



INTRODUCTION

A famous English writer Francis Bacon has said, "Reading maketh a full man, writing an exact man, conference a ready man. In order to make oneself 'exact' i.e. to say effectively what one wants to say, the writer has to make considerable effort. While speech comes to us very naturally and spontaneously, writing comes after serious practice and careful organization of thought. The word 'write' has been derived from the old English word 'writan' that meant to scratch, draw or inscribe. It shows that man learnt writing through a long process of drawing, scoring or incising symbols on rock faces, dried skins, tree barks and clay tablets. The alphabet of any language is, therefore, a result of evolution.

In the same way, the combination of the characters or letters of an alphabet into words, words into sentences, and sentences into paragraphs have gone through a long history of man's attempt to communicate, and give some kind of permanence of preservation to his communication. For this purpose every language has evolved its own rules of grammar, though many languages grouped together have more or less similar rules. But, in writing these rules have to be rather strictly followed. Speech, on the other hand, is more flexible. It also does not have the permanence of writing. Unless there is a typescript or tape or simultaneously taken down notes, the speech is heard and sooner or later forgotten.

For an effective written communication it is really important to be well organized. Your ideas should be arranged logically in a proper style and tone such as informational, motivational and practical needs. A well organized message presents all the required information in a convincing manner.

The main reason for being well organized is to improve the chances that people will understand exactly what you mean. When the main idea is clearly stated and all supporting information is included in a coherent manner it will satisfy the informational need of the audience. The audience can easily understand the message and can easily understand the message. More over well organized message simplifies the task of the communicator.

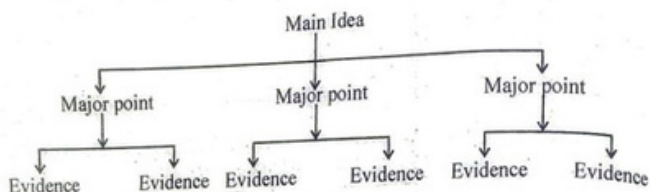
By grouping we mean visualizations of the relationship between different parts of the message. An outline helps you to remain within a defined framework and help you to remain organized. We can write the steps to be used for effective writing as follows :

Step I : Start with the main idea.

Step II : State the major points.

Major points refer to those ideas that clarify the message by expressing the main idea in similar thoughts.

Step III : Support major points by specific evidence. Each major point should be supported with enough specific evidence to be convincing. These evidences form the body of the message and help the audience to understand the message. You can represent these steps as follows :



Composition Process : In this you only have to decide what to write and in what order :

1. **Style :** You must vary the style to create a tone that suits the occasion style is the way you use words to achieve a certain tone or overall impression. You can vary your style i.e. your sentence structure and vocabulary. The right choice depends on the nature of your message and your relationship with the reader.

2. **Tone :** Get the right tone to maintain relationship with the reader.

3. **Be-polite :** The best tone for business messages is almost always a polite one.

Writing is an art and editing is a draft i.e. a science that has a definite procedure.

In the process of writing revising is the third step that involves many steps. Editing or revising is a process of modifying a document to increase effectiveness.

Selecting the Right words : As a business communicator you have to pay attention in selecting the right words.

Correctness of the usage of words is generally easier than effectiveness of words.

Correctness of word usage comes from hearing a language. While the effectiveness of the word has to be cultivated.

In business communication the use of language has to be strong familiar and precise.

Nouns and verbs are the most concrete words in any message so use them as much as you can use adjectives and adverbs sparingly, although they are also important. They are subjective in nature and business communication should be objective.

Verbs are potential words because they carry the action. Communication is best through familiar words. Use words that are in common and familiar to most people.

Compose your message by using short words or sentence.

SALIENT FEATURES OF WRITTEN COMMUNICATION

(a) From the introduction given above it becomes clear that written communication is essentially a creative activity. It is an activity that requires conscious and creative effort. The creativity of this effort comes from the stimuli produced by the mind. The stimuli of oral communication are picked up from outside by the sensory receptors. In other words, written communication is more specifically, more carefully thought out than oral communication that is based on spontaneous reaction to signs picked up from outside.

As an example, let us take up the writing out or production of a report that we want to present of that we have been asked to write. For this purpose we gather all the necessary information or data. We, then process it through our logical thought processes and encode our communication. This is not a face-to-face communication situation. There is no interchange of messages or external stimuli. This is almost entirely a creative activity of the mind.

(b) The second salient feature of written communication is the time factor it involves. While in a face-to-face communication situation, the sender's enclosed messages are instantaneously decoded by the receiver, in written communication some delay necessarily take place. And there is no fixed time limit to this delay. The sender or encoder takes his own time in formulating the message. Then it takes quite some time for the message to reach the receiver or decoder. The receiver will take his own time in filtering it through his mind and responding to it. A prior announcement or telegram may get immediate response. Research reports, on the other extreme, will take weeks or months to prepare and will continue to communicate indefinitely through the file to which repeated references will be made.

(c) The third salient feature of written communication is that it has fewer cycles than face-to-face oral communication. In oral communication there is multiple exchange of symbols, leading to multiple cycles. Most written communication is a one-cycle event. Usually a message is sent and received, and that is the end of the event. Of course, letters do lead to repeat cycles or communication exchanges. But they cannot compare with the quick succession of cycles involved in a dialogue or informal meeting.

WRITTEN COMMUNICATION IN BUSINESS

Just as it is impossible to think of social life without oral communication, it is impossible to think of business or an organization without written communication. There are various reasons for it. In the first place, in an organization, people are too many to have fact-to-face communication. They are generally spread over wide geographical distances, and are sometimes not even connected by telephone. The situation is changing fast. But, even then, exchange of letters remains as important as ever. Moreover, people have to function within defined limits of authority and responsibility. In the absence of written communication it will not be easy to determine responsibility.

It is an essential part of any manager's responsibility to communicate on paper. Written communication is, in this way, an essential part of organizational life. Telephone, telefax, fax machines have not in anyway affected the importance of letters. They have only changed the mode of transmission and made the exchange of letters or memos much faster. That is why written communication including letters, memoranda, agendas, manuals, handbooks, reports, etc. continues to flourish.

ADVANTAGES of WRITTEN COMMUNICATION

- (a) First and foremost, written communication has the advantage of providing records, references, etc. In the absence of ready reference, great confusion may be created and the working of the organization will virtually come to a halt.
- (b) Maintenance of proper records, letters, reports and memo builds up legal defences of the organization. An organization is like a living organism. And like any organism it is quite vulnerable to offence, both from within and from outside. Organizations usually have their legal advisors who cannot be of any help unless proper records are made available to them.
- (c) Written communication promotes uniformity in policy and procedure. It is the only means of laying down clear guidelines for the working of the organization.
- (d) Written communication gives access to a large audience through mass mailing. It is common practice on the part of well known organizations to reach out to people at large and win customers through wisely drafted 'mailshots' or unsolicited circulars. For example whenever a new brand of two-wheeler is introduced in market, or a bank comes forward with some attractive deposit investment scheme it manages to get names and address of all the members of an institution/organization offering them their services on easy terms.
- (e) Good written communication builds up the organization's image. It is not at all surprising, therefore, that the outgoing letters/messages of certain well known companies are cited as example to be emulated.
- (f) Written communication has the advantage of being accurate and unambiguous. Great care has to be taken in drafting any letter, memo or report so that the message is effectively conveyed. Oral communication may often give rise to confusion because every speaker has his own way of putting himself across. While speech is very personal. Written communications rules above the person, especially in a business organization where precision is the law.
- (g) As has been said in the beginning of this chapter, written communication is permanent. The growth of an organization is promoted, to a large extent, by reference to its old, well maintained records and minutes of the meetings.
- (h) Written communication facilitates proper association of responsibilities. One may sometimes go back on words spoken, but not on his words put on paper. Moreover, the lower staff behaves more responsibly, and also feels secure, when communication is sent in writing.

DISADVANTAGES of WRITTEN COMMUNICATION

- (a) Written communication creates mountains of paper cluttered around the premises of the organization. It is a common sight in offices, and the staff has tough time trying to handle it. Very often valuable papers get lost. The managers, therefore, have to be extra careful to keep sensitive material in his own custody.
- (b) Written communication runs the risk of becoming ineffective in the hands of people otherwise good in their job, but poor in expression. That is why it is a serious concern of a modern organization to recruit people who are very good in expression, especially in letter and report writing ability.
- (c) Written communication is mostly handicapped by its inability to get immediate feedback. Both encoding and transmission of the message take time, resulting in immediate delays. It is, therefore, a time-consuming process.
- (d) Written communication is also a costly process. It costs a lot in terms of stationery and the number of people involved in typing and sending out letters.
- (e) By the same logic it is costly in terms if the man-hours lost in taking dictation, typing, entering in the diary, dispatching etc. The same job can be done more efficiently and expeditiously by harnessing modern technology.
- (f) Written communication has another disadvantage. If the receiver of written message at a distance seeks some clarification, he cannot have it as quickly as he would like to. He will have to write back and wait for the reply to his query. Immediate clarification is not possible in exchange of written communication.

CONCLUSION

Whatever be the disadvantages of written communication, its importance cannot be denied. With all the modern technologies, written communication remains the backbone of any organization. Almost all formal communication is in writing. Its percentage may be very small in comparison with the huge amount of informal oral communication. But no organization can do without it. Hence the importance of, and emphasis on, the executives through training in written communication.

KEY POINTS

- (i) Speech comes before writing. Hence there is more oral communication than written.
- (ii) There is more informal oral communication than formal oral communication.
- (iii) There are various types of formal oral communications like face-to-face talking, oral presentations, interviews etc.
- (iv) Oral communication has certain distinct advantages over written communication like immediate feedback, quickness of transmission etc.
- (v) Oral communication also has certain disadvantages like wastage of time, lack of retention, lack of legal validity etc.
- (vi) Listening is very important to make oral communication effective.
- (vii) One has to make serious effort to become a good listener.
- (viii) Silence also communicates in different ways.

PRACTICE EXERCISES

Very Short Answer type Questions (With Answers)

1. What is technical writing ?
Ans. Technical writing is the practical writing that people do as part of their jobs.
2. What helps to make professional interaction possible ?
Ans. Technical communication.
3. What is rule of thumb in writing ?
Ans. 'A rule of thumb' is to avoid stiff and difficult words.
4. What are concrete words ?
Ans. Concrete words stand for things that exist in the real world such a chair, desk, automobile, flowers, etc.
5. What are abstract words ?
Ans. Abstract words cover broad meanings concepts, ideas and feelings.
6. Complete the sentence
Good business communication is marked by the words.....
Ans. That have clear meanings.
7. What are Acronyms ?
Ans. An acronym is a word formed by combining the first letters of the words that make up the name of something.
8. What are Jargons ?
Ans. Jargon is defined as words or expressions that are used by a particular profession or group of people and are difficult for others.
9. What is a phrase ?
Ans. A phrase is a group of words that does not have a subject and a verb and a subordinate, dependent or much clause.
10. What is a modifier ?
Ans. A modifier is a word/phrase/clause that tells us something more about a verb, noun or adjective in the sentence.

Short Answer type Questions (With Answers)

1. How are abstract words useful in written communication ?
Ans. An abstract word expresses a concept, quality or characteristic for example hence, progress, integrity etc. Concrete words relate the material world e.g. table, chair, rose etc.
2. What are principles of effective business correspondence ?
Ans. In order to achieve the purpose of conducting business correspondence, one must keep in mind following points
 1. Brief and directness : message should be brief, to the point and direct.

2. Courteous and Considerate : The written letter represents the writer, therefore it must be courteous.
3. Promptness : Reply must be quick
4. Knowledge of subject : All aspects about the agenda must be gathered.
5. Accurate, complete and clear : Information, quotes, Facts, Figures etc. given must be correct and complete.
3. What is an office memo ?
Ans. Memorandum, circulars, office orders etc. are some forms of letters through which communication takes place within an office. A memorandum popularly known as memo in short means a role to assist the memory. It is a simple letter written in brief used to convey information in least restricted fashion It need not carry salutation or other extra fills.
4. What are adjustment letters ?
Ans. Adjustment letters are considered to carry good business practice. Their purpose is not to show anger or make or get anyone upset but in reply to a complaint offer some adjustments. They create a good will and help to retain the customer.
5. What is a circular ?
Ans. When the same message needs to be conveyed to a large number of people in the office. Then office circulars are issued. Such circulars carry general information and do not carry any confidential material.
6. What is the difference between the notices of tender and letter calling quotations ?
Ans. Quotations are letters seeking prices for good or services from a few short listed supplier but notices for tenders are normally advertised in newspapers and other sources of public media in order to invite response from a much large number of suppliers. The specification of goods and services are given in the tender notice.
7. Write some returns of good technical writing.
Ans. Features of good technical writing are :
 1. Use of familiar and easy words.
 2. Use of clear sentences.
 3. Sentences should be of moderate length.
 4. Use of active voice.
 5. Avoid old fashioned phrases.
 6. Avoid inaccurate expressions.
 7. Logical ordering of ideas and paragraph.

Long Answer type Questions (With Answers)

1. List some advantages of written communication.
Ans. 1. Written communication has the advantage of providing records, reference

etc. They are the proofs of data, letters, memos etc.

2. Maintenance of proper records, letters, reports and memo builds up legal differences of the organization. An organization is like a living organism. Organization usually have their legal advisors who can not be of any help unless proper records are made available to them.
 3. It promotes uniformity in policy and procedure. It is the only means of laying down clear guidelines for the working of the organization.
 4. It gives access to a large audience through mass mailing.
 5. Good written communication builds up the organizations image.
 6. It has the advantage of being accurate and unambiguous. Great care has to be taken in drafting any letter, memo or report so that the message is effectively conveyed.
 7. Written communication is permanent. The growth of an organization is promoted to a large extent, by reference to its old, well maintained records and minutes of the meeting.
 8. Written communication facilitates proper association of responsibilities.
2. **List some demerits of written communication.**
- Ans.** Though written communication is very strong still it has got its own disadvantages-
1. It needs heaps of paper therefore it is costly also very often valuable papers get lost. Managers have to be extra careful to handle their papers important files etc.
 2. It can become ineffective in the hands of people who are good in doing their job but poor in expression that is why in modern organization the people who are recruited should be very good in expression, especially in letter and report writing ability.
 3. We do not get immediate feedback in written communication both encoding and transmission takes time resulting in immediate delays. It is therefore, a time consuming process.
 4. Written communication is also a costly process. It costs a lot in forms of stationary and the number of people involved in typing and sending out letters.
 5. It is time consuming also as it takes a lot of time in typing, entering in the diary, dispatching etc.
 6. It has another advantage also. If the receiver of written message at a distance seeks some clarification he cannot have it as quickly as he would like to He will have to write back and wait for the reply to his query. Immediate clarification is not responsible in exchange of written examination.

REVIEW QUESTIONS

1. Discuss Bacon's statement: "Reading makes a full man, writing an exact man, conference a ready man".
2. How written communication is different from oral communication ?
3. Give some examples where only written communication can serve the purpose ?
4. List advantages and disadvantages of written communication.
5. What will you do to develop skills of writing ?

■■■

INTRODUCTION AND IMPORTANCE OF LETTER WRITING

Letter writing is an art. It is an important part of composition. A letter is a piece of conversation by post, hence it should be a true representative of the writer. It must be frank and intimate, lively and interesting, and have individuality. There is no special language reserved for letter writing but it should be direct, simple and natural. It should be sincere and courteous and have a dignified style.

In the modern time we daily and hourly meet with new acquaintances, from new friendship organize new associations. Society has become much more extensive and complex. Accordingly, the exchange of thought has immensely increased in volume. We confer through meetings, newspapers, and letters. Good Letter-writing demands a positive approach.

Kinds of LETTERS :

Broadly speaking the letters we write can be placed in three main categories :

(i) **Informal or Personal Letters** : Personal letters include letter written to friends, relatives and family members and are informal, relaxed and even chatty in nature.

(ii) **Business Letters formal** : Business letter include office job applications and letter to the editor of newspapers. Business letter are addressed to business firms, government or semi-government offices. They are formal, matter-of-fact.

(iii) **Social Letters** : Social letter include Invitations, Replies and Acknowledgments etc.

All letters, whether Personal or Business follow certain conventions and it is important for us to know and follow them.

ESSENTIALS OF A GOOD LETTER

There are certain points which increase the beauty of a letter. Some of them are given below.

1. **Sincerity of Tone and Purpose** Above all, a good letter should be a sincere piece of composition. If you are sincere, you are sure to write a charming letter. The charm of a letter is chiefly the charm of the writer's personality.

2. **Simplicity of Manner** : For one thing, a good letter must be simple and easy. When you write a letter you do not try to show off your scholarship and command over the finer graces of style. "A good letter", says some one, "should not appear like a

letter." It should have the look of a personal talk. It should carry conviction and win the heart of the reader in the first instance. "Every paragraph of your letter," writes Lord Chesterfield, "should be so clear and unambiguous that the dullest fellow in the world will not be able to mistake it, not be obliged to read it twice in order to understand it."

3. **Neatness** : The paper should be neatly down and the stamp neatly affixed-not diagonally or otherwise carelessly, but straight, and nicely in the right-hand top corner of the envelope and let it all be clean.

4. **Conciseness of Expression** : Another important characteristic of a standard letter is the conciseness of expression. It should never be forgotten to communicate to what we actually think, wish or feel, not essay or a piece of drama. There is no room for oratory or sentimental flourish in modern correspondence. This important and primary feature can be attained only by practical and habitual concentration of thought in the grouping and classification of the facts and ideals to be conveyed in the letter, so that they may be arranged in orderly and logical sequence, without, repetition and involved modes or expression. The use of unnecessary adjectives and extravagant terms having no direct essential bearing upon the subject-matter should be sedulously avoided.

FORMAT OF PERSONAL LETTERS

A personal letter consists of several parts :

(i) **The Heading** : It consists of the writer's address and the date. According to the new approach, the address is written at the left-hand corner of the page and the date is put just below it.

The date can be written in any one of the following manner-

(a) January, 19, 2015

(b) The 19th January, 2015

(c) 19th January, 2015,

(ii) **The Salutation** : It is the form of address or the greeting. It is written a little below the date and on the left side of the page and depends on the degree of intimacy between the writer and the addressee.

The first and the second words of the salutation are capitalized. If there are three words, the second one is not capitalized.

Dear Sir,

Dear Father,

My Dear Anil,

(iii) **The Body of the letter** : This is the most important part of a letter and contains the message. It should be concise and divided into easily readable paragraphs. Mainly it is divided into three paragraphs.

- Initial lines

- Main body

- Concluding lines

(a) I was so glad/delighted/pleased to receive your letter. I was even more delighted to read its contents.

(b) I have not received any letter from you since long/for a long time. It is really very unkind and thoughtless of you. Perhaps you don't know how much I love and care for you.

- (c) I beg your pardon for this inordinate delay in replying to your letter. In fact, I was out of station / I was not quite well / I was overbusy in connection with my sister's marriage. This slackness will not occur in future.
- (d) Thanks for your kind and affectionate letter received just now / last week / a couple of days ago / on 10th March.
- (e) Many many thanks for your kind letter. I am sorry I could not reply to it earlier, as I was out of station / owing to very heavy engagements / owing to pressure of studies / work.
- (f) I am sorry for not having replied to your kind letter so long / for such a long time. The delay was due to overwork / pressure to work / very heavy pressure of studies. But this does not mean that I love you in any way less / remember you in any way less / care for you in any way less.
- (g) I am sure you will be pleased to read the contents of this letter.
- (h) Received your long awaited / eagerly awaited letter only yesterday. You can't realize what a relief it gave to me.

The closing of letter following sentences can be written

- With heartiest love and blessings.
- With regards to you and Mummy.
- Kindly reply by returning post.
- Hoping to receive an early reply from you / Expecting an early reply.
- With sweet remembrance and love.
- *Wishing you all the best.*
- *With best wishes / With best wishes and love.*
- *Trusting this finds you in the best of health and happiness.*
- *With regards to your parents and love to the younger ones.*
- *With regards to you and Mummy.*
- *Kindly convey my regard to your parents and love and good wishes to younger brothers and sisters.*

(iv) **The Subscription** : This is the leave-taking phrase also called as complimentary close. It is written below the last line of the body of the letter near the left-hand margin of the page. This also depends on the degree of relationship between the writer and the addressee.

Yours faithfully,

Your sincerely,

- For parents, brother-sister or for elderly people

Yours affectionately

Affectionately yours,

Your affectionate son / nephew / daughter / niece, etc.

[Note : It can not be **Your affectionately/Affectionately your** 's also can't be used in yours.

- For parents and elderly relatives

Affectionately yours,

Yours affectionately,

Your affectionate father / uncle / mother / aunt

(v) **The Signature** : This is written below the subscription of the leave talking phrase.

Yours affectionately,

Suneet Awasthi

Note : An apostrophe (') should never be put before 's' in 'yours'. It is wrong to write 'your's.'

(iv) **Enclosures** : If you want to attach some enclosures with the letter i.e. Draft, cheque etc. then attach it at the back of the letter and give its detail.

Forms of Salutation and Subscription

	Relation	Salutation	Subscription
1.	Blood relations	My Dear Father, Mother, Brother etc., OR Dear Brother, Sister, etc.	Yours affectionately, Or Yours very affectionately, Or Your loving son, Brother, etc.
2.	Friends	My Dear Vivek Or Dear Saurav	Yours sincerely, Or Yours very sincerely, Or Ever Yours, Or Yours always, etc.
3.	Acquaintances	Dear Mr. Mishra, Dear Prof. Rawat, My Dear Sir,	Yours truly, Or Yours very truly, Or Yours sincerely,
4.	Application for appointment	Sir, Yours faithfully,	
5.	To Teachers, Headmasters, Principals	Sir,	Yours obediently, Or Yours faithfully,
6.	A trader or the Manger of A business firm	Dear Sir, Or Dear Madam,	Yours faithfully,
7.	Editors of newspapers (a) for publication (b) for other business	Sir Dear Sir,	Yours faithfully, Or or Your truly,
8.	To High Officials	Sir,	Yours faithfully,

Note : In many cases 'the subscription' depends on who is writing and for what purpose. It means subscription for the same person or post / authority may vary from person to person.

1. Personal Letters

A personal letter is informal, intimate or even chatty. It is like a conversation on paper. However, the informality of the letter depends on the degree of intimacy between the two persons—the writer and the reader.

1. Lay out of a personal letter (Indented Form)

- I. 175 Mangal Vihar, Alwar,
- II. January 25, 2015

Dear Alok,

- III.
- IV.
- V.

Format of Informal or Personal Letter

- (i) The Address of the Sender
- (ii) The Date
- (iii) The body of the letter (divided into Paragraphs)
- (v) The Subscription
- (vi) The Signature
- (vii) Enclosures (if any)
- (viii) The name and address of the person to whom the letter is sent.

Note : It has become common to write all these headings on the left margin.

Some Specimens of Personal Letters

Below we are giving some specimens of personal letters, including friendly and descriptive letters. These specimen letters, however, are not intended to be adhered to rigidly; they are offered as a guide in so far as they apply to the particular circumstances with which the writer of a letter may have to deal, their purpose is to give some general indication of the manner in which this may be accomplished.

1. Letter from the father to the son.

61/118, Pratap Nagar, Jaipur

January 14, 2015

My dear Suneet

I received your letter only yesterday. We all are very glad to learn that you have so well at the practical examinations. Our best wishes and blessings are ever with you. Hard and sincere labor never goes waste. Luck also favors those who work hard. Keep on working in the same spirit. You will certainly get the first class.

Your mummy, Versha and brother Sandeep also remember you very much, but we

didn't write to you because we didn't want to disturb you in your studies. We are all eagerly looking forward to your coming home after the exams.

As desired, I am enclosing herewith a Bank Draft for rupee five thousand. Don't hesitate to write if you need more money.

Your Mummy sends you her blessings, and Vershu and Sandeep say 'Hello' to you.
With love and blessings.

Yours affectionately

S. K. Awasthi

2. From a student to his father, giving his first impression of the college.

To

Shri
Room No. 31,
Sarder Patel Hostel,
Jaipur University,
Jaipur, (Raj.)-

From

Ashish Bhawan,
193, Mangal Vihar,
February 15, 2015
My dear father,

You asked me how I liked college, and in what way it is different from schools. Yes, it is different in many ways, and I like it ever so much.

Just as first, I did not like it at all, and almost wanted to run away. The senior students treated poor fresher as if they were fools, and played unpleasant jokes upon them. It was not very nice, but I know that the best thing to do was to pretend not to mind and to laugh at my own foolish mistakes. When I did this, they soon left me alone; but some students who got irritated and complained to the Hostel Superintendent, were teased worse than ever.

College discipline is not so strict as discipline in a school. A student in a college lives like a heir-apparent in kingdom. He sleeps much, plays a little, talks a great deal, and studies occasionally. He is responsible to none, and is afraid of nobody. The only punishment to which he is liable is the fine, and this fine he charges from his parents with the vigour of an Income-Tax Officer. Here the students roar like lions, fellow like bulls, and sing all sort of songs in the verandahs. The professors are different from schoolmasters. They treat us in quite a different way. The latter are always a terror and try to impose their authority on us, but the professors treat us like gentlemen, and so long as we are polite and respectful, they leave us alone. One day a friend of mine made a heroic resolve to sit on the first bench and took down every word of professor's lecture. Just imagine, dear father, what a storm of remarks and nicknames burst upon the poor fellow. I sympathized with him. I took his side. They made a butt of me. They

gave me all sorts of nicknames that hurt me very much. Then I realized the truth of the saying "When you are in Rome, do as the Romans do."

This spirit of freedom is in the art of this place, and everyone is at liberty to go where he likes, do what he pleases, and say what he has in his mind. We live like so many princes, the servants doing everything for us. They clean our shoes, sweep our room, wash our clothes and arrange our beds and our books.

In short, dear father, this is a jolly life. I will tell you more about it in next time. Please convey my love to my dear mother.

Yours affectionately

Rahul Shukla.

3. Letter from a son to his father informing him of his preparations for the final examination and asking him for some more money.

Room No. 101,

Senior Boys Hostel,

J.E.C.R.C. Jaipur

January 10, 2008

Respected Papa/My Dear Father,

I am sorry I should not write to you for such a long time. But there is nothing to worry about me. I was only busy with preparations for the final examination. My practical examinations finished only yesterday. You will be glad to know that I have done excellently well at the Practical.

Our classes are going on in full swing these days. I am trying my level best to finish my course in all subjects well before the examination. I go to consult my teachers as and when I need their help and guidance. All my teachers are kind and considerate to me. On the basis of my preparation, I feel confident that I would get first class. The rest depends on my luck and your blessings.

Papa, I am running short of money these days. I have to settle the account of the Hostel. I have also to buy a few books which I need very urgently. Would you be kind enough to send me rupees five hundred more to meet these extra expenses?

I very much miss mummy, younger brother and sister. Kindly convey my regards to Mummy and love to Parul and Rahul,

With regards

Yours affectionately,

Sharad.

4. Write a letter to your younger brother, who has taken to smoking, telling him to give it up.

15, Civil Lines,

Alwar.

September 26, 2015

My dear Mohit,

I am disturbed to know from your friend Avinash that you have recently got into the bad habit of smoking. This is really dangerous for you and painful to me. If Papa comes to know about it, he will really be shocked, Mother and elder brother Maneesh will also be shocked. Dear Raman, you are hurting so many people by your nasty habits.

Smoking like drinking is a bad habit and once you get into it, there is no easy escape. I do not know why people smoke at all. In the beginning they take to smoking as a hobby but soon become addicted to it and fall victim to many diseases. A foul smell comes from a smoker's mouth. His fingers get stained and his lips become ugly and blackish. The smoke harm lungs of the smoker and regular smoker gives bouts of hollow cough after some time. So smoking is very harmful.

Dear Raman, I do not think ill of you; in fact, I pray for your health. There is still time and you can easily get rid of this habit with a little determination and strong will. So give up smoking at once or it will lead to disastrous effects. I am sure my letter will prove a timely warning to you and encourage you in giving up smoking before you become a chain-smoker.

Yours affectionately,

ABC

5. Write a letter to your friend advising him not to use smuggled foreign goods.

356, Basant Vihar

Alwar

September 24, 2014.

Dear Arjun

Many thanks for the beautiful imported transistor sent by you. I really liked it very much but you haven't sent the voucher without which it will be difficult to get a radio licence. It appears from your letter that the transistor was purchased from a shop selling smuggled goods.

Dear Arjun it is true that the craze for foreign goods is increasing in our country and the Indians working in the Gulf States have helped in encouraging this year for foreign goods. You too seem to have a great liking for them. Actually, I don't want to criticize people using foreign goods, but I would like to emphasize that we should not purchase and use smuggled articles. Smuggling has an adverse effect on our production and economy. It causes a great loss to the Exchequer and encourages unlawful activities. A large sum of government revenue accumulates with a few people. It gives rise to

black money and pushes up price. It is also a great blow to the indigenous. To me it appears to be an anti-national activity.

I, therefore, suggest that you should not purchase and use smuggled foreign goods in future. I am sure you will seriously think over my suggestion and follow it to foster the spirit of nationalism.

Yours sincerely,
Shivam Mudgal

6. A friend of yours is living in abroad. He has read in newspaper reports about frequent incidents of violence in our country. Write a letter to him telling him what you feel about these incidents. Sign yourself as XYZ.

35, Vaishali Nagar,
Jaipur
10th August, 2014
Dear Amit

Thanks a lot for about your letter received a few days back. In this letter you have also shown your anxiety the frequent incidents of violence happening in India. Reports appearing in western press about these incidents seem to be highly exaggerated. Such incidents are happening all over the world, in every country. Just think of South Africa or Israel-occupied Arab territories or the treatment met out to the Negroes or the Red Indians in the U.S.A. itself.

But exaggerations apart, we are really ashamed of some of the violent incidents happening here. There are some created by terrorists who are encouraged and helped by a neighboring country. Then there are communal riots which are incited by religious fanatics and selfish politicians who incite illiterate ignorant masses for their own selfish ends. What pains me most is that the intellectual classes are not playing their part in mitigating this satanic evil. Even our national press has not been able to educate the masses in the right direction. Corruption has gone deep in our blood that doesn't allow us to think rightly and objectively. Still the position is not beyond repair. I have full faith in the collective genius of Indian people; they will sooner or later overcome these drawbacks.

Pay my respect to your dear parents.
Yours always,
XYZ.

7. Letter to a friend describing how you spent your summer holidays.

11th June, 2014
Dear Shreya,

Hope this letter of mine finds you in a pink of health. I have just joined college after a break of one and a half months. It is such a refreshing feeling to be with friends once again. I can't believe that I am already into the second year of Engineering. I'm writing

this letter to tell you about my summer vacation. Unlike the last year these summer holidays were put to a very good use.

Before breaking for summer vacation our teachers gave us a blue print for utilizing the vacation in a purposeful way. Various tasks were given in the blue print, which included joining computer classes, personality development sessions, English improvement classes, hobby classes, amongst many other tasks. I joined computer classes in which I learnt C and C++ programming which will be of lot of help this year. In addition to this, I also joined English improvement classes. There I learnt the correct method of pronunciation, writing and speaking skills. I feel a lot more confident after attending these classes.

Now, I don't feel the hesitation in talking to my fellow mates or my teachers. Many of my teachers have appreciated the effort put in by me. My confidence level has also increased and I feel the world around me changing for the better.

Hope my letter will give you some inspiration. Please convey my regards to your parents and best wishes to your sister.

Your lovingly
Shefali.

8. Write a letter to your younger sister advising her to take part in outdoor games regularly.

House No. 169,
Scheme No. 5
Alwar (Rajasthan)
My dear Doll

How are you? I haven't received any letter from you for a long time. Perhaps you were busy in your studies and could not write to me.

In your last letter, you complained about general fatigue and failure to concentrate on your studies. I have a word of advice to offer you. First and foremost, you should keep your body fit and healthy by taking regular exercise. Outdoor games are the best solution. They give a good exercise to your body and also a healthy relaxation to your mind. Additionally, such qualities as being a member of a team, and sometimes, its leader, also develop during outdoor games. So take a decision right now and join some outdoor games from today itself.

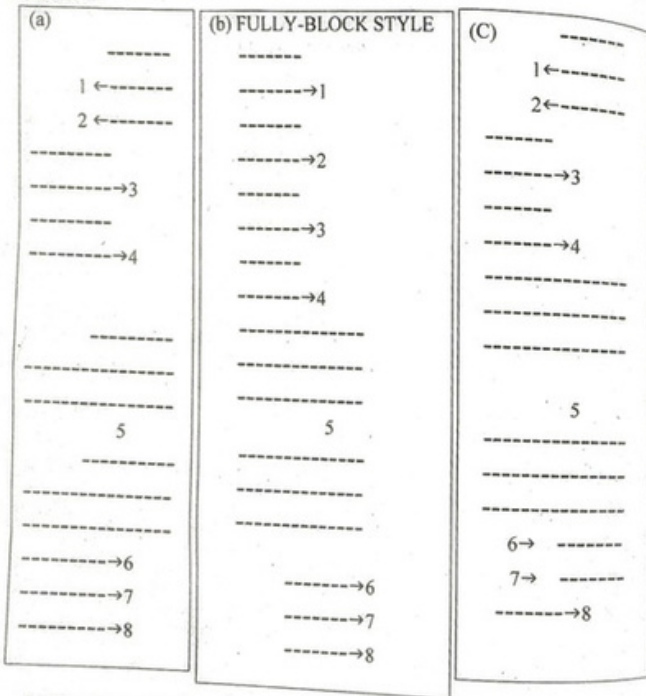
Give my regards to our parents and love to youngsters.
Your loving,
Suniti

(2) Business and Official letters

A business letter is that which is written for the business correspondence. It is framed differently from a personal letter. Much formalism is done in it. We do not use the informal or chatty words. Several forms are used for writing business letters. The main forms are :

- (a) The Indented form
- (b) The Fully Blocked form (complete block)
- (c) The Semi-blocked form

(a) **The Indented Form** : This is perhaps the oldest form of a business letter. In it each line of the address of the writer, the date and the complimentary close comes at the right hand margin. All other parts are placed at the left hand margin. The paragraphs are indented.



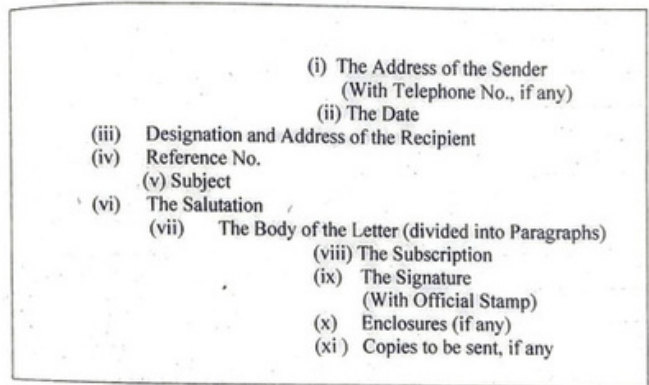
(b) **The Fully-blocked Style** : In this, all the lines begin from left hand margin. The address, the salutation, the body of the letter, the complimentary close and the signatures are all blocked. Even the paragraphs are not indented. The division between paragraphs is marked by a line of space.

(c) **The Semi-blocked Form** : It is a combination of the indented and the fully-blocked forms. The body of the letter is indented while the heading, address, salutation etc. are blocked.

(a) **Format of an Official Letter** : The official letters have eleven major parts :

- (i) **The Address of the Sender** : If the letter is written in the printed letter-pad then there is no need of writing the address separately.
- (ii) **The Date** : The date is written in the same manner as it is in the informal letters.
- (iii) **The Designation and Address of the Receiver** : We have to write the designation (sometimes name) and the official address of the receiver on the left hand side. We should not write the residential address of the receiver.

Format of Formal or Official Letters



(iv) **Reference No** : In the official letter pad or in official letters we have to write the letter no. i.e. - PCE/ADMIN/2014-15/001.

(v) **Subject** : It is one of the most important part of the formal letter. In it one writes in the minimum words the topic of the letter; the subject matter about which the letter is concerned to. We always put a dash (-) after a subject.

(vi) **Salutation** : There is a definite pattern of writing the solution in the formal letters on the left hand side :

- (a) For the higher officials, for teacher and for senior officers we use 'Sir'
- (b) For the officer equal in rank and for junior officer we use 'Dear Sir'.
- (c) For any higher officer of any department we use 'Sir'.

(vii) **Body of the Letter** : It is the main part of a letter. It is generally written in the three paragraphs but this limit may exceed if required. But the most important aspect is the beginning of the letter. One has to concern most about its beginning.

(viii) **The Subscription** : As it is already in the personal letters that the subscription

is written just above the signatures. Subscription is written in the following manner in the official letters or applications :

- (a) yours faithfully (b) yours truly
(c) yours sincerely (d) yours obediently

(X) **Enclosures** : If some enclosures have also been submitted then give the list of the same number of enclosures on the left side below the letter.

(IX) **The Signature** : The designation of the signing authority has also to be given; i.e. Manager, Secretary, Chief Accountant etc. The office seal is also necessary.

(XI) **Copy** : If the copy of the letter has to be sent to some other authorities then give their detail on the left side bottom, i.e. -

- Copy to :
(i) The Director of the college,
(ii) The H.R. head of the college,
(iii) The Department heads,

Some Specimens of Official Letters

(1) **Write a letter to the Collector of your district complaining about the use of loudspeakers (microphones) at night during examination days.**

Ans. 211, Mangal Vihar,
Alwar
12 March, 2015

The Collector
Alwar District
Alwar

Subject : To stop the use of microphones-

Sir,

Respectfully I bring to your kind notice that there is a temple in our locality. People use microphones (or loud-speakers) at night in Bhajans and 'Kirtan'. There are two restaurants also in the locality. They also use microphones till late night. It disturbs our studies. Our examinations are near. It is the valuable time of our life. We have requested them many times to stop the use of microphones, but they do not care for it.

Kindly order to stop the use microphones during examination days.
Please look into the matter immediately and do the needful.

Thanking you
Yours faithfully,
Sumeet Awasthi

(2) **Write a letter to the Senior Superintendent of police of your district complaining about the assembling of unsocial elements in your locality.**

Ans.

To
The Senior Superintendent of Police
Kanpur (U.P)

Subject : Insanitary Conditions

Sir

Most respectfully, I wish to bring to your kind notice that I live at Mangal Vihar, Scheme No-05, Alwar. I want to attract your kind attention towards the problems being created by unsocial elements. We can see anti-social elements wandering here and there. The women and school going girls are feeling unsafe. They pass uncivil remarks on them.

I, therefore, request you to look into the matter and take immediate and prompt action to check the activities of unsocial elements of the area.

Thanking you,
20th August 2014

Yours faithfully
XYZ

3. **Write a letter to the sub-divisional officer (Telephone) of yours district regarding frequent telephone disorders in your locality including yours.**

Ans.

The Sub-divisional Officer
Deptt. of Telephone
Alwar (Raj.)

Subject : Irregularity in Telephone Communication.

Sir,

I want to draw your kind attention that inspite of my repeated oral complaints and your department's oral assurance to streamline the telephone disorder in my locality, no action has been taken even now. It seems that your department has turned a deaf-ear of our complaint followed by several reminders verbally/telephonically from PCO. Most of the telephones in this locality are lying dead.

Please get the needful done without any further loss of time.

Thanking you

Yours faithfully
K.C. Rawat
Bhikham Saiyad Mohalla
Near Bus Stand, Alwar

20th August, 2014

4. Write an application to the District Supply officer of your district requesting him for the issue of permit of sugar for the marriage of your sister.

Ans.

To
The District Supply Officer
Kanpur, (U.P.)

Subject : Application for a Kerosene Permit :

Sir,

With due respect, I wish to bring to your kind notice that marriage of my cousin is to be celebrated on 10th November, 2014 at my residence. So I need 30 litres of Kerosene for the purpose.

I, therefore, request you to issue me a permit for 30 liters of kerosene. An invitation card is enclosed with this application in support of my statement.

I shall be grateful to you for your kindness.

5th November, 2014

Yours faithfully,
Anoop Dixit

Sutarkhana, Kanpur (U.P.)

5. Write a letter to Executive Officer of the municipality of your town complaining against the insanitary conditions in your locality.

Ans.

To
The Executive Officer,
Municipality Department
Fatehpur, (U.P.)

Subject : Insanitary conditions

Sir,

Most respectfully, I wish to bring to your kind notice to the insanitary condition in our locality, Ashish Nagar. There are pits all around and water stores in them. These pits have become the breeding places of mosquitoes and germs. These may spread inflation diseases. The drains are blocked. They are not properly cleaned. The sweepers do not come regularly. The heap of garbage can be seen here and there.

All these things show that the sanitary staff is not doing its duty properly. The rainy season is on hand. It will be no wonder if malaria or other disease breaks out.

So I request to take a quick action to remove this problem so that the citizens may lead a healthy life.

Hoping for a quick action,

15th April, 2014

Yours faithfully
Rahul Shukla

WRITING LETTER

Business Letter

- The business letter is the basic means of communication between two companies. It can be sent both internally and externally of a company.
- It should have a formed and communicational turn. It should be properly formatted including formal salutation and closing.
- Block style should be preferred as it is the manipulated.

Purpose of a Business letter

- A Simple business transactions.
- Enquires and replies to the same.
- Offer solicited as well as unsolicited.
- Execution of orders.
- New fulfillment of contact.
- Correspondence concerning parents, transfers, insurance and agents.
- Import Export transaction.

Tips to write effective business letter

- Empathy (to care about someone's feelings or ideas)
- To write it effectively put yourself in the reader's shoes & try to anticipate the reader's reaction to your comment.
- It shows that the writer has care for the reader.

Persuasion

- Plan according to the reader's reaction.
- Writer with the 'you' attitude the state of mind where you always emphasize the benefits to the reader and subordinate.
- Write positively with concepts.
- It is use of accent and inflection to express a mood or emotion in speaking or writing.
- What you say in a business letter is less important than how you say it.

Types of Business letter

(1) Order letter :

This letter is written for a manufacturer, wholesaler or a retailer. When writing an order letter includes all the information one should mention :

- Quantity
- Material
- Capacity
- Dimensions
- Model No.
- Price (not needed)

(2) Inquiry letter :

The purpose of this letter is to obtain information from the reader.

Same guidelines

- State your purpose
- List your questions or requested actions.
- Offer something in return to encourage action.

- Follow up with a thank note, email or phone call to the person who helped you with your request.

(3) Sales letter :

It is important to have a good attitude in order to sell your product.

Four past strategies of a sales letter :

- (1) Catch the reader's eye : Attract the reader's attention.
- (2) Describe the product or service that you have to sell.
- (3) Convince your reader that your claims are good back up of your comments with researcher and facts.
- (4) Give the reader opportunities to learn more about your product provide a phone number, web-address or other way for them to seek out information on their own.

(4) Claim business letter :

Meaning : you use a chain letter to ready if you have a complaint in a professional and technical manner to the person you have the problem with.

Purpose : To convince the reader that you have a legitimate complaint that deserve desired attention.

Points to be kept in mind :

- Identify the product
- Explain the problem.
- Propose a solution
- End the letter respectfully.

(5) Letter to the Editor :

- Normally written as a reader's reaction to the news or article published either in a newspaper or magazine.
- The letter can be written within as a praise or a strong comment on the issue published.
- Also written to highlight any matter of miracle, so known as open letter.

Characteristics:

- The language matters a lot.
- **Salutation** : Sir, **Complementary Close** : Yours truly
- Discuss the matter without much interruption.
- If the letter is reaction of any article then mention the heading of the article.

(3) Business Letters

Herbert caisson has rightly said that, "A good letter is master key that opens locked doors. It opens markets. It opens the way for your goods or services. It tells the story of the real character of your firm.

Qualities of a Good Business Letter : Whereas the of personal letter is characterized by its informal, easy-going, conversational style of writing, the business

letter is distinguished by the very opposite qualities. "It is the business of a business letter to be as **businesslike** as possible." There is no room in a business letter for humour, slang, colloquialism, or personal matter. These things are to be shunned like plague in official correspondence. The following are the qualities to be looked for in a good business letter.

(1) An Attractive Beginning : The opening sentence is the most important in a business letter. It makes or marks the fortune of the sender. If the first sentence fails to make its mark on the reader, the reader may throw it into the waste paper basket, and all efforts, of the sender will be lost. In the opening sentence, we should avoid worn-out phrases and try to follow a fresh method of approach to the reader. Creativeness always pays.

(2) Correctness : The language of a business letter, must be grammatically correct. Correctness adds as much as to the effectiveness of a letter as courtesy or politeness.

(3) Completeness : In being compact or concise, completeness should not be sacrificed. Each fact should be accurately stated.

(4) Cleanness : It means that our thoughts in official correspondence must be so clearly expressed that there is no possibility or any ambiguity. The written letter must be such that it is understood at one reading only.

(5) Conciseness : Conciseness requires that letter must be as short as possible. We should write as we actually think, wish or feel.

(6) Courtesy : It is said, "courtesy costs nothing but pays everything." In writing a business letter, this should never be ignored. The person to be addressed should be treated like a gentleman.

Format of Business Letters

- | |
|--|
| (i) The Address of the Firm
Sending the letter
(With Tel. No., Fax No. etc.) |
| (ii) The Date |
| (iii) Designation and Address of the Officer of the receiving Firm |
| (iv) Reference No. |
| (v) Subject |
| (vi) The Salutation |
| (vii) The Body of the Letter (divided into Paragraphs) |
| (viii) The Subscription |
| (ix) The Signature
(With Official Stamp) |
| (x) Enclosures (if any) |
| (xi) Copies to be sent, if any |

(3) Format of Business Letters

- (i) **The Address of the Sender**— Letter pad of organization already contains it.
- (ii) **The Date**— It is written on left side on the for.
- (iii) **The address of Receiver** : Be a Firm or party or person. The Firms which have many owners write messers instead of mister.
Messrs Shyam Narayan & Sons or
Messers Taneja Brothers.
The forms which are not named after their owners don't put message The World Travellers.
- (iv) **Ref. No.**— It must always be written No. 181/orders/2007-08
- (v) **Subject-Business Letter** is an Subject important part of business letter
- (vi) **Saluation-Salutation In Business Letters** Saluations is written on left hand, and is written as
- For an excutive of a form
Dear Sir
 - For Firm
Dear Sirs
or
Gentlemen.
- (vii) **Body of the Letter**— This is the main part of the letter
- (viii) **The Subscription**— is written above signature line and an right hand side
Yours faithfully,
or
Yours truly
or
Yours sincerely
- (ix) **The Signature** : Designation can be written below signature line as Secretary, Manager, Partner, Proprietor etc. stamp of the firm is also required
- (x) **Enclosures** : If Enclosures Draft, R.R. are there it must also be attached
- (xi) **Copy** : If copy is to be sent to another executive then it must be written
Copy to :
- (a)
- (b)
- (c)

Specimen of Some Business Letters

1. From a retail dealer to a wholesale dealer placing an order.

15, Deendayal College Road,
Agra
Aug. 20, 2014

Ans.

To
The Stationary Supply Co. Ltd.,
Deansgate, Manchester.

Dear Sirs,

I am in receipt of your letter of the 4th instant, enclosing account for 56. 6s. 8d. for goods supplied to me. Before sending you my cheque for the amount, I should like to remind you that you have allowed no discount as you have done on all previous accounts.

As your goods suit the majority of my customers very well ask you to be kind enough to send me at once six dozen boxes of H.B. pencils, six dozen boxes of Reynolds pens, eight bundles of black penholders and six dozen boxes of paint-brushes. I shall be waiting for envelopes and note paper, but I will telephone you tomorrow as to the quality and quantity I require.

The digital notebooks which I ordered last week, and which you said you would send me by Saturday, have not yet arrived. I hope you will send them at the earliest, as I have very urgent orders for them. If you cannot send me the whole quantity I ordered, perhaps you would be able to send me two or three dozen, as I have promised them to several customers for tomorrow. If you have faint blue lines, I would rather have them; if not, I will take red-ruled. Would you be kind enough to send a sample of blue-black writing ink?

Yours faithfully,
Suresh Chandra,
Alwar Stationery House,
Alwar.

2. Write a letter to M/s Balaji Enterprises Panipech Road, Jaipur complaining that the washing machine you bought from them last week is not working properly. Ask them to get it checked and repair or replaced.

Ans.

'Pranam'
E-498, Shree Ram Vihar,
Jaipur

26 September, 2014

M/s Balaji Enterprises,
Panipech, Jaipur,
Dear Sirs,

A week ago I purchased a Voltas Semi-automatic washing machine from your showroom. But yesterday its spinner stopped working. Its guarantee period is one year. So I request you to send your mechanic to repair the machine or replace the spinner if needed. I shall appreciate an early action in this regard..

Yours faithfully,
Amol Saxena

(3) Draft a letter placing order for the supply of book/goods.

Ans.

Sharma Brothers
Manni ka Bar,
Alwar
24, January, 2015

Messrs Raj Prakasthan
SMS Highway, Jaipur

Subject : Order for the supply of books/goods

Dear Sirs

We have received your letter of 14th instant and also your price-list by the same post. We send herewith order No. 3042 and shall be glad if you execute it as early as possible forwarding use goods by passenger train.

Yours faithfully

for Singhania Brothers

A.S. Singhania

Manager

4. Complaint letter against Inferior quality of goods.

Ans.

Prem Kumar & Sons
32 G.T. Road, Ghaziabad
4th July, 2006
Ref. No. SM-137

M/s Gopal Sports House
Suraj Kund Road
Meerut

Dear Sir

Thank you very much for the supply of goods against our order dated 15-7-2014 in time.

We are surprised to find five cricket bats and six hockey sticks defective. Please get them repeated by sending your man personally.

Yours faithfully
for Prem Kumar & Sons
Sd/-.....
Manager

(5) Write a letter to a publishing house regarding terms of payment and commission.

Ans.

Agarwal Book Dept
Dhampat
20th May, 2014

To

The Manger
Bharat Prakashan Mandir (Pvt.) Ltd.
Meerut

Dear Sir.

We shall be highly obliged to you if you let us know your normal commission and mode of payment either by cheque or cash or bank draft. Will you be able to give us any additional commissions if we place an order worth Rs. Five thousand ? Please also let us know the mode of transportation of a consignment of books to us.

An early reply will be appreciated.

Your sincerely,
R.K. Agarwal
Manager

6. Write a letter of complaint to M/s Gupta and Sons regarding wrong supply of goods.

Kallu Ganj
Najibabad (Bijnor)
6th June, 2014

To

M/s Gupta & Sons
Mandi Ram Das
Agra

Dear Sirs,

We regret to inform you that the goods sent by you do not tally with our list. The whole goods differ widely from our order. Kindly send the required goods immediately. We are returning the goods received by us immediately.

Yours faithfully,
for Agarwal Brothers

Letter to Editor

Importance : A letter to the Editor is written with the view of highlighting some general problems, concerning the public, on something which is of public interest and importance. Letters to the Editor generally are concerned with various current problems of the day. Through these problems people can offer their suggestions. Make inquiries about matter of general interest to reply some other letter.

Organization of the thought : Letter to the Editor can be both concise or elaborative. The length of the letter depends on the subject matter. Generally, the matter should be arranged in three stages :

(i) In the first stage only the information is given about a particular subject matter which one wants to tackle.

There should be a good coordination in these three stages. A forceful conversational tone contains a good deal of argumentative appeal and is most likely to effect public opinion.

Lay-out of a letter to the Editor : (Semi-Blocked Form)

The Editor,
The Times of India,
New Delhi
Sir,

I

II

III

Dr. Surendra Jain
1550, Green Park,
New Delhi
September 15, 2014.

Qualities of a good letter to the Editor :

A letter to the Editor is purely a formal letter. It should be concise and courteous. It should match the language and style of newspaper.

Some Specimens of such letters :

1. Write a letter to the Editor of a local daily criticizing the indiscriminate (careless) use of loudspeakers.

To

The Editor,
Rajasthan Patrika,
Jaipur.

Sir,

Through the column of your esteemed newspaper I would like to draw the attention of public and the authorities to the evil of indiscriminate use of loudspeakers.

Loudspeakers are very useful when large crowds are to be addressed by our leaders. But the trouble arises when they are misused. Some shopkeepers misuse them to attract customers. It is generally misused at the time of the marriage. Unfortunately very small religious occasions are made in public by loudspeakers. They are misused in temples, mosques and gurdwaras. During 'Bhagwati Jagaran' (night vigils) people use loudspeakers and they force us to keep awake throughout night. The organizers don't care whether there are students preparing for examination in the neighborhood or there are patients who need rest and sound sleep.

Therefore it is necessary to put some restrictions on the use of loudspeakers. People should be asked to seek special permission from the district authorities for the use of loudspeakers and there should also be some time limit on their use. People should also be made aware that the indiscriminate use of loudspeakers creates noise pollution and that is dangerous to health.

Dr. Vinod Goyal,
B-125, Hari Nagar,
Jaipur
25 August, 2014

2. Write a letter to the Editor of a newspaper on the shortage of cooking gas in your town.

The Editor
The Times of India,
New Delhi.

Sir,

Through the columns of your prestigious newspaper I would like to bring to the notice of the authorities the acute shortage of cooking gas in our town for the last two months. The gas agencies have stopped supplying refills to consumers on the plea cylinders are not being delivered to them by the Mathura Refinery. According to the local dealers the Mathura Refinery has been discriminating against them.

Being a housewife, I have been experiencing great difficulties in running the kitchen for want of gas cylinders and more so when kerosene is also in short supply.

It is suggested that the Petroleum Ministry should order a probe and resume the gas supply so that consumers get LPG cylinders regularly.

Mrs. Shalu Gupta,
House No-169
Scheme-5, Alwar
25 August, 2014.

3. Write a letter to the Editor of a newspaper on the necessity of a public park in your town.

Examination Hall
4th July, 2014.

The Editor,
The Times of India,
New Delhi
Sir,

I want to draw the attention of the authorities concerned to the need of public parks in our cities and towns in general and my town (Sanganer) in particular.

Sir, with the increase in population, our residential areas are under great pressure. The houses being constructed these days have hardly any open spaces between them,

leading to congestion. Again, the houses are spreading only vertically with stores after stores climbing on top of each other, thus stopping completely the circulation of air between and around buildings. In such conditions, public parks are indispensable. They provide open air spaces to the residents and playgrounds to the children. In fact, they function as lungs to the suffocated residential areas of our town.

Sanganer is one such town. It is an industrial town with multistorey buildings. There are hardly any open spaces between the building. The children have no place to play nor the old men to relax. A big public park is just the right thing that the people of this town need. I request the concerned authorities to develop a public park in the town.

With thanks

Yours faithfully

Mudit Shukla

