Semester II
Business Communication

Group Discussion:

Group Discussion is a method used in the corporate world to measure certain personality traits and/or skills that an organization may look for in the candidates. It allows a group to exchange thoughts and ideas among themselves. GD helps the organization get an idea about candidates in a short time and assess those skills, which normally cannot be evaluated in an interview.

The focus of a GD is thus on

1. verbal communicative ability
2. non-verbal cues
3. leadership skills
4. persuasive skills

Verbal Communicative Ability:

This includes good knowledge of the subject at hand and the power to communicate it in an effective manner. Nothing can compensate for in-depth knowledge of the subject, though it is a herculean task to keep oneself up-to-date on all possible topics. A good reading habit with focus on various areas like finance, management, politics, society, science, technology, sports, entertainment, etc. can help in building confidence to express one's views on a particular topic. While a positive impact can be created by talking forcefully and convincingly on a subject, this is possible only when the candidate has enough knowledge of the subject under discussion.

Clarity of thought and precision of expression are preferred to verbosity and irrelevant talk. One should speak as much as is necessary, neither more nor less. The language must be formal, plain and simple; pedantry and jargon must be avoided. Slang, informal expressions, etc. should also be avoided.

Appraisers also look for the ability to listen: the candidate's ability to react to the opinions of other participants. Hence, it is necessary to listen carefully to others and then react or proceed to add some more points.

Non-Verbal Cues:

Non-verbal cues are equally important. The importance of non-verbal cues has already been discussed in the previous chapter on non-verbal communication. The evaluator will scrutinize body language, eye contact, etc. of the candidates. It is therefore essential to maintain a good rapport with fellow participants. Non-verbal gestures, such as listening intently or nodding while appreciating someone's viewpoint, send across a positive message. Listening carefully can be a way of encouraging other speakers and exhibiting leadership skills as well. Participants must communicate with each and every candidate present. While speaking one must not look

at only a single member, and especially not at the evaluator. Body language says a lot about the individual - one's gestures and mannerisms are more likely to reflect one's attitude than what one says.

Leadership Skills:

The aim of a group discussion is also to judge a candidate's leadership qualities. The evaluator recedes into the background once the discussion starts. The evaluator's attention is on the candidates and the manner in which they display tact, skill, and understanding and leadership qualities to motivate and influence other candidates.

Persuasive Skills: The evaluator also looks at the manner in which a candidate convinces the other members of the group, and the clarity with which the candidate expresses his/her point of view. The candidate should therefore be articulate, generate ideas, not sound boring, allow others to speak, and have the ability to adopt a stand on a given subject. During the GD this stand can be altered slightly to accommodate others' viewpoints. Even when disagreeing with another candidate, the disagreement must be expressed politely.

The GD Process:

A GD generally consists of three parts: the initiation, the body of the GD, and summarization/conclusion.

Initiation : The candidate initiating a GD not only gets the opportunity to speak first but also grabs the attention of the evaluator and his/her fellow candidates. It helps if the candidate can make a favourable first impression with his/her content and communication skills in initiating a GD. However, if a candidate initiates a GD and falters, it might dent his/her chances of making a favourable impression on the evaluator.

If the candidate initiates the GD clearly but remains quiet after that, s/he will end up giving the impression that s/he started the GD only for the sake of starting it or getting those initial brownie points awarded to an initiator. It is the initiator's responsibility to put the topic into the right perspective or framework. So it is better to initiate a GD only if one has in-depth knowledge about the topic being discussed. If one is not sure of the topic at hand, it is better to listen carefully to the views being expressed by others and then speak. One should not be in a hurry to express one's opinion.

The Body of Discussion: This is the main part of the GD where all the members of the group express their opinions on the topic. Candidates must restrict themselves to conveying their viewpoints and not use the GD as a contest to run down other arguments. Candidates can politely agree, disagree or choose to remain neutral. A speaker should never be interrupted while speaking. Speaking out of turn and cutting others short create a negative impression. Too much aggression can put off prospective employers. While speaking, the entire group must be addressed so that everyone is attentive towards what is being said. The focus should never be

on the evaluator. To emphasize the content, relevant proverbs, quotes, definitions, facts and figures, statistics, etc. may be used. While using figures or statistics, it must be remembered that macro figures may be generalized, while micro figures must be specific.

Summarization / Conclusion: A conclusion is where the whole group decides in favor of against the topic. Generally, a GD does not have a conclusion. But the discussion is always summarized. One of the candidates is invited to summarize the discussion. This signals the end of the GD.

The candidate must summarize all that the group has discussed. The following can be kept in mind while summarizing a GD:

1. The summary must be brief and succinct.
2. All important points discussed must be included.
3. The focus must not be on the points made by the presenter, alone.
4. No new points must be stated here.

INTERVIEWS

Definition

- Joe McDermott defines interview as , " a complex interaction between two parties both of whom are offering something while simultaneously seeking to have a need met."

Types of Interviews

- **Selection Interview** - Also known as 'Job Interview', 'Employment Interview', 'Service Interview' etc. The main objective is to select the right candidate for the right position.

  Apart from the application letter, curriculum vitae and other documents that a prospective candidate sends the employers, it is essential that a face-to-face meeting take place between the employers and the candidate to check the suitability of the candidate for the position for which s/he is being recruited. This also gives the employer an opportunity to assess the entire personality of the candidate and choose one from among the many applicants for the job.

  Most recruiters look for three important requirements in a candidate:

  Aptitude and Ability indicate the capacity to do the job. Through the interview, the interviewer tries to find out if the qualities and qualifications mentioned in the CV/Resume are borne out through the replies of the candidate.

  Commitment is loyalty and dedication towards the company. The interviewer is interested in knowing if the candidate has a long-term interest in the company i.e. will the candidate stick on to the job or quit in a few months. The interviewer is obviously not interested in repeating the recruitment process in the near future.

Adaptability is the ease with which the candidate will fit into the company: interpersonal relationships, the working style, values, etc.

Team spirit

Interview Styles

- Directional: This interview style is extremely structured. The interviewer asks specific, direct questions in a pre-set order. One reason for using this format may be the need to maintain consistency across candidates throughout the interview and to make the selection process easier and fairer. This style may also be used for recruitment at lower levels by large organisations that receive too many applications in response to their recruitment drive.

- Non-Directional: This style is used mainly for higher level recruitment and is more like a conversation than a question-answer session. The interviewer uses open-ended questions to draw out responses from the candidate.

- Behavioral: This style is used by the interviewer to judge the performance of the candidate in the same/similar role in the previous company. In this style, candidates are expected to answer questions with specific examples of how they have tackled problems, handled various situations, etc.

- Presentation: This is again used at higher levels where candidates are expected to make a presentation before a panel.

  However, that none of these styles will be used in isolation. An interview will consist of a combination of these styles.

Format of Interviews

- Pre-Interview Tests : This format is used when an unusually large number of candidates has applied for a few posts. It is generally in the form of a written test which tests both general and specific technical skills. This is common in IT jobs, government jobs, etc. In case of jobs requiring strenuous physical activity and alertness of mind e.g. armed forces, security personnel, bodyguards, etc. there may be physical and mental tests as well. Group Discussions may also be treated as part of the pre-interview test. Other methods could include case study, role-play, etc.

- Individual : This is an interview where a single interviewer meets the candidate. Generally, the HR department is involved in this task where, from the stack of

applications, potential candidates are screened for the main interview. In this stage, the focus is not on the technical know-how of the candidate but more on commitment and adaptability. The questions will be based on the candidate's previous jobs, reasons for leaving, salary, CTC, perks and allowances, salary expectations, etc. Later, the candidate may meet the prospective boss, head of the department, etc for similar one-on-one interviews where subject knowledge, technical skills will be tested.

- Panel Interview : Here, two or more people form a panel to interview the candidate at the same time. Generally, the panel consists of the head of the department, one member of the HR department, and a third person. There may be an internal/external expert on the panel, if required. The structure of the interview will be the same, the only difference being that the questions will be asked by all the panelists, with each of them performing a different role on the panel.

Structure of Interview:

The structure of most interviews follows a similar pattern. Different experts may label it in different ways, but it essentially consists of an introduction, the main body of the interview – the Q&A session – and closing. It is sometimes referred to as the WASP technique :

1. W – Welcome

2. A – Acquiring information

3. S – Supplying information

4. P – Parting co-ordially

Introduction or Welcoming the candidate:

This involves welcoming the candidate and making him/her comfortable. It allows the candidate time to arrange his/her bag, files, etc. and settle down. At the same time, the interviewers get an opportunity to assess the dress, body language and other non-verbal cues of the candidate and form a first impression. A good posture, pleasant smile, a firm handshake may contribute to an excellent first impression.

The Q & A session - A – Acquiring information & Supplying information

After the introduction, the interview moves into the second round – the Q&A session. The scene for this round is set gradually by the interviewers by providing information about the organisation, job requirements, purpose and goal of the interview, etc. The Q&A session is a two-way process designed to test the aptitude, ability, commitment and adaptability of the candidate.

Questioning Styles :

Depending on the goal of the interview, different questioning styles may be used. The most familiar ones are as follows:

- Closed questions : They may typically be —yes-no‖ questions and mainly used for confirmation. They are specific and require short answers only. When you wish to limit an interviewee's range of responses or pin him or her down to one answer, you should ask closed questions.

- Open-ended questions : These questions cannot be answered with a _yes' or _no'. They generally begin with How, What, Why, When, Tell me, etc., drawing out the candidate's response.

  When to Ask Open-Ended Questions

  At the beginning of the interview, you may wish to establish rapport by asking open-ended questions. Essentially, open questions allow an interviewee to say just about anything, thereby revealing his or her general attitudes and beliefs.

- Probing questions : These questions are used to follow up on what the candidate may have just replied. It attempts to probe in different ways to get detailed answers to questions and find out if the candidate ends up contradicting what he mentioned in the first place. Such questions could include —Tell me more about…‖ —What do you mean when you say that…?‖ —Can you spell out in more detail…‖etc.
- Leading questions : **:** They are designed to figure out the candidate's views, opinions,

  etc. on a variety of issues. Typical questions would include: —So what do you think of……‖ —I see from your resume that……‖ etc.

- Hypothetical questions: An hypothetical situation is given or created and then questions are asked.

Types of Interview Questions
- Behavioural interview Questions :

These questions attempt to assess the candidate's performance in the same/similar role in the previous company. A hypothetical situation is given to the candidate and his/her response to that situation is tallied with the requirements of the role. Some questions could be as follows:

1. How did you respond to a particular stressful situation?

2. Describe a problem and how you solved it
3. What would you do if……….?

☐ Competency based Questions:

These are questions that aim at finding out the aptitude and ability of the candidate to get the job done. It tests the skill sets available with the candidate and tallies it with the requirements of the job.

1. How does one read a Balance Sheet?
2. What are the important Accounting entries to be passed…….?
3. How will you plan and organise…….?
4. What method will you use to …………..?

☐ Personality based Interview Questions :

These questions are designed to let the interviewer understand the candidate's adaptability to the culture of the organisation.

1. Tell us something about yourself.
2. What do you do in your free time?

☐ Technical Interview Questions :

This type of question seeks to find out the candidate's level of knowledge with a particular software, system, equipment, etc. It could also deal with knowledge of rules, regulations, principles, formulae, auditing/accounting standards, etc.

☐ Stress based Interview Questions :

This mode of questioning puts the candidate in an awkward and uncomfortable position to test his response. The focus may be on the negative points in the candidate's professional career. Questions could deal with gaps in career, stagnation, lack of career development, etc.

☐ Resume based Questions :

These questions deal specifically with details mentioned in the resume. They could be questions based on personal details, educational qualifications, achievements, work experience, earlier organisations that the candidate worked with, career shifts, etc.

Towards the end of this round, the candidate also gets a chance to ask questions which will help determine if the job is right for him/her.

- Closing or Parting cordially:

This is the last stage in the interview structure and it is important to leave behind a good impression. This will help the employers keep the interviewee's profile in mind as they decide on the prospective candidate. The ending should be gradual and not abrupt. It should end on a positive and cordial note, irrespective of the result of the interview. Even if the candidate is not selected, he should leave the interview with a feeling of satisfaction about the company. This will have a beneficial effect for the company, for the candidate will speak in good terms about the company to outsiders.

Preparation for a selection interview:

A lot of preparation is required if an interview is to accomplish its objectives. Both the interviewer and the candidate have to prepare themselves thoroughly to achieve the purpose of the interview.

- Preparation on the part of the interviewer:

    In most organisations, it is the HR department that is involved in the interview process. The interviewer must be extremely clear about the purpose of the interview. The interview should achieve its objective and not become a waste of time, money and resources for the organisation. The organisation should keep the following in mind :

    1. Applications received must be scrutinised and prospective candidates shortlisted for the interview.
    2. Call letters to prospective candidates should be sent well in advance of the date of the interview with details of day, date, time and place of the interview. If a lot of candidates are to be interviewed, a staggered time may be allotted to the candidates. The letter should also indicate documents that the candidate should carry along with him/her to the interview.
    3. An interviewer/ panel must be formed in advance and the interviewer/s must be informed in advance about their appointment on the panel. A file with the candidates' resumes must be provided to them, so that they have some information about the candidates even before the interview begins.
    4. The interviewer/s must know details about the job profile, organisation, rules regarding appointment, salary, perks, other benefits, etc.
    5. A data sheet for recording grades and noting comments should be made available to the interviewers on the day of the interview.
    6. On the day of the interview, seating arrangements should be made for the candidates as they wait for their turn. Some companies also provide refreshments to the waiting candidates.

7. Documents/forms to be filled by the candidates appearing for the interview should be kept ready to be given to the candidates as they come in.
8. Separate staff should be instructed to take care of the needs of the candidates.

- **Preparation on the part of the candidate**

It is not just the subject knowledge but the entire personality of the candidate that is assessed at the interview. Hence, the interviewee has to pay adequate attention to physical, mental and psychological preparation for the interview.

- Physical Preparation: Physical preparation is an extremely important part of the candidate's groundwork before an interview. It consists not only of grooming but also of a document check on the day before the interview. The required documents, certificates, testimonials, extra copies of resume, copies of publications, etc. should be placed in separate folders in a file so that they can be produced without any difficulty when required.

  Personal appearance and cleanliness are equally important factors, as the candidate must present a well-groomed look at the interview. One must pay attention to body odour, bad breath, hair, nails, hands and other aspects of personal hygiene. Make-up, accessories, wardrobe play a significant role in determining the personality of the candidate. It is essential to ensure that these factors are suitable to the occasion. Make-up should not be garish and accessories should be minimal. Clothes should be neatly pressed and as formal as the occasion demands. It would be a good idea to avoid bright colours and flashy outfits. Shoes should be well-polished. The clothes should be appropriate to the post applied for. Generally, suits for men and formal saris for women is the preferred style of dressing. However, it is better to wear an outfit one is comfortable in (like a salwar kameez instead of a sari, or a formal shirt with a tie instead of a suit, because of the weather) rather be uncomfortable in a dress one is not accustomed to.

  Rehearsal of non-verbal cues can help in concealing signs of nervousness, restlessness, agitation, etc. Candidates appearing for an interview for the first time must practice control over facial expressions, body language and on speaking confidently without faltering.

- Mental Preparation :

  Research and preparation can stand a candidate in good stead during the interview. The candidate must research the company and the job profile to find out if s/he fits into the organisation. Well preparedness demonstrates to the interviewers that the candidate has done his homework and is serious about the

job. These days it is easy to access details about the company through internet websites. The crucial area of research should be the organisation's culture, company's products, services, profit margins, recent balance sheet, number of branches and values, and recent news reports about the company.

Job description includes job title and department, the responsibilities and duties that come along with the job, and the organisational structure, conditions of employment, benefit schemes, etc.

A self-assessment is also essential : does one have the right qualifications and experience, necessary skill sets, special expertise and most importantly, a SWOT analysis of oneself. A dry run of possible questions will help anticipate questions and give confident replies.

The candidate should also be prepared to discuss sticky issues like quitting previous jobs, negotiating salary, etc.
- Psychological Preparation:

A positive mind and self-assurance can help overcome pre-interview jitters, but this poise can result only from excellent groundwork and preparation for the interview. The candidate must have presence of mind, sharpness of intellect, must exhibit flexibility and adaptability to change, and the humility to learn that which he does not know.

Knowledge of one's strengths and weaknesses can help in giving honest replies to questions, especially when one does not have the answer to a few questions. In stress interviews especially, where the candidate is deliberately put under a stressful situation and has questions fired at him, a strong presence of mind is crucial to answer the questions.

Some Potential Interview Questions :

1. Tell us something about yourself.
2. What do your colleagues/superiors say about you?
3. How can you contribute to our organisation?
4. Mention your three greatest strengths and weaknesses.
5. What are your long-term career goals?
6. Why do you wish to quit your current job?
7. What prompted this career change?
8. Why do you want to join our organisation?

The list of questions is not exhaustive. It will include questions on the candidate's education, work experience, problem-solving and decision-making

ability, initiative, team-work, interpersonal relationship, time management, management style, values, work ethic, leadership qualities, etc.

Preparation on the part of the candidate:

- **Prepare and practice**. It is the best way to ensure a good interview.

- **Sell yourself** - your skills and abilities. If you can do the job, say so.

- **Show** your interest, flexibility and willingness to take responsibility for the job.

- **Be enthusiastic** about the job and organization.

- **Avoid complaining** about former jobs, bosses or personal difficulties.

- **Provide proof** of everything you say. Don't give one-word, or even one-sentence answers. Make sure you back up what you say with an example, story or proof of some sort.

- **Take time** to understand the question and to answer it fully. When you're done answering, stop talking!

Body language Do's

- Sit up straight, and lean slightly forward in your chair. In addition to projecting interest and engagement in the interaction, aligning your body's position to that of the interviewer's shows admiration and agreement.

- Show your enthusiasm by keeping an interested expression. Nod and make positive gestures in moderation to avoid looking like a bobblehead.

- Establish a comfortable amount of personal space between you and the interviewer. Invading personal space (anything more than 20 inches) could make the interviewer feel uncomfortable and take the focus away from your conversation.

- Limit your application of colognes and perfumes. Invading aromas can arouse allergies. Being the candidate that gave the interviewer a headache isn't going to do anything in your favor.

- If you have more than one person interviewing you at once, make sure you briefly address both people with your gaze (without looking like a tennis spectator) and return your attention to the person who has asked you a question.

- Interruptions can happen. If they do, refrain from staring at your interviewer while they address their immediate business and motion your willingness to leave if they need privacy.

Body Language Don'ts

- Rub the back of your head or neck. Even if you really do just have a cramp in your neck, these gestures make you look disinterested.

- Rub or touch your nose. This suggests that you're not being completely honest, and it's gross.
- Sit with your armed folded across your chest. You'll appear unfriendly and disengaged.

- Cross your legs and idly shake one over the other. It's distracting and shows how uncomfortable you are.
- Lean your body towards the door. You'll appear ready to make a mad dash for the door.

- Slouch back in your seat. This will make you appear disinterested and unprepared.

- Stare back blankly. This is a look people naturally adapt when they are trying to distance themselves.

Interviews Do's

- Remember that 7% of your impact comes from the words you say; 38% from how you say it (your tonal quality); and 55% from what your body is doing while you're speaking.

- Know that "you" is the most persuasive word in the English language, so the more you can say, "As I'm sure you know," or "As I'm sure you've heard," the more easily others will respond to you.

- Sound happy when you say, "I'm happy to meet you." (Not to mention, look your interviewer in the eye and shake their hand firmly.)

- Keep your hands where interviewer can see them—out of pockets when standing, on the table when sitting. They trust you when they can see your hands, they don't trust you when they can't.

- Research the company exhaustively. What's their bestselling product/mission statement/biggest competitor? Why specifically do you want to work for them? How exactly are you going to contribute to their success?

- Have the answers to 'softball questions/inquiries' (questions so big you don't know what to swing at) such as, "What was your favourite thing about your last job?" or "Tell me about yourself."
- Have the answer to, "What's your greatest strength/weakness?"

- Clean up your Facebook/MySpace/Twitter page.

- Get a thank you note in the mail—either email, snail mail, or both—within 24 hours.

Interview Don'ts

- Use useless modifiers. (Great, amazing, incredible, etc.)

- Forget you are interviewing from the time you arrive at the building—many employers can see you from the parking lot, or are in the elevator with you. This is not the time to brush your hair, remove your gum, finish your phone call.

- Arrive wearing MP3 headphones in your ears/sunglasses on your head/ carrying a bag that's bulging with papers or old sandwiches, etc.

- Bad mouth your former employers. If you didn't enjoy the experience, simply say you're looking forward to still more challenges. Employers prize loyalty.

Appraisal Interview

- The appraisal interview is generally used as a means of sharing the employer's views on the performance of the employee with the employee himself or herself.

- Helps in improving performance, building employer-employee relations, sorting out differences, attending to grievances, recommending the employee for promotion and incentives.

Exit Interview

- This type of interviews takes place when an employee leaves the organisation.

- The aim is to seek information that will ultimately help the organisation to improve, grow and smooth out disagreement among existing employees.

Grievance Interviews

- This interview is conducted in order to address the compliments or grievances of the employees.

- Helps the management to air grievances:

    – Resolve issues which otherwise could assume larger proportions.

– Gain an insight into the problems faced by the employee in order to rectify them.

– Win the goodwill and confidence of the employees.

– Create an atmosphere of harmony within the organisation by resolving conflicts.

Online Interview:

An **online interview** is conducted using computer-mediated communication (CMC) such as instant messaging, email, or video. Online interviews require different ethical considerations, sampling and rapport than practices found in traditional face-to-face (F2F) interviews. Online interviews are separated into synchronous online interviews, for example via online chat which happen in 'real time' online and asynchronous online interviews, for example via email conducted in non-real time. Some authors discuss online interviews in relation to online focus groups whereas others look at online interviews as separate research methods.

Online interviews, like offline interviews, typically ask respondents to explain what they think or how they feel about an aspect of their social world. Interviews are especially useful for understanding the meanings participants assign to their activities; their perspectives, motives, and experiences.

All the above mentioned interviews can be taken online. If it is a selection interview, the candidate should prepare as he/she would prepare for actual face to face interview. Before the interview, check the technical like mike, headphones and internet connection.

Meetings

Group Communication

- Marvin Shaw defines group as, "persons who are interacting with one another in such a manner that each person influences and is influenced by each other person."
- Major objective of communication:

    ◦ Helps in decision making by collecting, processing and transmitting information.
- The decision making process must involve discussion, consultation and consensus.

    ◦ Consensus: A decision supported by majority members of a group.

Committee

- Louis Allen defines it as, "A body of persons appointed or elected to meet on an organized basis for the consideration of matters before it."

- A Committee is "a group appointed by the parent organization which meets to investigate a problem and, later, to formulate its report and recommendations."

- The word Committee means a person or persons to whom certain powers are committed by a parent body.

A committee meets to..
- Get a clear perspective on a given proposition.

- Arrive at a decision, based on facts and figures.

- Find out views, attitudes and emotions of participants while tackling a problem or facing a challenging situation.
- Explore the most appropriate solution to a problem.

- To collect data.

Types of Committees

Executive committee:
- It is a formal body with elected / appointed / nominated members.

- It has a formal structure and constitution

- Members meet only when a formal notification is issued.

- It looks into administrative issues of the organization.

- The decisions taken by this committee are binding on the organization.

Advisory Committee
- It is the reservoir of knowledge and experience.

- It comprises of nominated members.

- It provides guidance whenever required.

- It has no role in the daily administration of an organization.

- The recommendations proposed by this committee are not binding on the organization.

Committee

Advantages:
- Offer expert opinion.

- Generate new ideas.

- Feedback is available.

- Employees' participation and co-operation.

- Develop valuable managerial skills.

- Develop better understanding and co-ordination.

Disadvantages:
- Delay

- Irrelevant discussion.

- Danger of domination.

- Poor leadership

- Inadequate or large membership.

- Avoidance of responsibility.

Working of a committee
- A notice informs the members about the day, date, time and venue of the meeting.

- An agenda is a list of items that are to be discussed at the meeting.

- The meeting begins when there is a quorum – one-third of the total number of members constituting that particular body.
- A decision can be arrived at by consensus or by putting the proposition to vote.
- Decisions when recorded during the meeting are called resolutions.
- When resolutions are recorded in the minute book, they are called as minutes of meeting.

Chairperson's Role

- A chairperson must set the objective of the meeting.
- The chairperson must know the members and their profiles.
- After checking the quorum, the chairperson begins the meeting.
- He / She must spell out the agenda and invite participation from members.
- He / She should take up items of the agenda one by one.
- He / She must allocate sufficient time for discussion of the item and then take decision on it.
- He / She should allocate time for each item on agenda and should ensure that each person takes time to voice their opinion.
- In case of conflict, he / she must intervene.
- He / She must try for decision by consensus.
- He / She has to instruct the secretary to keep the record of the discussions and resolutions passed.
- Prior to the meeting he / she has to circulate notice of the meeting and set the agenda for the meeting.
- He / She should make proper sitting arrangements.
- Besides writing pads and pens, any other technological support required should be provided.
- New member should be introduced to senior members.

Participant's Role

- They must study and prepare themselves as per agenda.
- The should voice opinions based on facts.
- They must speak in clear and concise manner and within stipulated time.

- They should be ready to compromise and to give up something in the larger interest.

- They should not argue just for the sake of it.

- They should understand in a meeting, different views will be expressed.

- They should understand the importance of meeting and should not waste time.

Drafting Notices, Agenda, Resolutions

Notice should have:
- Signature of the authority.

- Must be typed on company's letterhead.

- Mention the venue which should be convenient to all the members.

- Must state the day and time of the meeting.

- Must state the date of the meeting. The notice should be circulated minimum 14 days in advance. In case of the AGM in 21 days, Board of Directors' Meeting in 7 days.
- Must state the nature of meeting.

- Agenda should accompany the notice.

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Infrastructure Finance Company Ltd.
123, Mehata Street, MIDC, Andheri East
Mumbai – 400 077, Tel : 022-12345678

Notice

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2nd January 2014

Notice is hereby given that the 21st Annual General Meeting of IFC Ltd. will be held on Monday, 27th January 2014, at Mahindra Club, 19, Marine Lines, Mumbai – 400 020 at 2.00 p.m. to transact the following business:

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Agenda

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Ordinary Business:

1. To read the Notice of the meeting.
2. To confirm the minutes of the AGM held on 24th January 2013.
3. To receive, consider, and adopt the audited profit and loss account for the financial year ended on 31 March 2013.
4. To declare a dividend on equity shares.

5. To appoint a director in place of Mr._____ who retires on completion of his term.
6. To appoint auditors and fix their remuneration.
7. Chairman's Speech.
8. Any other item with the permission of Chair.
9. Vote of Thanks to the Chair.

_____
Company Secretary.

Resolution

Resolution is the decision taken at a meeting.

Examples of resolutions:

1. Election of Chairman of Board: RESOLVED that Mr. ABC be and is hereby elected chairman of the Board of Directors for the year 2013-14.

2. Appointment of Secretary: RESOLVED that Mr. ABC be and is hereby appointed Secretary of the company on a monthly salary of Rs. _____, the appointment being terminable by three months notice on either side.

3. Appointment of Auditors: RESOLVED that Messrs. Kelkar and Shinghvi Chartered Accountants, Daftary Road, Malad East, Mumbai, be and are hereby appointed Auditors of the Company.

4. Common Seal: RESOLVED that the seal produced at the meeting, an impression of which is made in the Minute Book, be and is hereby adopted as the Common Seal of the Company, and that the Seal be kept in the safe custody under lock and key.

5. Resignation of a Director: RESOLVED that the resignation of Mr. ABC, a Director, be accepted with regret. It should take effect from the date of resignation. The Board places on record its appreciation of the useful services rendered by Mr. ABC.

6. Appointment of Bankers: RESOLVED that a Banking Account for the Company be opened with State Bank of India, Matunga Branch, Mumbai 19. RESOLVED further that all cheques drawn on behalf of the Company and all acceptances in its name be signed by two Directors and countersigned by the Secretary; and that a copy of this resolution, the application for opening the Bank Account, the Memorandum and Articles of Association of the Company together with the specimen signatures of the Directors and Secretary, be submitted to the Bankers.

7. Declaration of Dividend: RESOLVED that the dividend at Rs. 5 per share (subject to income tax) on 25,000 preference shares and a dividend of Rs. 8 per share (subject to

income tax) on 30,000 ordinary shares of the company be and are hereby declared. Resolved further that these dividends be paid on _____ to those shareholders whose names were on the Company's register on_____.

Group Dynamics: its characteristics, stages, types, factors, team building and other Details.

People may underestimate the importance of society and group memberships on their lives. Whilst people sometimes undertake solo journeys yet by and large much of our experiences of life involves being engaged with others and groups.

Within an organization we do find number of groups. Individuals joining group (s) is a reality – may be formal or informal groups. People work in groups quite frequently and in many different areas of their life e.g. at work, school/college, sport, hobbies. The managers need to understand Group Dynamics that can enable managers to adopt the right approach of interacting with them.

What is Group Dynamics?

Group dynamics deals with the attitudes and behavioral patterns of a group. Group dynamics concern how groups are formed, what is their structure and which processes are followed in their functioning. Thus, it is concerned with the interactions and forces operating between groups.

Group dynamics is relevant to groups of all kinds – both formal and informal. If the UPA government has set up Group of Ministers for every governance issue, the Supreme Court of India has 27 Group of Judges committees overseeing all manner of non-judicial work in the apex court. In an organizational setting, the term groups are a very common and the study of groups and group dynamics is an important area of study.

What is A Group?

Every organization is a group unto itself. A group refers to two or more people who share a common meaning and evaluation of themselves and come together to achieve common goals. In other words, a group is a collection of people who interact with one another; accept rights and obligations as members and who share a common identity.

Characteristics of a Group:
Regardless of the size or the purpose, every group has similar characteristics:

(a) 2 or more persons (if it is one person, it is not a group)

(b) Formal social structure (the rules of the game are defined)

(c) Common fate (they will swim together)

(d) Common goals (the destiny is the same and emotionally connected)

(e) Face-to-face interaction (they will talk with each other)

(f) Interdependence (each one is complimentary to the other)

(g) Self-definition as group members (what one is who belongs to the group)

(h) Recognition by others (yes, you belong to the group).

Company Secretary:

A company secretary is a senior position in a private sector company or public sector organization, normally in the form of a managerial position or above.
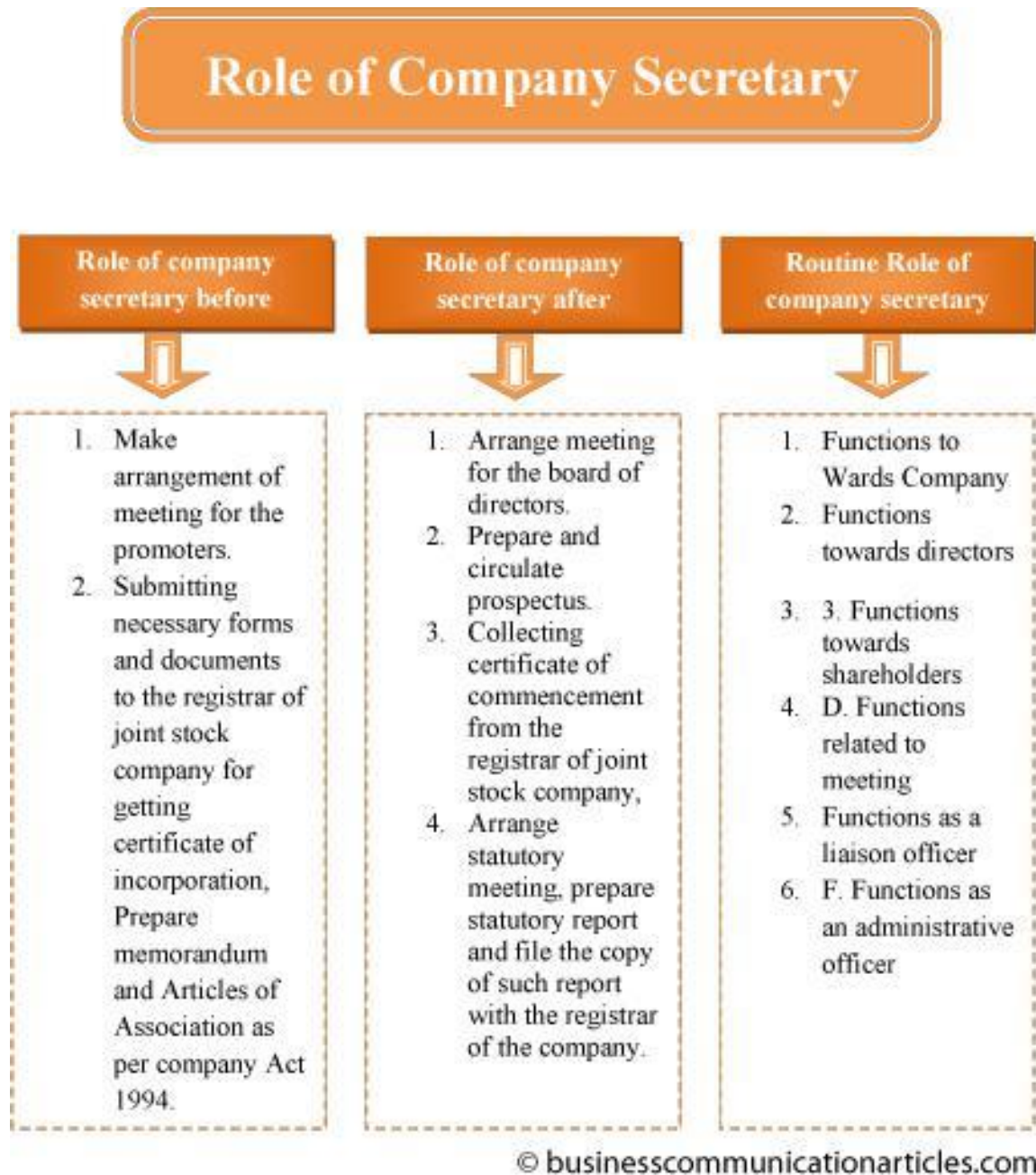
The company secretary is responsible for the efficient administration of a company, particularly with regard to ensuring compliance with statutory and regulatory requirements and for ensuring that decisions of the board of directors are implemented.

Despite the name, the role is not a clerical or secretarial one in the usual sense. The company secretary ensures that an organization complies with relevant legislation and regulation, and keeps board members informed of their legal responsibilities. Company secretaries are the company's named representative on legal documents, and it is their responsibility to ensure that the company and its directors operate within the law. It is also their responsibility to register and communicate with shareholders, to ensure that dividends are paid and to maintain company records, such as lists of directors and shareholders, and annual accounts.

In many countries, private companies have traditionally been required by law to appoint one person as a company secretary, and this person will also usually be a senior board member.

Officer appointed by the directors of a firm as responsible for ensuring that firm's legal obligations under the corporate legislation are complied with. His or her formal duties include (1) calling meetings, (2) recording minutes of the meetings, (3) keeping statutory record books, (4) Proper payment of dividend and interest payments, and (5) proper drafting and execution of agreements, contracts, and resolutions. A company secretary is not automatically an employee of the firm and, if employed with executive responsibilities, not be its director shareholder. If a

firm has only two directors, one may act as its secretary; but a sole director may not.

Role of Company Secretary

Role of company secretary before	Role of company secretary after	Routine Role of company secretary
1. Make arrangement of meeting for the promoters. 2. Submitting necessary forms and documents to the registrar of joint stock company for getting certificate of incorporation, Prepare memorandum and Articles of Association as per company Act 1994.	1. Arrange meeting for the board of directors. 2. Prepare and circulate prospectus. 3. Collecting certificate of commencement from the registrar of joint stock company, 4. Arrange statutory meeting, prepare statutory report and file the copy of such report with the registrar of the company.	1. Functions to Wards Company 2. Functions towards directors 3. 3. Functions towards shareholders 4. D. Functions related to meeting 5. Functions as a liaison officer 6. F. Functions as an administrative officer

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Companies law requires only a listed company to have a whole time secretary and a single member company (any company that is not a public company) to have a secretary.

The secretary to be appointed by a listed company shall be a member of a recognized body of professional accountants, or a member of a recognized body of corporate / chartered

Secretaries or a person holding a masters degree in Business Administration or Commerce or is a Law graduate from a university recognized and having relevant experience. However, the company secretary of a single member company shall be a person holding a bachelor degree from a university recognized.

The duties of a company secretary are usually contained in an "employment contract". However, the company secretary generally performs the following functions: -

Functions of secretary:

(1). Secretarial functions:

- To ensure compliance of the provisions of Companies Law and rules made there-under and other statutes and bye-laws of the company.
- To ensure that business of the company is conducted in accordance with its objects as contained in its memorandum of association.
- To ensure that affairs of the company are managed in accordance with its objects contained in the articles of association and the provisions of the Companies Law.
- To prepare the agenda in consultation with the Chairman and the other documents for all the meetings of the board of directors.
- To arrange with and to call and hold meetings of the board and to prepare a correct record of proceedings.
- To attend the broad meetings in order to ensure that the legal requirements are fulfilled, and provide such information as are necessary.
- To prepare, in consultation with the chairman, the agenda and other documents for the general meetings.
- To arrange with the consultation of chairman the annual and extraordinary general meetings of the company and to attend such meetings in order to ensure compliance with the legal requirements and to make correct record thereof.
- To carry out all matters concerned with the allotment of shares, and issuance of share certificates including maintenance of statutory Share Register and conducting the appropriate activities connected with share transfers.
- To prepare, approve, sign and seal agreements leases, legal forms, and other official documents on the company's behalf, when authorised by the broad of the directors or the executive responsible.
- To advise, in conjunctions with the company's solicitors, the chief executive or other executive, in respect of the legal matters, as required.
- To engage legal advisors and defend the rights of the company in Courts of Law.
- To have custody of the seal of the company.

(2). Legal obligations of secretary:

- Filling of various documents/returns as required under the provisions of the Companies Law.

- Proper maintenance of books and registers of the company as required under the provisions of the Companies Law.
- To see whether legal requirements of the allotment, issuance and transfer of share certificates, mortgages and charges, have been complied with.
- To convene/arrange the meetings of directors, on their advice.
- To issue notice and agenda of board meetings to every director of the company.
- To carry on correspondence with the directors of the company on various matters.
- To record the minutes of the proceedings of the meetings of the directors.
- To implement the policies formulated by the directors.
- To deal with all correspondence between the company and the shareholders.
- To issues notice and agenda of the general meetings to the shareholders.
- To keep the record of the proceedings of all general meetings.
- To make arrangement for the payment of the dividend within prescribed period as provided under the provisions of the Companies Law.

(3). To maintain the following statutory books:

- the register of transfer of shares;
- the register of buy-backed shares by a company;
- the register of mortgages, charges etc.;
- the register of members and index thereof;
- the register of debenture-holders;
- the register of directors and other officers;
- the register of contracts;
- the register of directors' shareholdings and debentures;
- the register of local members, directors and officers, in case of a foreign company;
- Minute books;
- Proxy register;
- Register of beneficial ownership;
- Register of deposits;
- Register of director's shareholding; and
- Register of contracts, arrangements and appointments in which directors etc are interested.

(4) Other duties:

The company secretary usually undertakes the following duties:

(a) Ensuring that statutory forms are filed promptly.

(b) Providing members and auditors with notice of meeting.

(c) Filing of copy of special resolutions on prescribed form within the specified time period.

(5). Supplying a copy of the accounts to every member of the company, every debenture holder and every person who is entitled to receive notice of general meetings. You must send annual audited accounts.

(6). Keeping or arranging for the having of minutes of directors' meetings and general meetings. Apart from monitoring the Directors and Members minutes books, copies of the minutes of board meetings should also be provided to every director.

(7). Ensuring that people entitled to do so, can inspect company records. For example, members of the company are entitled to a copy of the company's register of members, and to inspect the minutes of its general meetings and to have copies of these minutes.

(8). Custody and use of the common seal. Companies are required to have a common seal and the secretary is usually responsible for its custody and use. (Common seals can be bought from seal makers)

Company secretaries in all sectors have high level responsibilities including governance structures and mechanisms, corporate conduct within an organization's regulatory environment, board, shareholder and trustee meetings, compliance with legal, regulatory and listing requirements, the training and induction of non-executives and trustees, contact with regulatory and external bodies, reports and circulars to shareholders/trustees, management of employee benefits such as pensions and employee share schemes, insurance administration and organization, the negotiation of contracts, risk management, property administration and organization and the interpretation of financial accounts.

Company secretaries are the primary source of advice on the conduct of business and this can span everything from legal advice on conflicts of interest, through accounting advice on financial reports, to the development of strategy and corporate planning.

CONFERENCE

Definition:

- The word conference is derived from a Latin word ' confer' which means 'to consult together'.

- Conference can be defined as "a meeting of people to solve particular problems, take specific decisions or discuss specific matters.
- Problem solving conference, Conference for training, Conference for planning strategies.

Meeting:

- The number of members is small.
- It has well defined agenda.
- The decisions taken are legally binding on the organization.
- It is very formal.
- The members are appointed or nominated.
- Meeting is organised to solve pertinent problems or implement a decision.

Conference :
- It is relatively informal get together of a large group.
- Decisions taken are of a consultative or advisory nature.
- Participants do not have any voting rights.

How to organise conference?
- Decide the theme of the conference. Decide days, dates and venue of the conference.
- Depending on the subject, prepare the list of invitees and guest speakers.
- The main subject could be divided into sub-topics ad these could be discussed during several technical sessions.
- Depending on the scope , the number of days can be decided.
- The organisers need to work out on the budget.
- After contacting the resource persons and confirming their availability, chalk out programme.
- Arrangements such as accommodations and transportation are made for out-station participants.
- Research papers/Extracts of papers from participants on the given topic are invited.
- A formal invitation outlining the details of the programme is printed. A formal invite is sent to the invitees and the resource persons. Invitations, along with registration forms, are sent to the organisations.
- On the day of the conference:
    - Registration desk is arranged for the enrolment of the participants.

- The participants with files containing the extracts of speeches / papers submitted by the guest speakers. Pens, badges etc. are distributed along with the stationary.

Holding a Conference

- Conference is inaugurated by the Chief Guest, who outlines the purpose, need and possible outcomes of the conference.
- Chief Guest's speech is knows as Key-Note Address.

- This is followed by Technical Sessions, in which the resource person gives his / her perspective/s and invite interactions from participants.

- Each session is officiated by a Chairman who introduces the speakers, allocates time for their presentations, and sums up the key ideas at the end of the session.
- He / She mediates between the speakers and participants during the interactive session.

- At every technical session there is a rapporteur, who records the proceedings as well as the outcome of the session.
- The Conference concludes with a formal valedictory function.

- The Chief Guest highlights the key ideas thrown up by the conference and comments on its overall success.
- All the participates gets certificates.

- Organisers have to make arrangements for certificates, souvenirs etc. Feedback from participants, including their suggestions are invited to bring about improvements, If any.
- Arrangements for food are made by the host.

- Other arrangements for technological support should be done.

- After the conference is over, a careful analysis of feedback is made.

- Guest speakers are sent thank you letters along with copies of their photographs.

Outcome of a Conference
- Creates understanding of problem.

- Solutions are worked at.

- Interaction among the delegates helps in broadening of understanding.

- Organising a conference is a major public exercise.

- It builds the image of the organisation.

- It helps to build the image of the organization and earns the good will of the public.

Other forms of Group Communication

- **Seminar**: It is a discussion by a group that gathers to analyse a research paper, or an advanced study, presented by a participant orally, or in a written manner. Presentation of material is followed by discussion of the report or material in greater detail. Most of the times, more than one paper is presented.

- **Symposium**: This is a get-together of people at which people belonging to a specialized field make presentations to which the audience can respond. This is an interactive activity between general audience and experts from a specialized field.

- **Tele-Conference / On line conference**: Two or more persons conferring with the help of telephones at an appointed date and time is known as teleconferencing. Teleconferencing with the help of the internet is another way of conducting conferences or meetings. The advantages of this mode of communication is that participants can participate from their own geographical locations, at a commonly agreed time. Eg: Yahoo, Skype.

- **Video Conference**: Fiber Optic Network Connection in conjunction with Satellite makes it possible for persons to use web-cams and confer with one another at an appointed day and time. Gives experience of live, face to face communication.

Webinar (Web-based seminar)

Short for *Web-based seminar*, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web using *video conferencing software*. A key feature of a Webinar is its interactive elements: the ability to give, receive and discuss information in real-time.

Using Webinar software participants can share audio, documents and applications with webinar attendees. This is useful when the webinar host is conducting an lecture or information session. While the presenter is speaking they can share desktop applications and documents.

Contrast with Webcast, in which the data transmission is one way and does not allow interaction between the presenter and the audience.

Eg: GoToMeeting
BigMarker
Adobe Connect

Skype for Video Conferencing

For many computer users, Skype may have been their first introduction to real-time video conferencing over the internet, even if it was only to talk to parents while away at college or long lost friends who now live on the other side of the world.

For those not familiar, Skype is one of the pioneering consumer video chat and voice call options.

First released in 2003, it is one of computer technology's most recognizable brands and can be found on most PCs and laptops today. Skype has had a number of high-profile owners, including eBay, venture capital firm Andreessen Horowitz and the Canada Pension Plan (CPP). In 2011, Microsoft made a huge splash by acquiring the company for $8.5 billion USD.

Skype has also become popular for its additional features which include instant messaging and file transfers. It supports various mobile platforms and devices (e.g. Windows Phone, Android, Apple (Mac, iPhone, iPad), etc.) and offers both free and business-oriented services, including:

- Skype to Skype calls (free)
- Calls to mobile devices and landlines (paid feature).
- One to one video calls.
- Group calls (premium feature to add up to 25 people, including yourself).
- Group video calls (premium feature to add up to 9 people).
- Send texts (SMS)
- Voice messages
- Screen sharing and sending contacts.
- Skype to Facebook
- Skype WiFi
- Skype Manager and Skype Connect

Skype is a great way to familiarize yourself with video conferencing basics and may satisfy small entrepreneurs who do not need the bells and whistles associated with more specialized software companies.

Generally speaking, Skype is great for doing one-on-one video calls and screen sharing or having meetings with a small group of people. Skype is definitely a better solution for group conferencing versus doing a controlled presentation.

If you're looking to do more of a one-to-many presentation with a larger group of people then you would consider something like GoToWebinar.

Presentation Skills

❖ Important skill in communication situation

❖ It helps in substantiating a point in an effective manner

❖ Certain verbal and nonverbal guidelines help in making an effective presentation.

❖ Knowing the audience, designing the message, designing the sequence, selecting proper channel, eye contact, body language, para language, pronunciation, personal appearance are the skills that enhance presentation during a communication situation.

❖ The audience is the receiver of the information in a communication cycle, hence it is important for the success of communication cycle, to know the target audience.

❖ Designing the message according to the understanding of the receiver is required.

❖ Designing the sequence of events helps in bringing clarity in the ideas and presentation accordingly leads to impressive presentation.

❖ Selecting appropriate channel can smoothly convey ideas to understanding it at first instance.

❖ Eye contact help in developing the connect with the audience, appropriate body language enhances communication.

❖ Personal appearance help in initial acceptability of the audience.

Principles of Effective communication

  ❖ Clarity
  ❖ Consistency
  ❖ Concise
  ❖ Correctness
  ❖ Completeness
  ❖ Interesting
  ❖ Audience oriented
  ❖ Flexibility

Power point presentation

Do's	Don'ts
Know how to operate the equipment	Do not use more than three colours
Keep adapters ready	Do not clutter slides
Information on visuals to be explained	Avoid whole sentences
Use key point per visual	Do not speak looking at visuals
Use bullets	Never use graphics for the sake of using it

Public Relations

In the context of globalized world, the role of public relation is becoming increasingly complex, sophisticated and demanding, and its contribution in respect of communication to any organization is being duly recognized. In India it is gaining prominence. The fact that, apart from corporate, celebrities, socialites, film and sports stars, and political parties too are turning to them for image building and image make-overs, is testimony to their growing demand.

The British IPR (Institute of Public Relations) was established in 1948, while Dartnell's Handbook was published in 1956 in U.S.A. However, it was only in 1961, when it was formally adopted in Venice as the International Code of Conduct for Public Relations, that it came to be officially established, legitimized and practiced formally world-wide.

Definition: Public Relations is the deliberate, planned and sustained effort of an organization to establish and maintain mutual understanding between an organization and its publics.

Public Relations is a constant effort put towards in building and retaining good will and credibility. It is much more than mere crisis management, damage control or just another marketing tool. It forms an important link between the top management and various publics or audiences, both internal and external. PR professionals thus need to be multitasking, and play multifarious roles as good communicators to maintain mutual regard and understanding between an organization and its various stakeholders.

i) Functions of PR :
As communicators they can ascertain the very pulse of the public, and their perceptions can inform and influence policy decisions of an organization, be it for finance, marketing, community, government or environment purposes. They are therefore able to play a vital role as advisors to the management on diverse aspects. In this capacity they can help shape company policy.

1. The public relations division can act as the image makers for the organization or the individual and, by adopting the right medium and appropriate content, can influence public opinion.
2. A good assessment of people's culture specifics enables it to devise suitable strategies in determining an organization's goals.
3. The ability to communicate qualifies it to act as intermediary with lobbyists or to itself lobby for organizations with people, governments or international bodies to secure deals.
4. Though event management is being carved as a special niche, this is essentially what a PR professional routinely handles.
5. Events would include diverse programmes like musical extravaganzas or book launches. Organizing conferences, meetings, symposia or exhibitions are again traditionally a PR professional's responsibility.
6. Crisis management is synonymous with PR. PROs (Public relations officers) have to act as sirens that warn of impending trouble. When a crisis occurs, they are the first ones sought to defuse the situation, or restrict and control damage. They have to act as spokespersons for the organization. In rendering first-aid in a crisis situation, they often help by deflecting public attention from an unpleasant and unsavory occurrence towards a positive and beneficial one.
7. PROs are the natural and first choice as spokespersons for an organization and need to routinely interact with the media, the government or other agencies.
8. By virtue of handling both external as well as internal audiences their role overlaps with that of the HRD. In challenging times of strikes, go-slow motions, lock-ups, mergers and/or acquisitions, they are ideally suited in addressing and occasionally redressing the concerns of the employees of an organization.

ii) Tool of PR : The principal and basic tools of PROs are the spoken word, the written word and the image. The nature and the need of the audience determine the form or the medium.

A) PR and External Communication : The PROs have a wide range of tools at their command to be used according to the needs of the audience they require to address.

External Public Relations: The Publics [The external audience] of an organization may comprise its dealers, customers, transporters, trade association members, competitors, or government bodies that it needs to interact with in the course of its day to day business, its investors, other financial bodies as well as opinion makers and the public at large. One of the best ways, therefore, to reach such a wide spectrum of audience is through mass media.

i) Media Planning The best means of outreach to the public is through the newspapers, the television, and now the radio. Issuing press hand-outs before a press conference or press releases about an organisation's forthcoming events is important. It is important to bear in mind that a press release must be clear, accurate, brief and objective. One should ensure that the press release is in the form of a newspaper report with all relevant and complete information included.

Example of a press release:

THE PROGRESSIVE ACADEMY
25, M. G. ROAD,
NASIK.

From: Ms. S. Dixit,   Date:
Chief, Information Desk,
To : Mr. Subi Johnson   For immediate release
Sub-editor,
Edu Info Times.

New President at the Progressive Academy

Mr. S. D. Raghavan, M. Com, C.A., C. S., LLM, has taken over the reins of the management of the Progressive Academy as President from the outgoing President Ms. S. V. Taksale who is migrating to Canada.

Mr. Raghavan has been associated with the Progressive Academy since 1985 and has held several important positions with distinction. He has also served as advisor to other institutions and is a member on the Boards of both educational and non-government organizations. He intends to share his plans for enhancement and expansion with parents, students and staff in his inaugural address at the Annual Function.

The Internet is the latest and most modern medium to be harnessed by the PR Department to help in its job. The social websites like facebook, twitter also comes in handy.

ii)Customer Relations: Customer Complaints, Corporate Social Responsibility:

a) Answering customer queries, handling customer complaints with sensitivity and promptness, providing vital information to common public is the job of the Customer Relations Officer.

b) **CSR or Corporate Social Responsibility**. There is a growing awareness and expectation that a company that prospers and does well financially should ideally attempt to give back to society in some form or the other. Accomplishing, as well as advertising this, becomes the sole responsibility of the PRD [Public Relations Department]. For example: Different CSR activities done by Tata group, ITC's contribution towards farmers in North India, Mahindra's Nanhi Kali project to save and educate girl child. P & G's contribution towards building schools in rural area.

iii) Organising Conferences, Seminars, and Workshops:
PRD undertakes this exercise in order to take a leadership position in scholarship, and innovation among organizations dealing in similar ventures. To bring leading thinkers and people of eminence together, and make their research available to professionals, forms the core part of this exercise. Conferences are held to create linkages and establish networks.

iv) Fairs, Exhibitions and Shows: Organising such events on one's own, or participating in such events, is yet another PR activity. This exercise helps an organization to gain maximum visibility and reach out to cross-sections of the society. Showcasing one's products, interacting with competitors and establishing one's position become important objectives of this exercise.

v) Conducting Opinion Polls and Obtaining Customer Feedback through Questionnaires: A good relationship with those whom one interacts with and who are not part of the company is very essential. Companies work, not only towards portraying a good image to the world at large, but also, from time to time, attempt a feedback on the public perception of the company. For example: Jet Airways, GoAir, HDFC, ICICI

vi) Open House: This is an occasion when members of the public, or family and friends of employees, can visit the plant or factory and be given a conducted tour that explains the functioning of various departments of the company. Indian Navy celebrates Navy Week in the first week of December and organizes conducted tours of some of its warships for the benefit of common public. The purpose of such an exercise is to entertain and inform.

vii) Trade Events such as organizing seminars or expert talks by eminent professionals are yet another way for companies to establish and maintain good relations in society.

viii) Films are another popular way of reaching out to the public. These can be in the form of relevant documentaries or on the company's profile and its contribution to society.

ix) Sponsorship is a very popular means of both publicity and good PR. It is assumed that a company would sponsor only those events or programmes that are in line with their policies and thinking. For example, certain shows on television. Enigma, Moneta, our college events.

B) Internal PR
The internal audience of an organization comprises its employees at various levels.

The functions of Internal PR are to
(i) Motivate the employees and boost their morale
(ii) Create fraternal feeling
(iii) Ensure free flow of communication in order to earn the trust of the employees.

i). The Print Medium is the first, easiest and simplest tool. It can be used in a variety of ways.
- **Bulletins** are used to give the employees news about the latest developments.
- **In-house journals** and magazines or periodical booklets are also a popular means. These usually contain a message from the management, and an editorial focusing on the latest events or products. In addition, to make them more interactive and participative, they may include articles by employees, news about them such as marriages or births and deaths, or other relevant and significant events such as the company's victory in competitive matches and games, or news that concerns them, like promotions or notes of appreciation. For example : Podar magazine, Podar Prabodhan.

ii) Films: Both documentary and entertainment films are a good way of engaging with the employees. When these are followed by discussions, they afford an ideal platform for interacting with them in an informal setting and strengthening the employee-management bond. They could serve the additional purpose of instruction or training.

iii) Open House is a wonderful device for image building with the employees and their families. This achieves the purpose of instilling a sense of involvement with and commitment to the company. **Picnics** with employees also serve a similar objective.

iv) Off-site training programmes are becoming another popular way for companies to achieve their dual objective of providing both training and entertainment to their employees in an informal setting. **Conferences**, whether internal or external, become a wonderful PR exercise to motivate the employees, to up-date their knowledge and, indirectly, benefit the company.

v) Exhibitions and Competitions form yet another form of instructing, encouraging and, thereby, motivating employees.

vi) Documentation of Press Clippings: becomes an important tool for an organization to keep track of the image it enjoys in public, just as the opinion poll findings reveal the perception of external or internal audiences about itself. Large companies take care to regularly cut out the articles that include a mention of them, and maintain a master copy, as well as respective ones for the various departments. This enables an organization to refer to them to ascertain public opinion or the perceptions of various stakeholders before finalizing a policy decision.

vii) Implementation of programmes: The importance of congenial working conditions cannot be stressed enough in motivating employees and encouraging them to give of their best. It has been remarked, and rightly so, that, while the modern workplace seems to resemble more and more a place of relaxation, sport, which is seeing increasing competition, is becoming more and more of a hard job!

III   Qualifications of PRO
1. A PRO must be up-to-date on current information to be imparted to the public
2. One must have excellent communication skill, both spoken as well as written, to express thought clearly and simply.
3. An effective personality and ability to go along with a wide range of people both inside and outside an organization is necessary.
4. A PRO must be polite always as he has to work under pressure or provocation.
5. An organizing ability is required too as one may have to organize conferences, lectures, exhibitions and public events.
6. He must have self confidence and farsightedness.
7. He must be able to understand human psychology and take decisions apt to the situation.

Education qualification:
1. Bachelors' degree in any discipline preferable with social sciences, liberal arts and humanities is required to take up a course in this field of PRO.
2. An interested candidate has to appear in an entrance tests conducted by the various institutions providing diploma courses in Public relations.

3. Duration of most of the courses is one year.
4. Apart from this, there are also short term certificate courses. However some colleges also give admission on the basis of percentage of marks obtained in the qualifying class.
5. While completing the course, one has to go through all the major aspects like public relation principles and techniques, public relations management and administration, including organizational development, writing emphasizing news releases, proposals, annual reports, scripts, speeches, and related items, visual communications, including desktops publishing and computer graphics, and research, emphasizing social science research and survey design and implementation.
6. Enormous opportunities are available for PRO's in private as well as public sector organizations. Career opportunities in the field would depend on an individual's area of specialization. Public relation officers can find employment in corporate sector, public sector, government agencies, tourist agencies, hotels, banks and other financial institutions, private consultancy firms etc.
7. Nowdays even individuals like political figures, models and film stars and sport personalities. Public relation officer can expect nearly Rs. 15,000 to Rs. 20,000 as far as a starter is concerned. After gaining some on job experience one can earn as good as Rs. 25,000 per month and more.

Conclusion: in times of crisis, PROs, by conveying the right kind of information, at the right place and at the right time, can convert the resentment and ire of the public to sympathy for the organization. They dispel ignorance and provide the correct details. They can wean the public from apathy and an uncaring attitude to an interested and committed one. They can help dislodge prejudice and bring a turnaround to a better understanding. Thus, they can achieve the enviable feat of effecting a significant shift by transforming a negative perception about an organization to a positive one. At the same time, during crisis time, they may be the first one to lose job.

Business Proposal Format

Are you looking for information about the proper business proposal format? Whether you are writing a business plan for a start up venture, submitting a proposal in the hopes of securing a contract, attracting new customers, or securing support from investors, it's essential to make sure the document you create is formatted in an appropriate manner.

Three Business Proposal Format Tips

There is no one correct business proposal format that has to be used in every situation. There are many different ways to format these types of documents. However, this fact does not mean "anything goes" when it comes to creating a business proposal. While there is more than one "right way" to format a professional proposal, there are dos and don'ts every proposal writer should follow.

1. Follow Provided Instructions

If you are creating a response to a request for proposal (RFP), chances are you were provided with specific instructions about the format that should be used for your response. Follow the formatting directions to the letter. Some RFPs are so specific they provide exact heading titles, font sizes and word limit instructions. While creativity can be a good thing, deviating from the

specified format for an RFP is not. Failure to follow the instructions could mean your document will be excluded from consideration.

2. Make the Document Skim-Friendly

Keep in mind those who review your business proposal will likely skim the document before making a decision about whether or not to review it closely. Use formatting techniques to make it easy for reviewers to find major sections and important information. Ensure that each section of your proposal is clearly labeled with headings as appropriate and use bullet points and tables to draw readers' eyes to key content. Avoid overusing special formatting features like bold, italics and underlining, using them only as necessary for emphasis.

3. Consider the Audience

Keep in mind the expertise and knowledge base of the target audience when writing your proposal. Use language likely to make sense to the people who will be reading your proposal - and making decision about whether or not to work with you - throughout the document. Remember that persuasion lies at the heart of the intent of your proposal. Rather than focusing too much on the features of what you have to offer, use language that emphasizes how accepting your proposal can benefit those who are in a decision making position and the organizations or individuals they represent.

Business Proposal Content Guidelines

Format is not the only consideration when creating and submitting a business proposal. Presenting high quality ideas is essential. It's also important to include the right types of information and to ensure the document is well-written. Proofread carefully for content, clarity grammar and spelling before finalizing your proposal and submitting to the final recipient(S).

Business proposals typically include the following information:

- ☐ Name of company and/or individual submitting proposal
- ☐ Date of submission
- ☐ Executive summary
- ☐ Statement of circumstances under which proposal is being submitted (i.e., in response to a request or as a follow-up to a meeting)
- ☐ Description of products or services offered
- ☐ Charts and graphs as appropriate
- ☐ Time frame for delivery
- ☐ Information about limitations or exclusions
- ☐ Detailed pricing information
- ☐ Procedure for requesting additional information
- ☐ Deadline for response (if applicable)

BUSINESS REPORT

I. Introduction :

i) What is a Business Report? A report is a document which presents an account or a statement of a plan of action, a course of action adopted, or an event that has taken place. A report provides information— either sets of facts or result of an investigation— that assists decision making. While preparing a report, information, data, procedures adopted for bringing about a course of action etc. have to be processed and presented with a particular perspective. A report generally presents the desired outcome about the future course of action. In short, a report studies a problem or a situation and offers a solution to the problem.

For example: A report on the declining number of admissions to Arts courses.
A report on how to increase client base in the Borivali West area.

Reports, generally, are of two types: informative and analytical. Informative reports generally do not offer analysis or recommendations. They describe routine matters. They can be of various types. **For example :** i. Periodic reports that inform the management of operations and activities ii. Situational reports that cover routine situations such as field visits, guest lectures, seminars, conferences etc. iii. Progress reports that describe ongoing projects iv. Compliance reports that report action taken in compliance to instructions from various authorities.

ii) What is a business proposal? A business proposal, unlike a business report, offers a proposition buttressed by supporting evidence, data, analysis and spells out benefits for the parties concerned, along with specific recommendations about the course of action to be adopted in order to achieve the goal.

iii) What is An Executive Summary? As the name suggests, an executive summary is a compilation of the most important aspects, data, and findings of a report. It offers a quick view of the highlights of the report.

II.Drafting an Analytical or Investigative Report

This type of report is prepared to present findings after a scientific study or sample analysis. The report presents an objective analysis of the data with logical conclusions that derive from it, and is submitted with a view to facilitate the decision making process.

According to **Lesikar, Petit** and **Irwin**, [Reports: Business Communication Theory and Application+ ―A business report is an orderly, objective communication of factual information that serves some business purpose.‖ Report writing involves data collection, objective analysis of the data, and an organized statement of observations and conclusions derived from the analysis.

i) Structure of an analytical report:

1. Terms of Reference: This part provides the frame of reference to the report. It describes the subject, the author/s, the period of study, and details about the authority of the author/s, and about the instructions received from the authority under which the report is prepared.

For example:

Terms of Reference: A committee of the following teachers was constituted in the light of the resolution no. ...... passed by the Management Committee in its meeting held on .... to investigate why the enrolment in the Arts section of the college was on the decline, and to suggest ways to improve enrolment. The committee was asked to submit its report in 30 days from the date of the meeting held on March 20, 2008.

2. Procedure: Following a pre-approved methodology is an important part of any investigation. Without this, the results may not be universally acceptable. This process may involve field visits, interviews, sample surveys or getting supporting evidence from secondary sources like the Internet.

3. Findings: This section will explain the data obtained to derive conclusions. [This section may have a table of contents, as the data can be represented visually through diagrams like pie charts or bar charts.] For example, out of 15,000 respondents in an exit poll

10 per cent said they voted for the local candidate

10 per cent said they did not care about the candidate or his credentials

50 per cent said they voted for the candidate who redressed their complaints

10 per cent said they voted along Party lines

10 per cent said they were first time voters and did not care who they voted for

10 per cent said they did not care who won, as the situation would never improve

4. Conclusion: This section will present the predominant trends among voters. For example, in the data given above, the dominant trend observed is to vote for the candidate who is accountable. It can also be concluded that only half of the voters took voting seriously. Conclusion, therefore, is a summarised statement of the data collected. The conclusion, in the above example, may read: ―From the findings, the committee concludes that the majority *50 per cent] voters voted for the candidate who had worked for their cause.

5. Recommendations: A recommendation is a suggestion made for a future course action. Since it is evident that half the voters did not take voting seriously, there is a need to take up an awareness raising campaign to educate the voters. The recommendations, therefore, could be

1. Citizens' Forums should spread awareness about the importance of casting votes
2. media should disseminate the same message.

3. a chapter on importance of voting and why it is the national duty of every citizen to vote should be included in every school curriculum, as well as in the Foundation Course at college level
 4. celebrities should be roped in to promote voting as a national duty.

5 .procedures of enrolment and voting should be simplified Slice 1 Slice 2 Slice 3 Slice 4 Slice 5 Slice 6

III.   Individual or Committee/Sub-committee Report : An organisation may appoint an individual or a committee to prepare a report and the format of the report will depend on that.
Example 1: Subcommittee / Committee Report. [Problem: Depletion in traditional client base. A nationalized bank wishes to find out why its clients, who were banking with them for years,

have suddenly switched over to relatively new private banks. The bank needs to know how this downward trend can be arrested or even reversed.]

Enclosed: Report

Date:

Covering Letter:

The Managing Director,
Bank of………………,
Nariman Point
Mumbai 400 021

Submission of Report on Decreasing Client Base in ………..

Dear Sir,

On the recommendations of ...., a committee comprising of the following members was constituted on 5 Sept 20__, to conduct an inquiry into the sudden withdrawal of accounts from the customers of the bank and to make positive suggestions. The committee was asked to submit its report within one month.
The committee has investigated the matter and the report is ready for your consideration.
In case of any clarification, please feel free to contact us.
Yours truly
1. …………… 2. …………………….
3. ……………. 4. ………………………
5. ………………

Title: Inquiry report on shrinking client base and recommendations to overcome the crisis.
1. Terms of Reference: A committee was appointed to investigate the problem of fast depleting client base and suggest solutions to arrest the downward trend. The committee was given a month's time to submit its findings and recommendations from the date of appointment on 5 September, 200--. The committee comprised of the following members:
………………………..........
2. Procedure: The committee met on 10 September 200-- and finalized the following methodology to collect the data: i. to find out about facilities offered by other banks ii. to interview clients to find out their impression about the service and facilities iii. to compare this bank with the other private banks, scheme by scheme, facility by facility.
3. Findings: i. Private Banks have better infrastructure. Waiting time in the queues is lesser, and seating arrangements are comfortable, which make banking a leisurely exercise. ii. Private banks are more customer-friendly iii. The interiors, ease of operation, timely service, ready availability of any information, higher levels of automation, assistance provided with even the simplest procedures, make banking more comfortable in private banks.

4. Conclusion: Services at private banks are far more satisfying than the nationalised banks like ours and this is the main reason for our clients opting for these private banks.

5. Recommendations: The situation is indeed serious and the following recommendations need to be adopted to retain our client base and to survive the competition which currently is a threat to our existence. i. the bank must have better infrastructure ii. use of latest electronic tools along with introduction of facilities like ATM is essential. iii. staff needs to be trained to be customer-friendly iv. business hours should be increased v. appointment of a Customer Relations Personnel is necessary to improve rapport with the customers vi. focusing on students as future customers, lowering the minimum deposit amount to open a savings accounts, simplifying procedures and cutting down the processing time is the need of the hour. Signed/- ………………….. Date: 30 September 200—

Example 2: Individual Report ……………………

Marketing Manager

Date.:……………..

The Managing Director ………………………
Dear Sir,

Subject: Report on the causes of decline in the sales of CBT Washing machine

This is in response to your letter dated …… asking me to find out the reasons for the decline in the sales of the Company's washing machine.

I am happy to inform you that I have probed into the matter and compiled this report for your perusal.

I interviewed 25 customers who had purchased washing machines in the month of March and also studied the complaint letters received from the customers.

The customers were found to be unhappy mainly for the following reasons:

(i) The machine made a lot of noise

(ii) The outlet pipe became loose too often, spilling water all over.

(iii) Only one programme was fully functional and customers could run it; other programmes did not run.

(iv) The steel body of the machine rusted in a short period of time. In order to find out if these complaints were specific to machines produced under a specific batch, I looked at all the complaint letters received by the company and realised that that was not the case. Complaints against machines purchased within the last six months were similar in nature. It seems that the product design is defective and needs urgent rectification. Once the product design is improved, the Company will have to focus on an advertising and publicity campaign to regain its lost image, as well as the trust of the customers. Giving additional incentives to retailers can help promote the machine and improve sales.

With regards,
 ……………..

Example 3 : Sub-Committee Report Report of the sub-committee on Students' Participation in Co-Curricular Activities.

1. Terms of Reference:

A Sub-Committee was appointed following the resolution passed by the Local Managing Committee in its meeting held on 26th December. ……. ―Resolved that a subcommittee be and is hereby formed to look into the reasons behind lack of participation in various extra-curricular activities organized by the college. The committee would submit its report to the Principal of the college by the 26th of January. The sub-committee would comprise of the following members :

_____, _____, _____, _____, _____

2. Procedure:

The sub-committee met twice to formalize the procedure. A questionnaire was formulated to be administered to the students. The Committee collected the exact number of students who participated in each of the various extra-curricular activities organised by the college during this year and the previous year.

3. Findings:

After collecting the data, and comparing the figures obtained over two years, the committee arrived at the following conclusions:

a) Students interest in these activities was decreasing

b) Majority of the students had enrolled either for professional courses, or tuition classes, or had jobs.

c) Students were more keen on participating in activities that were perceived as glamorous and that promised exposure on visual media, or offered cash prizes

d) Participation in sport meant rigorous practice, for which they had no time

e) Students did not seem keen on participating in any team events

4. Conclusion:

Students are not interested in extra-curricular activities. They have neither the time nor the inclination to participate in such activities.

5. Recommendations:

Considering that extra-curricular activities are necessary for overall personality development, the sub-committee recommended the following measures:

a. Creating awareness among students about the importance of extra-curricular activities

b. Projecting such activities as stress-busters

c. Teaching students the importance of team work and development of team spirit against competitive spirit and individuality

d. Linking group project work and project marks with such activities in order to enforce better participation

_____, _____, _____,

_____, _____,

Example 4: Sub-Committee Report
Report of the subcommittee on feasibility of a Smart Card service by BEST for regular commuters.

Date _____

1. Terms of Reference: A committee comprising of the following members was formed in accordance with the resolution passed in the Annual General Meeting of BEST held on…………., to look into the feasibility of introduction of smart cards for commuters availing themselves of BEST services. The subcommittee was asked to present its report by 28 February 20__. The names of the committee members are as follows:

1_____
2 _____
3 _____
4 _____
5 _____

2. Procedure:

The subcommittee met on 3rd, 4th and 5th March and decided to adopt the following course of action:

a. Get feedback from commuters

b. Identify routes that would be covered under the scheme

c. Decide on the modalities — amount to be charged, the schemes to be offered, outlets for the distribution of cards, and the de tails for application.

i.Most commuters welcomed the idea of having a smart card, it was perceived as a convenient alternative for daily payment.

ii.The BEST employees like conductors and depot-managers welcomed the move and showed willingness to adapt to this new way of transaction.

iii.They felt that this move will help BEST to project an image as a commuter-friendly service.

iv. Administration showed willingness to make smart cards available to commuters in a month's time.

4. Conclusion:

The committee concluded that the move to introduce smart cards would benefit both the public as well as the BEST services, and that such a scheme should be introduced without further delay.

5. Recommendations:

i.proper publicity of the scheme before its introduction.

ii.organizing proper training to depot-managers to be able to provide informationto commuters.

iii.simple procedure for availing of the card

Sd/-

_____, _____, _____ _____,
_____

Example 5: Individual Report
25 March 200—
The Principal
Xxxxx College
Mumbai

Dear Madam,

Submission of Report on Students'Grievances

As the General Secretary of the Students'Council, I was asked, in the meeting held on 20 March 200— to study complaints from the students and submit a report within 15 days, making suggestions to the Grievance Committee. I am glad to inform you that I have successfully completed the scrutiny of complaints and here is the report.
There were 30 complaints in July and August, which were sorted and categorized as follows:

(i) A majority of the complaints, fifteen in all, were about the functioning of the library. Since there were only two computers in the library, majority of the students could not avail themselves of the internet facility. (ii)The complaints were also about the space available in the library. According to the complainants, the reading room in the library could not accommodate more than 150 students at a time. More space was needed to accommodate larger number of students.

(iii)Five complainants specifically said that the library staff was unnecessarily hostile towards the students.

(iv)Ten complaints were against the office staff, pointing to delays in the processing applications or responding to queries.

(v)Remaining five complaints were about the examination committee. Students were dissatisfied with the marks given to them in the subject of Economics.

Conclusion:
Students were dissatisfied largely with the library services, functioning of the office and the examination committee.
As a representative of students I would like to suggest the following:
1. Management should take note of the complaints and act on them.
2. College should make provision for more computers.
3. The office staff should be more efficient and student-friendly.

4. Students who have serious grievances regarding examinations should be called personally, and an interactive session between the teachers of Economics, The chairman of the examination committee and the students should be organized to resolve the matter.

I sincerely thank you for giving me this opportunity to look into the matters that concern students.
Yours faithfully,
_____

TRADE LETTERS

Trade letters include
1. Inquiry
2. Order
3. Complaints, claims, adjustments
4. Consumer Redress Letters
5. Credit
6. Collection
7. Sales

Business correspondence (Trade letters)
1. Enquiry letters
2. Order letters
3. Complaints, Claims, Adjustment letters
4. Consumer Grievance letters

Layout/ Format of a business letter – Semi block form

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----3-----                                   -----2------


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1. Letter head – name,

address, contact number, email id
2. Date – ex: 20th January,2020
3. Reference number – ex: ADCC/HM/WS-456
4. Name and address of the receiver
5. Subject

6. Salutation
7. Body of the letter
8. Complimentary close
9. Subscription – Yours faithfully,
Sd/-

                    Name
                Designation

SAMPLE LETTERS

INQUIRY LETTER

          SEASHELLS RESORTS
             PLOT NO114, Dr. A.K.R. ROAD, ADYAR, CHENNAI- 600021
                PHONE: 044-2678549, 599, 645.
                EMAIL: seashelletsresort.chennai@gmail.com

SSRPL/AKR/CH-455   20th February,2020

M/S Wellspun Furnishings,
Shops- 148-152,
Maha Shopping Mall,
T- Nagar, Chennai – 600017

                 Sub: Catalogue of furnishing materials
Sir,
     We have recently renovated our hotel and are looking for large quantities of
furnishing materials in various shades of blue. The material could be in plain satin with
prints on it. The new varieties if available are welcome.

Could you send us your latest catalogue and pricelist, along with sample material if
possible. As our order would be large, we expect 20% discount.

We look forward to receiving your reply.
                                         Yours faithfully,

Sd/-

                                      Pranav Mehta
                                 Manager – Seashells Resorts

ORDER LETTER

<div align="center">

SEASHELLS RESORTS

PLOT NO114, Dr. A.K.R. ROAD, ADYAR, CHENNAI- 600021

PHONE: 044-2678549, 599, 645.

EMAIL: seashelletsresort.chennai@gmail.com

</div>

SSRPL/AKR/CH-47428th February,2020

M/S Wellspun Furnishings,
Shops- 148-152,
Maha Shopping Mall,
T- Nagar, Chennai – 600017

Sub: Placing order of furnishing materials

Sir,

Thank you for replying to our enquiry letter dated 22th February,2020 and also sending us the details of bed sheets and pillow cases. We find both quality and prices satisfactory and are pleased to place an order of the following items on the terms of payment mentioned by you in your letter.

SR.NO	ITEM	SPECIFICATION	QUANTITY	CATALOGUE NO	NET PRICE
1.	Bedsheet	224*274 (white)	600	44	3000/-
2.	Bedsheet	120*106 (blue)	600	45	3000/-
3.	Curtains	8*7 (white)	1500	75	2000/-
4.	Pillow cases	45*65 (blue)	2400	39	1000/-

We expect the items to be supplied from current stock and look forward to receiving the delivery by 15th March,2020. The payment shall be done immediately after the consignment is received.

We look forward to receiving your consignment.

<div align="right">

Yours faithfully,

</div>

Sd/-

<div align="right">

Pranav Mehta

Manager – Seashells Resorts

</div>

COMPLAINT LETTER

NEELAM KITCHENWARES
SHOP NO 92, ATUR ARCADE, GOKHALE ROSS ROAD
PUNE- 600022
PHONE: 044-2678549, 599, 645.
EMAIL: neelamkitchenwares.pune 22@gmail.com

NKW/GCR/CC-474   28th February,2020

M/S Bright Steels,
49,Karve Road, Cantonment Area
Pune – 600017

Sub: Defect in the spoon sets sent by you.
                              Ref: order no BA-386
Sir,
We have been receiving several complaints from customers about the spoon sets
purchased from you. The complaint is that spoons bend easily and appear to be made of
poor quality steel. We had to refund the purchase price in some cases.

On inspection we found that the spoons are part of the batch against the above order
dated 1st February,2020 and they do seem to be light in weight from the batch mentioned
above.

As this is the first time we have had such experience, we are sure there has been a
mistake in the order. We hope you will accept return of the unsold balance spoon sets
that are 54 in number and replace them with the spoon sets of the quality we had earlier
bought. Please let us know how we should send these sets.

We look forward to receiving a quick response from you.
                                                    Yours faithfully,

Sd/-
Pranit Madgulkar
 Manager –Neelam Kitchenwares

ADJUSTMENT LETTER

M/S BRIGHT STEELS
　　　　49,KARVE ROAD, CANTONMENT AREA
　　　　PUNE – 600017
　　　　PHONE: 044-2678549, 599, 645.
　　　　EMAIL: brightsteels.pune 52@gmail.com

BSW/KCR/ADL-474　　　　　　　　　　　　　　　　5th March,2020

NeelamKitchenwares
 Shop No 92, Atur Arcade, Gokhale Ross Road
 Pune- 600022

　　　　　　　　　　Sub: Defect in the spoon sets sent by you.

Sir,
Thank you for your letter dated 28th February, 2020 informing us about the defect in spoon sets supplied to you against order no BA-836. We are glad that you brought it to our notice.

We have since checked the spoon sets from the batch mentioned by you and found that they are of poor quality. We are still trying to trace the reason behind such manufacturing defect. However we are ready to take back the remaining 54 spoon sets.

Please arrange to send back the unsold spoon sets carriage forward. We are sending you a new batch of 65 spoon sets to replace the old ones. The extra 11 sets are without charge to help you provide free replacement if your receive more complaints.

We regret the inconvenience caused to you.
　　　　　　　　　　　　　　　　Yours faithfully,

Sd/-
Shashikant Shevate
 Manager – Bright Steels(Quality control)

CONSUMER GRIEVANCE LETTERS

CONSUMER GRIEVANCE LETTER(FORMAT / LAYOUT):

Before the Hon'ble ------- Grievance Redressal Forum

Receiver's Name and Address

Complainant:----Name and address-------------------------

Opposite Party :-------Name and address--------------------------

Nature of complaint: ---

----------------------------------Body of the letter----------------------------------

----

Prayer:

1.-------------

2.-------------

---------------------Conclusion-------------------------------

----

Date:---------------------   sd/-

Place: ---------------------   Name of the Complainant

SAMPLE - CONSUMER GRIEVANCE LETTER

Before the Hon'ble District Grievance Redressal Forum

The President

The District Consumer Grievance Redressal Forum

New Administrative Building No.3

Free Press Journal Marg, Nariman Point

Mumbai -400021

Complainant: Mr. S.K. Shrinivasan. Flat no.102, Belle Craft Society, Tamarind Lane, Mahim, Mumbai

Opposite Party: M/S Dass Electricals, Shop no.56, Bhosale Arcade, Dadar East, Mumbai.
Nature of complaint: Sale of defective washing machine followed by inappropriate
after sales service

M/s Dass Electricals is a renowned organization that has been supplying electrical equipment to the customers since 1980. We visited their showroom placed in Dadar East, Mumbai to purchase a washing machine. I demanded for a Whirpool XS577 series top loading 6 litre capacity washing machine to them.

We were demonstrated about the features of the machine also we were acquainted with the working of the machine, its features and capacity and assured the immediate delivery and installation the very next day. We purchased the above mentioned machine for Rs. 50 lacs on 15th April,2019.

As promised, the delivery of the machine was done on time but the installation got delayed by 3days. Upon calling them, the representatives from the showroom were sent for the same. The machine installation was finally done on 19h March 2020. Upon installation when the machine was operated, it started vibrating and making noise.

The representatives of the showroom suggested me to call the manager. I called the manager of the showroom, Mr. Patil and narrated the episode to him. He advised that the machine be taken to the service station for moderate repairs. As advised, the machine was taken to the service centre and it was told that it be returned after 3days.

The machine returned from the service station on 22nd April,2020. Upon the reinstallation, this time the machine did not start at all. Again the manager suggested that the machine be taken to the service centre on an assurance that it be returned in 3days time. Until this date neither the people from Dass Electricals received the phone calls or respond to the mails send to them. The repetitive calls made to Mr. Patil were futile as he has been assuring about the machine's working.

This clearly is the case of dereliction of duties and services provided by Dass Electricals. Also we wish to state that they had supplied defective goods and they have to make good the losses suffered.

Prayer:
1.ThatDass Electricals should return 50 lacs which is the price of the machine
2. That I should be compensated with a sum of Rs. 90,000/- for the convenience caused
3. That I be reimbursed for the cost incurred by me in pursuing this case by a sum of Rs.20,000/-

I submit that this petition comes under the purview of Consumer Protection Act and that it is being filed within two years of the cause of action having taken place. I request that prompt action be taken in this case and justice granted to me.

Date: 13th February 2020   sd/-
Place: Mumbai   S.K. Srinivasan

RIGHT TO INFORMATION QUERIES

Sample Form [http://www.rtiindia.org Page 1]

THE RIGHT TO INFORMATION ACT 2005 APPLICATION FOR OBTAINING INFORMATION

Date:

By speed Post AD
FILE NO.:_____ YEAR: _____

Central Public Information Officer Regional Passport Office,

_____

Place _____

1. Name of the applicant:

2. Full address [with phone No.]:

3. Particulars of information required : as per enclosed list.

4. Details of payment of filing fees:

Indian Postal Order No. _____dated _____for Rs.10/- favouring —Regional Passport Officer‖ *payable at place of submitting application+ is enclosed.

OR

photocopy of my BPL card/certificate is enclosed for exemption from fees.

5. Details of enclosures if any: Photocopy of application dated _____for issue/renewal of passport.

6. Please rush the information to me by speed/registered post.

Signature of Applicant

Sample Application Letter Example 1 :

Shri B.B.Bahl
Joint Director and PIO (RTI)
Office of PIO (RTI)
Room No 1016, Electronics Niketan
Department of Information Technology (DIT)
Ministry of Communications and Information Technology
6, CGO Complex, New Delhi

Date: <Enter Date Here>

Dear Sir,

Sub: Information regarding the blocking of internet website domains

This is to bring to your notice that I, along with several other internet users across the country, am unable to access the following websites:

http://www.blogspot.com
http://www.geocities.com
http://www.typepad.com

As well as the following sub-domains:

http://sub-domain.blogspot.com
http://sub-domain.typepad.com

On asking the relevant ISPs, their users were told that these websites have been blocked under a directive of the Ministry of Communications and Information Technology, Government of India.

I would like to use the Right to Information Act to ascertain the following:

1. Has there been any such directive issued by the Ministry of Communications & Information Technology?

2 .If so, why has this ban come into force?

3. Why have these particular domain names been specifically banned?

4. When will this ban cease to exist?

5. If no such directive has been issued, why are these websites being blocked?

6. Who is responsible for ensuring that Indian citizens have the freedom to access these websites?

7. If there has been a directive from the Ministry of Communications and Information Technology to block these websites, then, considering the fact that most of the websites blocked do not contain pornography, speeches of hate, contempt, slander or defamation, or promote gambling, racism, violence or terrorism, the question arises whether the Ministry of Communications and Information technology is violating articles 14, 19, and 21 of the Constitution of India by issuing such a directive.

8. Please provide a photocopy of all the documents relating to the questions above, including but not limited to:
a. The directive issued by the concerned Ministry to Internet Service Providers
b. The list of all the specific domain names that have been blocked
c. The Act under which the Government of India is empowered to block domain names in India.

I must emphasize here that these websites are used by thousands of ordinary Indian citizens to express their views, thoughts and ideas. Indian Citizens have the right to express their views freely, and to have an unhindered exchange of thoughts and ideas.

Blocking these websites universally and not allowing Indian Citizens to read any of them is tantamount to hindering the freedom of expression of thousands of ordinary Indian citizens. I request you to kindly look into this matter. Thank you in advance for your co-operation.

Yours sincerely,
<Name Here>
<Address Here>

[Courtesy : Mr. Shivam.Vij, Journalist, Tehelka]