. Summary paragraphs work well as practice for short answers. Include all the main points and important minor points while composing a summary paragraph.

3. **Use Personal Example.** Your teachers may quote certain examples to emphasize the topic they are discussing. You may read in your textbook also certain examples or anecdotes to reveal how the idea is applied in real life. While making notes, you can invent your own examples.

- Fancied or from real life.

- Examples that represent the idea accurately. If the examples are familiar to you, you will understand the topic better. This will also motivate you and capture your interest.

4. **Elaborative Rehearsal.** Elaborate Rehearsal links related ideas together in such a way that when you think of one idea, the other comes logically to mind.

When you are making notes, reviewing your notes, adding personal examples, making summaries of your notes, you are going through the process of elaborative rehearsal.

5. **Framing Questions.** It will be important to frame your questions on the keywords and phrases you have chosen from your notes. This evaluation will help you prepare for the real test the questions move you to a deeper

level of understanding of your material. It raises a curiosity in your mind for further information.

6. **Consolidating the Material.** After you have taken down the notes, prepared the summary, framed the questions, you are required to consolidate manner, whole exercise of taking notes will go futile. You must arrange the material in such a manner that when you want to look at some point, you should immediately know when to find it.

CHARACTERISTICS OF GOOD NOTES

1. (i) Notes should be short.
(ii) Identify the main points.
(iii) Notes must be written in 'note-form'.
(iv) In 'note-form' we write **only in phrases** and **not in sentences**.
2. (i) Information is 'logically divided' and sub-divided by the use of figures/letters.
(ii) Generally three main divisions are made like this :
Main sections : 1, 2, 3, etc. or I, II and III.
Sub-sections : (i), (ii), (iii), etc.
Sub-sub-sections : (a), (b), (c), etc.
3. Another convenient method of division is the 'decimal' system.
Main sections : 1, 2, 3, etc.
Sub – sections : 1.1, 1.2, 1.3 etc.
Sub-sub-sections : 1.1.1, 1.1.2, 1.1.3, 1.2.1, 1.2.2, etc.
4. Abbreviations and symbols are freely used.
5. Articles, preparations and conjunctions are omitted.
6. Notes must make sense when they are read again.
7. Personal notes usually help in memorising.
8. When you are reviewing and editing, you will understand better and can add your own comments, if required.

SUMMARISING

Summarizing is the technique which helps in using other people's words and ideas in your own writing. You can include the work of other writers in your own words and expressions. Summarizing is the means to demonstrate your understanding of a passage. You can convey that understanding to others by simplifying the text. You can also present background information quickly. Through summarizing and paraphrasing, you can refer to other author's ideas in the course of your own original statement. They are used to provide support for claims or add credibility to your writing. Both summarizing and paraphrasing are forms of restating an original text in your own words.

A summary is an overview of a text. The main idea is given in condensed form excluding details, examples and formalities. A summary is shorter than the original passage. The purpose of writing a summary is to give clear and accurate information in brief manner. A summary restates the essence of the original passage and eliminates less important material.

SUMMARISING TECHNIQUES

1. Read and re-read the text to take the notes, till you have understood the original.
2. Highlight the main points.
3. Make notes of the main points and leave out example, evidences etc.
4. Pay attention to the Topic sentence in each paragraph.
5. Use dictionary and find the appropriate meaning of the difficult words used in the passage. Reread difficult part.
6. Read with extra attention the first and the last paragraphs.
7. Keep aside the original and try to memorize the main points.
8. Lastly, record the source. Include the author, title, page, number, place of publication, year of publication, and the name of the publisher.
9. Write the title of the book under double inverted commas with maximum or minimal capitalization.

Maximal Capitalisation. “Communication Skill and Functional Grammar”.

10. Use signal inverted commas to write the names of the articles or chapters.
11. Without looking at the text, rewrite your notes in your own words.
12. Be concise, accurate and to the point. Try to compress ideas by using coordination and subordination.
13. Read the draft of your final summary. Edit if necessary. Avoid plagiarism – this is essential.

Summarising follows note-making. It is the selection and paraphrasing of the passage. it involves the following main steps:

1. Understanding important ideas
2. Writing them down, abridging the verbs
3. Avoiding examples, explanations and repetitions.
4. In summarizing, we expand the points into full sentences. We don't write in phrases.
5. The summary will contain all the main ideas contained in the original passage.
6. Be precise in expression.

Some example are given herein below:

Make notes on the following passages and also write the summary of the passage:

1. We have been talking about the evils of child labour for the last 10 years in this country. But the number of working children seems to be increasing. Instead of building up a groundswell of public opinion against child labour and for compulsory primary education, we are still talking about child labour as being necessary for the survival of the family. The debate has not changed radically in the last 10 years. The result is that children continue to work in the most hazardous conditions and compulsory education is still a dream.

The presence of child labour in hazardous industries is a gross violation of human rights. If children are not dying in explosions, they are dying a

slow but sure death in the glass, brassware, lock, slate, balloon, brickkiln and other industries.

With their power, employers of child labour get away scot-free. If at all compensation is paid, it is the State that dishes out the cash.

Not only are children working in hazardous industries, they are also engaged in the most hazardous processes in industries which adults do not want to touch. In the glass industry, children are primarily engaged in removing molten glass from the furnaces. Since the furnaces are designed for adults, the child's face is almost touching the wall of the furnace. It is not all.

Accidents happen all the time and most of them go unreported. Doctors refuse to treat injured or severely ill patients. A common complaint. I heard from workers in all the industries I studied – glass, lock, brassware, pottery and gemstone – was that doctors tell them to come back to them for treatment when they are better. Doctors refuse to treat severely injured patients as they have to necessarily report medico-legal cases.

What then is going to be the fate of Indian children? Will Rohtak become another statistic or yesterday's news? Are we still going to justify child labour in India as an economic necessity for the family? The children who are found working are those that are able to work. What about the children who are too ill or injured due to working in hazardous occupations? The word "hazardous" is not defined anywhere, not in the Constitution of India and not in the Child Labour (Prohibition and Regulation) Act, 1986. Child labour has to be banned uniformly.

Or will the State take notice only when it becomes an international issue as is the case with the carpet industry? Child labour in hazardous industry at least needs to be banned by a Presidential order or something dramatic and serious like that. The message needs to get home to all employers of child labour that this situation just cannot continue. Parents also cannot be allowed to justify sending their children to work in such industries on the grounds of poverty. A massive countrywide campaign needs to be launched – like the campaign on the gold child – stating clearly the punitive action which would be taken if children were found to be employed.

We cannot wait for the perfect programme to be developed before child labour is banned in hazardous employments. The word "hazardous"

needs to be defined and defined now. If all work is considered hazardous, then let all work be banned for children.

NOTE

(a) TITLE : CHILD LABOUR IN INDIA

1. **Child Labr. Increasing**

- (i) Industs. Employ children
- (ii) Hazardous working. Conditns.
- (iii) Primary educatn. – a distant dream

2. **Ignored**

- (i) No compensatn. for injured or sick
- (ii) Med. help refused – legal risk

3. **Law Required**

- (i) Total ban in hazards. industs.
- (ii) Poverty of parents – no excuse

4. **Remedies**

- (i) Country-wide campaign
- (ii) Punishment to employrs.

(b) **Summary**

Child labour is on the increase. Children are given the most dangerous of jobs. All this is a great violation of human rights. Children are dying a slow death. Their plight is being ignored. They get no compensation when injured or sick. Even the normal medical help is refused as the doctors fear of being involved in medico-legal cases. A strict law is urgently required. A country-wide campaign needs to be launched to build public opinion and the erring employers of children be punished. All hazardous works should be banned for children.

- 2. What is it that enables some people to gain whatever goal they set for themselves while others do not succeed? What makes some even winners in the world and others the losers? If you want to win, we must find the right answer to this very important question. Are there certain qualities or techniques which a person can use to achieve success regardless of his goal? To confirm this we must carefully study the lives of successful men of the past as well as the present day. No doubt there are certain characteristics which are commonly found among all these great people. But an academic or college education is not necessarily one of them. Such

an education perhaps could be an asset. But then considering how many of our educated youth are keen to take on a job of clerk and end up their lives as clerks one may even doubt whether the college education is really an asset. Let us remember this. College education by itself is neither good nor bad. It all depends on what use you put it to. The important thing is, if you happens to possess it you can use it to advantage. If you do not have it, there is no real cause to worry. Many have succeeded – not only in India but also in other industrially advanced countries – having attained great success without college education. For instance, Thomas Edison had taken only three months' schooling. The great Abraham Lincoln was practically self-educated. Benjamin Franklin did not attend the school at all. The Wright Brothers were not scientists but bicycle mechanics by their basic profession. Success also does not necessarily depend upon one's birth, environment, wealth etc. H.C. Wells was born in poverty and had to fight ill health continually.

The study of the great, successful, self-made men all over the world, whether of the past or of the present, spotlights very important common factors. They knew how to get along successfully with others. They knew how to sell themselves to strangers and friends, to their employers and employees, to their neighbours, families, in fact to every one with whom they came into contact daily. They knew how to sell their ideas, knowledge, talent and service. They knew how to get along with men, influence and motivate them.

Success depends to a great extent on what you do with your ideas, talents or gifts. Invariably it is not what you know but what you do about what you know. It is not what you have, but what is done about it that spells the difference between success and failure.

NOTES

(a) TITLE : THE ART OF SUCCESS

1. Success – Not Easy

- (i) a pain taking process
- (ii) biographies of successful men guide

2. Role of Education

- (i) neither, good nor bad
- (ii) absence needn't cause worry.

3. Role of Family and Environment.

- (i) birth doesn't matter
- (ii) wealth & health are not impt.

4. Human Factor – Very Impt.

- (i) getting along with others
 - (a) communicatn.
 - (b) selling your ideas
 - (c) influencing and motivating. people.

(b) Summary

Getting success in life is never an easy task. The lives of great men show us how we can make our lives useful or successful. Education does not seem to have played a great role in making life successful. Again success has nothing to do with high birth or some special environment. The most important thing is the human factor. One must know how to get along with others. A successful man is able to communicate his ideas in a way that he can sell them to others. He knows how to influence people and win friends so as to motivate them.

STUDENT ACTIVITY

1. What is the purpose of Review and Editing of Notes ?

2. How do we summarise a given content?

REVIEW QUESTIONS

Making notes on the contents of the passages using abbreviations and symbols. Supply a suitable title. Make a summary of the passages.

1. So often these days we hear and speak of ‘the conquest of nature’, ‘the taming of a river’, ‘the war against insects’ and so on. Often these phrases are used without consciously attaching any value to them, but they have underlying them an attitude of hostility towards Nature and Nature’s creatures, a viewpoint which seems to assume Nature as an enemy that needs to be vanquished. Alternatively, Nature is seen merely as a ‘resource’ to be ‘exploited’ to take the maximum out of it, regardless of what this does to natural processes and to other creatures which depend on these processes. It is this attitude which sees fellow human too as a resource to be exploited, or other human communities as enemies to be conquered.

There is a growing lack of sensitivity and respect for our fellow creatures. This attitude is being drilled into a child by social forces, which can only be countered by environmental education. Yet, sadly, in most cases this is not done. What is done is talk about the food web and the energy cycles and ecological balance and how removal of any element disrupts the whole system, and how this can affect human beings too.

What this approach lacks is the essential interaction with Nature and with other humans. Indeed in many environmental activities the opposite takes place. A classic example of this is making of a herbarium or even worse, an insect collection, so common in both formal and non formal education in India. A child is often encouraged to pluck leaves and flowers and run after butterflies with a net, and is part of a large group of children similarly working a patch of nature within it. Such a child is not likely to develop any strong feeling of respect for nature, or for the individual ‘specimens’ pressed in the plant files or trapped in a jar. It is worse when the activity is also competitive i.e., who collects the maximum. A lot of knowledge may be gained, but it is gained in a value system which emphasizes exploitation and conquest, not sensitivity and respect. Learning under a tree, (Santivana) rather than in a classroom as is indeed the Indian tradition, is far more effective and long lasting.

The alternative is to take up activities where eco-balances, ecological diversity, animal behavior, human plurality and other such concepts and systems are introduced with the stress on their intrinsic worth. Materials, processes, living beings do not exist only for human use, but more importantly they are worthwhile in themselves.

A frog is as much in love with its life as the human child is with it. The free life of the frog must be respected. The final thrust of environmental education seems to be embodied in answering the vital question. 'Am I doing something which disrespects or violates some other creature's right to live and live freely ? If I am, what can I do to minimize the damage I am causing?

Once again, the Indian tradition of 'ahimsa' comes out as infinitely more relevant, than much of what we learn in modern education.

2. In democratic countries any efforts to restrict the freedom of the Press are rightly condemned. However, this freedom can be easily abused. Stories about people often attract far more public attention than political events. Though we may enjoy reading about the lives of others, it is extremely doubtful whether we would equally enjoy reading about ourselves. Acting on the contention that facts are sacred, reporters can cause untold sufferings to individuals by publishing details about their private lives. Newspapers exert such tremendous influence that they can not only bring about major changes to the lives of ordinary people but can even overthrow a government.

The story of a poor family that acquired fame and fortune overnight, dramatically illustrates the power of the Press. The family lived in Aberdeen, a small town of 25,000 inhabitants in South Dakota. As the parents had five children, life as a perpetual struggle against poverty. They were expecting their sixth child and were faced with even more pressing economic problems. If they had only one more child the fact would have passed unnoticed. They would have continued to struggle against economic odds and would have lived in obscurity. But they suddenly became the parents of quintuplets, four girls and a boy, an event which radically changed their lives. The day after the birth of the five children an aeroplane arrived in Aberdeen bringing sixty reporters and photographers. The news was of national importance, for the couple had become the parents of the only quintuplets in America.

The rise to fame was swift. Television cameras and newspapers carried the news to everyone in the country. Newspapers and magazines offered the family huge sums for the exclusive rights to publish their photographs. Gifts poured in not only from unknown people, but from baby food and soap manufacturers who wished to advertise their products. The old farmhouse the family lived in was to be replaced by a new \$100,000 home. Reporters kept pressing for interviews. So lawyers had to be employed to act as the spokesman of the family at press conferences. The event brought serious changes to the town itself. Plans were announced to build a huge new highway, as Aberdeen was now likely to attract thousands of tourists. Signposts erected on the outskirts of the town directed tourists not to Aberdeen, but to 'Quint-City U.S.A.' The local authorities discussed the possibility of erecting a 'quint museum' to satisfy the curiosity of the public and to protect the family from inquisitive tourists. While the five babies were still quietly sleeping in oxygen tents in a hospital nursery, their parents were paying the price for fame. It would never again be possible for them to lead normal lives. They had become victims of commercialization, for their names had acquired a market value. The town itself received so much attention that almost every one of the inhabitants was affected to a greater or less degree.

SECTION – D

4

BUSINESS CORRESPONDENCE

LEARNING OBJECTIVES

- Introduction
- Types of Business Correspondence
- Some Other Important Business Correspondence

INTRODUCTION

If a company wants to buy any item for their use, they would definitely want that it should be purchased at the cheapest price and its quality is reasonably good. So every company is concerned with the price and quality of the product it purchases. Paying the right price for the right quality is the main aim. By paying the cost price at the lower end, he makes more profit as the selling price is more or less similar to the market price. In order to locate this, the buyer makes correspondence with several producers and also gives the specification and terms and conditions of buying. On receiving the replies from the suppliers, he compares those by preparing a comparative statement of rates, conditions etc. and then selects the best seller i.e., the seller who gives the most competitive rates and whose terms and conditions are most acceptable to the buyer. Next the buyer places an order with the best chosen seller. The seller may totally or partly accept or reject the order. Sometimes due to major market variations, the seller can cancel before or after the acceptance of the order. In case the order of the buyer is accepted by the seller, the seller sends the products in accordance with the terms of the order. When materials are received by the buyer, he makes payments or else lodges complaint in case these are complaints in the delivery. Sometimes advance payments are also made which are adjusted in the amount being paid by the buyer. Sometimes the seller or the buyer defaults and the correspondence has to be exchanged to

sort out the issues amicably. In these types of purchase transactions, a few letters are written by buyers and sellers to each other and such letters are called Purchase Transaction Letters.

TYPES OF BUSINESS CORRESPONDENCE

These letters can be in the shape of :

1. Enquiry letters
2. Quotation letters
3. Order letters
4. Acceptance letters
5. Refusal letters
6. Cancellation letter
7. Complaint letter
8. Clearance of account letters.

Enquiry letter has already been discussed in previous chapter.

I. QUOTATION LETTER

As the final order is placed on the basis of the quotation received, it is necessary that all the vital parts concerning the deal are mentioned in the quotation. There should be no misunderstanding or ambiguity, otherwise, it may result in disputes which may prolong for years.

1. **Inviting Quotations.** Letters are written by the firms/companies for obtaining rates, conditions of payment etc. it is necessary that not only adequate care should be taken to draft such letters but at the same time, it should be exhaustive and no room should be left with the sellers to manipulate afterwards.

The Inviting Quotations letters should include the following points :

(a) **Specify the item and its specification clearly.** For instance, if you want to buy invertors, give the exact numbers, watt-hours, size, guarantee periods, shape, make and quality.

(b) **Request the seller to quote price.** Based on the specifications, the sellers may be asked to quote the rates. Conditional rates should be neglected and discouraged. For example, in case of Invertors and Air-Conditioners, rates fall during winters as demand is low but rates rise during summers. The rate should be delivery rate and not ex factory rate.

(c) **Mention the time period.** Your enquiry should invariably contain the period in which you wish to get the supply. Sometimes, the supplier may not be in a position to supply bulk quantity in short period and such prospective suppliers can judge their capacity and may not offer. Time period is an important parameter and time should always be the essence of the contract. Sometimes compensations are levied for not supplying the goods in time. If that is so, it should be clearly indicated in the Inviting letter.

(d) **Ask for installation charges.** Sometimes goods such as Air-conditioners, Invertors, Refrigerators, Computers are required to be installed by expert technical persons. In such cases, ask the supplier as to how much will charge for the same and whether or not there will be repair charges.

(e) **Independently ask for the tax components.** In addition to the basic price of the good, there shall be few taxes such as Sales Tax, Central Sales Tax, VAT etc. which may be paid by the buyers. Normally such tax component is included in the price because the delivery is at your notified place but certain relaxation is given to government departments and charitable institutions. Hence, asking for separate tax component would be advisable.

(f) **Ask for the Validity of the quotation.** The supplier may not keep his rates open for infinite period. Normally the rates are valid for thirty or sixty days. In such cases the buyer should place his order within the period for which the rates remain valid. He should, therefore, ask the seller to mention the period for which his quotations are likely to remain valid. In few cases the validity can be extended with the consent of the buyer and seller.

(g) **Sample of material.** Sometimes the buyer may already be possessing the sample and in the Inviting Quotations, he can specify that the sample can be seen from his office before quoting rates. In case, he does not have the sample, he can ask for a sample, if required. Use of sample helps in case of beds, sofa-sets, cupboards, carpets for which the item cannot be completely reproduced in words.

2. **Sending Quotations.** The supplier sends his offer after he receives the Inviting Quotation Letter and this is called as Sending Quotation.

Quotation. The letter should be properly drafted because any mistake in rates or conditions can put the supplier to disadvantage. This is nothing short of short of sales letter. Please indicate.

- 1) The rates preferably in words and figures. If possible work out the total.
- 2) The time required for supplying the goods.
- 3) The place where goods are to be delivered.
- 4) Work out the charges of taxes, freight, octroi etc.
- 5) Work out loading, carriage and unloading charges.
- 6) Insurance charges, if not added, then work out the risk elements particularly for brittle and precious items being destroyed in transit.

Following examples shall make it easy to understand.

Look at the following examples:

Note: The examples below may not contain the eleven parts of a business letter, but these must be incorporated while drafting such types of letters.

Examples of Inviting Quotation

Example I

S.V.N. College

T.T. Nagar

Bhopal – 4

Tele No. 2771833

www.sun.com

Dear Sirs

We intend to buy the following items for our new college building located in T – T. Nagar Bhopal. The quantity and description of the items are given below. The quantity can deviate by 5% to 10%. Please quote your lowest rates giving full technical details. The rates shall remain valid for a period of two months from the date of receipt.

The items should be supplied within a maximum period of twenty-five days from the placement of the order.

Description of the items	Quantity
Arm chairs for students	500 Nos.

Desks with shelves for students	500 Nos.
Tables for teachers	15 Nos.
Easy chairs for staff	45 Nos.
Central tables	15 Nos.
Sofa – Sets	5 Nos.
Black-Board to be fixed 6' X 3'	10 Nos.
Call – Bells (electronic)	3 Nos.
Water – Coolers (200 lts.)	3 Nos.
Asian Carpet 25 mm thick	50 sq. meter
Electric fans (Usha Make 48")	2 Nos.
A.C. (2.5 ton) Voltas	2 Nos.
Wooden Benches (3 seaters)	5 Nos.

Conditions:

- 1) Only 75% of the payment shall be made on receipt and remaining 25% after a maintenance period of three months.
- 2) Buyer reserves the right to accept or reject any item in full or part.
- 3) Please indicate the tax component separately.
- 4) Samples of some of the items can be seen from the office of the Principal.

We look forward to a reply from you.

Thanking you

Yours truly

S.N. SHARMA

(Principal, SVN College)

Example II

Punjab Engineering College
(Maintenance Deptt.)
Chandigarh.

Sub. : Providing and fixing of

(a) 10 Nos. 1.5 ton Window Air – Conditioner

(b) 5 Nos. 3 ton Split – Air – Conditioner.

Dear Sirs,

We are immediately in need of the above items to be fixed at various locations within our Engineering campus. We shall be grateful if you will please send us your lowest quotations together with the details, date of delivery and the brand name the Air-Conditioners within ten days of the receipt of this letter.

Window A.Cs are to be fixed in the windows after removing the shutters and grills. Wooden ply all around the A.C. shall be required to make it airtight.

As regards the Split A.Cs, mechanical part is to be fixed at the terrace of the double storey building to be connected to the A.C. by insulator.

Nothing extra shall be paid for installation, fixing and accessories.

Thanking you

Yours truly

(B.N. DAS)

Head Maintenance Dept. PE.C. Chandigarh.

Examples of Sending Quotation

Example I

Dear Sir

Thank you for your letter no. 243/10/06 dated 12/02/07. Please find below the following quotations submitted for your kind considerations.

Description of Item	Rate of site
Bricks 10" x 5 " (50 strength)	Rs. 2000 per 1000 bricks
Grey Cement (Birla make) 50 kg	Rs. 235 per bag.
White Cement (Birla white) 50 kg	Rs. 450 per bag.
Steel	Rs. 20 per kg.
Coarse Sand	Rs. 450 per cu.m.
Stone Aggregate (40 mm)	Rs. 675 per cu.m.
Binding Wire (GI)	Rs. 35 per kg.

Conditions

1. The above rates are inclusive of all taxes, carriage etc.
2. 90% payment should be made within five days of the receipt of the material and remaining 10% within twenty days of the receipt of material.
3. The above price shall remain valid for two months.
4. Any government increase shall be paid extra.
5. The unloading of the material shall be done at site by your staff.
6. Material shall be supplied from 8 a.m. to 12 noon only, due to traffic restrictions in the area.
7. All disputes shall be settled through arbitration.

We look forward to receiving order from you.

Thanking you

Yours faithfully

(N.K. SHUKLA)

Sales Manager

Example II

To

M/s Deepak Consultants

49, Defence Colony.

New Delhi

Sub : Regarding Quotations for Various items.

Ref. : Your No. DP/1002/FC/01 dated 15/01/07.

Dear Sir

With reference to your letter cited above, please find below the quotations for the various items. We hope that you will find these rates reasonable and place order with us.

Item detail	Rate
Screw drivers 10"	Rs. 250 per Dozens
Nails 2" (length)	Rs. 500 per 100 Nos.
Plier 8" length	Rs. 420 per Dozen
Electrical Tester (5 Ampere)	Rs. 84 per Dozen
Pipe Wrench 24"	Rs. 360 Each
Jack (5t Capacity)	Rs. 780 Each
Electrical Insulator Tape	Rs. 150 per Dozen

Conditions

1. Packing charges are included in the above rates.
2. The rates are inclusive of all Taxes, Carriage etc.
3. Payment in full to be released within twenty days of the receipt of the material.

In case of any further information, please do not hesitate to write to us.

Thanking you

Yours faithfully

(B.B. DHAR)

Sales Manager

II. LETTER OF ORDERS

1. **Placing Orders.** On receipt of the Quotations, next step is to place an order. This is done after all the Quotations have been received. The lowest rates are worked out and the decision is taken to place an order. For doing so, the following points should be kept in mind.

- a) The order should be firm and clear.
- b) Mention the quantity and rates. Check the units whether they are in numbers, sq. meter or otherwise.
- c) Mention the quality, specifications, make, sample and other details accurately. These parameters should tally with the quotations already invited.

- d) Mention the period of executing the order, mode of payment.
- e) Give the full address of the place where goods are to be received. The seller may be genuine but due to wrong address or change in address, goods may be stolen.
- f) In case you want the goods in phases, spell that out in the orders you place. It is always better to do so. This will help in making payments in parts.
- g) Goods may sometimes get destroyed during transportation. Hence proper packing and safe transportation should be made the responsibility of the seller. Mention that in the order. If desired, get them insured against fire, theft and damage.
- h) If required introduce compensation clause. In case the supply is not received on time, suitable compensation shall be levied.

Examples of Placing Orders

Example I

Dear Sir

This is with reference to your quotations bearing no. BD/1041/Arc dated 15/01/07. We are pleased to place an order for the following items on the terms and conditions already specified in the quotations. Please ensure that the goods are received by us within one month of the receipt of this letter.

Name of item	Quantity	Rate
Godrej Soap 75 gm	1000 Nos.	Rs. 8.50 Each
Godrej Soap 100 gm	1000 Nos.	Rs. 11.20 Each
Toothpaste 150 gm (Colgate)	500 Nos.	Rs. 37 Each
Toothpaste 150 gm (Close up)	500 Nos.	Rs. 43 Each
Palmolive Powder 100 gm	500 Nos.	Rs. 55 Each
Vim Bar 200 gm	1000 Nos.	Rs. 25 Each
Tooth Brush (Raja Make)	2000 Nos.	Rs. 23 Each

Sales Tax @ 4% shall be paid extra over and above the rates mentioned. Entire payment shall be released the ICICI Bank within ten days of the receipt of the goods.

Thanking you

Yours truly

(VAISH P)

General Manager

2. **Acceptance of Order.** Sometimes after the issue of place order, the buyer waits for confirmation from the supplier. If the supplier rejects the order then all the exercise done earlier by the parties shall be futile and end without the transaction coming through. However, sometimes the supplier does not confirm the order and still supplies the material and transaction takes place.

So acceptance of order needs to be studied and understood in following aspects:

(i) **Importance of Acceptance.** This provides legal status to the order. In other words, the acceptance of the order by the supplier makes the order a contract. It is the act of acceptance that makes the purchases order a legal contract. Therefore, acceptance is necessary without which an order cannot become a contract.

(ii) **Results of Acceptance.** In case of contract, both the parties are legally tied up to honour his or her commitments and violation of anyone of the terms shall amount to violation of the provisions of the contract and would invite legal action. The choice to accept the order lies with the supplier who can refuse also. Therefore the supplier shall accept the order only and only if it is beneficial to him. In case the order is not profitable or in case material differences have taken place between the submissions of the quotation and receipt of order, the supplier can reject the order. The consequences of acceptance of order are fully known to the supplier.

(iii) **Method of Acceptance.** This can be done firstly by sending the original copy of the order alongwith one more copy to the supplier by putting across the stamp of acceptance duly signed with date or the supplier can write a letter to the buyer indicating his acceptance. Whatever may be the mode of acceptance, an order shall become a contract after it is accepted and further action to purchase goods can be done.

(iv) **Is it Compulsory to Accept ?** Some suppliers may not send acceptance letter and remain quiet even though they have agreed to accept the order. Nevertheless, written acceptance is necessary so that both the parties have in their hand copy of the agreement enforceable by law. By this, both the supplier and buyer will be free from worry in case the acceptance was

conveyed. Buyer will not be able to issue orders again to other suppliers once the agreement is drawn. Similarly, the supplier will be assured of the assignment and can make arrangement accordingly.

Examples of Acceptance Orders

Example I

Deepak Chemicals Pvt. Ltd.

15 A, Janakpuri

New Delhi

The J & K Paper Mills

Civil Lines

Kanpur

Sub : Regarding Acceptance of Order

Ref. : Your order no. JKP/125/CD/125 dtd 25/12/06

Dear Sir

We are in possession of your order indicated above. We thank you for the same. We are pleased to accept the order and have started manufacturing the goods. We promise to deliver the goods within the period stipulated in the order.

We assure you that we shall carry out the orders to your entire Satisfaction.

Yours truly

(ALOK BANSAL)

Manager

Deepak Chemicals Pvt. Ltd.

Enclosures – Copy of the Order duly stamped and signed

Example II

Vaishali Trading Co.

15 Jor Bagh

New Delhi

M/S V.S. and Co.

5 Park street

Kolkata

Sub : Order regarding purchase of woolens.

Ref : Your letter no. TC/Purchase/287 .dtd. 28/12/06.

Dear Sir

We are pleased to accept your quotation cited above and place the following order.

1. Pattern no. 463 Dhariwal Suiting @ Rs. 290 per m. (5 rolls)
2. Pattern no. 687 Raymond Suiting @Rs. 197 per m. (15 rolls).
3. Pattern no. 467 DCM Suiting @ Rs. 283 per m. (7 rolls)
4. Pattern no. 063 JK synthetic @ 700 per m. (2 rolls)
5. Pattern no. 101 Oswal Suiting @ Rs. 200 per m. (6 rolls)
6. Pattern no. 303 Mayur Suiting @ Rs. 590 per m. (7 rolls)

Conditions

1. Discount @ 15% is allowed for making payment within 15 days of the receipt of the material.'
2. Sales Tax of 4% shall be paid extra after deducting discount.
3. Date of delivery.
4. Measurement shall be taken jointly with our representatives.

Please acknowledge the receipt of this letter.

Thanking you

Yours truly

(ASHOK SINGH)

Manger

III. INVITING TENDERS

Quotations are generally invited for supply of the goods etc. The tenders are invited for undertaking specific type of jobs. This can be, for example, construction of quarters or bridges. This does not mean that tenders cannot be called for supply of goods. However, generally tenders are invited for jobs which are of slightly longer durations. Notice regarding tenders is given in the newspapers and through websites. Most departments have, with the passage of time, framed their own standard form for inviting tenders.

Examples of these forms used by various departments are given below. These forms are sometimes in abbreviated form and most of these do not contain the conditions and default clauses. The advertisement has to be precise because these have to be published in the newspaper. Sometimes they mention that for detailed conditions, the contractors can refer to the detailed conditions and terms available with the department.

Example I

Notice Inviting Quotation

The _____ invites on behalf of the President of India item rate quotations in sealed cover upto 3.00 pm. On _____ and will be opened at 3.30 pm. On the same day from the approval and eligible agency.

Name of Work : _____

AS PER SCHEDULE ATTACHED

Conditions

1. The work shall be completed within one month.
2. The work shall be executed as per the direction of Engineer-in-Charge.
3. TDS will be deducted as per rule.

Government of India
Executive Engineer
Bhopal Central Division – II, CPWD,
201, Nirman Sadan, Area Hills, Bhopal

No. 63(2)/EE/BCD-II/2007/

Dt:

Executive Engineer

BCD-II, CPWD, Bhopal

COPY TO

1. Notice Board.
2. The assistant Engineer, BCSD-I, CPWD, Bhopal

Executive Engineer

Example II

NOTICE INVITING TENDER

_____ invites, on behalf of the President of India, sealed item rate tenders from approved and eligible contractors of CPWD and those borne on the appropriate category of Department of Telecommunications, MES, Railways and M.P. State PWD upto 3.00 pm. on, for the following works.

Name of work /NIT No.	Estimated Cost	Earnest Money	Time Allowed	Last date of receipt of Application	Last date of issue of tender of Documents	Last Date of receipt Tenders	Time & date of opening of Tenders
N.I.T. No.:	Rs.	Rs.	_____ Months	Upto 16.00 Hrs.	Upto 16.00 Hrs	Upto 15.00 Hrs	at 15.30 Hrs

Tender document shall be issued from the office of The _____ during the hours (11.00 am. To 04.00 pm.) everyday except non Sunday and Public Holidays, on payment of the following:

- (i) Rs. _____/- in cash as cost of tender and
- (ii) Earnest Money of Rs. _____/- in the form of Receipt. Treasury Challan/Deposit at Call receipt of a scheduled bank/fixed deposit receipt of a scheduled bank/demand draft of a scheduled bank issued in favour of _____.

Tender forms shall be issued to the Class – I CPWD Contractor. Class – II Contractors of CPWD & Non CPWD contractors shall also be eligible to tender provided they have satisfactorily completed three similar works each of Rs. _____

_____ lakh or one similar works of Rs. _____ lakh in the period of last seven years ending _____ ('**Similar work**' means **Building Works** with or without Electrical works). The enlistment of the contractors should be valid on the last date of the sale of tender. In case only the last date of sale of tender is extended, the enlistment of contractors should be valid on the original date of sale of tenders. In case both the last date of receipt of application and sale of tenders are extended, the enlistment of contractor should be valid on either of the two dates *i.e.*, original date of sale of tender or the extended date of sale of tenders.

This Notice may also be seen on websites at

www.Tenderhome.com & www.cpwdwr.nic.in

Inviting tenders is one of the most important constituent of business correspondence followed by submission of tender document and placing of order and issue of award letters.

The sole purpose of inviting tender is to get competitive rates from the eligible agencies. Therefore, while inviting tenders, care should be taken to specify the name of work, its location, approximate cost put to tender, period of execution, depositing of earnest money, eligibility criteria and so on and so forth. Since the notice for call of tender is to be sent to the public at large; it should be published in leading newspapers of the locality as well as big cities. Advertisement should also be given in magazines and websites. The notice should be put on the notice board of the office calling tenders. In short, wide publicity should be given and adequate time period should be available between the date of advertisement and purchase of tender. Similarly, time should be given between the last date of sale of tenders and receipt of the tenders so that contractors are able to fill up the tenders.

GOVERNMENT OF MADHYA PRADESH

PUBLIC WORKS DEPARTMENT DIVISION RAISEN

Tender Notice No. 692 (2006 -07)

Dated 29.01.07

Sealed tenders on "A". Form are invited on behalf of Governor of M.P. for the following works in three cover system on Road and Bridge SOR. Issued by Engineer-in-Chief M.P. P.W.D. Bhopal w.e.f. 01-04-05 with all amendments issued upto the date of issue of this NIT. from the Registered Contractors with the Govt. of M.P. P.W.D. in appropriate class. The tenders will be received through Registered A.D. Post or Speed Post service only in the office mentioned. The department will be responsible for any postal delay.

Professional Communication

S.No.	Name of work	Cost of Tender Form (Rs.)	1. Probable amount of contract 2. Earnest Money (Rs.)	Last Date & time of blank tender form	1. Date & time of receipt of tender 2. Office	(1) Date & time of opening of Tender 2. Office	1. Period of completion of work 2. Class of Contractor 3. Call No.
1	2	3	4	5	6	7	8
1.	Construction of Junia to Bamhori via. Choka Khamira Singhpur Hameerpur Road including Length 23.00 K.M. Under Naward	5000	1. 551.85 Lakhs 2. 551850	12.3.07 upto 5.00 pm.	1. 21.3.07 upto 5.00 pm. 2. C.E. PWD. (C.Z.) Bhopal	1. 22.3.07 11.30 am. 2. C.E. PWD. (C.Z.) Bhopal	1. 10 Months including rainy season 2. A 5 3. First

Note : (1) Blank tender form can be obtained on payment of non-refundable cost shown above from, E.E. P.W.D. Dn. Raisen during office hour (2) Validity of tender will be 120 days from the date of opening of tender. (3) In case of holidays the tender shall be received/opened on the next working day. (4) Application for purchase of blank tender form shall accompany with following documents. If the contractors fails to submit these required documents tender form will not be issued to the applicant. (i) Copy of the valid Registration Certificate as a contractor with Govt. of M.P. Registered in appropriate class. In case of firm of partnership submit copy of DEED & Power of Attorney, (ii) Current Income Tax clearance certificate. Registration and clearance certificate as per clause 36 of M.P. , Vanijak Kar Adhinyam. (iii) Valid Revenue Solvency (No older than 6 Months), Blank Solvency of any Schedule Bank for **Rs. 25.00 Lakh** which is not older than 12 months. (iv) No relationship certificate. (v) Documentary proof of owning plant & machinery like Hot Plant, Vibratory Rollers, Mechanical Paver Finisher, Bitument/Emulsion Mechanic Sprayer as per MOSRT & H Specifications required for the work. (Affidavit shall not be treated as proof of possession).

Note: This notice can also be viewed on government Website: <http://www.mp.nic.in/pwdmp>.

G-25147/07 विज्ञापन को www.moinfo.org पर देखा जा सकता है। "दहेज लेना एवं देना दण्डनीय अपराध है"

EXECUTIVE ENGINEER PWD. DIVISION, BAISEN

By now we have discussed about inviting quotations, sending quotations and placing order. But it is important to understand few more things.

SOME OTHER IMPORTANT BUSINESS CORRESPONDENCE

1. Comparative Statement

This term has already been used. It is a statement in which the rates of all the sellers are copied along with the terms and conditions. First of all the conditions are evaluated and then added to the amount. For example, two suppliers may have charged Sales Tax extra while the third did not and their rates were included in the offer. Some suppliers may not have quoted rates for one or more items. Therefore, it becomes necessary to compare the rates of all the suppliers after bringing them to a level field or after evaluating their conditional offers in terms of the amount. The supplier, who offers the best price and the terms, can be selected. The comparative statement helps to do so.

Sometimes the quotations are sent by suppliers in different forms, in their own handwriting. It becomes difficult for the buyer to compare the terms directly from the quotations and hence comparative statement is prepared in which the rates and terms and conditions are copied. In short, the purpose of preparing comparative statement is to make the job of the buyer easier by drawing comparisons. The statement can be prepared product-wise or orderwise.

2. Adjustment Letters

Adjustment letter is a letter expressing clear understanding of the issues conveyed by the buyer and providing reasonable solutions to it. In other words, it deals with the claims for adjustment.

When a buyer has made a complaint, the supplier is left with few options. The supplier must know that the fault lies with him for violating the provisions of the agreement. Therefore, the seller should treat the complaint letter in a positive manner and draw a balanced conclusion. It will emerge from the complaint letter that,

1. Mistake has been that,

2. Whether such a mistake was due to the negligence on the part of a buyer, seller, or third party such as transporter. It can also be due to natural calamity.
3. How to solve such a complaint.

If the fault lies with the supplier, the best way is to accept the mistake in a polite manner. In such a case, settle the claim as quickly as possible. He should also apologise for the inconvenience caused to the buyer. The claim as well as adjustment should be fair and not the policy of caveat emptor. The supplier, even otherwise is legally duty bound to do so as he is on the receiving end since the buyer will not pay for the defective goods. Sometimes, it is uneconomical to receive back the defective goods.

Therefore, apart from the above, the supplier, on receipt of the complaint, should.

1. Hold and enquiry to locate the mistake and inform the buyer. At the same time should apologise for the mistake.
2. Take the complaint in good spirits. Buyers can spread words about the supplier's mistakes and spoil his reputation.
3. Try to settle the complaint even if it has to be at the higher costs.
4. At the end of the day, the buyer should feel satisfied that the supplier had handled the complaint to his satisfaction.

Sometimes the complaint letters are welcomed as they provide the supplier with an opportunity to monitor their work more seriously. They may carry out necessary changes, if required. In this era, complaints remaining unattended or unanswered are brought before the media and other forums. The result of a good adjustment letter would bring back the buyer to the same supplier to buy the goods. Therefore, great care is needed in drafting the adjustment letter.

Important Factors

1. Immediately reply to the complaint and thank him in pointing out the defect/mistake.
2. Offer reasonable adjustment gracefully. Offer further cooperation and assistance. If complaint is unreasonable, give reasons and refuse adjustment.
3. State measures adopted by you to improve your product and assure that no such inconvenience shall be caused in future.

Example I

Municipal corporation of Delhi

(East Delhi Zone)

16th July, 2008

Mr. V.K. Banerjee

14, GF, Aditi Apartments

New Delhi - 92

Dear Sir

Thank you for your letter dated 21st June, 2008 wherein you have pointed out error in our bill of May.

We are sorry for the inconvenience caused to you. The problem was discussed with the junior accounts officer of the department who intimated that due to non availability of the previous records available with the wing such mistake took place. There had been redistribution of the works among various wings of the corporation in April, 2008.

The error has been rectified and the modified bill is enclosed herewith. In the meanwhile, no additional interest for late payment is to be paid by you until September 2008.

Thanking you for your cooperation.

Yours Sincerely

(N.M. SINGH)

Join Assessor and Collector

East Delhi Zone

MCD

New Delhi - 92

3. Settlement of Account Letters or Remittance Letters

Introduction

It is obligatory on the part of the buyer to make payments for the products received by him after the complaint has been settled. Such letters

giving the details of payment for example, cheque or draft, amount, name, full or part payment are called Remittance letters.

Features

Such letters must contain

1. Details of payments whether by cash/cheque/draft.
2. Give details of cheque/draft etc. such as number, date.
3. The amount of payment.
4. Name of the person in whose favour cheque/draft has been issued.
5. Whether full and final payment or part payment
6. Reasons for part payment and likely date of payment of balance amount

Example

Punjab Shoe Company
45, Upper Hills
Indira Chowk
Shimla – 3

23rd Jan, 2008

Ref : Your bill no. 47 dated 14th December, 2007

M/S Leather House
Neelkamal Market
21/3 Sadar Bajar
Kanpur

Sub : Settlement of Accounts

Sir

Please find enclosed herewith a crossed cheque bearing number 217584 drawn on State Bank of India payable at Kanpur in favour of your company.

The amount of the cheque is Rs. 2.5 lacs (Two and half lacs only). This is in full and final settlement of our dues. Kindly acknowledge the receipt of the cheque.

Your truly

(M.K. SHARMA)
Manager
For Punjab Shoes Company

Enclosures : Cheques as above

4. Drafting the Application Letter

“Sweat hard for sweet reward.”

There are two ways of writing an Application Letter:

In this first case, your bio-data is given in the letter itself and it forms one composite letter.

In the second case, your personal details such as qualification, experience, your age and other personal details are attached with the forwarding letter and sent as two separate parts. Generally the second part contains.

1. Date of Birth
2. Educational qualifications
3. Experience
4. Seminars/workshops attended
5. Paper/books published
6. Any special achievement
7. Reference of two persons not related to you
8. Salary expected/salary drawn
9. Address
10. Contact number
11. E-mail Id

Sometimes the advertiser may require the applicant to send the application in a particular format. In such a case, it would be advisable to stick to a particular form. The second type of application is more commonly used.

The application letter should be self-speaking, precise but should not leave any important point. It should be polite, dignified and should attract the attention of the reader.

1. Most often application letters are written in response to some advertisement. Application should begin with a reference to that advertisement or the applicant may mention that he has come to know about a vacancy for a particular post in the organization in which he is applying. In either case, the opening paragraph of the application letter should specifically mention that. Some of the common ways of starting on application letter are :

- Please refer to your advertisement in The Hindustan Times dated 14th March, 2007
- I am applying for the post of Technical Assistant, advertised in The Time of India dated 14th March, 2007
- I shall be obliged if my application for the post of Computer Assistant is considered.

The opening paragraph should be simple, to the point and should be formal rather than friendly. Avoid using irrelevant phrases and slogans.

2. In the second paragraph, mention briefly your positive qualities *viz-a-viz* the requirements. If you are possessing higher qualification and more experience than advertised, this is the right place to mention it. Since you are attaching your personal bio-data with the letter, mention something which develops interest in the mind of employer to read your full Resume. He should at once get an impression that you are the person he is actually looking for. You may have more years of experience but if it does not suit to the requirements of the employer, there is no point in highlighting the same. Do not forget that specialization is becoming more important these days.

3. You must conclude your application letter with positive tone so that the employer gives you an opportunity to attend the interview or group discussion. Some common expressions to conclude an application letter may be

- I shall be grateful if an opportunity is given to me to be a part of your organization.
- I look forward for your favourable consideration
- I hope my application meets the requirements of the advertised job.

5. Preparing Resume

“Life is what we make with the possible and how we take the impossible.”

By Resume, we mean the personal bio-data. Your career largely depends on the Resume you frame. Resume is more important than your horoscope. Resume describes your professional details, your personal traits, your special skills and the details mentioned should not be incorrect or misleading. Specific information should be covered under specific head. For example, under 'Educational Qualification', mention only your qualification and not experience. However, additional qualification can be given under this head.

Two examples of Application Letter with Resume will help you to understand the same. Like in other letters, there is no fixed pattern for writing a Resume. Resume is only an analytic record/summary of one's data but impressive writing of a Resume can attract the attention of the employer. There may be software available in the market, which can be used for writing a Resume, but again copying these blindly may not be advised since aspirations may differ from one person to another. Further even your own Resume may require modifications since the job requirements may differ from one employer to another.

If you were an employer, you would certainly look at the following qualities the candidate you would like to select.

1. The Institutes from where the candidate has passed out
2. What course he has attended (Educational/Professional)
3. Your experience
4. Names of the organizations in which he worked
5. Any outstanding achievement
6. Any extra curricular activities
7. Any special skill
8. Age, Marital status, Address for communication, E-mail Id, Contract no. etc.
9. References.

Method of writing a standard Resume

1. **Educational Qualifications.** Start from the highest Educational Degree. Follow the reverse order for example, Post Graduate then Graduate and so on. Name of the Institutes, grades and ranks scored is optional. If it supports your Resume, go ahead. If these are not in your favour, ignore them.

2. **Experience.** Use the reverse chronological order, starting from your present employment going backward. In case you are a fresher, and you do not

possess any experience, mention the training programmes attended by you. Highlight your achievements. This is the most important part of the resume. Experience should be related to the job you are applying for and should be drafted accurately and with skill. Be factual, complete and try to give professional look to your Resume.

3. **Reference.** Sometimes the employer, your wish to work with, would want you to give reference of two or three persons. The employer may confidentially try to verify your credentials from them. The referred persons should not be related to you. Give the designation, address, contract no. along with the complete name of the person. You should be careful in giving the names of the references because they should make recommendations in your favour.

Example I

Deepak Gupta
117 B, Tilak Nagar
New Delhi-110058

The Managing Director
DCM Ltd.
Kanchanjunga Building
Barakhama Road
New Delhi – 110001

Sub. : Application for the post of Chemical Engineer

Dear Sir

This is with reference to your advertisement in the 'Indian Express' dated 5th March, 2007 for the post of Chemical Engineer. I shall be obliged if you would kindly consider me for the said post.

I am a Chemical Engineer and I have passed out from a very good Institute. My uncle is already in this field and has a small industry manufacturing vegetable oil. I have developed a lot of interest in this field and have been helping him for the last two years. There has been cumulative increase of 8% during the last two years. Since it is a family business, I am presently not drawing any salary except pocket expenses. My uncle has offered me partnership (small percentage) in his business of vegetable oil unit but I wish to join a bigger organization.

I would appreciate if you give me an opportunity to serve your esteemed organization. I will try to meet your expectations.

Thanking you

Yours faithfully
(DEEPAK GUPTA)

Dated 14th Sept, 08

Encl. Resume

RESUME

1. Personal Details

Father's Name	Mr. Manoj Gupta
Date of Birth	10th May, 1985
Age as on 1st Dec. 2006	21 years 7 months
Marital Status	Unmarried
Language known	English, Hindi
Nationality	Indian
Religion	Hinduism
Category	Open
Address	117 B, Tilak Nagar, N.Delhi -58
Tele No.	(011) 25578034
Cell No.	9425348776
E-mail Id	deep@rediffmail.com

2. Educational Qualifications

Examination passed	Year	Rank/Grade	Institute	Remarks
B.E. (Chemical Engineering)	June 2005	I	BIT, Mesra	II rank in Univ.
12th Std.	May 2001	I	St. Peters Convent Bhopal	I rank in school
10th Std.	May 1999	I	St. Peters Convent Bhopal	secured 97% marks

I am presently learning computer languages C, C++

3. Experience

From June 2005 till date worked in Haryana Oil Company as Incharge of Extraction Unit. During my two years of supervision, the production went up at the rate of 8% per annum. Even the quality of the oil has improved and has resulted in wider demand in the market. My target is to maintain the growth of 8% on year-to-year basis.

4. Other Activities

- (i) I have won several prizes in athletics particularly in short races and jumps.
- (ii) I am a good player of table tennis and chess and have won several Prizes in school and college.
- (iii) I have also participated in inter school and inter college debate competitions.

Example II

Sometimes instead of career perceptions, you may like to send a highly professional Resume giving more importance to the job you are doing particularly when it is highly technical in nature. In that case the pattern of Resume may differ and chronological order may start with the Career objectives, Professional Experience Education Qualification etc.

Umesh Singh
146, Brindavan Gardens
Bangalore-460072

14th March, 2008

Managing Director
Patni Computers
Pune Hi Tec city
Pune – 411007

Sub : Application for the post of Software Engineer

Dear sir

I have gone through your advertisement in The Times of India dated 2nd April, 2007. I have the required qualification mentioned in your advertisement. I shall feel obliged if my application is considered for the post

of Software Engineer in your company.

I am presently working in Wipro, which is a premier Software Company in India. I am working on a project, which is popular worldwide as it deals in printers.

Your company deals in the design of technical software in which I have lot of interest. I am looking for a position in such companies so that I may show my worth.

Details of my experience, educational qualification etc. are attached.

I hope you will give me an opportunity to appear for interview in which I shall be glad to provide you with more information about myself.

Thanking you

Yours truly

(UMESH SINGH)

Email: Umesh@rediffmail.com

Contact +91-9342758901

Encl. Resume.

RESUME

CAREER OBJECTIVES

I would like to forge a relationship with a high growth organization that would provide me an opportunity to leverage my technical know-how and enhance my understanding of business processes. I would like to hold a position that gives me high growth and good learning opportunity. I want to work for the betterment of self and the organization with the qualities like team work, responsibility, reliability and good performance.

PROFESSIONAL EXPERIENCE

1. Got selected in **Wipro Technologies** through campus recruitment and working for the past eighteen months. Currently placed at Bangalore.
2. Undergone training in Wipro Technologies for two months. The following programming language and software subjects were taught.
 - C
 - C++
 - VC++
 - Software Engineering Practices

- Net Framework

3. Current Work :

- I am at present working in Embedded System-**MFP** (Multi Functional Peripherals) firmware as a Project Engineer, Responsibilities include feature development and maintenance work. The development is done in **C/C++** on **UNIX** platform.

Hewlett Packard (HP) is the client I have been working for.

I have had the experience of working on different fields of the printers. I joined the team as a developer for the embedded **Analog FAX** portion of the printer. That included the understanding of the complete functionalities of sending and receiving faxes. It has provided sufficient knowledge on how the printer works on fax. Different sub-components under fax were understood and I helped the team in reducing the defects encountered in the product.

As per the requirements of the project, I started working on the **UI** (User Interface) of the printer. That included a number of defects resolutions and features development. I have worked in a team of three for the development of one of the features. I myself developed three required screens in the features. I am also a member of the SWAT team which required resolving the number of issues in considerably less amount of the. For the last six months I have been working on the UI and now have good understanding of the user interface working.

- Have developed good understanding of Clearcase, Debuggers and Emulators.
- Have expose to COM fundamentals.

SCHOLASTIC BACKGROUND

B.E (Electronics and Communication Engineering) from Deemed University **Birla Institute of Technology**. Mesra, Racnchi with an aggregate of 70%. Presently working with **Wipro Technologies** for the last 1 year.

Year	Qualification	University/Board	Institute	Percentage
2005	B.E. (Electronics and Communication Engineering)	Birla Institute of Technology, Meesra, Ranchi Deemend University	Birla Institute of Technology, Meesra, Ranchi	CGPA = 6.4/10 (=70%)
2001	10 + 2 (Science)	Indian School Certificate (I.S.C)	Hutching's Junior College Pune	83.3%
1999	10 (Science)	Indian Council of Secondary Education (I.C.S.E)	Boy's High School, Allahabad	86.4%

COMPUTER SKILLS

1. **Operating Systems** : DOS, Unix, Windows 2000, XP and NT
2. **Programming** : C, C++

INDUSTRIAL TRAININGS

1. Underwent industrial training on **“Programmable Logic Controllers”** In Tata Honeywall, Pune.
2. Underwent industrial training for Internet Division in V.S.N.L. (Videsh Sanchar Nigam Limited)

INDUSTRIAL TRAINING

“Structural Health Monitoring Using Embedded Fiber Optic Sensors”

We worked in a group of three, designed and developed a cylindrical model to calculate the strain on an optical fiber (being embedded into the cylinder) after a huge stress provided to the cylinder.

ACHIEVEMENTS

1. Scored the **second** highest marks in Mathematics (I.S.C.) throughout.
2. Was the winner of the intercollegiate badminton tournament in both doubles and singles.
3. Won the following awards in “BITOTSAV”, the all India Cultural Festival of BIT, Mesra
 - (a) Formal member of the winning team, 2004
 - (b) First in the skit presentation and a theme based fashion show.

EXTRACURRICULAR ACTIVITIES

1. General Secretary of the Engineering Society, BIT Meesra. This society was responsible for conducting the various activities like technical workshops and quiz competitions for BE Students.
2. President of the ROTARACT Club, During my tenure various events were organized like Food Otsav, Food Festival and Charity activities for the blind children.
3. Have taken part in the debates during graduation as well as in the present company whenever got an opportunity.

INTERESTS

Playing Badminton, Travelling, Trecking, Driving and Listening to light music.

PERSONAL DETAILS

Date of Birth	:	20th June, 1984
Sex	:	Male
Marital Status	:	Single
Present Address	:	House No. 217, G.F., Brindavan Extension Bangalore 560072

STUDENT ACTIVITY

1. What are the purpose of Business Correspondence ?

2. What are the types of Business Correspondence?

3. What are the important points to be mentioned in a Resume ?

REVIEW QUESTIONS

1. Mention the points to be kept in mind while sending Quotations.
2. Give three difference between Quotation Letter and Notice Inviting Tenders.
3. Draft a letter inviting quotations for supply of goods.
4. What should a good placing order include?
5. Prepare a tender for the construction of 30 feet bituminous road from 0 km. to 120 km. for sending it to the Executive Engineer, CPWD, Pune. Assume that you are a Manager in Bharat Construction company, Pune.
6. What is an adjustment letter?
7. What constitutes a good adjustment letter?
8. As a supplier, you have received a complaint from the Principle of a college about the supply of wrong and defective books. Draft an adjustment letter.
9. What is Remittance Letter?
10. Draft a remittance letter for making full payment.
11. What are the essential features of Letter writing?
12. Discuss the various ways of writing Applications Letter.
13. Which points should be kept in mind while writing a Resume?

SECTION – D

5

PRECIS

LEARNING OBJECTIVES

- Introduction
- Qualities of a Good Precis
- Steps of Writing a Precis

INTRODUCTION

A précis is the compact summary of a literary text. It is the exact replica in miniature of the original passage. It contains the core essence of the text. Précis is written in your own words in clear and concise manner. It is not an expression of your opinion or ideas or a review of the text but it is a compact version of the original text in your own expressions. A well-written précis is one third of the original passage.

Precis writing is one of the most important skills which would increase your concentration and alertness. It teaches you to use the words and expressions economically, to say more in few words. It develops a sense of proportion and emphasis. Precis writing skill would help you both as a student and as a professional.

QUALITIES OF A GOOD PRECIS

1. A précis should be limited to one third of the original passage.
2. Use your own expressions and vocabulary. Do not copy the original text.

3. Do not add your own comments or opinions. What you write should be factually correct and exactly from the original passage. Accuracy is a vital part of a précis. Never criticize the author's ideas.
4. Do not use the quotations or phrases cited by the author in your précis.
5. Use short, simple sentences.
6. Try to use one-word substitution.
7. Understand the essence of the text and focus on the central idea of the passage.
8. Write the points in the order in which it appears in the original.
9. Simplify sentences, replace long sentences with compact phrases and phrases with words.
10. Do not repeat because you have to explain a lengthy passage in fewer words. Repetition would. You have to economise the words and expressions.
11. Come directly to the main point. Avoid examples, illustrations, details, major points.
12. Distinguish between major and minor points and concentrate on the major points.
13. Before writing the final précis, check the draft you have made, review and edit. Make the required changes and write a final version correcting the errors.

STEPS TO WRITE A PRÉCIS

1. Read the passage, re-read it. Sometime a passage requires several readings before you get an idea about it. So read several times to make sure you have understood it.
2. Concentrate at the most important points contained in the passage. Grasp these points and write on a rough sheet.
3. Pay attention to the author's viewpoint. This will help you in deciding how much detail should be included in the précis you are writing.
4. Each paragraph should have a topic sentence. Underline or highlight the topic sentence or the key points.

5. Note down in the rough draft the key points and the viewpoint of the author.
6. Having understood and written the central idea of the passage, place your ideas in sentences.
7. Arrange your sentences into one unit. Write in your own words keeping the original intact.
8. Review and make corrections. You may have to write and edit several time before the final précis is ready.

Example

If you wish to grow in the spirit of understanding, you must let the other person talk and prove his point to his satisfaction. Do not interrupt him, while he is talking. You know how exasperated you become when someone interrupts you, while you are trying to prove a point. At committee meetings, I have heard those words uttered quite often – “But let me finish”. Listen more, talk less. You are made to listen. That is why you are given only one mouth and two ears. If we were meant to talk more and listen less, we would have been given only one ear, right in front and two mouths on the two sides. How funny we would look! And mind you there is no door with sides. How funny we would look! And mind you there is no door with which to close the ears. They are always open. Before a word can be spoken, it has to cross two fences – two rows of teeth and two lips. Therefore, think twice before you talk. Never forget that of the unspoken word you are a master, of the spoken word, you are a slave. Words, once spoken cannot be back.

(Words 184)

-J.P. Vaswani

Title : Try to be a Good Listener

We should listen more and talk less. If we are good listener, we shall understand others better. We should not interrupt other while they are talking. That is why we are provided with two ears and one mouth. Moreover there are the checkpoints of teeth and lips. We cannot take back the words once spoken. So be cautious before taking out the words.

(Words 62)

EXERCISE

Write précis of the following passages :

Passage 1

Gratitude is a beautiful word. Gratitude is a feeling. It improves our personality and builds character. Gratitude develops out of humility. It is a feeling of thankfulness towards other. It is conveyed through out attitude towards other and reflects in our behavior. Gratitude does not mean reciprocating good deeds. Gratitude is not give and take kindness, understanding and patience cannot be repaid. What does gratitude teach us? It teaches us the art of co-operation and understanding. Gratitude must be sincere. A simple 'thank you' can be gracious. Many times we forget to be thankful to the people closest to us, such as our spouse, our relatives, our friends. Gratitude would rank among the top qualities that form the character and personality of an individual with integrity. Ego stands in the way of showing gratitude. A gracious attitude changes our outlook in life. With gratitude and humanity, right actions come naturally. Gratitude ought to be a way of life, something that we cannot give enough of. It can mean a smile, or a thank you, or a gesture of appreciation. Seldom are we grateful for the things we already possess. Think back and recall the people who had a positive influence on your life; your parents, teachers, anyone who spent extra time to help you. They willingly sacrificed their time, effort, money, and many other things for you. They did it out of love and not for your thankfulness. At sometimes, the persons realize the efforts that went into help them shape their future. Perhaps it is not too late to thank them.

-Shiv Khera.

Passage 2

Until not so long ago, there was always the 'right' age to get married, and a right sequence of priorities, which dictated that a woman's place was with her family. But today, an increasing number of working women are defying this type casting. Meet the eves - the employed, very educated single women. These are professionals who are putting off marriage to pursue career ambitions. Armed with a degree, they are 'work gypsies' by choice and follow promising job opportunities to new cities where they set up home. It is the final step towards real independence - a life where they are their own chief wage earners as well as moral guardians. While the average working women continue to consult parents or husbands for big buys, the eves are the sole decisions - makers even

for traditionally male – domain purchases like cars and electronics. Most manage their own investments and are fairly savvy about different financial products. Their comfort with money is a far cry from the average finance-shy women. Having said this, many eves tend to be living a footloose bachelor existence and spending on themselves comes more easily than saving for later.

-Ajeeta Bhardwaj

(from India Today April 16,2007)

STUDENT ACTIVITY

1. What are the qualities of a Good Precis ?

2. What steps do you follow in Precis Writing ?

REVIEW QUESTIONS

A. *Answer the following questions :*

1. What do you mean by Précis?
2. How can the précis writing skill be useful to you?
3. What are the requirements needed for writing a good précis ?

B. *Tick the right statement.*

1. Précis is one half of the original passage.
2. You can copy the writer's expressions and words while writing a précis.
3. Do not criticize the writers' viewpoint in your précis.
4. One word substitution may help you in economizing the words.
5. Your interpretation and judgement of the original passage will make your précis better.