



Rural Management Business Communication

First Edition



Editorial Board

Dr W G Prasanna Kumar

Dr K N Rekha

First Edition: 2021

ISBN:

Price: ₹ 750/-

All Rights Reserved

No part of this book may be reproduced in any form or by any means without the prior permission of the publisher.

Disclaimer

The editor or publishers do not assume responsibility for the statements/opinions expressed by the authors in this book.

© Mahatma Gandhi National Council of Rural Education (MGNCRE)

Department of Higher Education

Ministry of Education, Government of India

5-10-174, Shakkar Bhavan, Ground Floor, Fateh Maidan Road, Hyderabad - 500 004

Telangana State. Tel: 040-23422112, 23212120, Fax: 040-23212114

E-mail : editor@mgncre.org Website : www.mgncre.org

Published by: Mahatma Gandhi National Council of Rural Education (MGNCRE), Hyderabad

About the Book

Communication has been identified as one of the most important strengths of successful leaders, CEO's and achievers from different walks of life. Communication in general and Business communication in particular are multi- disciplined as it not only involves linguistic but also various psychological aspects such as cognition, perception etc. and other insights of human nature. The complexity of communication is presented in the simplest of the simplest form to enable the rural learners learn on their own from this book. This book on Business Communication is an excellent tool for beginners to learn and understand various aspects of communication. It is a wonderful resource as it has covered various practical insights in a very comprehensive manner. The content is authentic and will be very useful to the learners, especially the ideas conveyed on different aspects of communication i.e. spoken, written and nonverbal communication are real insights. The book is specially designed to make sure that the learners are oriented through interesting activities in listening, speaking, reading, and writing.

The key features of this book are:

- Reader friendly and suitable for self-directed learning,
- Simple and enabling language with focus on rural learners,
- Emphasis on language enrichment and Business English Vocabulary,
- Easy activities with focus on groupwork and pair work to enable remote learners.

This book has special value as it is the first book in Business Communication written for rural learners that imbibed active learning theory where the focus is on learning and learners. The tasks are relevant and connected. The activities are learning oriented. This book is undoubtedly a contribution in this field. The ideas are original and they reflect real life.

I thank Mr. Suresh Jampa, Research Scholar, The English and Foreign Languages University for this unique contribution and systematic approach to this book. I would like to thank MGNCRE Team Members for extending extreme support in completing this book.

Dr W G Prasanna Kumar
Chairman MGNCRE

Contents

Chapter 1 Introduction to Communication in a Professional Context	1-54
1.1. Meaning, importance and process of communication	
1.2. Why do we communicate well? What should we do to communicate well?	
1.3. 7c's, barriers and ideas to effective communication	
1.4. Different forms of communication	
1.5. Cross-cultural communication	
Chapter 2 Persuasive Communication	55-83
2.2 Importance and Principles of persuasion	
2.2 Rapport Building with Rural Stakeholders	
2.3 Understanding the language of farmers	
2.4 Meetings for Mobilization	
2.5 Listening skills	
Chapters 3 Business Correspondence-1 (Letter Writing)	84-115
3.1. Need, Functions, Structure and Kinds of Business letters	
3.2. Sales letters- Compliant letters	
3.3. Quotation letters,	
3.4. Letters of Enquiry and Requests	
3.5. Job application letters	
Chapter 4 Business Correspondence-2 (Letter Writing)	116-137
4.1. Correspondence with banks	
4.2. Correspondence with insurance companies	
4.3. Social correspondence	
4.4. Official correspondence-1	
4.5. Official correspondence -2	
Chapter 5 Report Writing	138-161
5.1. Basics of report writing-	
5.2. Types of reports	
5.3. Planning to write reports and Data collection tools	
5.4. Exemplars of reports	
5.5. Project	

Chapter 1 Introduction to Communication in a Professional Context

Let's start ...Priming time

1. Work in pairs

Speaking

What is meant by communication? Is there any difference between communication, correspondence, speaking, chatting, talking etc.?

Write your main ideas here before you speak.

2. Work in Groups

Discussion

What do you mean by business? 1. What do you know about trade, commerce, enterprise, venture, firm, company, organization, institution, etc.? Is there any difference between the terms?

Write your main ideas here.

2. Is there any difference between profession-work- and job? Discuss briefly.

Write your main ideas here.

3. Work Individually

Writing

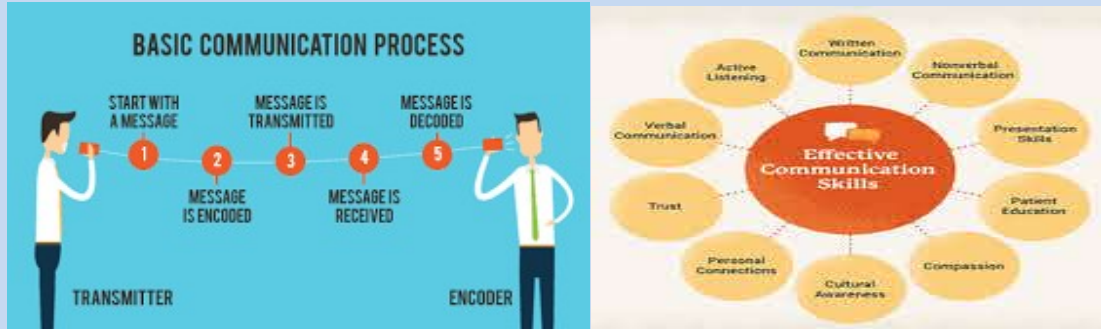
Define the following terms using a mobile dictionary or a thesaurus. Summarize the differences and similarities. Trade, commerce, enterprise, venture, firm, company, organization, institution, businessman, merchant, trader, seller, dealer, distributor, and franchisee

Use the following table to write the meaning of the above words. Write your main ideas here.

To Do Activity

Activity 1

Look and identify what the pictures communicate. Can you identify their roles?



blogs.articulate.com

usa.edu



Pageuppeople.com

blo.wps.com

Do you think that something is being communicated in the pictures?

Activity 2

1. Teacher: What is the key to success in business or life?

a. communication b. global collaboration c contacts d. all the above

What is your answer here in about five lines?

2. What did you understand about communication?

Activity 3

Here are some words related to different forms of communication.

Match the words with the appropriate word meaning

Vocabulary I

- | | |
|-------------------|--|
| 1. Communication | a. Talking about an issue sometimes in a group |
| 2. Negotiation | b. Formal sharing of information orally Ex: Arrival of a train |
| 3. Correspondence | c. A formal discourse intended for an audience |
| 4. Discussion | d. Orally or in writing, sometimes on social media |
| 5. Instruction | e. An act of showing or displaying something to prove |
| 6. Speech | f. Formal discourse intended to tell about a piece of work |
| 7. Demonstration | g. Formal exchange of views intended for a selection |
| 8. Announcement | h. Exchange of letters for communication |
| 9. Presentation | i. Detailing and directing information on what to do |
| 10. Interview | j. A formal discussion to reach an agreement |
| 11. Talk | k. A talk between two people |
| 12. Chit-chat | l. Share very intimate feelings sometimes formally in a show |

Match the Following

Vocabulary II

- | | |
|-----------------|---|
| 1. Business | a. A large company or group |
| 2. Trade | b. Occupation |
| 3. Company | c. A group of people for organizing an activity |
| 4. Organization | d. A salaried position |
| 5. Enterprise | e. An oral or written piece of information for a person |

- | | |
|-----------------------|---|
| 6. Corporate | f. Big data |
| 7. Lot of information | g. A project Ex Government undertaking |
| 8. Message | h. An association formed to do something together |
| 9. Profession | i. An art of getting things done |
| 10. Job | j. Act of doing a commercial activity |
| 11. Administration | k. Process of doing things in office or business |
| 12. Management | l. Buying and selling |

Activity 4

Here is an activity for you. Identify words related to communication. Some examples were given. Write down the words in the table given below

C	O	M	M	U	N	I	C	A	T	I	O	N	W	G	G
H	V	S	E	F	F	E	C	T	I	V	E	L	O	R	O
A	O	K	S	C	E	X	O	A	D	P	G	O	R	A	S
N	I	I	S	O	E	P	P	L	E	R	L	C	K	P	S
N	C	L	A	D	D	R	I	K	A	O	O	A	P	E	I
E	E	L	G	E	B	E	N	S	S	C	B	L	L	V	P
L	S	S	E	R	A	S	I	C	K	E	A	G	A	I	I
W	O	R	D	S	C	S	O	L	K	S	L	L	C	N	N
O	R	A	L	K	K	K	N	E	K	S	K	O	E	E	F
H	E	A	R	M	E	S	S	A	G	E	K	C	K	K	O
C	O	N	T	A	C	T	H	R	K	C	H	A	T	K	R
L	I	S	T	E	N	K	A	Y	E	S	K	L	A	I	M
S	E	N	D	E	R	K	R	C	O	N	N	E	C	T	A
V	E	R	B	A	L	R	E	C	E	I	V	E	R	Y	L
W	R	I	T	T	E	N	L	A	N	G	U	A	G	E	D
N	O	N	V	E	R	B	A	L	D	A	T	A	C	T	I

Read the following for further understanding.

Introduction to Communication

Focus on language

Find meanings to the following words.

Multi-lingual Globalization feedback unifying national international regional

Human beings have been using language for communication since times immemorial. Language is one of the most important mediums of communication. Communication is key to all human activities without which no worthwhile achievement could be possible. Research indicated that about 80% of the total working time of a professional is spent on communication. It is the key to human relationship management, be it in families, companies or in friendship. It is more of a continuous process which involves senders, receivers and medium. The word communication became popular in the era of globalization where the necessity to exchange ideas, opinions and share feedback globally became a

norm. Globalization has made the world a global village. It is the communication and technology that made it possible. In recent times apart from the local and regional languages, the need to communicate efficiently and effectively globally became important. Because of this reason, English for various reasons became the language of business, commerce, education, print, and research at the national and international fronts. Even in a multilingual country like India, English is the language of communication. It is a fact that about 65% of the time at workplace is spent on communicating in English.

Objectives

Learners will be able to

1. Familiarize with the vocabulary and develop ground for discussion on different aspects of communication,
2. Understand and recall the meaning and importance of communication,
3. Discuss why communication is important and what should be done to communicate well,
4. Distinguish verbal and non-verbal communication, written and oral communication,
5. Present 7c's, barriers and ideas to effective communication
6. Understand cross-cultural communication and identify common mistakes in communication

Chapter Structure

1.1 Meaning, Importance and Process of Communication
1.2 Why and What should we Communicate Well?
1.3 7c's, Barriers and Ideas to Effective Communication
1.4 Different Forms of Communication
1.5 Cross- Cultural Communication

1.1 Meaning, Importance and Process of Communication

Do the following task to familiarize with the vocabulary related to communication.

To Do Activity

Focus on language

Use a dictionary and find word meanings.

- 1.Exchange 2. sender 3. receiver 4. ideas 5. 6. information 7. goal 8. message 9. transmission 10.

Outcome 11. channel 12. Phenomenon/process 13. medium 14. feedback 15. decode

Meaning of Communication

Derived from the Latin word 'communicare', the word communication would mean 'to share'. It is a common social phenomenon among human beings to communicate. Basically, communication is talking and listening to each other, giving responses. It involves sharing/transmission of information, ideas and feelings. It is a continuous process and involves a sender, process and receiver. It involves coding and decoding of data (ideas, news and information). Apart from the sender, receiver, and the message, feedback is one of the important aspects of communication. Feedback ensures whether the intended communication is completed and the message is reached to the intended audience. The following are some of the important definitions of communication.

1. "Communication is a skill that you can learn. It's like riding a bicycle or typing. If you're willing to work at it, you can rapidly improve the quality of every part of your life." **Brian Tracy.**
2. "The art of communication is the language of leadership."-**James Humes.**
3. "Communication is one of the most important skills you require for a successful life."-**Catherine Pulsifer**
4. "It's important to make sure that we're talking with each other in a way that heals, not in a way that wounds." **Barack Obama**
5. "The most important thing in communication is to hear what isn't being said." **Peter Drucker**
6. "I think for any relationship to be successful, there needs to be loving communication, appreciation, and understanding." **Miranda Kerr.**
7. "Communication is your ticket to success, if you pay attention and learn to do it effectively." **Theo Gold.**
8. "Communication – the human connection – is the key to personal and career success." **Paul J. Meyer**

Different authors defined communication in different ways. Based on the above definitions it can be understood that communication is the key to success in career, personal life. It is inevitable for improving the quality of life, leadership and successful relationships. Hence communication is a very important skill to learn and master. The following section presents the importance of communication.

Importance of Communication

Communication is key to success in all arenas of human activity. In every walk of life communication is inevitable. The importance of communication is presented under various heads as follows.

Communication for Successful Leadership

Communication is not only very essential but also key to successful leadership. It's not about the content but about the delivery of the intended message that produces the effect. A leader's

communication may not be defined by the information he gives but the inspiration he leaves. A leader has to inspire, pull the teams to achieve success at various levels. He/she has to build self-esteem, confidence and trust. For this, he/she has to communicate effectively. Hence communication is very essential to successful leadership. Communication is very important for leaders to motivate the members to take up challenges, complete tasks on time and so on.

Communication for an Able Administration

Communication and administration are pathways to success in business. Most activities in administration involve different types of communication. In fact, about 70% of the time of an employee is spent on communication. For excellence in administration, communication is very essential. For instance, communication is essential for administrators to meet the day to day requirements of business both in the internal and external environment. They have to communicate with the bankers, creditors, suppliers on a day to day basis for accomplishing various tasks. Hence communication plays a key role in administration.

Communication for Organizational Success

An organizations' success depends on how it is presented and represented. It is the key to earn goodwill and building rapport which is essential for organizational success. For instance, organizational success depends on how they communicate with the people who work with them directly and indirectly. Hence communication plays a vital role.

Communication for Individual Well Being

Communication is important for personal wellbeing. It promotes understanding and helps in building relationships. Most people suffer in relationship management as they fail to communicate effectively. This failure will affect the wellbeing of the individuals. Persons who cannot express themselves fail to live a comfortable life. It doesn't matter what you are and who you are, if you can't communicate. The truth is that nobody can speak for you unless and until you speak for yourselves. The responsibility of highlighting yourself is on your shoulders and no one can do that for you. You have to tell what you want and what you are. This skill is a key to successful relationships. For instance, communication is a key for building or breaking relationships in personal life. A delayed word that is appropriate and a wrong word spoken at the right time are equally dangerous. It takes a long period of time to correct/set right the issues that arise due to miscommunication or communication gap.

Communication for Managerial Success

Successful managers communicate ideals and ideas than words and phrases. Good body language and diplomacy pays off for managers. It's not about communicating but it's all about communicating effectively because it connects and synergizes the effect. It's not just communicating effectively but also enabling everyone down the line to communicate effectively. That is the key to managerial success. For this, easy and understandable language is very crucial. For instance, managerial success depends on the communication skills of the manager. He has to coordinate different departments, sections and takes care that the goals of the organization are achieved.

Process of Communication

Communication is a dynamic process. It involves exchange of information between the sender and the receiver. It certainly has a medium or channel.

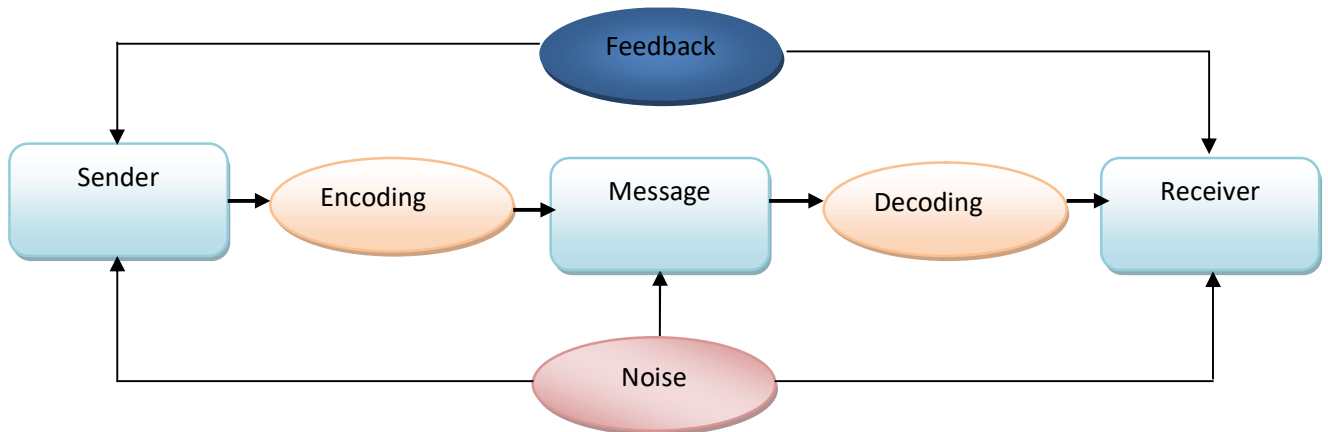


Figure 1.1 Process of Communication

Communication is a social process. Aristotle said that man is a social animal. We cannot have social life without communication. Our success or failure in life depends on what we communicate intentionally or incidentally. Communication can be face to face or through a medium or channel. Examples of channels of communication are telephone, mail, letter, message, SMS, fax etc. The text or message to be communicated can be oral or written. The feedback can be a response or interaction. This can be in writing or oral. It is contextual too. Communication can be different depending on the context. The following task is about communication in different contexts.

To Do Activity

Differentiate the following and summarize your ideas in the following space given below. In what way do you think they are related?

1. Organisational Communication
2. Managerial communication
3. Business Communication
4. Cross-cultural communication
5. Professional Communication

1.2 Why and what should we Communicate Effectively?

Communication is essential for success in different aspects of life. We have to understand in detail the need for effective communication. This section presents on “why should we communicate effectively”?

Why should we communicate effectively?

To Do Activity

Focus on language

Use a dictionary and find word meanings to the following words.

Harmony, unconscious, clients, obliging, consequence, hospitality, mentor, group, team, potential, goodwill, etiquettes, mandatory, goals, achievements.

A world without language where no one communicates cannot be imagined. All living organisms communicate in one way or the other. How do birds communicate? How does an infant communicate to express his needs? Birds chirp and cry. The baby cries. It is nature’s strategy. You need verbal or non-verbal language to express your views, ideas and opinions.

We must communicate effectively because communication is a social affair. It plays a key role in every sphere of human activity. Most of these activities are goal oriented. An air traffic controller should communicate well with the pilots for safe landing and trip. A patient has to communicate well with the Physician who is treating him. A banker has to communicate well with his customers. Teachers should communicate well with his/her students. A lawyer has to express his arguments and communicate well to win court cases. Software developers, engineers have to communicate constantly with the clients. Actors and actresses, news readers, anchors (co-peers), irrespective of profession, everyone involved in the business of living may have to communicate effectively.

Communication is very important for doctors and actors. The success or failure of a doctor may, to lot extent depends on how he/she communicate. The way some doctors speak is like a healing therapy. An empathetic and pleasing doctor with his/her obliging communication convinces his/her patients that he/she will be cured/healed. The after effect of communication may affect the success or failure of his treatment. Healing happens faster if the patient is obliged that he will be cured. How people feel after we communicate decides whether our communication is obliging or not.

We should communicate well to ensure results. We are not living in an isolated world where everyone is independent and self-sufficient. We are dependent on different people for different needs at different times. We depend on one another for the fulfillment of our needs.

We should communicate to make our lives easier by fulfilling our needs. Imagine how you can get a glass of water without expressing your situation and need. The moment we express our need, it may be fulfilled. We have to ask. Without asking no one can imagine what we require.

We should communicate to enable others and understand their world. When you communicate you should enable others to understand you and your scholasticism and your potential strengths. Is it possible to understand others and their world unless they communicate? You may be a great scholar and intellectual. How is it possible for others to understand what you are and your world of knowledge? It is for this reason a well-known educationalist said that it doesn't matter how much you know if you can't communicate. Our success or failure in interviews may depend on answering the simplest of the simplest question, i.e. "Tell me about yourself". The interviewer will never ask you to tell about James Bond or Einstein during a job interview. He will insist you to tell about yourself. Tell me about yourself is not a difficult question. At the same time, it is not very easy to answer if you are not prepared. If it is so easy, today we will not have hundreds of training centers, online interviewing training institutes and mentors.

We need to communicate well because the responsibility of allowing others, be it an interviewer or your friend to understand your world, your potential strengths, and possibilities. You should tell the other person what you are and what you are not. For that, you should know yourself and your strengths. The responsibility of telling others what you are, what you can, what you want rests on you.

If you can't tell others about your own self who can take that responsibility? No one can. The logic is so simple. The result of an interview / success or failure will depend on what you said about yourself. Interviewers draw conclusions not only from what you said but also how you said. You should persuade through your convincing and interesting conversation. You should reach the other person through your interesting communication. Your levels of confidence should be expressed. This will become easy if you communicate your success stories, problems that you solved successfully etc. Your unnoticed expressions which speak tonnes of your confidence, preparedness for the job and possibilities of suitability for the job are communicated intentionally or incidentally. Hence you should be very careful about your gestures to communicate confidently and convincingly. After all, life is all about communicating who you are, what you want and what you are. This is identity building and self-promoting where communication plays a very important role. Hence, we should be conscious of the language we use and the choice of words while interacting with others. The suggested rule is ABCC, 'Always be careful while communicating'. Words are sacred. A wrong word spoken can ruin lives. So, we should be very cautious of our communication.

We should communicate well so that people can cooperate. Life is all about cooperation. For instance, the way we communicate decides the quality of service we receive. Communication is very important in the hospitality industry. We cannot force anyone to offer good or efficient service. Perhaps we can communicate or give clue to the other person indicating what we want and how to proceed.

We should communicate well because we are living in an era of information. Our lives are data driven. We should share information to the right person at the right time. We should inform and be informed at

the right time. Seeking information appropriately is very essential. Delay in communication may have serious consequences. So, constant communication is very essential. A big price may have to be paid for any conscious and unconscious delays.

We should communicate well to earn trust of the peers, customers, clients, suppliers' step by step. In business, most of the transactions happen on mutual trust. Without trust nothing is possible. Communication helps you to build trust step by step and earn goodwill. We should communicate to connect, contact, reach, teach, preach and brief as per the need. We should communicate to bridge the gaps to foster understanding among one another in groups and teams.

Communication is a powerful managerial and administrative function. We should communicate well to ensure understanding and avoid all possible misunderstandings and communication gaps. We should communicate well to avoid conscious/ unconscious bias to build healthy relationships and achieve peace -harmony in the family and society. We should communicate well to promote our own wellbeing. It is not possible to imagine a world without responses. Good communicative culture promotes a bond and a sense of belonging. **TAKE CARE OF YOUR COMMUNICATION.**

To Do Activity

Reading Comprehension

Talk your way to the top: Good communication skills are key to advancing your Entrepreneurial Skills

As much as we'd wish they go away, some workplace clichés refuse to die.

Like, "I'm a people person." If you really do excel at interacting with varied and no doubt sometimes difficult groups of people, your actions and answers to detailed questions would demonstrate that better than merely insisting you're a people person. If you can't communicate well, you can't connect with other people. If you can't connect, you won't go as far in your career as you might otherwise.

Becoming a good communicator is the potential upside of office politics. Although the phrase brings to mind game-playing, manipulative actions, **the true meaning of being political is relating well to others.**

A 2005 Harvard Business School study looked at the effects of being likeable and a good communicator in the workplace. When told to choose between one and the other, people overwhelmingly preferred to work with a likeable person than a competent person who's a poor communicator. The study also found that good communicators are likely to be thought of as more competent. It was assumed from their strong communication skills that they were also good at their jobs.

Jana Barnhill, a former president of Toastmasters International, a group dedicated to improving speaking skills, stated it clearly (naturally): **"Being an effective communicator sets you apart from others. When you are trying for a position, you may be up against many others just as knowledgeable or experienced as you. When you are in a meeting, several of you may have the**

same thoughts. By being the one who can most clearly articulate your knowledge [and] your thoughts, you will be noticed," she said.

In a competitive job market, getting noticed is essential — especially when it comes to getting an offer. Toastmasters offers several tips for setting yourself apart in an interview:

-- Think about the questions you might be asked. Before an interview, confront any fear of doing poorly and practice your responses.

-- Try to relax. Remember that you likely got the interview because you looked good on paper. Now your job is to sell yourself in person. Even the best speakers get nervous. But it's how you deal with your nervous energy that's crucial, so take a deep breath, smile and filter your energy into positive, calm responses.

-- Make and keep eye contact with the person interviewing you. Eye contact shows confidence as well as control.

Your Money columnist Carolyn Kepcher, author of the best-selling business book, "Carolyn 101," and the upcoming "Work Her Way," is the former "Apprentice" star who strove working for one of America's toughest bosses. She's now CEO of Carolyn & Company Media (workherway.com), an enterprise created by and for career women.

Source: <https://www.nydailynews.com/news/money/talk-top-good-communication-skills-key-advancing-career-article-1.205757>

Read the above article and recall the main ideas. (Max 100 words)

To Do Activity

Read the first and second paragraphs. Do the following cloze test.

If you can't communicate ___you can't connect with ____people. If you can't connect, ___won't go as far ____your career as you ___otherwise. Becoming a good communicator ____the potential upside of ____politics. Although the phrase ___to mind game-playing, manipulative ____, the true meaning of ____political is relating well ___others.

Ans

well, other, you, in, might, is, office, brings, actions, being, to

Answer the following questions after reading the above text.

1. What do you mean by being political?

2. What did Jana Barnhill state about communication?

3. What is essential in a competitive job market?

To Do Activity Writing Activity

Focus on language

Write word meanings to the following words in your notebook.

Team-group, teach-preach, communicate-converse and management -administration, customer - client.

Discussion

Is there any difference between customers and clients?

Is there any difference between team and group?

Is there any difference between a manager, leader and an administrator?

To Do Activity

Identify a profession where communication is not essential. Give reasons.

Chef Nurse Traffic Police Hair Dresser Receptionist Tourist Guide Priest Pilot tutor
scientist biologist driver shop-keeper volunteer

Imagine what will happen if everyone stops communicating. Tell how this happens. Use the following clues to build your argument. Use the space given below to write your answer.

Result accidents confusion problems delay progress troubles destination
failure upset misunderstanding

Large empty space for writing the answer to the second question.

Fill in the blanks with the appropriate word.

1. A teacher should communicate well to ----- her/his students.
2. A priest should communicate well to----- the devotees.
3. An actor should communicate well to ----- his/her audience.
4. Businessmen ----- his customers build their business.
5. The Principal ----- the senior students to follow the test day etiquettes.
6. Communication is key to ----- the networks.
7. A nurse ----- about the patient to the nurse of the next shift.
8. A team leader ----- the project to his/her team members.
9. The product manager ----- the design of the project to his team.
10. A tutor ----- concepts to his group and clarifies doubts.

Connect	explains	teach	instructed	preach
reaches	contacts	briefs	demonstrates	presents

What should we do to communicate well?

Communication is an essential soft skill which is useful in every walk of human life. For some people, communication is an instinct. Some acquire communication skills with experience. Some learn and master communication. Although it is not possible to master communication skills overnight, it is possible to learn gradually by observing the following etiquettes.

Smile

Communication is an important aspect of life; you need to smile while communicating. Although it depends on the context, a smile is a passport to success and confidence. Smile spreads confidence. For some, professional smile is mandatory. For instance, an air hostess smiles while they interact with the guests. A well-regulated smile enhances the impact of communication. Artificial smiles may not have effect. A natural and timely smile enhances the effect of communication. A confident smile during a presentation or demonstration may be taken as an indication of how thorough you are on what you are doing. A smile can be powerful weapon to take you miles ahead.

Positive Attitude

Attitude is all about how you think, feel and perceive. Positive attitude plays a vital role in communication. The responsibility of bringing energy in what you communicate rests on you. Communication is not just passing information or data. The way a person communicates speaks very much of his attitude in terms of trust worthiness, capability, tolerance, honesty and truthfulness. The way you communicate, speaks much about your formative background, and inner self. Human beings are not just bundle of flesh and blood. Emotions and sentiments play a powerful role. Communication plays a powerful role in evoking these sentiments and emotions and can act as a powerful boost to motivate the respective teams. It is not what you communicate that is important, but how you communicate matters more. Most importantly when you open your mouth it is not just your words that walk out, but it is your attitude that walks out. To develop positive attitude within yourself, you need to have powerful and positive thought process. Positive thoughts have positive effects on your

communication because they induct positive feelings. Positive attitude includes using positive language. This is very crucial in times of critical communication.

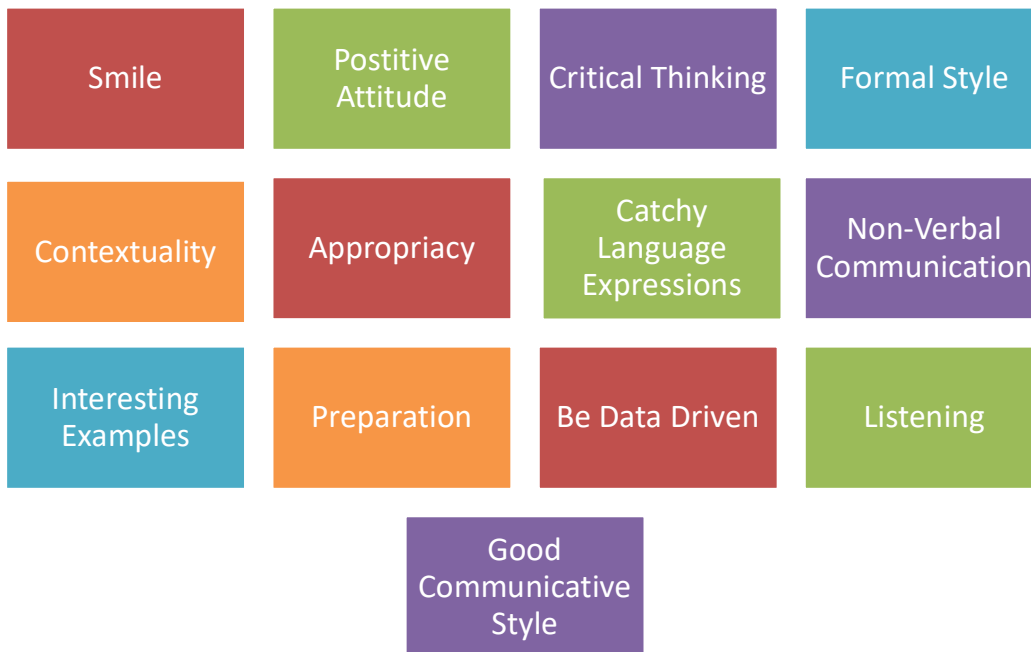


Figure 1.2 What should we do to communicate well?

Critical Thinking

Communication without critical thinking may be dangerous. There should be a think tank in what you communicate. Critical thinking is key to successful communication. A right word spoken by the right person at the right time may have a powerful impact especially in crisis.

Formal Style

It is very important to be formal in your communication especially in the context of business/workplace. If you have to be informal you should know your margin. Never talk about your personal life or experiences or shortcomings. These will have serious consequences. Formal style of communication pays.

Contextuality

Communication should be context specific. It's not a good idea to communicate informally during a meeting and formally during a get together dinner.

Appropriacy

Appropriacy of language, tone and style varies from context to context. Hence language, tone and style should be appropriate. Simple and understandable language, friendly tone, lucid style is advised in all contexts.

Catchy Language Expressions

Catchy language expressions are very essential for effective communication. They play a powerful role in transmitting the information. Can you guess why catchy captions are used in advertisements? The caption of Thumps up - Taste the Thunder, BPL -Believe in the Best, Panasonic -Ideas for Life are examples of catchy language expressions. A caption plays the role of a powerful catalyst in communication. Captions deepen and broaden the effect of the language on communication. Similar to this, are the catchy expressions used by CEO's; managers not only motivate the team but also promotes brand value even to individual managers.

Non-Verbal Communication

A timely and appropriate gesture may increase the effect of communication and saves time. As discussed earlier, smile is a powerful form of non-verbal communication. Unnecessary hand movements may display misguided enthusiasm. Hence such body movements should be avoided. Frowning displays intolerance and irritation and hence it is advised to see that while communicating frowning should be avoided. People usually frown unintentionally or unconsciously. But this non-verbal gesture carries negativity. Non-verbal clues that you leave while communicating may leave confusion, misunderstanding and intolerance. Hence care should be taken to choose appropriate non-verbal clues. For examples yawning during a meeting is an indication of boredom and tediousness. Similarly playing with the pen, leaning to the chair, folding hands during a meeting are indications of lack of interest or preparedness or un- professional non-verbal communication.

Interesting Examples

Relevant and short examples or happened stances, if narrated interestingly, can enhance understanding and better the effect of communication. This strategy should be used where ever you have explained complex lexis or contents.

Preparation

Preparation is essential for better communication. Preparation prevents poor performance. Preparation in terms of what to communicate and to whom to communicate is essential. Organizing your ideas is very important because no two persons take the same time to understand the same content that is communicated. Hence you require preparedness/readiness to enable people to understand what you communicated.

Be Data Driven

Communication driven by facts and figures will be more effective than content driven communication. Hence data driven communication has to be preferred for your presentation to make it effective. Data presented should be precise, accurate and original.

Listening

Listening is the foundation for better understanding. We often listen to argue or put forth our points rather than to understand. Listening is a very important soft skill which most employees lack. Seeking clarification is the best way if you fail to listen properly. There is nothing wrong in this. Repetition enhances the quality of listening. It is very difficult to listen without distraction or to pay undivided and

continuous attention. Hence jotting the main ideas will help you recall the content whenever you require. If you are communicating or presiding over a meeting make sure you hold the attention of the listeners. If you speak coherently, and if the ideas you communicate are logically linked, there will not be scope for confusion or gap in listening. Hence you should take care of your presentation. Make sure of using appropriate cohesive devices wherever required. Make sure you pause wherever essential, especially when transition of ideas takes place.

Good Communicative Style

There are no hard and fast rules of a good communicative style. An effective style of communication will be the one which is moderated according to the person and context of communication. You will definitely communicate differently with a novice. When you communicate with a senior executive you will communicate differently. Similarly, you have to adapt your style of communication when you communicate with farmers and rural craftsmen. The language, tone and lexis should be moderated accordingly.

To Do Activity

Look at the following brand names and discuss what their captions communicate. Use your mother tongue where ever required.

(Do a little bit of research to find out the captions.)

1. Ponds dream flower talc
2. BPL
3. Complain
4. Thumps up
5. Hero
6. Bajaj Pulsar
7. Lux
8. LIC
9. ICICI Bank
10. Honda Activa

To Do Activity

Look at the following brand names and discuss what their captions communicate. Use your Mother Tongue wherever required.

(Do a little bit of research to find out the captions.)

1. Sensodyne
2. Honda
3. RIN Supreme
4. Surf excel
5. Saffolo oil
6. Santoor
7. HSBC Bank
8. Usha fan
9. Horlicks
10. Colgate

To Do Activity

Which of the following are required for effective communication? Give reasons. Write your answer in the space given below.

Clarity conciseness power point presentation complex language dictionary
energy dominant attitude idioms and phrases

1.3 Seven C's, Barriers and Ideas to Effective Communication

This section presents the Seven C's, barriers and ideas to effective communication.

Seven Cs' of Communication

To Do Activity
Focus on language
Use a dictionary and find word meanings.
Authenticity, connotations, hassle-free

Definition: The 7 C's of Communication is a useful checklist to help improve communication and increase chances of getting expected feedback and avoid possibilities of being misunderstood. Follow 7'c for better communication.



Figure 1.3: 7 Cs of Communication

Clarity (and Channel)

Clarity of purpose, clarity of content, target group are essential for effective communication. The message should be crystal clear with simple and understandable language. The main idea should be expressed straight to the point without beating around the bush. Channel also plays a very important role in transmitting the message. A channel easily accessed is better in all cases for hassle-free communication.

Example: We often see 'Trespassers prosecuted' on the gates and entrances of some buildings. You need some scholasticism for a common man to understand this. 'Enter with permission' or 'Entry with permission' or 'No entry without permission' is easy to understand and clear. Similarly, 'Saloon – Not for men' carries many connotations. 'Saloon -only for women' or 'Saloon for Ladies' is clear and easy to understand. Hence clarity is very important for effective communication.

Consistency and Credibility

The message should be from a credible source and should be consistent. It is very important for building trust in the text that is forwarded or received. The data contained in the text should be correct. For example, look at the following texts. 'The lockdown will be continued', 'The lockdown will continue till the 3rd of May to fight COVID 19 says the Prime Minister'. Which of the above text do you think is credible and consistent? Undoubtedly the second sentence is consistent and credible. It's ideal to add the source of the message. It gives value and authenticity to the message.

Content and Context

The content of the communication should be context specific. While communicating care should be taken, to make sure that the appropriate content is communicated to the appropriate persons. There is no point in explaining the results or findings of your research to the members of your family who are no way related to the field. For example, if a lawyer explains the proceedings of a forensic case to his wife, imagine the degree of understanding and feedback that can be expected on the topic. Hence content and context are important for effective communication.

Concise and Complete

The message conveyed should be terse and short. Long and unimportant texts may fail to hold the attention of the listeners/readers. Hence conciseness is very important for proper communication. In addition to this, the text displayed or communicated should be complete and meaningful. For instance, look at the following invitation.

Cordial invitation to guest lecture in Ramlal hall on April 22nd. Registration mandatory.

Is the above text complete and informative? No, because the time of the event and contact details of the organizer for registration are missing. Hence it is important to communicate meaningful and complete messages. Make sure their messages are short and catchy too.

Courtesy

A courteous text displays respect and good feeling. A reader /listener should be pleased with the message. To achieve this, language plays a very important role. Polite expressions to address and terms to correspond bring a pleasing effect on the reader or listener. For example, addressing a very familiar person with formal salutations such as Mr /Ms will irritate the reader as they make no sense.

Look at the following texts.

'Don't throw waste 'here and there' as you like'.

'Please make use of the dustbins to deposit all kinds of wastes '. 'Please, don't litter'.

Both the sentences carry similar meaning. But the latter is courteous. Responding to mails, messages are also a matter of courteousness. Courteousness is appreciated and the effects may have long lasting consequences.

To Do Activity

Look at the following texts and discuss what is wrong with them. You can understand how you have to use language appropriately.

1. Not for non-religions. Entry only for the consecrated. (Simplify ...Only for the religious)
2. No entry for people who wore short clothes, t-shirts and jeans. (traditional clothing)
3. Tender exact change. (Make it polite)
4. No entry without permission. (make it positive)
5. Check before you leave the counter. (your cash—Complete the sentence)
6. Trespassers prosecuted. (use easy language)

Overcoming Barriers to Effective Communication

To Do Activity

Focus on language

Use a dictionary and find word meanings.

Perception forensic

No one plans to miscommunicate. But in some cases, communication gaps arise due to various reasons. Although there will be barriers, there will be possibilities to overcome them. Some of them may be linguistic barriers, barriers related to channels, delivery and perception of the receiver. Some of these can be met successfully to a lot extent.

Linguistic Barriers

Wrong words and un-understandable construction in the messages communicated can be a barrier. An unfamiliar and inappropriate word can be a wrong word. Spelling mistakes, wrong word order can create confusion.

Look at the following text.

Deposit cash in Account Number 7865342 IFSC code IDOO52132

Sometimes OO can be misunderstood whether it is zero or letter O. This kind of barrier can be met by checking before releasing the text and indicating with a clarification wherever required.

Boards with the text, 'Beware of dogs' can be quite confusing. But small modification may enhance the effect of the communication. 'Dogs here! Be careful!' can be a meaningful display. Similarly, 'Tooth-place here' is a wrong word which may be a barrier to effective communication. 'Dentist here' can reach people effectively.

A forensic technician explaining how and what he/she does at his/her office to his members of the family can be irrelevant and boring.

Barriers Related to Transmission or Channel

Transmission of message is very important for successful communication. The medium chosen for transmission should be easily accessible and consistent. It is advisable to use multiple media to convey urgent messages. Now a days many easy and free channels of communication are available. For instance, SMS, messenger, whatsapp, Facebook, email are easily accessible.

Barriers Related to Receiver

Barriers related to the receiver are mostly related to listening. Paying attention to what is communicated is very important. There are no hard and fast rules to improve listening skills. Listening skills improve gradually with constant effort and practice. The best thing to do is to note the content before you forget the message. In case of misunderstanding, the receiver should request for repetition of the message.

Barriers Related to Sender

The sender should not assume that the message is reached. He should look for acknowledgement or any evidence of understanding and feedback. The sender should transmit the (oral) message slowly and accurately. He should clarify wherever it is essential. The written messages should be in detail and easy to decode.

To Do Activity Language Matters

1. What is the difference between like-such as, etc.-so on, especially-specially, advise-advice, quite-quiet and that-which?
2. What is the difference between although-though, despite-in spite of, too-very- so much, as-when-while- because-since, hence-thus-so, if-whether, and between-among?

List any five barriers to effective communication. Make use of the ideas given in the above section.

Ideas to Effective Communication

1. Be prompt in communicating. Incidental or intentional delays cause mis-communication. Say about one thing at a time. Try to share full details about the topic. Never jump from one idea to the other. This will confuse the listener.
2. Know your receiver/ target group and tune your message accordingly. Answer queries wherever and whenever required. Clarify doubts and assure the receiver.
3. Mind your language. Language matters a lot in communication. Adopt an accent which will be comfortable to the other person. Use a speed which you expect from others when they speak to you. Present your ideas confidently, clearly and competently. Repeat wherever you feel appropriate.
4. Get rid of pre-conceived notions. Stop assuming. Don't under rate or over rate the other person, be it sender or receiver. Never take persons or texts and contexts for granted. If you take for granted, you may have to face consequences.
5. Take care of your body language. Be pleasant. The clues or gestures you leave reach faster than your verbal cues. This may happen intentionally or incidentally. Respect the other person as you respect yourself.
6. Avoid unnecessary discussions and arguments. Do not display of emotions.
7. Delay communicating your texts/messages, if you are not sure or if you require clarification.
8. Acknowledge others communication and request acknowledgement of what you communicated. Encourage giving feedback. Try to internalize the feedback given by others. Don't attempt to argue or backfire them. Try to listen carefully.
9. Avoid 'I know everything attitude'. Accept and acknowledge suggestions.
10. Simplify things for others. Never complicate or raise unnecessary issues. Communicate what is essential, urgent and useful.
11. Avoid repetition and redundancy of information. Never test others' patience.
12. Try to sound interesting. Be friendly and still be formal. Use humor wherever required.
13. In a business context, be formal and careful. Remember it's all about money.
14. Don't talk much. If you talk more, it may be a sign that you can't think much. Talking can be dangerous. So, speak. There is a difference between speaking and talking. Remember that small talks over coffee can have effect. But it should be a planned talk. You should be sure of what and why you are talking. Remember when you open your mouth it's not your words that comes out bit your inner self. Hence you should take care.
15. Pay attention to others and listen carefully. Absorb what is useful.
16. Remember that communication is a chain. So, hold and don't break the chain.

17. In written communication, high light important points and ideas to grab the attention of the readers. In oral messages stress where ever you feel that attention is required.
18. Do not be worried or upset if something goes wrong. Take time to think. Think of repairing the damage. Acknowledge your mistakes and avoid repetition.
19. Never hide or manipulate information. Never leak confidential data. Take care of gossips and grapevine communication. Never encourage gossips. Someone who gossip to you will definitely gossip about you. They may adversely affect the goodwill of the business.
20. You can't oblige everyone. But you can communicate obligingly. Be confident and hundred percent sure of what you have to communicate. Be honest, genuine and open. Never hesitate to say something even it is not pleasing. Try to present in a very pleasing tone. Do not be afraid or worried about presenting facts. Dare to be frank and have guts to be honest.

Remember what you communicate (be it in oral or written) represents your organization. Hence you should take care. Follow ABC. Always be careful/cautious while communicating.

To Do Activity

State whether the following sentences are True or false and discuss.

1. You need appropriate attitude, spontaneity and style to communicate effectively.
2. If your language is not going to be an advantage for you, let it not become a disadvantage.
3. Take and give turns while communicating. Respect other people's views.
4. When you communicate, you tend to exhibit your attitude and style incidentally.
5. Your language attracts many. Language has power. .

To Do Activity

Do the following cloze To Do Activity

Don't talk ----- . If you -----more, it may be a sign that you can't ----- more. Talking can be ----- . So, speak. There is a ----- between speaking and talking. Remember small ----- over coffee can have effect. But it should be a - ----- talk. You should be -----of what and why you are talking. Remember when you open your ----- it's not your words that comes out but your inner ----- . Hence you should take -----.

To Do Activity

Which of these mentioned things do you think are essential to maintain good communication?

1. 1. When I am emotionally unwell I, I prefer to be silent.
2. I would speak important things first before I speak casual things.
3. 3. I will try to be present my ideas in short and simple diction.
4. 4. I would make sure to understand whether the other person is following or not.
5. I will repeat what I said if required.
6. I will not judge people. I will accept and understand.
7. Sometimes we speak what is very important in an angry tone. I know that the other person sometimes will receive only the emotions and not the message. So I will communicate when I am absolutely free from emotions.
8. I will take care of my body language and make sure that my vocal message and gestures correlate.
9. I will be pleasant and will not engage in informal discussions at the office. I would try to be formal and decent.
10. I will not delay in communicating my ideas as it may cause miscommunication.
11. I will speak clearly and will not jump from one idea to the other. I support my ideas with examples and happened stances.
12. I will try to offer references and suitable information about the source of ideas to make sure that the other person believes what you are saying.

1.4 Basic Forms of Communication

To Do Activity

Focus on language

Use a dictionary and find word meanings.

Communication can be informal or formal, verbal or non-verbal.

Formal vs. Informal Communication

Communication can be formal or informal. Communication that happens at a workplace, business house, office is formal communication. It happens at meetings, conferences and business talks between colleagues, business partners, managers and administrators. A business presentation, speech, discussion etc. are forms of formal communication. Communication that happens at home, at the theater, park etc. is informal communication. It happens at informal gatherings, get togethers among friends, family members, office colleagues and neighbors. Chit-chats, gossips, grapevine communication are informal forms of communication.

Verbal and Non-Verbal Communication

Communication can be verbal or non -verbal. Verbal communication involves active use of language It includes oral and written communication. Non-verbal communication includes active use of non-linguistic resources such as body language and gestures. It includes kinesics, proxemics, haptics, chronemics.

Non-Verbal Communication

To Do Activity

Brainstorming Session

1. What does the dress communicate in the following pictures? Is there any relationship between dress and work?
2. Do you think that the dress we wear, communicates to the other person even before we speak?
3. Can we communicate without using language?
4. What do you call the communication that happens without words/verbal language?



Non-verbal communication is often termed as a very quick and powerful form of communication. Have you ever seen a teacher controlling the whole class just by looking at the students in the class? Have you seen mothers controlling their children just by frowning and sometimes by showing the index finger? Yes. These are different forms of non-verbal communication. These are gestures /body expressions.

Kinesics is a body of knowledge that focuses on body language, gestures and other nonverbal clues. Proxemics is a study on how distance/space affects communication. We often hear about social distance, respectable distance etc. The kind of distance we maintain while communicating also affects communication.

Haptics is about how touch affects communication. Touch is a very common aspect in some cultures. In some cultures, it is forbidden while in some contexts it is allowed. Have you ever noticed people touching the other person while communicating, especially our grandparents? This touch displays love and affection. Similarly, we touch people in different contexts to console and extend feelings and emotions such as nearness and warmth. Touch can also sound negative. Un-wanted and untimely touch, convey wrong meaning and can be considered as violence and abuse. Especially in a country like India touching others is not encouraged or expected unless you are very close.

Chronemics is a study on how time affects communication. Have you ever observed moods at different times of the day? Time affects communication. We maintain niceties regarding the time to telephone the other person. Late nights and early hours are not appropriate for telephonic communication unless it is urgent. During this time, text messages are better. Time adversely affects the communication. A call at a wrong time may sound unprofessional and can be intimidating. Hence, we should take care of timings of communication. A call in the

early hours may sound as an emergency. A call during a very late night may convey abuse, negativity and sound violent. A lot has been researched and understood about kinesics. The following section is a detailed explanation about kinesics.

Kinesics

Incidental and Intentional Body Language

Body language conveys unspoken messages which may have long lasting consequences on the receivers. This may happen intentionally or incidentally but may have equal impact. For instance, inappropriate body language of a manager may create confusion and may breed misunderstanding which may negatively affect the subordinates. This may happen unconsciously but it leads to suppression and frustration. The main reason for this is inability to pay attention to body language or non-verbal cues. Remember we are dealing with people and they have emotions, feelings and sentiments. A gesture of appreciation expressed at the right time may boost the confidence of a person forever. Hence gestures/body language should be taken care as untold words have powerful impact and may have dire consequences. People tend to listen to untold messages. People may take your body language seriously. The good news is that body language can be modified and tuned as per the requirement. Although some mannerisms take longer, with the passage of time, things will be alright. With constant practice and consistent effort, body language may become better.

To Do Activity

1. Comment on the body language and mannerisms of Charlie Chaplin and Jackie Chan.
2. Do you think that non-verbal form of communication is a powerful form of communication? Why so?

Factors that Affect Body Language

Physical Appearances

The saying 'appearances are deceptive' may not hold good in the context of communication. Better appearances may lead to better communication. Some cultures have special focus on appearances in different contexts. Dress plays a key role on deciding the effect of physical appearance. For instance, shabby and unclean attire may reflect negative and un-professional attitude. Let us go into details.

Dress

Dress communicates a lot even before you open your mouth to tell about yourself. A nun need not introduce that she is nun. Similarly, a doctor, nurse, pharmacist has professional appearances. Your appearances should be optimal and should reflect positivity. Care should be taken to wear comfortable and clean dress. In a professional context, make sure your dressing fits to the position that you expect to occupy in the hierarchy. Do you know the reason? Because it is an indication that you are keen on progressing and waiting to occupy the next role. Your dress speaks high of your inner self. Avoid showy and conventional get up at the work place. Acceptable colors and formal designs are appreciated. If you try to wear something very bright or uncommon, people may consider you as an attention seeker. It is not a good idea to be branded as an attention seeker.

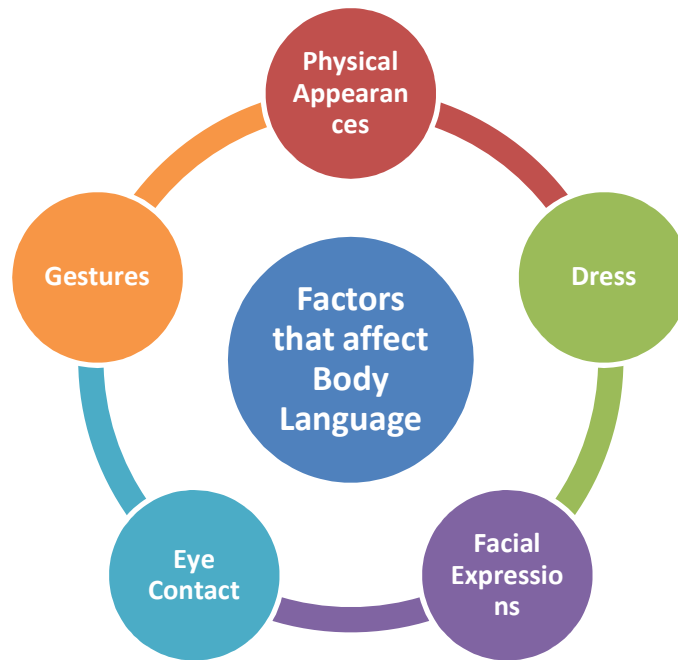


Figure 1.3: Factors that Affect Body Language

Facial Expressions

Facial expressions exhibit/present your attitude and overall personality because face is the index of the mind. A smiling and cheerful person is well accepted than a person who frowns and expresses seriousness. Pleasant facial expressions play a key role in the success of a professional. Expressing disgust, displeasure, rejection, frustration is not suggested for a matured professional who wish to progress in her/his profession. Such expressions may revert in some contexts. Sometimes people tend to control others with their disgusting and disapproving facial expressions. The only way to overcome such situations is a cheerful disposition. There are no better options than to ignore and move on confidently. Although it is challenging, it is important not to brood over such unpleasant movements. Hence it is understood that facial expressions have a key role in communication and cannot be taken for granted.

Eye Contact

One of the most important things that require attention is eye contact. Eyes speak a lot about people's perception on what you communicate. Eyes speak better whether you are received well or ignored respectfully. The way you look at people and the way people look at you also matters. These small and unimportant aspects require your unfailing attention. Failure to do so will affect your image.

Although eye contact is generally taken as a gesture of confidence, constant eye contact or staring is treated as arrogance. There is a subtle difference between looking and staring. Staring is an offence in some cultures. It is advised to maintain eye contact naturally and effortlessly. Effort to maintain eye contact may create inconvenience and negative consequences. Inability to have eye to eye contact may be treated as deception or lack of confidence in some circumstances. Remember that in an organization where people work together there

will be competition and struggle to reach heights. People exert pressure and tend to control even without uttering a single word. Eyes speak a lot, expresses confidence, fear and trouble. The only way to encounter is not withdrawal but accepting the challenge and moving forward. Follow OUA 'observe-understand-act'. The responsibility of preserving and upholding your dignity lies on you. For that, you need to be deeply convinced with yourself.

Gestures

Sl	Gesture	Meaning communicated
1	Frowning	Seriousness, Frustration/anger
2	Yawning	Boredom
3	Crossed legs	Superiority
4	Folding hands	Resistance
5	Raising the index finger	Warning
6	Indicating the showing finger	Rude behavior, pointing with authority
7	Hands at the back	Superiority/command
8	Touching nose	Deceit/cheating/hiding facts
9	Speaking loudly	arrogance
10	Bending head/looking down	Submissive/ not confident

Sl	Gesture	Meaning communicated
1	Thumps up	Showing success
2	Shaking legs	Intolerance
3	Closing eyes	Recollecting, falling asleep
4	Playing with paperweight	Boredom
5	Lean to the chair	Lack of interest
6	Touching the chin	Surprise/confusion
7	Raised hands	Confident/no worry
8	Biting /pressing lips/ Biting nails	Tension/ Nervousness
9	Sweating	Upset/tension/serious out break
10	Taking a deep breath	Boring with the discourse

To Do Activity

Match the following with the right option

- | | |
|----------------------------------|------------------------------|
| 1. Placing hands in the pocket | a. Not confident |
| 2. Hands on hip | b. Aggressive behaviour |
| 3. Standing apart | c. Boring |
| 4. Playing with hair | d. Tension |
| 5. Standing closely | e. Flirting |
| 6. Tapping the floor | f. Uninterested |
| 7. Kuckling | g. Overwhelming and powerful |
| 8. Checking the phone repeatedly | h. hiding |
| 9. Loose handshake | |
| 10. Holding handshake | |

Modern Day Tips for Effective NVC at Workplace

1. Be friendly, optimistic and cheerful. Take care of your appearance. Feel good. Have good feelings.
2. Sound interesting. Start reading something interesting. Fill your mind with positive thoughts and ideas. The same will be reflected in your communication.
3. Never carry today's issues for tomorrow. Let not worry reflect on your face. Be gentle and kind.
4. Build a support system for yourself to win the support of others. Look relaxed and smart. Present and conduct yourself well. Be friendly. Have small talks over coffee to build relations. Make sure that people enjoy your company.
5. Develop positive attitude, appearance and empathy. Respect others and respond positively. Leave positive nonverbal clues from time to time. Treat others how you like to be treated.
6. Remember that you are precious and special. Begin to feel good about yourself. Then you may attract attention. Recollect your strengths. Remember that your wellbeing is your responsibility.
7. Don't feel stressed. Learn to relax. Don't take in unnecessary pressure. Stop displaying inconvenience emotionally on your face.
8. Be energetic. Have good food and follow a healthy routine. Energy is contagious. Spread positivity. Enjoy your work always. Don't look tired and weird.
9. Know yourself and know about others and communicate accordingly. Never look like an unsolved mystery. Give space for others to understand you. Arrange for yourself such a healthy support system. Accept and understand one another without conditions.
10. Stop displaying emotions. If you have to clarify something to someone, do it verbally when you are cool and relaxed.
11. Avoid unnecessary hand movements which indicate authority and command. Remember that people will not appreciate such gestures. Feel and present yourself naturally. Any gesture of authority or command that sounds natural is always welcomed and accepted. Remember that your body will not lie even if you lie. People take note of your body language. They gauge your expressions and assess you and your wellbeing. Hence (ABC) always be careful.
12. Remember that your body language wins respect. Take care of it. Often try feedback from your friends who are close and reliable. Remember to be happy.

Verbal Communication

To Do Activity - Focus on language

How are the following dyadic forms of communication different from one another?

Instruction Explanation Demonstration Briefing Presentation

Conservation Discussion Interview Speech Address Announcement Compeering

Business English Vocabulary

Discussion

What is the difference between Business English and General English?

The following words and phrases are used to communicate in the context of Business.

(Source: Author's Data- Jampa, 2020)

1. Convinced-obliged/persuaded
2. Remove- fire
3. Death-kick the bucket
4. Last date- redline/important date
5. Servant- helper/supporting staff
6. Bi-data- CV
7. Strike-picket
8. Give-outsource
9. Shop- store
10. Tell -report
11. Take-absorb
12. Keep-retain
13. Careful spending-economical
14. Rise-shoot
15. Decrease-declined
16. Stressed-emphasized
17. Plan-strategy
18. Help-assist
19. Try-pilot/trail
20. Place-position
21. Money/amount-finance
22. Increase- appreciate/enhance
23. Activities-operations
24. Lowered-depreciated
25. Rent-lease
26. Bankrupt-insolvent
27. Bad-trouble shooter
28. Challenge- risk
29. New business- start-up
30. Welfare-well-being
31. Across the world-global
32. Regional-local
33. From local to global-glocal
34. Buyer-consumer/customer
35. Remove-eliminate
36. Work-To Do Activity
37. Shortage-deficit
38. Excess-surplus
39. Careful-keen
40. Difficult-complicate
41. Reduce-devalue
42. Tell-announce
43. Process-procedure
44. Well mannered-polite
45. Down to earth-modest
46. Employees-work force
47. Balance-equilibrium
48. Produce-output
49. Suggest-recommend
50. Throw-dump

51. Force-insist
52. Start-initiate
53. Allow-permit
54. Concentrate-focus
55. Create-generate
56. Useful-productive
57. Bring back-restore
58. Problem-issue
59. Powered-authorized
60. Chance-opportunity
61. Selected-short-listed
62. Usefulness-utility
63. See-notice
64. Fast-rapid
65. Fall down-dropped
66. Come back-recover
67. Little-slight
68. Mannerisms-niceties
69. Put/keep-place
70. Look after-coordinate
71. Abled person-expert hand
72. Examples-instances
73. Unfavorable times-recession
74. Bucks-rupees
75. Things/products- merchandise /merch
76. Buddy-friend
77. Appreciation-compliment
78. Enter/entry- log in
79. Won -bagged/crack
80. Speak-communicate
81. Top-peak
82. Talent-potential
83. Rumor-gossip
84. Leave-day off
85. Buffer time-grace period
86. Stop- restrict
87. Suitable-appropriate
88. To close-wind up
89. Serve-administer
90. Count-list
91. Rich-haves
92. Poor- Under-privileged/have-nots
93. Knowledge-know-how
94. Less-scarce
95. Bear-withstand
96. Bargain-negotiate
97. Enter-check-in
98. Leave-check-out
99. Broker- mediator/agent
100. Complain-petition
101. Settle- Finalize
102. Meeting-conference
103. Snacks-refreshments
104. Arranged/fixed-scheduled
105. Change-switch
106. Solve-tackle
107. Arrange-organize
108. Super-outstanding/meticulous
109. Meet-catch up
110. Black-list- Block
111. Black-mail- Threaten
112. Many-range
113. Do-perform
114. Got-secured
115. Help-support
116. Begin-Log in
117. Finish-log-out
118. Nearly-approximately
119. Get-derive
120. Finally-ultimately

Verbal Communication

If we use language to convey our ideas, information and message it is called as verbal communication. Verbal communication can be oral or written. Oral communication includes face to face communication such as telephonic communication, presentations, demonstrations, meetings, interviews etc. Now a day's oral messages are also saved because of the availability of advanced technology. Written communication includes emails (letters), reports, proposals, minutes etc. Written messages/texts are usually documented, storable and retrievable.

Oral Communication

Oral communication can be reciprocal or non-reciprocal. Reciprocal communication is interactive. Telephonic conversation, interviews, meetings are reciprocal forms of communication. It involves mutual exchange of ideas and information. Presentation and demonstrations are mostly monologist communication although there is room for mutual exchange and interaction.

Telephonic Conversation

Telephonic conversations can be formal or informal. This has equal value and impact as face to face communication. Here are a few tips for effective telephonic communication.

1. Telephonic communication is a dyadic form of communication. Hence it involves both the parties exchange of information and is interactive. Successful telephonic conversation requires good listening skills and giving appropriate responses.
2. Good telephonic communication involves coherence. Coherence is the logical flow of ideas. It will confuse the listener if you jump from one topic to the other. Clarify what was asked and ask what is required. It's not at all a good idea to display mis guided enthusiasm in displaying information or scholasticism.
3. Be brief, polite, friendly and formal in the office context. Inform the other person the reasons for calling. Have a small note of the purpose of calling and the ideas you like to shared or the points that you require clarification. Convey what is important and urgent first.
4. Because of advancement in technology and easy access telephonic conversations may be recorded and saved. Inappropriate conversations and unparliamentary language may drag you into controversies. Hence avoid arguments, gossiping, hate talk and unnecessary communication over telephone as your data may be monitored.
5. Respect peoples time. Avoid calling during odd hours, on Sundays and holidays. Speak briefly and to the point. Speak positively, naturally, and pleasantly. Make sure your conversation will elate the receiver. Check whether the reviver is in a mood to listen to you or not. The phrases 'Nice talking to you, Will have a coffee soon' are indications that the receiver wants to end the conversation. Know the pulse of the conversation and make sure that your conversation is healthy.
6. Some telephonic calls have video and video calling etiquette should be observed. Arrange for a call when you are located in a room free from all kinds of disturbances. Make sure you are well dressed and formal even calling from home.

To Do Activity

List five things you should avoid in a telephone conversation.

Tip Do not do anything distracting while attending an official phone call.

Presentations

Presentations are for various purposes such as business, educational, official and so on. Follow the following tips for effective presentations.

1. An effective presentation requires proper planning and preparation. Planning involves setting objectives, data collection and analysis. Preparation involves reading the relevant literature and understanding what to present.
2. Now a days giving power point presentations became a norm. An effective presentation requires a good PPT. But PPT is not everything. A PPT can facilitate the audience with information and some basic understanding. You require appropriate language to present the data in understandable language with personal touch by quoting examples and happened stances.
3. Make sure your PPT has pictures, graphs, animation and graphics to make it more eye catching and impressive. Give your insights using these pictorial representations. Have a good structure. A good beginning, content and conclusion. A good and impressive introduction is key to an effective presentation. Make sure of covering the objectives and aims in your introduction.
4. It's a good idea if you distribute a small handout which will act as a medium to help the audience understand your study in a better way. It's a very good idea if you send the ppt's to the audience prior to the date of presentation to keep them informed of what you have done.
5. Reading the slides one after the other is not presentation. You should be the power and point in the presentation. If you want to be the point and power in the presentation you need to adopt certain academic conventions. PPT is only a tool.
6. An effective presentation requires good language ability. Presenting something which is new to you or something which is not familiar to you can be detrimental. Hence it is advised to familiarize yourself with adequate reading, discussion and analysis. It is a good to watch one or two presentations online.
7. Make sure you rehearse your presentation and if possible, request your friends to give feedback. An ideal thing is to record and understand where you go wrong. This will help you to identify key areas which require improvement to polish your presentation.
8. Adopt a comfortable style of communication. Note the pulse of the audience and present accordingly. Be cheerful and present yourself well before you present the content. Regulate your voice where ever required. There are no hard and fast rules for this. Make sure you sound interesting.
9. Don't be nervous. Take care of your body language. Avoid adjusting your belt, checking your voice which indicates nervousness. To avoid unnecessary tension, be very sure of what and how you have to present. Your presentation decides the seriousness of your work. It should add value.
10. Start on time. Finish in time. Make sure you have room for questions and answers. If you face challenging questions take lead and assure that will you mail in a day or two. Take note of interesting and useful feedback and internalize the same in your work if you feel appropriate. Thank the participants for sparing their time to attend your presentation.

To Do Activity

Fill the following flow chart with the essentials of effective presentation.

1	
2	
3	
4	
5	
6	
7	
8	

A presentation is an official dissemination of findings and results. A presentation is not speech.

Meeting

A meeting is a formal/informal event to discuss, share and dispense information. It may have different objectives such as problem solving, decision making, conflict resolution, discussing crisis, planning, etc. A meeting can be long or short with a small or large group. It can be virtual or physical or mixed. Some meetings are conducted to serve special purposes such as celebrating success, offering condolences, reviewing a project etc.

A meeting should be an ideal place where people can vent their ideas, share experiences briefly. A meeting should have a professional appeal and should not be a boring routine. A meeting should have an effect and should meet the purpose of holding it. Meeting fails if they are not planned and organized properly.

Here are a few suggestions to hold successful meetings.

1. Call for a meeting at a convenient timing for all. Have a written agenda and supporting details. Decide the venue and timing beforehand before you serve notice. Make sure your meeting will have a strong purpose and make sure you reach everyone. Remember that it is a means to save time. When it is not possible to meet individually, conducting a meeting is ideal. Meetings should be inclusive.
2. Plan a structure and execute it properly. Have a good and positive start. Preside over the meeting and discuss the agenda first. Meetings can be reciprocal or non-reciprocal. Non-reciprocal meetings will be mostly to dispense information and will not have chances to interaction and discussion. Most meetings will be interactive and discussion oriented. Take the minutes of the meetings. It is ideal to depute two persons for this purpose for better coverage.
1. 3. A meeting is not a platform for emotional display or for meeting personal grudges. Such meetings can be detrimental and unprofessional. To avoid such situations, make sure you have detailed plan. Take care of your language and address what is essential. Follow a step by step approach and achieve the purpose of the meeting.

3. Some meetings are confidential. Hence participants should be informed of the need to maintain confidentiality of the information disclosed during the meeting.
4. Give and take opportunity to communicate. Never abuse or bully during meetings. Be pleasing and gentle. Keep your meetings interesting and informative. See that the participants not only participate but also involve and contribute well. Conclude on time. Recap before concluding.

To Do Activity

Arrange the following do's of meeting in an order.

Step by step approach to discussion, Preparation, Kick positive start, Recapitulation and conclusion.

Discuss 'Leaders motivate their team during meetings and gives positive reinforcement'.

Meeting is an opportunity to inform, clarify and communicate. Encourage your staff to make notes. Successful meetings end with a line of thought than frustration and distress.

Interview Skills

Interviews are usually dyadic in nature. They are formal conversations conducted for a special purpose i.e. recruitment. Interviews elicit data from the interviewees to assess various aspects of the candidate several personality and suitability for the job. Examples of interviews are job interview, test interview, general interview. They can be face to face and also conducted online or over telephone. They may be structured or unstructured or semi structured. Interviews are challenging because you have to converse to convince that you are the right person for the post. You have to explain your 25 years of life in 5 minutes. You have to communicate to the interviewer, so well that he/she should be able to understand you and your world.

Job Interviews

Job interviews are important because they decide the life of the interviewee. An interview is an important aspect in every body's career. Here are a few suggestions for a successful interview.

1. Don't worry about the result of the interview. Do your best. Just come out and relax. The panel will decide the result.
2. Dress well for the interview. Prepare well and answer to the point. Be honest and calm. Your body language should reveal that you are well prepared and confident. Present and conduct yourself so well. Smile and give your introduction well when asked for.
3. Have a copy of your resume and certificates. Show when asked for.
4. Use simple and positive language to impress the interviewer. Quote examples where ever required. Be honest and truthful. Try to be what you are. Hence be pleasing and gentle.
5. Give positive clues for the interviewer about your strengths. Build your conversation constructively. Be organized and present your ideas step by step. Don't be in a hurry. Thank the interviewer before leaving.

Test Interview

IELTS speaking test is the best example for test interview. It is conducted face to face. Here are a few tips for a successful speaking test.

1. IELTS speaking test is an interview between the examiner and the examinee which lasts for 20 minutes. Make yourself thorough with the test format. Go through the band descriptor and assessing criterion. Make yourself thorough and attend the interview.
2. Remember that IELTS speaking test is a test of language ability. There will not be wrong or right answers. Avoid presenting mugged answers. Use error free language. Use a comfortable accent. Sound interesting and natural.
3. IELTS speaking test will have three different tasks. Conversation, presentation and discussion. You will be assessed across the test. So, give your best.
4. Try to present enough and more samples of language to allow the examiner to assess you.

General Interviews

We see different types of interviews on television and social media. These interviews can be general interviews designed for documenting, research and commercial purposes like TV interviews etc., newspaper interviews etc.

Interviewing

Interviewing is a soft skill. It involves eliciting information; insights from the interviewee through tactful conversation. Interviewing can be interesting. Here are some ideas.

1. Conduct interview in a peaceful and calm venue. Be comfortable. Have a list of well-prepared questions and make sure you modify those as per the need. The general advice is to go beyond WH questions.
2. Allow the interviewee to answer the question at his own pace and speed. Interviews can sound interesting if the interviewer elicits some unusual and very rare information. Past experiences and struggles to move in life may sound interesting definitely. Future plans and aspirations will also give insights of the person.
3. Use simple language and sound interesting. Make it an amazing and positive experience.

To Do Activity

Read and understand the views shared by Indra Nooyi in an interview.

Indra Nooyi on Communication skills

You can be very very competent but if you are not going to speak out. If you are not going to have the confidence based on your knowledge what's the point. You just roll over. So, courage and confidence are very important. Third is communication skill. You can overinvest in communication skills... written and oral communication. Because as a leader you have to constantly mobilize the troops. I can tell you, when I first came to United States, I used to debate and I used to be on the debating teams. But I used to debate so fast. Culturally I grew up in an environment where people speak very fast. Fortunately, Yale had a requirement that unless you pass the communications course you couldn't graduate from the first year and second year from the Business school. I flunk the first time; I took the communications course. Over the summer, I took it again which is the best thing that happened because I learnt to sink my brain and my output from my mouth, slow down what I am saying huge difference. I encourage all of you. Invest in communication skill is critically important.

(Transcribed from Indra Nooyi on Communication)

To Do Activity

Read and understand the views shared by Warren Buffett in an interview.

Warren Buffett: Developing this skill can make 'a major difference in your future earning power'

Published Fri, Aug 30 2019 8:30 AM EDT

[Kathleen Elkins@KATHLEEN_ELK](#)

Warren Buffett

Bloomberg | Getty

If you want to get ahead, focus on your communication skills, billionaire investor Warren Buffett advises. "A relatively modest improvement can make a major difference in your future earning power, as well as in many other aspects of your life," he told Gillian Zoe Segal in an interview for her 2015 book, "Getting There: A Book of Mentors." Honing this skill could even increase your worth by 50%, Buffett said in a video posted on LinkedIn last year. That's because, "what's really essential is being able to get others to follow your ideas," the Berkshire Hathaway chairman and CEO told Segal. "If you're a salesperson, you want people to follow your advice. If you're a management leader, you want them to follow you in business."

What's really essential is being able to get others to follow your ideas.

Warren Buffett

CHAIRMAN AND CEO OF BERKSHIRE HATHAWAY

Communication isn't something that came naturally to Buffett. "Up until the age of 20, I was absolutely unable to speak in public," he told Segal. "Just the thought of it made me physically ill." When he was at Columbia Business School, he decided to do something about it and paid \$100 to take a Dale Carnegie public speaking course.

The class met once a week for a couple of months, but Buffett continued to practice public speaking even after it ended. "As soon as the course was over, I went to the University of Omaha and said, 'I want to start teaching,'" he recalled. "I knew that if I did not speak in front of people quickly, I would lapse back to where I'd started. I just kept doing it, and now you can't stop me from talking!"

To this day, the 89-year-old considers that \$100 class one of the best investments he's ever made. "The impact that class had on my life was huge," said Buffett.

He doesn't have his diploma from the University of Nebraska or Columbia on display in his office, but he does have the Dale Carnegie graduation certificate visible. It "gave me the most important degree I have," he said, adding: "It's certainly had the biggest impact in terms of my subsequent success."

Source:<https://www.cnbc.com/2019/08/30/warren-buffett-why-you-should-focus-on-your-communication-skills.html>

Tip

Be open and honest in not only what you say but also how you say. Earn trust step by step by conversing convincingly.

Public Speaking

Addressing a gathering; be it a small or large group usually is termed as Public speaking. Speaking; be it in public or private is an art. A private speech may not need preparation. It can be spontaneous and informal where as a public speech needs thorough preparation. Speaking in private with your family members is different from addressing the public or speaking in the public. A public speech needs a thorough practice because a spoken message is a very powerful tool than a written word. A speech can inspire millions, bring out revolution, promote vocations etc. A speech can be small or big. It can be an address, a lecture, a presentation etc. It can be for motivating employees, inspiring country men and evoking spirit of competition and revolution. A spoken word is a fire and flame which is a thought first before it becomes a voice. A voice becomes a noise if not delivered properly. It is not only about content but also about the delivery of the content which can bring the desired effect.

Here are a few suggestions for effective public speaking.

1. Know your audience.
2. Know the purpose of the speech.
3. Prepare and practice what you have to speak.
4. Use audio visuals to scale up your presentation.
5. Make sure you deliver with confidence.
6. Conclude well.

A Model Short Speech

Dean Rao, Rajat Gupta, Members of the Board, Ladies and Gentlemen, Members of the Graduating Class. To stand before you after an overwhelming introduction makes me feel rather humble. Before I go on, I thought I would tell you a short story which depicts perhaps what some people other than Dean Rao might see what I do.

The story is of a man who goes into a shop to buy a parrot. He picks out a parrot and asks the shopkeeper how much it is. The shopkeeper says, "5000\$." The man says, "Oh! That's terribly expensive. What does this parrot do?" The shopkeeper says, "Oh, he types in English with his beak." The man says, "That's far too expensive. What about that parrot?" The shopkeeper says, "Oh! That one is 10,000\$ because he is proficient in 3 or 4 languages and he understands SAP." The man says, "Well, I really don't want that, what about the last one there?" The shopkeeper says, "Oh! That is 30,000\$." The man says, "What does he do?" The shopkeeper says, "I really don't know, but everybody calls him Chairman." And that I think is what some of the people in my organization would probably feel. It's a great pleasure to be here with you today and to be a part of what to all of you in the graduating class must be a great moment. A great moment, because not only does it mark the termination of a curriculum that is well recognized and amongst the best in the country, but you also head into the business world in India at a time when India has certainly come into its own, and is very rewardingly been seen by the world around as a country on the move, and that you all have an opportunity to play a role in the future of this country's development. In many ways I can only stand here and express my sadness for not being your age at a time like this because truly it is an

exhilarating moment in time. Most of you would and should look at the coming years as years of great fulfillment and great participation in what stands in the future of this country. The responsibilities that you will have will also be very great. Many of you are going to be leaders of this country in the years to come. and in that role you will not only have to excel, which I am sure you will in your careers, but you will have to demonstrate leadership to the people around you, the people who you serve and the communities in which you operate. I would hope that most of you will in fact strive for leadership in a principled manner with values, because that would be the foundation that this country needs to have if it is to take its place in the world. I would hope that each of you would lead by example and that each of you would live by the principles that you espouse...That you will have a sense of vision, because one of the things that this country has had has been an inability to look into the future, our business leaders have sometimes been followers rather than leaders. For this you would need determination and a sense of belief in what you are intending to do and I believe on many, many occasions you would have doubts as to what you are pursuing would be the right thing. But if you do believe in what you are trying to do and you pursue it and stay with it in a determined manner, I am quite sure that you will succeed. All of you have a special role, I think, to succeed- it is your way of proving that the investment you have made or your parents have made in your education is the most valuable investment that you would have made in your life. I would hope that as people who might take an elite position, would be considered amongst the elite in the country, you will always display humility in the manner in which you deal with your fellowmen, both in your company and in the country and you will continue to have passion in the areas in which you will work. While all of you have a great satisfaction in the kinds of salary placements and the value that has been attached to you which is quite justified, I believe that each of us have another responsibility and that responsibility is to play our individual roles, small as it may be, to lift the quality of life of the 6 or 700 million people in the rural areas. I hope that what you do, in some way or form, will directly or indirectly touch the lives of those people because that also will lead to the future development of this country. Most of you I imagine will be deeply engrossed in your careers and I hope that each of you will have a tremendously exhilarating and rewarding life in the business community, but it is not business alone, I would feel that a class like yours would go into the world in India or elsewhere. That you would leave your mark not only amongst your colleagues in industry, but for future generations who would look back on you and look to you at the contribution you have made that lives on after you. I would like to wish you all the very best and great success in the life that will follow shortly. Thank you very much.

Source at: <https://www.citehr.com/263587-ratan-tata-speech.html>

To Do Activity

Read the above speech and make a short speech of 100 words on any of the topics and present before your friends. You may choose the following topics.

1. Mobilizing rural talents for economic development
2. 5 Steps to help improve rural employment
3. An interesting business in rural areas
4. Beauty of rural life
5. Animal wealth in rural areas.

When you speak make sure you energize and engage the listeners with your active and energetic voice. Follow an easy narrative style.

Group Discussion

Group discussion is a face to face conversation among a small group of people which involves brainstorming, discussion and exchange of information, views and ideas. They are conducted as a part of recruitment process. In some contexts, they are conducted to arriving at decisions, solving problems, assessing proposals etc. In this context the procedure of group discussions which are a part of selection process is discussed. The procedure of group decisions in offices slightly varies in some respects such as validity of contribution, participation and involvement. However, they remain the same in terms of language and procedure.

Some views on participation in group discussion.

1. Group discussion is not just a platform to showcase your talent or knowledge but an event to display your attitude and spontaneity in terms of responses.
2. Respect people's views and ideas and connect well to make the discussion meaningful.
3. There are other important roles like initiating, moderating, recapitulating, validating and concluding. Agreeing and disagreeing to people's views should be supported with adequate reasoning and examples.
4. Speaking in simple language in understandable voice plays a very important role in successful group discussion.
5. Listening and responding gently also plays a key role in better discussion.

To Do Activity

Group Discussion Topics

1. India is a land of villages. Villages are the salts of the nation. So, leaders should pay attention to the development of villages.
2. Agriculture vs Industrialization
3. Villages are the centers of cultures and heritage. Villagers are indigenous sources of traditional knowledge.

Tip

Avoid aggressive body language and display of emotion while discussing in a group.

Demonstration

Demonstration is an important form of oral communication which involves step by step display or narration of a process while doing. All demonstrations involve presentation but all presentations are not demonstrations. Examples of demonstrations are experiments, product demos etc. To demonstrate a lesson, the demonstrator requires a lesson plan which consists of a procedure and a sequence. The same applies for demonstration of experiments. Some demonstrations may not require language. Example: a dance or a mono action. Some demonstrations involve describing processes etc. Here are a few tips to make your demonstrations effective.

1. Plan your demonstration and keep your tools/aids in your proximity. Make sure you have a written scheme of your work. Tell your objective, give an interesting and precise introduction.

2. Demonstrations have a step by step process. Tell about the number of steps that you are going to demonstrate. Use phrases like 'now we are going to', 'lets us start', use adverbs like firstly, secondly, later, now etc. It enhances understanding.
3. Tell what you are going to tell slowly at the pace of the audience. Explain scientific and technical terms if required. Allow the audience to understand.

To Do Activity	
<ol style="list-style-type: none"> 1. Demonstrate the working of a washing machine using a picture. 2. Demonstrate the working of an oven using a picture. 	
Tip	
Make sure of the language you require for your demonstration. Demonstration usually follow a sequence.	
Read the following bits of information and pick the right word indicated below to match the bits of discourse given in the table.	
Demonstration Telephonic-conversation Presentation Announcement Briefing Speech Warning compeering address Interview	
<p>Ladies and gentlemen, Passengers to board flight number ANX 654 are requested to wait at gate number 22. The concerned flight will depart at 11.20 exactly. Hence passengers are requested to take their boarding pass and get ready for departure.</p> <p>_____</p>	<p>Respected guests, I take it as a grand privilege to stand before you to speak a few words on behalf of our team. Needless to say, that we are all proud to be a part of this company and work in the leadership of Mr. Karthik the founder manager of this enterprise.....</p> <p>_____</p>
<p>Every day we get news from various departments by 3.30. The first draft of the college chronicle should be ready by 4 ó clock. You can make use of the services of the DTP operator. Hard copies of the chronicle should be distributed to the respective departments by 4.30 pm without fail.</p> <p>_____</p>	<p>I request the cultural secretary to preside over the function.</p> <p>Cultural secretary: It gives me great pleasure to have our chairman and staff amidst in gathering.</p> <p>Can I request our chairman to address the gathering?</p> <p>_____</p>

<p>Ladies and gentlemen, Good evening. I am glad to announce the results of the annual accounts closure of this year and we made a total profit of 3.3 billion. I remind that this success is a team effort and not a single man's hard work.</p> <hr/>	<p>I regret to say that the top management is very unhappy with the incident. However, this would be your last chance to prove yourself. Failure to do so will result in cancellation of your previous promotion.</p> <hr/>
<p>This is the tool we designed to enable teachers to develop their spoken language skills. The icon on the left if pressed will display different functions. Learners can learn practice various language functions as per requirement.</p> <hr/>	<p>Hearty welcome to all. Now I am going to present the findings of my study on the effect of service quality on the teaching and learning efficiency of the students in institutes of higher education.</p> <hr/>
<p>X: Welcome to this show</p> <p>Y: Thank you. Hello viewers</p> <p>X. What according to you is essential to empower women in rural areas ?</p> <p>Y. First and foremost, home based or domestic violence should be checked totally. Empowerment starts automatically.</p> <p>X. What are reasons for domestic violence in India especially in the rural context?</p> <p>Y. India is a land of villages and majority of women in villages are less educated and financially dependent on the male members of the family. In addition to this some men in villages are ignorant, superstitious and alcoholics.</p>	<p>Receptionist: Hello</p> <p>Caller: Can I speak to Raashi?</p> <p>Receptionist: Of course! Yes. Could you hold on for second please?</p> <p>Caller: Sure, Pleasure.</p> <hr/>

Informal Communication

Informal communication can be face to face, one to one or one to many. Informal communication, as the name suggests is the communication which is not formal or official. It is altogether a different equation. The degree of causality differs from person to person and situation to situation. Gossips, grapevine comes under informal communication. They are very fast and unreliable source of communication. They may have negative effects also. This type of communication is common in offices, families and in small and big groups of people. Informal communication is incidental sometimes. Gossips, grapevine are examples of informal communication. In some companies and cultures spreading gossips and false news is seriously viewed.

To Do Activity

Which of the following are informal and which of them are formal?

1. News about the next president
2. PM 's Man ki baath telecast
3. False and unofficial news on elections
4. Welcome address of the new president
5. Morning breakfast news in TV
6. Discussion of any interesting news at the coffee table
7. Guessing news on promotions
8. Briefing extended to a new employee
9. Jokes and funny episodes in offices
10. Stories weaved by misguided enthusiastic persons

In the box you can see different types of communication. Match from the box with the examples given below.

Informal communication(IC)	Verbal communication (VC)
Non-verbal communication(NVC)	Cross cultural communication (CCC)

1. An inspiring speech given by the president of a village.
2. Attempting to accept and appreciate culture
3. Love failure of a film star
4. e mail
5. Smile
6. A Japanese welcome song at a conference
7. Discussion at the coffee table on the arrival of the new manager
8. Report
9. Finger on the lip
10. Dance

Tip

Never discuss your private life with anyone especially in the office.

Never share your weaknesses or short comings even by mistake.

Your communication may land you in trouble and may cause irreparable damages. The best thing you can do is to listen to what people say.

Written Communication

Focus on language

Find meanings to the following words.

Retrieved, heritage, tradition, constitute, crucial, authenticity, artefacts, scrolling, integral, format, convey, pamphlets, subtitles

As discussed earlier, verbal communication can be either in oral or written format. Oral communication and different forms were already discussed. Different forms of written communication are discussed as follows. Written communication includes emails, pamphlets, handouts, flexi-boards, books, letters, reports, proposals, memos, notices, circulars, advertisements, messages. Have you ever seen different sign boards on the highways and in other places with different messages? In some places we see verbal sign posts and in some places we see non-verbal sign posts. They convey powerful and important messages though they appear simple and unimportant. Other forms of communication include film subtitles, PPT's, information scrollings etc.

Written communication is a powerful mode as it is a tangible form of communication which can be saved, retrieved, referred and used as evidence at any point of time. It is a permanent source of information which can be on paper or on screen in different formats. Knowledge is transmitted from generations to generations through these written documents. Although India has an enriched culture of oral tradition, written artefacts have more authenticity and value. As times changed and everything is documented in writing. Needless to say, that written documents transmitted much of the knowledge of history, tradition and heritage. Books in education form an integral form of written documents. Apart from the books and emails, reports constitute a very crucial form of written form of business communication. Emails include letters and other communications such as notices, memos and circulars. Reports include different formats which serve different purposes. A separate chapter is devoted for email writing and report writing as these constitute important forms of business communication.

To Do Activity

Which of the following forms of communication does not constitute written communication?
Leaflet, board sign, voice mail, number plate, books, hand out, danger board, news on radio and tv, flexi, letters, notices, application forms, circulars, reports, account books, sub-titles, National anthem on telecast, a group song, dubbing.

Tip

When you write something, it exhibits a kind of tone/attitude which the reader may trace. Hence make sure you write well. Your first draft is never the final draft. Read well before you forward your documents. When you write you, should keep in mind two things. First, remember that you are not writing for yourself. You write for an audience who read in your absence. So, you are literally unavailable to clarify the doubts of the reader. So, make sure you write in detail. Follow a self-explanatory style.

1.5 Cross-Cultural Communication

Communication with persons with different cultural backgrounds is cross-cultural communication. Some cultures have different practices which may be strange for you. For instance, the Spanish kiss each other when they meet. Similarly, people in some cultures hug. While the most common form of greeting is shaking hands, there are other practices too.

Some cross-cultural practices which may land you in misunderstandings are as below.

1. It is rude to wear a hat/cap/veil if you enter the house of the English.
2. It's a gesture of bad manners, if you go with your footwear when you enter an Indian home.
3. Europeans use sorry many times. It's a very common practice. The English gets offended if you forget to use the words 'thanks', 'sorry' etc.
4. Indian women get offended if someone touches them. But in some cultures, touching, hugging, kissing are polite manners. Similarly, they refrain from addressing elders with their names. But using 'Sir' names or addressing Professors with names is not an issue in foreign countries. If you address with their names, they feel more comfortable and connected.

Here are some suggestions.

1. Before you go abroad for study or job, make it a point to study the cross-cultural communication practices.
2. Take time and be patient to get well versed with the cultural system.
3. Be open and honest in your thoughts, words and actions. Also, take care of your looks. In some cultures, staring is an offence.
4. Take the advice of the local guys to help you accustomed with the life and customs.
5. Be friendly and courteous. Be nice. People will admire your politeness and niceties.

Common Mistakes in Communication

Focus on Language

Find meanings to the following words.

Social affair, miscommunication, cross-cultural context, assumptions, jargon, feedback, acknowledgement, appropriate, long-lasting,

Miscommunication

Communication is essentially a social affair. It involves transmission of message interaction, listening and feedback. When mistakes take place in communication, then miscommunication happens. The most common mistakes in communication are presented here.

1. Sender

The sender should be absolutely clear about what he intends to communicate. Clarity of purpose and theme of communication is very essential. Usually miscommunication happens because of unclear messages.

2. Language

The language used to convey the message should be very simple and direct. Indirect language and jargon may result in misinterpretation and miscommunication. Inappropriate language / gestures also lead to miscommunication. This may happen frequently in a cross-cultural context.

3. Assumptions

Most of the times, miscommunication happens because of assumptions. The sender may assume that the receiver received the message. Hence it is important to look for acknowledgement or feedback.

4. Noise

Noise during the transmission of the message may result in miscommunication. This happens during a telephone conversation. Hence noise should be minimized while sending or communicating oral messages.

5. Listening

Most mistakes happen because lack of improper listening skills. Hence the sender should check whether the receiver is attentive and active while listening to the message. The sender may request the receiver to make notes or jot down the main ideas if the message is lengthy. This may assist in recalling the same message without missing the main points.

5. Delay

Miscommunication may happen because of delay. Delay may be due to sending or receiving or giving appropriate feedback. Delay in communication may have long-lasting consequences. Hence delay in transmission should be checked from time to time. Prompt communication is essential for effective and successful communication.

To Do Activity

State whether the following statements are True or False

1. Communication happens between two or more persons.
2. Communication is important only in business.
3. Successful leaders are successful speakers. They communicate what they have to.
4. Successful communication involves understanding even the unspoken word.
5. When you speak you should speak without pause.
6. When you write, you should keep the reader in your mind.
7. You should use hard and unfamiliar words in written texts.
7. An organizations' success depends on how it is presented and represented.
8. A world without language where no one communicates can be imagined.
9. Listening is a very important soft skill which most employees possess.
10. Communication is a dynamic process. It involves exchange of information between the sender and the receiver. It certainly contains a medium or channel.
11. We should communicate to enable others to understand your world, your scholasticism and your potential strengths.
12. Positive attitude plays a vital role in communication.

13. The responsibility of bringing energy in what you communicate rests on you.
14. Communication is not just passing information or data.
15. A right word spoken by the right person at the right time may have a powerful effect in terms of critical communication.
16. Communication should be context specific.
17. It is very important to be formal in your communication especially in the context of business.
18. Communication should be context specific. Its a good idea to communicate informally during a meeting and formally during a get together dinner.
19. The message conveyed should be terse and short.
20. The medium chosen for transmission of message should be easily accessible and consistent.
21. Incidental or intentional delays may cause mis-communication.
22. Kinesics is a body of knowledge that focuses on body language, gestures and other nonverbal clues.
23. Body language conveys unspoken messages which may have long lasting consequences on the receivers.
24. Dress communicates a lot even before you open your mouth to tell about yourself.
25. Expressing disgust, displeasure, rejection, frustration is not suggested for a matured professional who wish to progress in her/his profession.
26. Avoid unnecessary hand movements which indicate authority and command. Remember that people will not appreciate such gestures.
27. Telephonic conversations can be formal or informal.
28. An effective presentation requires planning and proper preparation.
29. An effective presentation requires good language ability.
30. A meeting can be long or short with a small or large group.
31. Job interviews are important because they decide the life of the interviewee.
32. A voice is a noise if not delivered properly.
33. Interviews are usually dyadic in nature. They are formal conversations conducted for a special purpose.
- 34.** Communication is essentially a social affair. It involves interaction, listening and feedback.

Chapter 2 Persuasive Communication

Prime time

1. What will be your main objective when you communicate?
2. Have you ever convinced people?

Speaking (In pairs)

1. How do you convince people?
2. When do you do so?
3. Why do you have to convince people?
4. Is it easy to convince people? Why? Why not?

Here is a To Do Activity for you to familiarize you with the vocabulary used in this chapter.

Focus on Language Vocabulary

Find meanings and try to use these phrases in your own words.

Useful expressions in English

- | | |
|---|-------------------------------------|
| 1. Under the desk | 21. Read between lines |
| 2. Behind the curtain | 22. Round the clock/24-7 |
| 3. big/deal/high time | 23. State of art |
| 4. On the top | 24. Think out of the box |
| 5. Breakthrough/ground breaking | 25. White collar/blue collar |
| 6. Go by the rule book | 26. Spring chicken |
| 7. Back to the normal/become a norm | 27. Once in a blue moon |
| 8. Blame game/pull the leg | 28. Hand to mouth |
| 9. In full swing/ up in the air | 29. Make it a point |
| 10. Take it for granted | 30. Ideal thing |
| 11. Keep the ball rolling/ throw the ball in to her court | 31. Thumps -up |
| 12. Go extra mile | 32. No to catastrophe |
| 13. From birds' eye view/in a nutshell | 33. Break the stereotype |
| 14. Win-win | 34. Living legend |
| 15. In the same boat | 35. Prince to pauper/rags to riches |
| 16. Red alert | 36. Trying times/testing times |
| 17. On your toes | 37. Beat the bush |
| 18. Hard nut to crack | 38. Pink slip |
| 19. Raise the bar | 39. Happy cow |
| 20. Red-tapism | 40. Bull |

Learning Objectives

By the end of the chapter, learners will be able to understand

- The importance and Principles of persuasion
- Rapport Building
- Familiarize with the language of farmers
- Organizing Meetings for mobilization
- Practice the importance of Listening skills

Chapter Structure

2.1 Importance and Principles of Persuasion

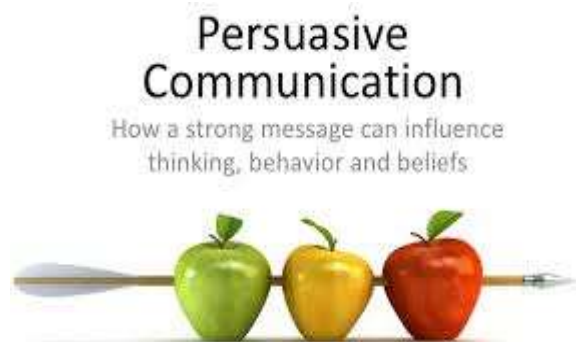
2.2 Rapport Building with Rural Stakeholders

2.3 Understanding the Language of Farmers

2.4 Meetings for Mobilization

2.5 Listening skills

Prime time



Aventislearning.com



Trainingconnection.com



smallbusiness.chron.com



kmea.karnataka.gov.in



Meghalaya.gov.in



shethepeople.tv

Read the following article and answer the following questions

The persuasion triad — Aristotle Still Teaches by John Geddes

The Greek philosopher Aristotle (384-322 b.c.e.) classified properties of items and concepts in the known universe. One of his most fundamental discoveries was the composition of persuasive speaking. Although Aristotle identified the “three appeals” that make it up 23 centuries ago, when the known universe was smaller, they are timeless. Persuaders of all types have been relying on them since, including we who appeal to users through UX design.

The Trinity of Persuasion

Looking at any act where a speaker tries convincing another person or group, we might first see someone arguing a point. From debating in school to selling merchandise on TV, persuaders state a case to win over an audience in order for the latter to do something. The persuader needs a) an objective, b) an audience, and c) to reach that audience with a message. Specifically, he/she has to persuade them, as opposed to an authority figure ordering them to do something. Aristotle identified that the art of persuasion consisted of three parts:

- 1) Logos — Appealing to Logic
- 2) Pathos — Appealing to Emotions
- 3) Ethos — Appealing to Ethics, Morals and Character

In the case of logos, a persuader uses facts, statistics, quotations from reputable sources/experts, as well as existing knowledge. This is the side of the argument that can prove how solid it is based on facts alone.

<https://www.interaction-design.org/literature/article/the-persuasion-triad-aristotle-still-teaches>

Answer the following questions

1. Who proposed the trinity of persuasion?
2. What does the art of persuasion comprise of?
3. What do you mean by Logos?
4. What does appealing to emotions mean?
5. What does Ethos involve besides appealing to ethics?

To Do Activity

Vocabulary

Match the following.

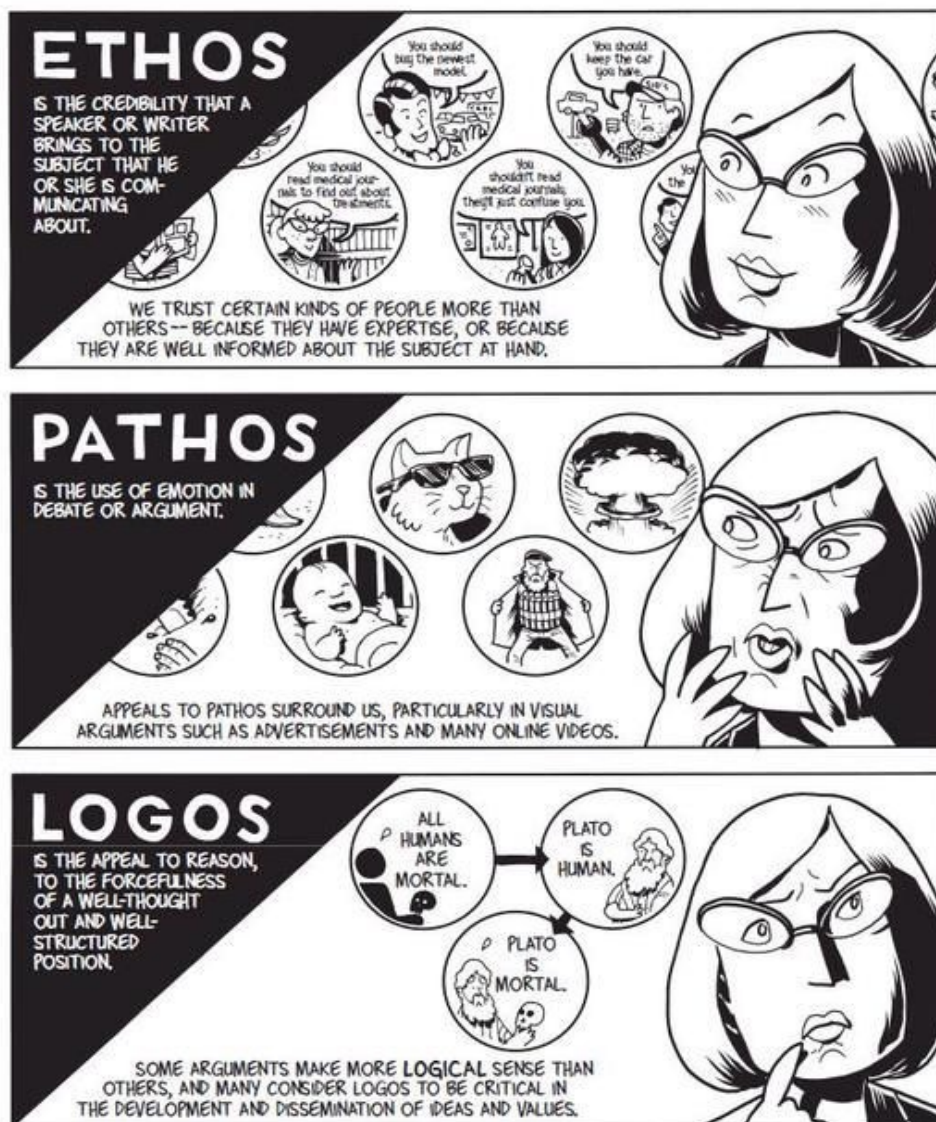
- | | |
|--------------------------------|---|
| 1. Persuasion | a. honest and truthfulness in communication |
| 2. Rapport | b. careful and thoughtful communication |
| 3. Key to successful relations | c. is the foundation of understanding. |
| 4. Professional success | d. a formal or informal gathering |
| 5. Language for convincing | e. is an act/attempt to change someone's views |
| 6. Empathy | f. harmonious and intimate relationship |
| 7. Listening | g. convincing through pleasing conversation |
| 8. Persuasion involves | h. require effective communication |
| 9. Meeting | i. ability to feel and understand others emotions |

Answers 1 e 2 f 3 a 4 h 5 6 i 7 c 8 g 9 b

To Do Activity

Look at the following pictures and answer the following questions.

Source: <https://www.interaction-design.org/literature/article/the-persuasion-triad-aristotle-still-teaches>



Fill in the blanks.

1. We trust certain kinds of people because they have _____.
This is called as Ethos.
 2. Sachin Tendulkar endorsing Boost in an advertisement- This is an act of _____.
 3. Using emotion in a debate is an act of _____.
 4. Critical analysis is _____.
 5. A skit is an example of _____.
 6. Persuasion involves _____, _____ and _____.
- Ans 1. expertise 2. Ethos 3 Pathos 4. Logos 5 Pathos
6. Ethos, pathos and logos

Match the following

- | | |
|------------------------|-------------------------------------|
| 1. Emotions in debate | a. appeal to reason |
| 2. Example of pathos | b. Logos |
| 3. Logos is an | c. Pathos |
| 4. Logic and reasoning | d. Ethos |
| 5. Speaker credibility | e. Advertisements and online videos |

Answers 1c 2 e 3 a 4 b 5 d

2.1. Importance and Principles of Persuasion**What is persuasion?**

Persuasion is an act of conversing to convince. In most cases it is intentional and happens face to face or online. It is a very important type of communication. It is basically to influence someone's perception/thinking and attitude. Persuasion happens on a daily basis not only in business but also in families, friends, circles etc. For example, a manager convinces his staff to take up new projects. A leader influences his team members to accept new challenges. A father or a mother convinces their child to be good and well behaved. The ability of the manager/leader to persuade may be a hallmark to his professional success. Hence persuasion is an important type of communication.

Intentional-incidental

Here is an example of how ads persuade customers.

Example

Have you ever seen an advertisement of a Cigarette meant for women?

Women smoking in an Indian society are totally a new concept and the idea is totally challenging. It is difficult to convince women that smoking gives freedom. The ad making can be a very herculean task. But when it is coupled with emotion and dialogue it became easy to convince. It became an inspiration for some women to smoke. The caption 'lit the light of freedom'; 'freedom from men' are catchy and thought provoking. This logical argument and appeal to emotion made this act/ad influential. The main idea is to make women feel to smoke. A huge number of people were influenced by this ad. In fact, smoking will not give freedom or litting a cigar is not litting freedom. It is just convincing women to smoke. The idea is to sell their cigarettes. All the facts are not right or objectively true. But the emotions, caption and argument persuade the viewer. The ad gave an impression that smoking gives freedom and in order to get freedom you should smoke. This is how advertisements work.

Herculean task – anything that is very difficult to do

To Do Activity

Write a small paragraph of 200 words using the following cues. Make use of the above example.

Coca-Cola, happiness, gives friends,

Write a small paragraph of 200 words using the following cues. Make use of the above example.

Santoor, tender skin,

Write a small paragraph of 200 words using the following cues. Make use of the above example.

Lays, every bite gives confidence.

Importance of Persuasion

Persuasion is a powerful skill which is crucial for success in the business world. On a daily basis, you have to persuade staff to work hard towards organizational goals. You may have to convince customers to buy your goods, ideas and concepts. A team leader has to persuade his team members to encourage and support one another. A principal has to persuade her teachers. A director has to persuade his staff to work hard for success. Parents persuade their children to study and settle well in job. Persuasion is a kind of communication which involves counselling. This leads to raising awareness, understanding, realization, thinking and action.

Why do you persuade?

Persuasion skill is an essential skill for life. Not all members in organizations are dynamic. They may require support. This doesn't mean they are inefficient. Persuasion is for removing blockages and enhancing effectiveness by clarifying doubts or second thoughts. Persuasion promotes interests and goals.

Process of Persuasion

Persuasion can happen formally or informally. There is no hard and fast rule as it solely depends on the persons. Here are a few suggestions.

1. Understand the situation and context before you persuade some one
2. Explain your proposal and clarify doubts
3. Listen and consider counter views and offer
4. Discuss your plan and argument. Give time to think.

2.2 Principles of Persuasion

Dr. Robert Cialdini described six principles of persuasion in his book on 'Persuasion and influence'.

1. Reciprocity
2. Commitment and Consistency
3. Social proof
4. Liking
5. Authority
6. Scarcity

Firstly, in many situations socially and culturally we tend to return what we receive. Human beings are wired to be reciprocal. This tendency is called principle of reciprocity. Secondly, we believe in consistency and commitment which is otherwise called principle of 'Commitment and Consistency'. Thirdly, we have a tendency to believe popular things and those that are endorsed by trust worthy people. This is called as principle of social proof. Fourthly, we generally accept the requests made by people who are fond of us. This is called as principle of liking. Finally, we follow experts and this is called as principle of authority. We concentrate on things that are rare and hard to get. This is called as principle of scarcity.

Successful Persuasion as a Powerful Weapon

Skill of persuasion is a powerful weapon in professional as well as personal life. First of all, we need to be deeply convinced with our own self. Then we can convince others. Successful persuasion requires patience and empathy. It results in greater success.

Some tips for Successful Persuasion

1. Take up the task only when you are confident and competent.
2. Understand the person and context as well.
3. Create a win-win situation.

4. Never confuse or pressurize the candidate.
5. Listen to the other person argument and tell yours.
6. Take and give time to think.
7. Assure the other person. Win trust step by step.

Barriers to Persuasive Communication

In some contexts, candidates have fears, misguided concepts and pre-conceived notions. This may lead to negativity and frustration. In this situation, an abled hand is required to persuade. An opportunity should be given for the aspirant to ventilate his secret fears and troubles in the organization. This act of giving support is called scaffolding.

Situation -context

To Do Activity

In the mega epic Mahabharata, Sri Krishna persuades Arjuna to take part in the battle. Can you enact this role-play? Before doing you have to read the episode.

Exercise

Check your understanding.

Indicate True or false to the statements.

1. Persuasion is an ability.
2. Persuasion happens in all contexts intentionally or incidentally.
3. Persuasion promotes goals.
4. Say yes to person's language and not to his emotions.
5. We can only persuade weak persons.
6. Persuasion happens after decision making.
7. Persuasion is a strategy.
8. You should be a well-versed hand to persuade others.
9. We have to persuade people as they may be stuck with their belief system sometimes.
10. We convince senior citizens at home to take medicine. This also is persuasion.

Exercise

1. Persuasion is a type of communication.
2. We persuade staff to divert their multiple talents, energies to achieve the organizational goals.
3. We cannot persuade people to stay back in the organization for long.
4. Successful persuasion requires patience and empathy.
5. Persuasion is a powerful skill which is crucial for success in the business world.
6. Persuasion involves mentoring people to take decisions.
7. Persuasion is a kind of communication which involves counselling.
8. Persuasion can happen formally or informally.
9. Persuasion needs facts and figures.
10. We trust experts' advice and endorsement. This is called as social proof.

2.3 Rapport Building with Rural Stakeholders

Cambridge Dictionary of English defined 'Rapport' as 'a good understanding of someone and an ability to communicate well with them'. Rapport building includes building or extending network/establishing contacts, interpersonal relationships. It is one of the most important ground works that are done even prior to setting the organization. After the incorporation also, rapport building is very important. No organization can be built in isolation. Any organization, be it big or small, require supporters. A good network may be very supportive and may help in achieving organization goals. It can be on the basis of mutual benefit and understanding. Hence it is an important task.

Successful Rapport Building



Figure 2.1 Factors Influencing Successful Rapport Building

1. Build trust step by step

Being truthful and helpful promotes trust naturally. Thoughtful and right actions add to it.

2. Know your customer (KYC)

Understanding your customer or the person you are dealing is so important. So, know your customer. Do not judge or overestimate anyone. Accept and understand without conditions and bias.

3. Relate yourself to the other person

It is easy to build rapport if you relate yourself to a situation or person with whom you are dealing with.

4. Take care of your Communication

Communication enhances interpersonal relationships. It is key to successful rapport building. Apart from communicating formally and informally locate common interests. Make sure that your

communication bridges persons, institutes and nations. If you are not sure of the people around you, try to communicate formally. Communicate consciously.

5. Use positive language

The language you use plays a key role in building relationships. Use positive language which connects persons and build relations. Use words like 'we' instead of 'I', 'our and us' instead of 'me and mine'. The words you use may mean so much. In short, words illumine everything. Positive language is a language of acceptance and consideration. It also connects and enables.

For Example:

1. I don't want. (unprofessional)
I have enough at the moment. (professional)
2. You are not doing well. (unprofessional)
You require some practice and support to do well. (professional)

6. Be Neutral in your Style

When you communicate with your group make sure you maintain a neutral style. People feel tired and discouraging if you maintain a very formal tone when you communicate. Instead be neutral and conscious. You may lose respect if you speak informally in professional groups. Try to choose a style that connects you. Your style should be official as well as encouraging.

7. Listen

The letters that make the word silent make the word listen. Listening is the foundation of understanding. Cultivate the habit of listening because people feel happy if you listen with attention. This connects people. Incase if you are unable to follow make don't hesitate to ask questions. If you ask questions the conversation can become productive.

8. Be empathetic

Empathy is an apex soft skill. Ability to understand and feel the emotions of the other person is called empathy. Empathy comes with experience especially when you work with people. Empathy brings you closer and promotes understanding among people.

9. Create a Conducive Environment

Building rapport involves creating a conducive environment to promote trust and goodwill, support and value people. Encourage their participation, appreciate involvement and acknowledge contribution. This builds mutual trust. A token of recognition, a word of appreciation will work miracles.

10. Maintain the Network-Stay Connected

Rapport building is important for an organization. Equally important is maintaining the network. A greeting card during festive season, invitation to gatherings or other functions may activate the network.

11. ABC

Always be cautious. A wrong word spoken cannot be taken back. It may have long lasting and legal consequences. Hence always be careful while you communicate especially in groups. Incase if you are not in a position to respond or if you are not confident, try to delay your communication. Take time and consult abled peers.

12. Take Time

Rapport building is a strategy. Communication is also a strategy. In times of need or crisis take time to consult someone who can be your mentor.

13. Body language

A gesture of negligence may result in damage and loss of contact forever. Hence be careful with body language. Try to be naturally nice than to be professionally nice. No salvage work can make the damaged relationship good.

14. Assertion

If you have to say no, tell it positively. Never argue or raise your voice. This damages relations. If you are not assertive, prefer to send a mail.

15. Effective Transition

When superiors/managers get transfer, take care of the transition. Most relations damage due to inefficient transition. To avoid this damage, it's ideal to have a register of the most important contacts and their contribution to the organization.

Relationships for Organizational and Professional Success

The Secret of Human Relations

Human beings are a host of emotions and feelings. Hence human relations depend on the emotional health of the individuals. Key to emotional health is the kind of language used for conversation. Words have powerful impact on how we feel and act. Emotions such as anger, haste, and doubt damage relationships while positive emotions like acceptance, understanding, love and trust connects human relations. The secret of human relations lies in 'managing emotions and maintaining emotional wellbeing'.

Managing People / Managing Emotions

Peoples' management involves regulating the work of people and not controlling people. Respect the roles and responsibilities of the people. Learn to differentiate roles and individuals. For example, a watchman and Chartered accountant should be given respect as individuals besides respecting their respective roles. If people in the organization feel that they are valued, they extend cooperation. Then it will be easy to manage people and work.

To Do Activity

Activity 1

You are appointed as a Rural Development officer. You have to set up office in a remote village. How do you build rapport with the villagers?

Clues: consultations, villagers, headman, educated youth, priests, business men, employees, post master, Bank staff -meetings, farmers, artisans, craftsman, medical staff, Share your proposals, future goals, expectations from the villagers.

Activity2

Prepare a speech that you have to give in a rapport meeting with farmers.

Activity3

Write a letter to the District Agricultural officer on how you built rapport and conducted your first meeting.

Activity4

Read the following text and do the tasks that follow.

Building Trust: Transforming India Poorest Communities through Technology

September 8, 2017 *Prabhat Labh meeting with clients of Sonata Finance in Uttar Pradesh. (Photo courtesy: Grameen Foundation India)*

Digital technology can transform India if we harness the insights and earn the trust of communities to develop solutions that build their capabilities and empower them, writes **Prabhat Labh**, CEO of Grameen Foundation India.

On a morning of dazzling blue sky, outside a rural village in Rajasthan, I welcomed farmers who had brought their goats for vaccination. Soon, hundreds of farmers were lined up, their goats butting heads as they nosed the hilly terrain for specs of grass. But the vaccinators didn't show up. Only a handful of extension staff, myself included, were there to face the farmers. We had convinced them to come from miles around, by foot, with their animals. How could we turn them away? What would happen to the trust we had built, the foundation of all the progress we hoped to achieve?

Two decades later, this lesson has stayed with me as I have worked in more than 20 countries to help rural people improve their livelihoods and health. Now, I am back in India, and the same question arises: how do we build and maintain the trust of the people we aim to help?

My father was a veterinarian, and I grew up in a similar village in Bihar, watching him vaccinate goats, sheep and cows. I and other colleagues present believed we could—and must—do the job ourselves, without the animal husbandry specialists. Soon, we were paired up, one gripping each struggling goat, the other injecting the vaccine. By the day's end, we were drenched in sweat and covered in dirt, and every last animal had gotten its shot. The farmers thanked us as they headed home.

Today, I work as Chief Executive Officer of Grameen Foundation India, and building community trust is central to our work. Much of it focuses on bringing financial services to the rural low income segments, especially women, through the use of digital technology. These services include safe ways to save money, take out and repay loans—often used to buy a cow or goat for supplementary income and nutrition.

Such services, delivered digitally offer enormous potential benefits to India's rural low-income segments, who live largely outside the formal financial system. But technology alone cannot bridge this gap. In recent years millions of people have opened bank accounts, but only a fraction have used. Bridging the digital divide and empowering people with financial services requires fully understanding their needs, developing products that meet those needs, and training people in digital and financial literacy so they can take full advantage of the new services. All of this takes trust, which can only be built person to person.

That is why our work combines the use of technology and field agent networks operated by microfinance organizations, women's self-help organizations, banks, government agencies and other partner organizations. We equip these organizations and their field agents to better serve rural clientele. Most often, those clients are women, often illiterate, rarely versed in digital technology or in the basics of finance, and living on less than \$2.50 a day.

The impact has been tangible. Our work with Sonata has allowed this microfinance institution in Uttar Pradesh to bring its customers deep in rural areas to the digital payment platform. The program enables clients to repay loans via Aadhaar-enabled payment system using just a fingerprint for authentication —making financial services accessible to women. Switching to digital payments is also helping Sonata manage its cash flow, and we trained the clients on the new system and then developed a mobile app that Sonata's frontline staff use to train new clients. The combination of human interface and technology helps build trust while ensuring optimum efficiency and convenience.

In India, we also partner with Freedom from Hunger India Trust. In Rajasthan, we worked with local partners Pradhan and Vaagdhara to train 1,250 rural women as community nutrition agents (CNAs) to educate fellow villagers on nutrition, hygiene and facilitated their access to the government health system. In two years, they reached 30,000 women and family members. Food security, dietary diversity, and basic health practices all improved significantly. The number of women reporting that they were food secure increased from 21 to 52 percent. Now we can build on that success, including through adopting digital tools to train CNAs and women.

Agriculture is the primary source of income for more than 600 million people, yet they generate only 12 percent of India's GDP. More than 200 million low income segments people are struggling to make ends meet. There is huge opportunity to bring digital innovations in agriculture more directly to our work in India. Outside of India, Grameen Foundation (a global entity) has worked with coconut farmers in the Philippines, cacao farmers in Indonesia, coffee and vegetable farmers in Colombia and Uganda, to improve their yields, access to finance, and connections with markets. Field agents use our FarmerLink mobile apps to gather rich, real-time data on farmers. This data is used to provide farmers with customized support, developing farm management plans to make their farms more sustainable and productive. Equally important, farmers receive alerts regarding extreme weather and crop pest outbreaks; agronomic advice; and financial advice via text messages.

The opportunity for promoting change through digital technology in India is huge. Each one of the billion mobile phones in our country can be used as a conduit for vital information and services. But to fully address the challenges facing India's underserved communities, solutions must be informed by the people we seek to serve, as we gain their trust, build their capabilities, and empower them to change their lives. Learn more at [grameenfoundation.in](https://www.grameenfoundation.in)

<https://www.grameenfoundation.in/building-trust-transforming-india>

Task

Read the above text. It is reasonably long. Sit in groups and divide the text into paragraphs. Allocate one paragraph to each of the group member and try to read and understand. Present your understanding in the form of a diagram. This involves information transfer from paragraph to

picture.

Activity

Collect the pictures drawn by all the groups. Stick all the pictures on the board. Compare and contrast the imagination in the pictures.

Listening

Your peers will give a one-minute plenary on the differences and similarities in the pictures. Listen to all the plenaries carefully. Take notes while you listen to the plenaries (presentations)

Writing

Write a 100-word summary in your classwork book. Share your summary with your friends and take feedback.

Activity checklist

1. Divide the text into meaningful chunks.
2. Make sure of reading the text and understand the meaning. Read the text twice or thrice.
3. Transfer the information from paragraph to picture.
4. Submit your picture
5. Compare and contrast your pictures.
6. Present your one-minute plenaries.
7. Listen carefully.
8. Write a 100-word summary.

2.3 Understanding the Language of the People in the Remote

How do farmers/rural people communicate?

People in the rural areas cannot be taken for granted in terms of communication. Because of the advent of internet and rapid usage of social media, people are trying to communicate better. Although there will be some people who may not understand even the local language, many use languages better than people in the cities. There are various reasons behind this claim. People have more access to linguistic resources such as stories, local literature and other folks. Language of the rural peasants, artisans and sellers is definitely a genre. It has value and attraction too as it is a natural linguistic form.

Some of the features of the language/discourse of the rural people can be interpreted as follows.

1. They may have an informal tone and discourse but their speech is interesting and intelligible. Disconnected speech and unfamiliar vocabulary may be interesting to new persons. Some women use sing-song diction in their conversation. Some men speak rudely. This may be unintentional.
2. They may be over enthusiastic or innocent in their communication. Sometimes misleading also.
3. They display natural kindness and affection in their communication unconditionally. They expect empathy and respect from outsiders.
4. They may interrupt you in your conversation but it is not out of arrogance but due to lack of awareness of the conventions of communication. Women hesitate to maintain eye contact during communication. This is totally cultural and not intentional.

5. Elaborate description, frequent pauses and repetitions are a part of the discourse of the people in remote areas. Repetition includes not only words but also sentences. This happens unintentionally.
6. Some of them are excellent communicators and public speakers. They are gifted but not trained. They attract the attention of the listeners.

To Do Activity

Group work

Segregate the class into groups of five. All the five members in the group should collect data on how people in the rural speak to one another. Present your data individually. Collate your ideas. Find out similarities and differences. You can collect data from movies with rural setup/background. Prefer live interaction.

Speaking

Discuss in groups and one of you take the lead to summarize the main ideas orally.

Writing

Write a 50-word summary and present it to your peers for their feedback.

Discuss how their feedback was helpful. Take the help of your teacher to trace errors in your writing. (Your summary should have a structure i.e. a beginning, main ideas and a conclusion).

Language as a Means to Communication and Cooperation

If language is a means to communication and cooperation, we should pay attention not only to what we are speaking but also how we are speaking. Language matters a lot, but non-linguistic impressions that you leave incidentally on people during your conversation produce positive or negative effects. If your ideas are perceived in a different way, it may prove to be haphazard to you.

Some tips to make your communication better when you speak to the people in remote.

1. When you talk, try to put your ideas in the form of a diagram or in any non-linguistic form. This helps in better understanding also. Use appropriate tone. Be careful while using pronouns. Some people are very thoughtful on how they are addressed.
2. Tell why you are telling. Tell what you are going to tell. Tell what you have to tell. Tell what have you told. Repeat if necessary.
3. Don't be in a hurry. Be vigilant on your own language. Never be straight forward. Prefer to be upright and genuine. Be friendly and leave impressions that you are fair.
4. Understand the dynamics of the language and the speaker. Pay attention to the non-linguistic gestures also. But never draw conclusions. Wait for evidences if you have to take decisions.
5. Give space for the other person to express his ideas. Allow others to understand you as well. Never cut your conversation in the middle. Take time and give time. Your ideas should sink properly. Remember that the goal of your communication/conversation is to persuade the other person. So be patient.
6. Be assertive. Use positive language. Use sentences like I will do my best, I will look into the matter, I need time to take the decision and I will see etc. Never say 'no' directly. This may create problems. Instead of saying, 'No I can't', say that you will try to work it out next time.

To Do Activity

Students may sit in groups and discuss the relevance of the above points in day to day conversations.

Speaking Activity

Elaborate the above ideas and visualize how you can implement in your communication. Try to give one example individually.

Writing Activity

Collate all the ideas and examples and write one 400-word summary. (It takes time although).

Do this as a group work. After completing the summary, one of you volunteer to read it aloud.

Towards Making your Language Work

Workplace communication has immense significance in recent times. A person's inner self is transparent in every word he/she speaks. Words have immense value because they express many unsaid things. Hence, one should be careful with the choice of words. Some words may lead you to troubles. For example, words such as hate, destroy may be assumed as hate speech. Have you ever noticed the contemporary language use? Toilet/bathroom is replaced by words like restroom and washroom. Words like servant and maid are replaced by helper and supporting staff. Even words like attendant, peon, clerk also became outdated in recent times. People try to be sensible in using decent language in order to elevate the spirit and morale of the person. We are referring to anyone who works in the front office to execute various things as executives. Apart from this, one of the most important aspects that require attention is your body language. It's very important to take care of your gestures (facial expression), eye contact and hand movement. From the above discussion, it is not an exaggeration that language is key to elevate human dignity and relations.

Further, the language you use may decide the quality of your interactions. Here are a few examples. Use the words hi, hello to make sure that you break the ice. Make sure of using words that can act as energizers. When you are not sure of something, never refrain from saying sorry. For example, if you have to pass by a group of people who are in discussion make sure of using the word sorry, even if no one takes notice of you. Use phrases like 'Sorry for the interruption', 'inconvenience regretted' if you have to stop someone or leave the group. Phrases such as 'so nice of you', so kind of you, nice, good to see, great to be here, I am honored, 'You are really wonderful', That's really great/fantastic, 'Nice to hear such words from you' may generate positivity in your communication. A word of appreciation heals, builds trust, inspires, motivates and builds relationship. Words such as 'awesome, fabulous, lovely' etc. boost the morale of the people around you. Words like 'Oh! I see, really?' may elevate empathy in your conversation. Words play a very important role to generate trust, foster relationships and create room for growth. Although language plays a very important role, the style of communication affects the outcome. The following section offers a discussion on different styles of communication.

Communication styles

Just how persons in this world are unique, so are their communication styles. To narrow it down for sake of discussion from communication theoretical point of view, the main communication styles are as follows.

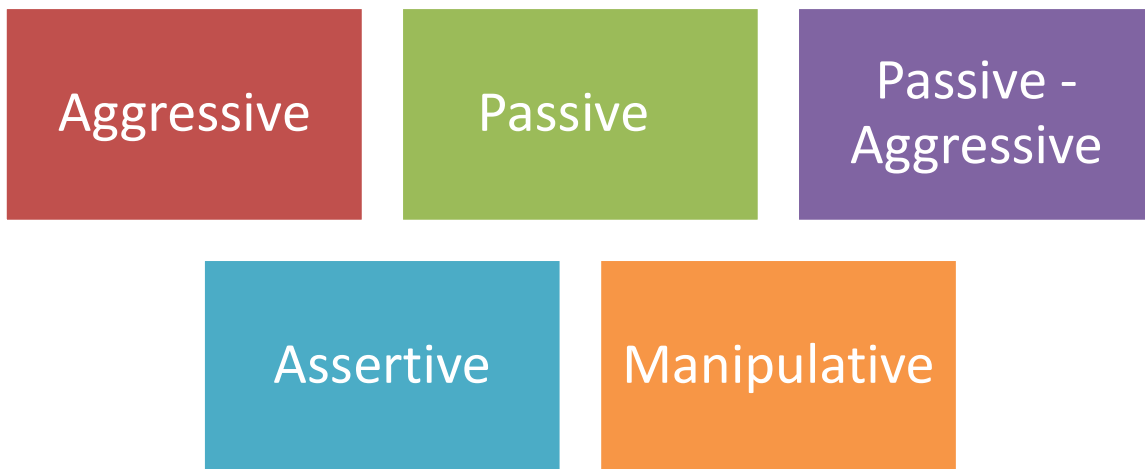


Figure 2.2 Communication Styles

Aggressive Communication involves verbal or physical abuse/soft violence where individuals stand for their rights while violating others. Aggressive communicators tend to dominate and control others. Blaming, criticizing, finding fault, scolding and attacking verbally is a common feature of this type of communication. Aggressive communicators self-occupied, over bothered about self and ignore others even in the work place. They speak loudly and sometimes threaten others. They usually never listen to others and tend to interrupt others. They usually use aggressive body language. They show superiority and affect others. They are very demanding. Sometimes their demands may not be reasonable. They play mind games successfully which involves escaping responsibilities. Aggressive communicators take away others self-esteem and respect for granted. They try to take advantage of the situations and people skillfully. This type of communication generates unnecessary fear, tension, trouble, discomfort and hatred in others.

Passive Communication is one which involves passive expression, submission, fear of strife and friction. These people are usually *let go* type people. They maintain high level of tolerance till it reaches peak. They usually burst out/explode and regret later. They allow others to occupy their space. They deny their rights and tend to ignore themselves. The result of this type of communicative style is emotional imbalance. They develop bitter distrust and hopelessness. Sometimes it may lead to emotional sickness (feelings of anxiety and trouble) and psychological depression.

Passive -Aggressive Communication is an indirect form of expression of views, sometimes behind the curtain. This may be due to lack of confidence and ability to confront. This involves expressing anger, trouble, dissatisfaction and resentment but in-direct way as mentioned above. Passive-aggressive communicators hide their opinions and give unwilling acceptance. They suffer from fear of confrontation. They appear to be cooperative but disturb things in the background. The result of this type of communication is loneliness, resentment, frustration, powerlessness and anger.

Assertive Communication is positive communication which involves expressing views and opinions openly without hurting others. Assertive communicators live a life of positivity, recognizing their self-worth. They enjoy high self esteem and emotional joy and fulfillment within themselves. They respect themselves and others without fail. Clarity of context, confidence, relaxed and peaceful state of mind and communicative competence, strength of the character are very common in assertive communicators. Assertive communicators stay connected, extend support and believe in themselves and their potential strengths. They are usually empathetic and friendly. They stand up for themselves and take care of their rights. They are truthful and honest in their transactions. They take ownership of their actions and face the consequences. They enjoy living and working. The result of assertive communication is mutual trust, dependence, healthier contacts, successful relationships, emotional fulfillment and good mental health.

Manipulative Communication involves deceit and shrewdness. Their behaviors are masked with innocence and artificiality. They try to gain sympathy and take advantage of situations. The other person at the receiving end may not be aware of the scheme of these people.

Sources: <https://online.alvernia.edu/articles/4-types-communication-styles/>

Balancing Dialects and Accent in your Communication

Dialects and accent are taken as identities and status symbols. Accent is a part of dialect. Hence this aspect should be taken care. Despite multiple accents and dialects, language is the same and its very purpose is communication. If you are working with people with a different dialect, make sure of communicating with moderation. You should keep intelligibility as a base, when you exchange ideas and opinions. Here are a few tips to balance the effect of your dialect and accent in your communication.

Some Tips

1. Ensure comfort in your communication. Be natural even if your accent is align. Take care that your communication is taken seriously.
2. It is a worldwide phenomenon for some accents and dialects to get more honour and respect. It is very common in many languages. Just to ensure that your communication/presentation is well respected or received well, make sure of doing the following things.
3. Avoid funny and uncommon words which may be common in your dialect. Make sure of doing this in order to avoid confusion and miscommunication.
4. Avoid guilt and present yourself comfortably while communicating your ideas. Never overrepresent or under represent yourself and your accent. Protect yourself.
5. Be professional and balanced. Prepare yourself. Do a little bit of research on your own language that will help you to polish your presentation. Conduct yourself well and ensure that your body language is coherent with your verbal discourse.
6. If you feel that you need some improvements in your language, take the help of a tutor. Learning something new is good for your brain. Be organized and conduct yourself well.

Listening To Do Activity

Listen to yourself

Have you ever listened to your own language? Listen to yourself. When we speak, we not only spell words but also listen to our own sound. But unfortunately, we don't feel the impact of the words.

Task1

When you speak, make a modest attempt to listen to yourself. Make a note of your own feelings and feedback.

Task2

We speak about end number of issues on a daily basis. Have you ever spoken to yourself? This is called private speech. It's a nice practice if you can speak to yourself.

The Effects of Vocal Aspects on Communication (Mohan,2009)

'Tone, pitch, volume, rhythm, intonation, rate, quality, animation and pause are the vocal aspects of communication' that immensely impact the quality of communication.

Tone is an intangible aspect of the message. Tone is the way the message is conveyed. It includes how the presenter raises-lowers his/her voices, stresses certain words to hold the attention of the listener etc. It also includes happiness, sadness, anger, frustration, distrust, positivity and negativity. The tone of the text/ message decides the quality of the presenter.

Pitch is an acoustic feature of the communication. It is the relative highness or lowness of the vibrations produced by the vocal chords of the presenter. We increase the pitch of our tone to express sudden surprise, lower the pitch of our tone to express fear and disappointment etc.

Rhythm is the movement/flow of the sound/tone of the language. Every language in fact has its own rhythm which is often termed as beauty or glory of the language. Good rhythm is also called as melody which can be a blend of choice of words and flow of sound.

Intonation is lowering or increasing the tone in the delivery of the message/text. Intonation is mainly voice modulation that happens during reading texts or messages. The main idea is to enhance understanding.

Rate is the speed of the delivery of the message. This feature immensely affects communication. If the rate of the delivery of words is more or if the speed of the prompt is high, it immensely affects the listeners' understanding.

The liveliness of the presentation is often termed as animation while pausing is giving very minute breaks of 10-15 seconds to allow the listener to understand what was said.

To Do Activity

Task 1

Your teacher will play the song 'Hey watan'. Listen for a minute and tell about the pitch of her voice. Then your teacher will play the Hai rabba song of Usha Uthup. Listen for a minute and tell about the pitch of her voice. Do you think their pitch is the same?

Task 2

Discuss the importance of falling and rising tones with the help of your teacher.

Task 3

Sit in groups of five and discuss how the non-linguistic aspects of communication discussed above are helpful in communicating effectively.

Speaking Activity

How did you start your language learning in LKG?

Why do you like them?

Do you recite them sometimes in your leisure time?

Why do you think that rhymes are a good start to learn any language?

The Effects of Non-Linguistic Aspects on Communication with Persons in the Remote

The non-linguistic aspects such as Tone, pitch, volume, rhythm, intonation, rate, quality, animation and pause are the vocal aspects of communication that immensely impact the quality of communication are already discussed. This section elaborates the effects of non-linguistic aspects on communication with persons in the remote.

One of the most important non-linguistic aspects is emotions. Emotions play an important role in our communication. They may have positive or negative effects. When a person communicates negatively people tend to understand the negative aspect, ignoring the actual message which causes communication gaps/blocks.

Excitement, joy and fulfillment are positive emotions while dissatisfaction, fear, trouble, anger, jealousy are negative emotions. When you communicate with the people in the rural areas, please follow the tips given below.

1. Pass a gesture of acceptance/approval when you communicate to the other person. Rigidity hampers communication at all levels.
2. Be flexible and tolerant. Listen carefully. Notice the listening ability of the other person.
3. Say no to emotions both positive and negative. Be steady, pleasant and intelligible. Be prepared. Be brave and bold.
4. Be open. Invite talks and opinions. Allow others to say something. Accept and understand persons without prejudices.
5. Never attempt to control or stop someone in a conversation. Attempt to regulate/correct others skillfully. You require mastery to be able to do this.
6. Don't raise your voice even if you have to. Say pleasantly and leave the room. Be assertive and be skillful in saying 'no'.
7. If you are emotional, refrain from responding. Refrain yourself from responding if the other person is emotional. Sharpen your emotional intelligence.
8. Say no to arguments. Try to discuss and share views. Use formal language and tone. Behave appropriately. Use common sense.
9. Don't be in a hurry. Don't use harsh verbal or body language. It will have repercussions. Also refrain yourself from hate speech or strong words that hurt others. Try to understand that positive communication works.
10. Give respect and take respect. Respect is an act of inner self. Use your persuasion strategies. Communication in any context is a task. Complete it successfully. Have no second thoughts.

Language of Appreciation and Choice of Words

In the context of rural communication, one of the most important aspects is getting acquainted with the local culture/ unwritten rules of discourse/speech, use of suffixes like ji in Hindi, garu in Telugu etc. Follow the local norms and get along with the group. Relate yourself with your words and phrases skillfully. Get connected. For this a very important aspect is the choice of words. A spoken word is very sacred. It will have impact on the other person. It arouses emotions. So be careful with the choice of words. Follow the given tips.

- Use a positive diction. Smile and change the mood of the listener. Pay undivided attention when someone communicates to you. Don't be in a hurry to complete the conversation.
- Take time to use words of appreciation. They motivate the other person. Also be pleased with yourself. Be pleasing to others as well.
- Pay attention to your own words and listen to your own voice. You may take feedback from others also. Try to internalize changes/ feedback if necessary.
- Give comfort and be comfortable when you communicate. Be cheerful. Never frown.
- Win the support of others. Support others as well. Have mutual understanding. Establish relations and be resourceful to others. Extend all kind of support and help.

Use of Appropriate Facial Expressions-Aggressive Vs Gentle Body Language

When you converse with the rural folk make sure of using positive body language. This includes appropriate facial expressions and gestures.

Here are a few examples of aggressive and gentle non-verbal clues.

Aggressive Body Language

- Showing the index finger to point the person, folding hands
- Frowning frequently to avoid conversation
- Frequent unnecessary heavy eye contact/staring, nervous body posture
- Expressing negligence with hand gestures and eye movements
- Biting teeth and showing fist

Gentle Body Language

- Polite and courteous smile and cheerfulness
- Relaxed and calm body posture
- Easy facial expressions of acceptance like nodding
- Expressing empathy

To Do Activity

Read the story and share your ideas too. Identify the main ideas in the story.

A Short story by Suresh Jampa

Goddess of Communication appears

Once a young boy was tired of his life and wanted to commit suicide. So, he went to local shop to buy a piece of rope. While on the way back home he happened to see a temple. He went and asked for strength and salvation. He prayed intensely. Suddenly the goddess appeared to the young boy. She was very pleased with the boy and wanted to correct his life. She said that she wants give a class on how to be successful in life. She asked for the boy's permission politely. The boy agreed to listen to the goddess.

Then the goddess introduced herself.

She said “I am the goddess of communication. I help people to learn to communicate well. My main role is to impart the intricacies of communication and prepare people for life. My main objective is to understand how effective communication works and suggest my views to all who need them.” She asked the boy to introduce himself. The boy was not prepared. He fumbled and couldn’t answer her question.

“My son! If you can’t speak about yourself, what can you do in life. I didn’t ask you to speak about Madhuri Dixit or Bipasa Basu. So, my first talisman to you is “Know yourself and speak for yourself. No one in this world can do that for you. If you can’t speak for yourself who else can do that job. Hence be prepared to tell about yourself when asked for, without hesitation.” The boy agreed to the views of the goddess. She asked for permission to go ahead in her discourse. She created a Lays packet (big size) and a Coca Cola bottle and asked the boy to sit down and eat while she continued her discourse. The boy was very happy and felt relaxed. He opened the Lays packet and the bottle and started enjoying.

Then the goddess was also pleased. She said “My dear child! Listen to my second talisman. A good resume is very important for winning an interview opportunity. Your resume should be super impressive with interesting details and evidences. A resume is your mirror. People will see you in your resume before they see you in person. Attach a nice passport size photograph. Keep smiling. It is a sign of positivity and confidence. Smile with confidence. Your smile generates positive vibrations. Motivate yourself and tell to yourself that you are going to do well in your task. Then the goddess took a small break. She created a KITKAT and a sprite bottle for herself.

“Now it’s time for the third talisman” said the goddess. Tell others what you are. It will not be possible for others to enter into your brain and scan to find out who you are. For example, when you go for an interview you have to explain your 22 years of life in 2 minutes. The challenge is not explaining but enabling others to understand what you have said. So, focus on the listener too, to help him understand what you said. Try to say something which is very interesting. Support your ideas with evidences like certificates, medals and pictures. Try to impress the interviewer. Don’t be in a hurry to tell so many things. Be organized and share one after the other. Give breathing time for the listener to construct opinions on you. Take a pause for a few seconds. Speak confidently and comfortably. Feel comfortable with yourself. Don’t be confused. Be clear in what you have to say. Then the goddess got up and said that it nice to walk while taking. The boy agreed. She continued her fourth talisman. It is on relationships and communication.

She said, “My child, remember! Communication is key to successful relationships and happiness. First of all, understand your style of communication. Take care of your communication. Understand how people communicate with you. Do people pay attention to you, if you communicate to them? If not, you have to work on it. There is no point in communicating unless it is needed. People pay attention to anything that is useful. So, speak only useful things. Sound interesting to yourself and others in voice and also words.”

The boy said that his packet is completed. Then they went to Taj Krishna for lunch.

The goddess said “what do you want to have my child? The boy hesitated and couldn’t reply well. Then the goddess said, “Express yourself so well, be it in family conversation, job interview or salary negotiation. Don’t hesitate to say something which you think is right and appropriate. Be honest.” The boy said “I want French fries, fish and chips”. The goddess called the steward and ordered the food. She said to the boy that teaching about communication is like teaching to fish. The boy laughed. Then the goddess continued.

“When you say something be 100% sure like Dettol soap. Be deeply convinced with yourself. That is the secret of all energy.” The boy nodded. In the mean time the ordered food – fish and chips arrived. The boy was very happy. The food was so hot and the flavor was mouthwatering. The boy was in a hurry to grab it. Then said the goddess “Child! Be thankful for the food and the drink. The boy smiled as a gesture of acceptance and started to eat. He took the sauce bottle and tried to squeeze everything. Then the goddess said “Beta! Be gentle in doing things”. Don’t rush. She said that thankfulness is very important in life. Be thank full to yourself, to the nature and also to others. The boy was eating in a hurry. Then the goddess said to enjoy doing things. Relish the sweetness with peace and serenity.

The goddess continued her fourth Talisman. She said “one of the most important things in life is relationship management. The key to effective relationship management is good communication. The boy was surprised and said that no body is interested in him or happy with him. The goddess said “Are you happy with yourself?” The boy said, ‘no’ without hesitation. Are you interested in yourself? Said the goddess. The boy gave the same answer. Then she started narrating how one should be interested in their one self and happy with what they are before they expect from others. We always expect others to pay attention, to show love and affection etc. Question yourself whether you do it for yourself. Have no expectations. Don’t expect from others. Expect from yourself. Believe that you are a very good resource. Say ‘yes’ to yourself. Don’t trouble yourself with unnecessary expectations from others. Unlock your true self and potential. It is the key to all happiness. The goddess continued to narrate. People will not pay attention and interest unless they need you. You are not for that purpose. Raise yourself high. Keep your mind above all these things. Satisfying people and reaching their expectations is not your job. Remember that you have 101 things to do. Never give an impression that you have a lot of free time for others. Keep yourself busy to avoid all distractions. The way people look at you is not your inner self. It is a projection of their inner self. So, you have nothing to do with their words or looks. Don’t look for their approval or acceptance. Also be strong never give acceptance or approval to what they say or to the way they look. Just IGNORE. Also, at the same time don’t have strife. Be calm. Arrogance and friction will not lead to peace lessness and sorrow. Make sure of avoiding friction. Then the goddess said that she has to listen to the prayers of her devotees and time to go back to her heavenly abode. She pays the bill and gives a tip to the steward. She smiles at him. He too smiles. She means that it is our responsibility to make others happy. A smile is a powerful and energetic gesture. The boy says that he is convinced with all she said and will apply all her teachings in his life. Before leaving the goddess gave three boons. One of it is that she would appear whenever he calls in troubled times.

3.4 Meetings for Mobilization

Meeting

Meeting in common parlance is an act of coming together to discuss/share professional or personal information. It is not mere meeting of people but meeting of minds. Meetings can be virtual or face to face. Now a days because of complex organizational goals, most meetings are held online. Meetings are very useful events that help you to grow professionally. Opportunities to learn from one another are abundant in meetings. They are the venues to celebrate achievements, discuss problems, share joys, disappointments and make decisions concerning to professional as well as personal matters.

Meetings are planned events. They are of two types. They may be formal or informal. Some meetings may be short or long. One who presides over the meetings is called as chair. The chair can be an external or internal resource person. The sequence of ideas/issues to be discussed in the meeting will be decided by the chair. This is called as agenda of the meeting. Meetings are held for various purposes. Most meetings are held periodically.

A good meeting will be brief and interesting. Often outcome of the meeting makes it outstanding. This requires planning and proper execution. In big offices, staff attends different departmental meetings. They attend more than one meeting on the same day. The idea is to dispense information, take decisions and achieve departmental /project goals.

To Do Activity	
Match the Following I	
1. A meeting to plan a birthday	a. Long meeting
2. HR event meeting	b. Meeting during field trip
3. Review of projects	c. Annual review meeting
4. Performance appraisal	d. Informal meeting
5. Meeting with farmers	e. Confidential meeting
6. Annual general meeting	f. Formal meeting
Match the following II	
1. Self-help group meetings	a. Key official person
2. Review meeting	b. Sequence of discussion
3. Agenda	c. Plan, inform, participate and makes notes
4. Chair	d. Proceedings of the meeting
5. Procedure	e. Event to discuss and sort out issues
6. Minutes	f. A get-together of woman

From Meeting of People to Meeting of Minds

A meeting is an event usually arranged for getting to know each other, plan future course of action, review work in progress, learn from each other and share ideas, views, knowledge and experiences. It's not just meeting of people but meeting of minds. A meeting can be a very important resource. The language that should be used in meetings should be simple and easy to understand. Also, should be taken to use enabling language in all circumstances. When you discuss project failures or shortcomings and limitations it should not be attributed to individual but to the team.

Courteous and encouraging atmosphere enables the staff to participate, involve and contribute to the meeting. It should be remembered that meetings are for discussion and not just of for transmission of views. So, there should be scope for interaction. Participants feel discouraged within themselves if they are not allowed to voice their views. Ideas emerge when participants discuss different issues.

Starting a meeting

Start the meeting on time. Allow others to join. Give breaks at suitable intervals if necessary. Offer refreshments if required. Energize the group with a warm welcome. Give opening remarks which encourage participation. Share the agenda of the meeting in detail. You may use a PPT or a leaflet or a soft copy.

Do's and Don'ts' in a Meeting

Do's

- Positive behavior: Meetings should be pleasant and positive. Never convene meetings to target individuals or teams.
- Be punctual. Start and end the meeting on time. Be to the point. Don't waste your time as well as others. Have time sense.
- Listen to others' Point of View. Respect others 'space, value yours. Understand that each one is unique. Never attempt to dominate or over represent yourself. Allow others also to excel. This adds to your attitude. Have spatial sense. Be kind.
- Mere participation makes your presence very nominal. If you think that your views add value to the discussion, share your thoughts. Involve and contribute to the discussion by voicing your thoughts. Wait for your turn. Say no to over enthusiasm.
- Be honest. Be assertive. If you have to disagree tell why do so.
- Learn to Accept and Understand. This expands receptivity. Say yes to win-win situations. Value yourself. Value others as well. Respect yourself. Respect others as well. Be professional.
- Be an active listener. Be critical and avoid criticism. Be bold as well.

Don'ts

- Don't argue in the meeting. Put forth your views in a pleasing way. Your way of presenting views attract attention. Take time to bother your body language. Throw interesting gestures to the audience. This act may win confidence and goodwill.
- Say no to emotions and hurting expressions. This offends and creates a bad picture. Refrain yourself if you are emotionally unwell. Take time to relax.
- Don't overtake or interrupt or suppress others. Don't sound over smart. This creates problems.
- Say no to distractions. Switch off your mobile and other electronic gadgets.
- Avoid loose talk in all contexts. Refrain from gossips. This can be dangerous. Don't trouble yourself. You may not be rescued
- Don't be stressed. De-stress yourself. Enjoy your time and work.
- Never walk out of meeting... out of frustration. Don't over react. This can be serious. Just respond whenever required. Defend yourself. Support your argument with facts and figures.

Successful Meetings for Mobilization in Rural Areas

1. Meetings are not just for sharing views and dispense information. Meetings are also for emotional connect and gain contacts for future use.

2. Be dynamic. Give freedom for the group to decide the venue and time of the meeting. Pay the expenditure incurred on behalf of the meeting.
3. Encourage participation and socialization. Build team spirit and a sense of belonging. Be patient enough to teach. Say no to preaching.
4. Act as a guide and supervisor. Allow people to learn to manage their groups.
5. Treat everyone with respect and be open to all schemes. Equality, accessibility and openness should be a priority. Say no to bias.
6. Understand the group dynamics. Avoid middlemen. Never promise but learn to offer support.
7. Use pictures, videos and charts to present your ideas. Encourage innovative ideas.
8. Take the help of a female staff, if you have to meet self-help groups. Learn the local culture and rules of the land. Be careful with the choice of words you use.
9. Prefer short meetings with small groups. Recruit group leaders and teach them to be proactive.
10. Enable, empower and entrust. Appreciate and reward contribution and ideas.

To Do Activity

Task 1- Match the Following

- | | |
|-----------------------|---|
| 1. Planning a meeting | During meetings in rural areas |
| 2. Good meeting | Confirming the meeting and serving notice |
| 3. Procedural | Short and informative |
| 4. Follow | Decide venue, time and agenda |
| 5. Use local language | Group courtesies for successful meetings. |

Task 2

Describe how you would plan and conduct a meeting with a group of young farmers in the following flow chart.

Minutes of a Meeting

The documented version of the proceedings of the meeting is called as 'Minutes'. Minutes are for future reference. Now a days with the development of technology minutes are available in virtual form also. Some minutes are confidential.

Preparing minutes is a skill. You need points to write minutes. Hence it is ideal to note points while the meeting is in progress. Good language skills are essential for drafting a good minute. It is ideal to be informative but it's important to be brief, terse and to the point. A good minute of a meeting will showcase details of the date, persons present, chair, and the agenda.

To Do Activity

Task 1

Imagine that you are the team leader of Agritech Ltd. Sit in groups and discuss your views on "Ideal farming practices". Write down important points. Summarize what you discussed. Add date, members present and theme of the meeting.

Task 2

Imagine that you are the members of the team of Agritech Ltd. Sit in groups and discuss your views on "The future of dairy industry". Write down important points. Summarize what you discussed. Add date, members present and theme of the meeting.

Task 3

Imagine that you one of the teams of Agritech Ltd. Sit in groups and discuss your views on "Global practices in organic farming". Write down important points. Summarize what you discussed. Add date, members present and theme of the meeting.

Tips for Writing Minutes

1. Give a short introduction which should include the agenda of the meeting, members present, compiler of the minutes and date.
2. Include the summary in points. Try not to exceed 600 words.
3. Cover all the views of the participants briefly.
4. Proof read before you submit.
5. Take feedback.

2.5 Listening Skills (in the Rural Context)

Importance of Listening Skills

Listening skills are a pre-requisite for academic and professional success. In a world where pursuit for excellence is on the search, competency in listening is a hall mark for a successful academician and professional. The importance of listening skills is not just for grabbing information but to successfully decode, analyze, interpret and respond. A person's competence is assessed in that due course. We are living in a world where data/information is exchanged on a large scale, not all data transfer happens in writing. Hence aural skills play a very important role. Moreover, listening is a complex receptive skill where the cognitive processes involved are not well known. However, the

importance of listening skills is growing day by day in our daily life as academic and business operations are becoming complex where information is transmitted face to face as well as online. It involves absorbing information and responding on the spot which is quite a challenging task. Hence, we are expected to be good listeners because listening is the foundation of understanding. It doesn't matter how brilliant a person is, if he is not a good listener. A good listener fetches well in his life both at the academic as well as professional front. In short, the importance of listening is evident from the fact that nature has given two big ears and one small mouth to human beings as well as most animals on earth. Also, the importance of listening skills can be understood from the fact that our parents at home, teachers at school and colleges insist us to listen carefully. We either speak or listen most of the time. A very good proportion of time is spent on listening. Also, it is an express way to gain knowledge. Successful listeners are good learners. They excel in their personal as well as professional lives. Good listening skills are inevitable for solving problems in work places and relationships. Hence from the above discussion it can be understood that listening is a very important skill.

We learn our first language completely even before going to school and the whole credit goes to the art of listening. We also acquire rhymes and songs in second language even before we know reading and writing. We pick up words, accent and most language by listening to teachers, peers and friends. Apart from this there is evidence that kids start listening even before they are born. Narrations that kids listen in the mothers' womb can be reviewed in our epics like Mahabharata. Also, we keep listening to people telling that what is learnt through listening cannot be forgotten soon. Some are naturally good listeners while some learn to become good listeners by practice. Listening is undoubtedly a very important and useful skill. We keep listening to news, radio, discussions, birds, nature, announcements, telephone bell etc. Till the last breath we keep listening to various things. Life is all about listening and learning.

Listening skills are key to personal, academic and professional success. As a student listening to lectures is very important, while paying attention and listening to friends and family members is key to successful relations and active social life. Ability to listen at workplace is undoubtedly an apex soft skill. Hence listening skills are very important in everyone's life. Besides this, listening is the foundation of understanding. Hence careful listening is important to avoid gaps and promote the message that is communicated. Listening is a very important personal attribute. Good listeners are respected as they gain knowledge and wisdom.

Good listeners get good fame as good persons. Especially in the rural context good listening ability is treated a positive culture and kindness. People respect good listeners. When you listen to people make sure you use appropriate gestures like hmmm, ok and I see. It's nice to look at the person to have more focus. Some officers/managers play with paper weight while they listen. This may carry a wrong message that you are not interested in the matter.

While speaking to people in rural areas, it's very appropriate to use a neutral style of speaking. Building rapport is extending yourself to be able to support one another. People who speak very formally may not have enough rapport as expected from the people. Hence a respectable informal style of language is appreciated.

To Do Activity

Task 1

Read the following passage and answer the following questions.

Recently the top executives of a major manufacturing plant in the Chicago area were asked to survey the role that listening plays in their work. Later, an executive seminar on listening was held. Here are three typical comments made by participants:

- “Frankly, I had never thought of listening as an important subject by itself. But now that I am aware of it, I think that perhaps 80% of my work depends on my listening to someone, or on someone else listening to me.”
- “I’ve been thinking back about things that have gone wrong over the past couple of years, and I suddenly realized that many of the troubles have resulted from someone not hearing something, or getting it in a distorted way.”
- “It’s interesting to me that we have considered so many facets of communication in the company, but have inadvertently overlooked listening. I’ve about decided that it’s the most important link in the company’s communications, and it’s obviously also the weakest one.”

These comments reflect part of an awakening that is taking place in a number of management circles. Business is tied together by its systems of communication. This communication, businessmen are discovering, depends more on the spoken word than it does on the written word; and the effectiveness of the spoken word hinges not so much on how people talk as on how they listen.

The Unused Potential

It can be stated, with practically no qualification, that people in general do not know how to listen. They have ears that hear very well, but seldom have they acquired the necessary aural skills which would allow those ears to be used effectively for what is called *listening*.

Answer the following questions

1. What is the main idea conveyed in the passage? Write in 15 words.

2. What is listening?

3. Have ever thought of your own listening skills?

Task 2

1. Which of the following activities do you do you do more?

- Listening to online classes
- Listening to cricket commentaries
- Listening to songs
- Listening to face to face lectures
- Listening to chats and talks

2. What is the difference between listening to your friend and listening to cricket commentary?

- Listening to friend is interactive while listening to a cricket commentary is one sided.
- Listening to friend is face to face and interesting.

- Listening to a cricket commentary is exciting.
- 4. Listening to a friend is two-way process. ()

Task 3

Importance of Listening

Activity-1

Discussion (Group work)

Listening skills are important for Doctors and Lawyers also.

What will happen if they are not good listeners?

Discuss with your friends and present one by one in your group.

Your plenary can be one minute.

Activity -2 (Individual work)

Summary your discussion in writing (50 words).

Activity-3

Share and compare your summary with your friends.

How different are your summaries?

Activity-4

Remember your school days. Do you remember your teacher yelling at you to listen carefully?

Teachers also say, "Are you with me?", "Body present, mind absent", "Pay attention", "Don't be distracted" etc.

Discuss why listening is important in a classroom context.

Activity-5

Imagine you are offered a job at NABARD as a Rural Development Officer. Can you imagine what you have to listen from farmers/villagers on a daily basis. Discuss in pairs. Use the following hints.

Problems- crops failure-loan requests- new schemes- request for support- ideas for better marketing

After having discussed present one-minute plenaries in groups. Make a note of what your friends discussed.

Listening skill is the ability to listen in whatever context. There are different subskills of listening. They are as follows: 1. Listening for gist 2. Listening for pleasure 3. Listening to learn 4. Listening to comprehend. and 5. Listening for specific information.

To Do Activity

Match the following

- | | |
|--------------------------------------|------------------------------------|
| 1. Listening to a song () | Listening for specific information |
| 2. Listening to a lesson () | Listening for gist |
| 3. Listening to a story () | Listening for pleasure |
| 4. Listening to an announcement. () | Listening to learn |
| 5. Listening to an argument () | Listening to comprehend. |

Tips to Improve Listening Skills

Listening all the time may not be an easy task. Hence you have to follow some tips. Here a few tips given for your benefit.

1. Say no to preconceived notions.
2. Don't judge before you listen to some one's narration.
3. Take time to listen. It is a good investment.

4. Have focus while you listen.
5. Make note of important ideas if you think they are important.
6. Request for repeat if you couldn't follow. Don't hesitate to clarify by asking questions.
7. If you are running out of time, request for a short oral summary politely.
8. Be available. Make time to listen to people around you.
9. Make sure of recording the conversation with the permission of the speaker.
10. Try to understand thoughts, before you understand words. Be a good listener. Try to best. It pays for you.

To Do Activity

Read the following conversations and discuss in pairs how, the speakers misunderstood each other.

1. Author: Hello! How may I help you?

Passenger: I am a nun.

Author: I am sorry that you are numb.

2. Gentleman: When did you pass your school leaving exam?

Boy: I pass my school when I leave to my home.

3. Officer: Can I have a newspaper?

Office boy: Meals paid for staff only.

4. Boy: One live hen please.

Shop keeper: Henna? In the saloon.

5. Teacher: Write five times.

Students: Fight for time?

6. Officer: My husband is upstairs.

Guest: I don't like horse brand.

7. Director: Figure it out now.

Assistant: Figure is out.

8. Managers: It's totally officers' choice.

Assistant: Full or half

9. Manager: He is going to Bhutan.

Clerk: Why is he going to bottom?

10. Priest: You need a nice wife in your life.

Devotee: Yes, without knife, life is not possible. We need curries for every meal.

11. Son: I want pink milk.

Father: Pig milk is not good for health.

Discussion

Why do people misunderstand? How would you solve this problem?

Write your answer in 100 words after discussing with your partner.

References

1. <http://www.fao.org/nr/com/gtzworkshop/a0892e00.pdf>

Framework on Effective rural communication for development

Chapter 3: Business Correspondence (Letter Writing)

Let us start. Prime time. Sit in pairs and talk about each of the image show below.



Questions

1. Can you say something about the pictures?
2. Is it related to communication?
3. What did you understand from the pictures?

Introduction to Writing Skills

In the previous chapter, the importance, need, process, barriers, forms and ideas to effective communication were discussed. Communication is one of the most important functions of any organization. Most of it is done both orally and in writing. Some types of communication happen orally only. But communication with the external bodies like banks, insurance companies, creditors will be mostly in writing. In short business communication happens both orally and in writing. For instance, emails play a very important role in business communication. Apart from this, reports, minutes, proposals, circulars, memos, messages, notices also play a vital role. In this chapter we will discuss different aspects, types and functions of letter writing.

A letter is a written form of communication. It is usually addressed to a person or persons or companies/institutions/organizations. It is the image of the sender. It represents the culture and other aspects of a company. A letter is a tangible form of communication. It is legally treated as an evidence of agreement or contract. It is a proof of a transaction. Hence letters play a very important role in business communication. Now a days most of the letters are sent through email.

Objectives

- To familiarize the need, functions and layout of different types of letters.
- To train to write sales and complaint letters
- To enable to write quotation letters
- To familiarize with the letters of enquiry and requests
- To be able to write job application letters

Chapter Structure

3.1 Kinds of Business Letters

3.2 Sales and Complaint Letters

3.3 Quotation Letters

3.4 Letters of Enquiry and Requests

3.5 Job Application Letters

Writing

Writing is an important skill. Comparatively it is difficult than other skills like reading, speaking, and listening. The speed of our writing will not be like the speed of our reading, speaking, and listening. It is the synergy (combined effort) of our hand, eyes and brain. Writing can be handwritten or typed. It is a powerful means of communication. What is communicated in writing is permanent evidence and sometimes cannot be withdrawn. Hence, we should write carefully.

Speaking Activity

Students may be formed in to groups of small cohorts. Discuss the following in your group.

- How does writing differ from speaking and other skills?
(Prompts: Writing is tangible while speaking is intangible.
Writing is a productive skill while reading is a receptive skill.)
- What should we do before we write?
(Prompts: We should have an idea of what we have to write and know how we are going to proceed further. Careful planning and presentation are very important in writing.)

After discussing in your respective groups, your teacher will ask one of you for summarizing the discussion. If you have 6 groups in your class, try to collate ideas from all the groups. Then, one of you may take the lead to summarize the ideas of all the groups in a two-minute plenary.

Writing Activity

After having completed this activity, write the collated summary individually in your class- notebook.

Speaking Activity

Is writing difficult? In what way? Discuss your difficulties/doubts with your teacher.

Discussion

Which of these are your problems?

Not able to get the right words and phrases, don't know what to write, problem with grammatical accuracy, establishing link/connectivity, organizing the content/ideas.

Task 1

Look at the following words. These are the essentials of writing. Discuss with your teacher/make use of your computer/dictionary to do this task.

Coherence	Topic sentence	Style	genre
Cohesion	Discourse markers	Punctuation	spelling
Lexis	Grammatical correctness	Tone	paragraph

Task 2

Discuss the above aspects of writing in pairs. Then proceed to the next task.

Task 3

Match the following

A	B
1. Coherence ()	Connectors
2. Topic sentence ()	Unity of ideas
3. Style ()	Aspects
4. Genre ()	Main idea
5. Cohesion ()	Vocabulary
6. Discourse markers ()	Structures
7. Mechanics ()	Way/technique of choice of words etc
8. Lexis ()	Expression of attitude in writing
9. Grammar ()	Poetry, prose, fiction and non-fiction
10. Tone ()	Connecting ideas within and between paragraphs

Task 4

Based on the above discussion, try to complete the following blanks.

Essentials of Good Writing

1. The main idea of the paragraph is called as _____.
2. Every topic sentence will be followed by _____ details.
3. Every paragraph should have an Introduction, main idea, supporting details and _____.
4. There should be a logical flow of _____ in a text.
5. If you fail to use appropriate _____, the meaning of the sentence will be changed.
6. Too many _____ markers spoil the text.
7. You should write, keeping your _____ in mind. We usually write for others.
8. We can understand the writer of a text based on the _____.
9. It's ideal to use both simple and _____ sentences in a text.

10. _____ is a process of checking grammatical and other errors.

Task 5

Read the following paragraph critically

The Neglected Saint

Have you heard of neglected saints? One of such saints lives in every house. Although she loves everyone a lot, no one cares for her. She is usually taken for granted. She is expected to do everything for everyone in the house. Her services are neither paid nor appreciated. Besides this, everyone in the house tend to dump their disappointments and frustrations on her. She bears with tolerance and never complaints. She continues her mission of loving and caring. She is really a saint. Often, she is neglected for no reason. This neglected saint is none other than your own 'mother'. Most of the mothers in Indian homes are neglected. A great man said that a nation is not built on bricks but on great motherhood. Yes, mothers are the backbone of the nation.

Answer the Following Questions -1

1. The writer progressed from general to specific. (True / false)
2. This paragraph has a topic sentence. (True / false)
3. This is a narration. (True / false)
4. The ideas are logically connected. (True / false)
5. The tone and style are appropriate. (True / false)
6. The text is punctuated where ever necessary. (True / false)
7. The writer used appropriate discourse markers to establish logical flow of ideas. (True / false)
8. The sentences are free from grammatical errors. (True / false)
9. There are adequate numbers of supporting details to the main idea. (True / false)
10. The ideas in the paragraph are progressed from one idea to the other gradually. (True / false)

Answer the following questions -2

1. What is the topic sentence¹ in the above paragraph?

2. What are the discourse markers* used in this text?

3. What are the punctuation marks used in this text?

4. Is the text written in present tense?

5. State the simple sentences in this text?

¹ Topic Sentence means the sentence that carries the main idea

6. Mention the complex sentences used in this text?

7. Are the ideas organized well in this text?

Task 6

Speaking

Is the text well written? Why?

State your reasons here.

Task 7

In the following table, you can see discourse markers in two colours. Read the following twice.

Despite	Generally	Similarly,	Anyway
Consequently	Further more	Irrespective of	Where as
In addition to that	Infact	A sort of	Sort of
Nice/ok	Broadly	In summary	More over
To start with	Exactly	I mean	Needless to say
Actually	Firstly	eventually	Ideally

***Discourse Markers**

Discourse markers are linkers or connectors used to organize ideas in communication. They are essentially bridge words. Discourse markers connect sentences and promote understanding. Some of the discourse markers are informal and some of them are formal. Informal discourse markers are mostly used in spoken communication. Formal discourse markers are used both in spoken and written communication.

Examples of Discourse Markers / Connectors

Which where So, That's why, Hence, Thus, Therefore

Different Forms of Writing

Different forms of writing 1. Letters 2. Reports 3. Proposals and 4. Minutes are commonly part of business communication. Apart from these, notices, circulars, memos, are also part of Business

Communication. These written forms of communication are mostly now a days circulated online. Hard copies are rarely used for official communication in big offices. Most documents are supported with electronic signatures.

Letters

Letters form a major part of office/corporate communication. Drafting and forwarding letters became easy with the advent of MS-Office and internet/e-mail usage. Managers at all levels forward different types of letters on different occasions. Sales letters, personal letters, bank and insurance correspondence form an important part of office correspondence. Some letters may be confident and special also. Letters are tangible forms of company culture and ethics. The tone in the letters may speak of the tolerance of the personnel of the company.

To Do Activity

Fill in the Blanks (You may have more than one answer).

1. Letters form an important part of _____ correspondence.
2. Letters written to congratulate one of the employee's success in a test is a _____.
3. Letters forwarded to console someone is called as _____.
4. Letters intimating selection for a post are called as _____.
5. Letters forwarded to customers requesting him to clear the dues are called _____.
6. A Letter is a written form of _____.
7. A letter written and forwarded in anger cannot _____ back in the office context.
8. Letters not only convey information but also _____ of the company.
9. Letters related to payment of premium/settlement of claims comes under _____.
10. A letter is a _____ and permanent form of communication, often treated as evidence.

3.1 Kinds of Business Letters

Letters

Letter is the easiest form of communication. Letters are sent mostly by email now a days. Letters are sent for various purposes. They are sent for enquiring, confirming various issues in the day to day administration of the departments of the company/business. Some letters are for persuading, requesting, complaining and so on.

1. Letters present the image and goodwill of the organization. A well drafted letter fills gaps and builds relationships. The words used in the letter denote the face of the organization.
2. Letters are written source of agreements, contracts and so on. They are treated as evidence in times of need. These letters also serve various departmental needs in the organization.
3. Letters are usually written on a day to day basis for various purposes such as extending compliments, making complaints, clarifying or making queries, selling and buying of goods and services, accepting or rejecting orders, requests etc. In this context letters refer to business letters.

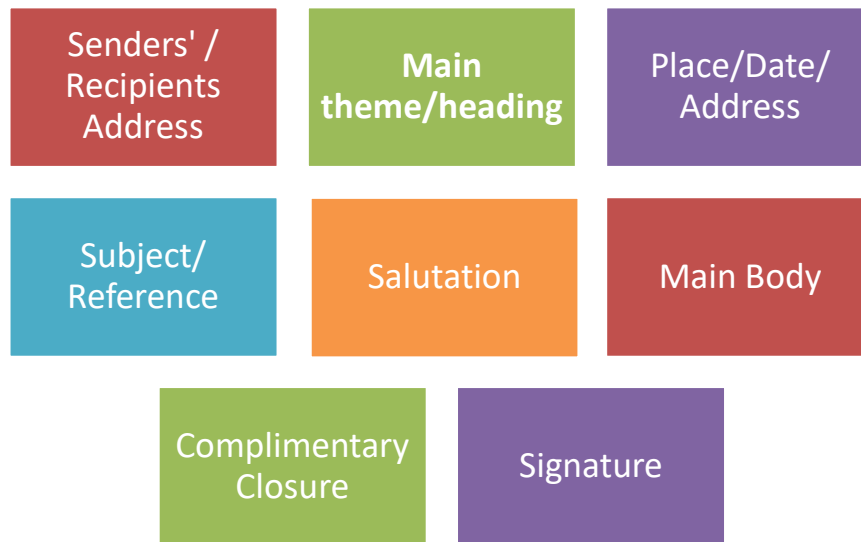
Types of Letters

Letters in common parlance can be personal or official. Personal letters are addressed to friends, close relatives and other members of the family. Official letters are formal in nature. They are addressed to superiors, and officials. It can be in business or non-business. Based on the context of the letter, we call them as job-application letters, selection letters, quotation letters or complaint

letters etc. Quotation letters, complaint letters and other letters written in the context of business are called as Sales letters.

Structure of a Letter

Every piece of writing must have a starting paragraph, main idea, supporting details (body) and an appropriate conclusion. Similarly, letters also have a beginning, main body, and a conclusion. This is called as structure. Here are the elements of a letter.



1. **Main theme/heading:** Heading of the letter will be usually on the top of the letter and is usually in bold letters.
2. **Place/date/ address:** This is also known as 'from' address. This follows date.
3. **Subject/reference:** Subject/reference is the context/topic of the letter. It is usually the main topic/idea of the letter.
4. **Salutation:** Salutation is the opening remark or compliment. It will be usually in the beginning of the letter.
5. **Main body:** It is the main content of the letter.
6. **Complimentary close:** It is the closing remark in the letter. It will be usually written in one line.
7. **Digital signature /sign:** Digital signature will be at the end of the letter

To Do Activity

Task 1

Read the following letter and mark the elements of the letter.

1. Write a letter congratulating on the success of your associate working another company in a competition.

Kottayam
May 15, 2020.

Dear Rajesh, _____ Ex_Salutation _____
Greetings from ABC Ltd.

I am very glad to hear about your recent success in CNN/INN Quiz competition held on television. I am very delighted to see your success. I wish you all success in your future assignments.-----

Thank-you very much.

With best regards, _____

Sunil. R

Sales Manager,
ABC LTD, Kottayam.

Task 2 Match the following

- | | |
|----------------------------|---------------------------------------|
| 1. Main theme/heading | a. Sincerely yours |
| 2. station/date/ address | b. Dear Rahul, |
| 3. subject/reference | c. Roshni Sea Foods Ltd |
| 4. salutation | d. Suresh |
| 5. main body | e. Clearance sale regarding |
| 6. complimentary close | f. Rajkot /Oct/10 th /2019 |
| 7. digital signature /sign | g. We regret to inform you that your |
- cheque dated Sept 26th,2019 was
dishonored due to insufficient funds

Task 3 The following are some of the phrases used in letter writing. What do you call these phrases?

1.Yours faithfully

2. Dear Rahul/ Dear Sir / My dear, Dear, Dear Mr. Raju/ Dear Nirranjan

3. Dec,19th 2017/19th December ,2017

4.. Looking forward to hearing from you/ Reply soon/ With lots of love.....Please feel free to contact for further information.....Please reply as early as possible. Bye, With Love, could you provide us, With best wishes, with best regards, Please find the attachments, Looking forward to hearing from you, reply at the earliest,

5. Letter inviting nominations, Letter of condolence

Task 4 The following are some of the phrases used in letter writing. Choose the right option.

1.Your's faithfully /Yours faithfully

2. Dear Rahul/ Dear Rahul Sir

3. Thank you very much/ Thanks

4. Dec,19th 2017/19th December ,2017

5.Looking forward to hearing from you/ Reply soon

Task 5 Find the odd phrase out.

1.My dear, Dear, With love, Dear Mr. Raju

2.Please find the attachments, attached are the files requested by..., Dear Nirranjan, Bye

3. With Love, could you provide us, With best wishes, With best regards

4. Looking forward to hearing from you, reply at the earliest, I am glad to let you know that

5.With lots of love.....Please feel free to contact for further information.....Please reply as

early as possible.

Task 6 (Vocabulary used in letter writing)

r	e	p	l	y	d	e	t	a	i	l	s	t	s	i	s
e	g	r	e	e	t	i	n	g	s	x	f	e	o	n	i
g	c	o	n	g	r	a	t	s	x	b	o	m	l	f	n
a	c	k	n	o	w	l	e	d	g	e	l	p	i	o	c
r	e	q	u	e	s	t	x	x	p	s	l	l	c	r	e
d	e	t	a	i	l	e	d	x	r	t	o	a	i	m	r
s	o	m	e	n	f	r	o	m	o	w	w	t	t	h	e
d	e	l	a	y	a	x	x	x	m	i	s	e	p	u	l
v	e	n	u	e	v	x	x	v	p	s	w	s	l	m	y
h	e	a	r	v	o	f	x	v	t	h	i	g	e	b	c
v	g	z	c	o	u	l	d	x	v	e	t	b	a	l	o
c	o	n	f	e	r	g	l	a	d	s	h	n	s	e	m
a	n	t	i	c	i	p	a	t	e	b	n	l	e	t	p
u	n	d	e	r	s	i	g	n	e	d	n	o	t	e	l
p	l	e	a	s	e	d	r	e	p	o	r	t	x	v	y
f	a	i	t	h	f	u	l	l	y	n	o	t	e	v	x

Task 7 Fill in the blanks with appropriate word

1. Greetings ____ the day.
2. Hope our mail ____ you in pink health.
3. Anticipating a ____ reply.
4. I would like ____ to your ____ notice....
5. Could you ____ send the payment due to us?
6. We are ____ to inform you that
7. ____ sincerely.
8. I thank you for your letter ____ 12/12/12
9. Thank you ____ much for your reply.
10. I apologize ____ the delayed payment.
11. I am pleased ____ inform you that...
12. Please ____ into the matter.

Fill in the blanks

1. Please ____ the attachments/enclosures.
2. With ____ to your letter dated Dec1st, I am attaching the pricelist.
3. Could you please ____ special discount on the items selected by our staff.
4. We are glad to ____ you know that you are selected for the post of.....
5. Kindly ____ us posted.
6. I would ____ if you could give us clarification.
7. Please ____ free to contact us if needed.
8. I am writing ____ let you ____ that your application dated.....
9. Please let us ____ if you are further interested ____ the deal.

10. Thank you _____ much for your _____ in our products.
11. I am writing to draw your attention on the delayed payments
12. I am writing to congratulate you on your success in the final interview.
13. Looking forward to hear __ you.
14. Please contact our help desk _____ further details.
15. I am writing to acknowledge receipt of payment.

Task 8 (Letter writing) Here are some instructions to effective letter writing. Arrange them in order.

1. Inform what course of action is required
2. Give extra details if required (self-explanatory)
3. Tell why you are writing this letter
4. Introduce yourself precisely
5. Give your personal/official contact for clarification /expression of interest etc.
6. Thank for the previous communication/letter.

1	
2	
3	
4	
5	
6	

Task 9 Here are various phrases/sentences used in letter writing. Insert each of these in the appropriate boxes.

Looking forward to hearing from you...

I am writing to bring to your notice.....

I have attached a file for your signature...

I am contacting to help you....

With lots of love...

Please feel free to contact for further information.

Please reply as early as possible.

I am sorry to hear that.....

Please find the attachment

Thanks for your letter dated.....

Thank you very much for everything....

With warm and kind regards...

I am very delighted....

Hope my mail finds you well....

As discussed over telephone

In continuation to our telephone conversation....

I am writing to confirm our agreement

Could you please share more details...?

I am anxious to know.....

Thanks for your prompt reply....

My dear....

Once again, our sincere thanks for all the support we received from you.
We will be happy to answer your questions.

Salutation	Opening remarks	Main text/Body	Closing remarks	Complimentary close

Task 10 Read and identify the type of letter from the content given below.

1. Dear Sir, we have examined your profile and I am glad to let you know that you are shortlisted for the post of Assistant general manager, Sales. We request you to collect your appointment order in person at the earliest.

2. Dear Krishna, I am writing to congratulate you on your success in recent Group-1 services exam. I wish you all the best and all success in all your future endeavors.

3. Dear Sir/Madam, I am writing to express our interest in handmade cloth bags. Could you forward your catalogue at the earliest? Our address is mentioned as follows. Looking forward to hear from you.

4. Dear Janaki, Thank you very much for your bulk order dated 29th October 2019. As you know

about our limited production capacity, we could dispatch the items marked by you by the end of the month i.e. 30th October. I hope this is fine with you. Please feel free to contact us, if you have any queries.

5. Dear Mitun, Greetings of the day. We regret to bring to your kind attention that the items delivered to us on the 30th of November are not up to the mark. Hence, we would like to return all the items shortly. Sorry for the inconvenience. _____

Clues: Sales letter, complaint letter, enquiry letter, appreciation letter, job application letter.

Task 11 Match the following sentences with the appropriate type of letter given in the box.

1. We are glad to express our interest in Coir mattresses and mats and request you for your pricelist.
2. We regret to cancel the bulk order dated Dec 2nd due to technical breakdown.
3. Thanks for the payment dated 23 Dec 2019. This is for your kind acknowledgement.
4. Your order has been dispatched and we are glad to inform you. Thanks for the trust you have on us.
5. Needless to say that, we require full refund as per the agreed terms and conditions.
6. The amount deposited on Dec 13 th was not credited. Hence, I request you to look into the matter.
7. Could you report to the office immediately to collect your appointment order?
8. Please confirm your participation in the celebration to help us mail the gate pass.
9. Here is the price list of items requested by you. We are glad that we can supply at short notice.
10. We request you to waive the interest against loan as per your policy terms and conditions.

Adjustment letter
Reply to request for quotation
Job interview letter
Correspondence with Insurance company
Social correspondence
Quotation letter
Correspondence with bank
Enquiry letter
Sales letter

- | | | | | |
|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 |

Words and Phrases used in Business letters

Task 12 Match the following sentences with the type of letter that are given below.

1. Could you please let us know when it be convenient for you to clear the arrears of the loan?
2. Thank you very much for your prompt delivery.
3. We request you to replace the damaged gadgets immediately.
4. We are interested in rural kitchens hence requesting your catalogue.
5. Thanks for your request. We are glad to offer you our special pricelist.

6. Could you make it possible to have a telephonic interview tomorrow?
7. We couldn't trace reasons for dishonoring the cheque dated Dec 23 rd.
8. Could you please let us know when you can start production to avoid delay?
9. We request your presence at the opening ceremony of the company.
10. We request you to pay the premium with interest at the earliest to avoid any lapse of the policy.

Adjustment letter
Reply to request for quotation
Job interview letter
Correspondence with Insurance company
Social correspondence
Quotation letter
Correspondence with bank
Enquiry letter
Sales letter

Answers

1 Enquiry letter 2 Sales letter 3 Adjustment letter 4 Quotation letter 5 Reply to request for quotation 6 Job interview letter 7. Correspondence with bank 8 Enquiry letter 9 Social correspondence 10 Correspondence with Insurance company

Task 13 Rearrange the following sentences to make a meaningful letter.

1. Thank you very much for your interest in our company.
2. Looking forward to see you at the venue.
3. We request you to carry your original academic and experience certificates and two passport size photos.
4. Dear Mr. Rahul,
5. Thank you very much. Sincerely
6. Yours, Manohar.
7. Could you please confirm your convenience to us at the earliest?
8. With reference to your application dated Oct 29th, 2019, I am writing to inform you to attend for written test and interview on 1st of Nov 2019 at 23-4f6, Coco building, Ashok vihar, New Delhi.

Answer

Dear Mr. Rahul,

Thank you very much for your interest to work in our company. With reference to your application dated Oct 29th, 2019, I am writing to inform you to attend for written test and interview on 1st of Nov 2019 at 23-4f6, Coco building, Ashok Vihar, New Delhi. We request you to carry your original academic and experience certificates and two passport size photos. Could you please confirm your convenience to us at the earliest?

Looking forward to see you at the venue.

Thank you very much.

Sincerely Yours,

Manohar

Task 14 Arrange the scrambled words in the following sentences.

1. Sir Dear, your profile we have examined and you were shortlisted for the post of Assistant general manager, Sales I am glad to let you know that.
We request your appointment order in person at the earliest you to collect.

2. Dear Krishna, to congratulate you on your success in recent Group-1 services exam I am writing. All success I wish you in all your future endeavors. best all the.

3. Dear Sir/Madam, I am our interest in handmade writing to express cloth bags.
Could you your catalogue at the earliest forward? Mentioned is our address as follows.
Looking forward from you to hear.

4. Dear Janaki, thank you very much for your bulk order dated 29th October 2019.
As you know about our limited production capacity, we could dispatch the items marked by you by the end of the month i.e. 30th October.
I hope this is fine with you. Please feel free to contact us, if you have any queries.

5. Dear Mitun, Greetings of the day.
We regret kind attention items delivered to us are not up to the mark to bring to your that the on the 30th of November. all the items shortly Hence, we would like to return.

Task 15 (in pairs)

Many a times, short forms or abbreviations are used frequently in letters. This practice is now a days common in most work places. The idea is to save time. Let us work on some short forms. Look at the following short forms.

Short forms used in letters

1. ASAP 2. DM 3. TC 4. COD 5. VIZ 6 i.e. 7. PFA 8. D.I.Y 9. encl 10. enc

Write the full forms in your classwork book.

Do you use them in your texts, emails etc.? Now discuss in pairs and try to list some more short forms.

1

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Task 16 Find out the full form of the following abbreviations that we see in our daily life.

1. PAN
2. PDF
3. SIM
4. ATM
5. UPS
6. LED
7. WIFI
8. LAN
9. VPN
10. PIN

Task 17 Discussion

Is there any difference between acronym and abbreviation? Discuss.

3.2 Sales Letters-Letters of Complaint

Business houses write different types of Letters. They also receive the same. The main idea is to settle various issues related to the day to day business. They may be related to a delayed payment, execution of orders, return of goods, refund of money, non-receipt of acknowledgement etc.

Words, phrases and sentences used in letters of complaints

1. I am writing to bring to your kind attention to/to your kind notice
2. Please look into the matter.
3. Looking forward to hear from you.
4. We would be pleased if you can
5. Could you please clarify why.....
6. Please help us to retain our good relationship...

Useful Tips.

1. Use a gentle and pleasing tone. Make sure that your letter contains constructive words and phrases. The main aim of writing letters of complaint is to solve issues.
2. A letter is a written piece of communication which can build bridges or damage relationships. Hence be diplomatic and positive in the use of language.

Exemplar

Write a letter to a supplier indicating your possibility of settling the delayed payment due on purchase of goods.

Prompts:

Tell why the payment was delayed,
Explain how you are going to settle the arrears.

Answer:

Letter informing possibility of settling arrears

Nitesh Yadav

Manager

Samir Productions, Patna, Bihar

12/8/2019

Dear Sir,

Sub: Delay in payment due on purchase of goods.

Greetings from Samir Productions! Firstly, I thank you for the goodwill you have on us. I am writing to express my apologies for not being able to clear the arrears due on purchase of goods. Inconvenience deeply regretted. Needless to say, that our payments due from farmers are delayed due to the cyclone that lashed last month. We had to divert funds towards this contingency which forced us to delay some of the payments. Keeping these in view, we have applied for a loan which will be sanctioned by the end of the week. Hence, I indicate a viable possibility of settling the due on the purchase of goods. Thank you very much for your cooperation and support.

Sincerely Yours,

Kunal Srivastav, Purchase Manager

ABC India PVT Ltd, Allahabad, UP.

Vocabulary

1. Contingency -emergency

Contingency refers to a provision for a possible future disaster

Emergency refers to crisis.

2. Arrears-dues

Arrears refer to money that is owed and should already have been paid.

Dues refer to an obligatory payment

To Do Activity

Activity 1: Speaking

Pair work

1. Discuss how you can write the above letter with different words without altering the meaning.
2. Can you shorten the letter to 75 words? Plan your letter.
3. When you draft the letter make sure you use new words.
4. Ask your teacher to give feedback on your letter.

Group work (Five or six members in each group)

5. Share your letter and take peer feedback.

6. Internalize the feedback given by your teacher.

7. Self-assessment

Understand how your letter appears better when you internalize the feedback given by your teacher and peers. Share this in a one-minute plenary.

Exemplar

Write a letter of complaint on the loss of goods.

Prompts:

Indicate the type of damage,

Express what you expect from the seller.

Answer:

Letter of Complaint

Mr. Varghese, Purchase Manager

Thomas Pvt Ltd

Kollam, Kerala

12/8/2019

Dear Sir,

Sub: Damaged items

Greetings of the day! Thanks for executing the order on time. However, we regret to bring to your kind notice that the goods delivered to us are received in a damaged condition. Last month, we ordered 1500 school high quality bags made of canvass cloth. When we received the goods, we found that most of the bags were damaged vehemently. We can imagine that the goods were damaged during transit. The buttons, clips and zips of the bag were broken. We require damage free bags as early as possible. Hence, we request you to arrange collection of these items and replace the same by the end of the month. Kindly please note that we give priority to standards and we request you to comply without fail.

Looking forward to hearing from you.

Sincerely Yours,

Nitesh Yadav, Manager

Samir Productions

Patna, Bihar.

Vocabulary

1. Comply-Imply

Comply refers to 'acting according to rulebook. Imply refers to communicating ideas rather indirectly.

2. Transmit-Transit

Transmit refers to movement of goods and people from one place to another

Transit refers to broadcast or telecast something over radio/TV etc.

To Do Activity

Activity: Speaking

Pair Work

1. Discuss how you can write with different words without altering the meaning.
2. Can you shorten the letter to 75 words? Plan your letter.
3. When you draft the letter make sure you use new words.
4. Ask your teacher to give feedback on your letter.

Group Work (Five or six members in each group)

5. Share your letter and take peer feedback.
6. Internalize the feedback given by your teacher.

7. Self-Assessment

Understand how your letter appears better when you internalize the feedback given by your teacher and peers. Share this in a one-minute plenary.

Exemplar

Write a letter acknowledging a customer's return of goods ensuring him refund of money in five business working days.

Prompts:

Indicate when the payment will be made,
Inform your future course of action.

Letter of Acknowledgement of Receipt of Goods Returned

Mr. Varghese
Purchase Manager, Thomas Pvt Ltd
Kollam, Kerala
12/8/2019

Dear Sir,

Sub: Acknowledging return of goods and refund of money

First of all, we apologize for the incidental inconvenience caused to you. I am writing to acknowledge receipt of goods returned on 30th June. I assure that the amount due to you will be credited within five working days without fail. Inconvenience deeply regretted.

We assure that this kind of error will not be repeated again in the future. We are training our staff to carry out the packing and other functions properly. We request you to keep us in your business list for future orders as we are expanding and diversifying our product range. We will keep you posted regarding our latest developments.

Sincerely Yours,

Chukku Behara,

Manager, Jagannath &co
Bhubaneswar, Orissa.

Vocabulary

diversify :to start to include more different types or things

expand : to increase in size, number/ to make something increase in this way

To Do Activity

Activity: Speaking

Pair Work

1. Discuss how you can write with different words without altering the meaning.
2. Can you shorten the letter to 75 words? Plan your letter.
3. When you draft the letter make sure you use new words.
4. Ask your teacher to give feedback on your letter.

Group Work (Five or six members in each group)

5. Share your letter and take peer feedback.
6. Internalize the feedback given by your teacher.
7. Self-Assessment

Understand how your letter appears better when you internalize the feedback given by your teacher and peers. Share this in a one-minute plenary.

Exemplar

Write a letter to a supplier complaining non-receipt of acknowledgment for the items returned.

Prompts

Explain why acknowledgement of goods returned is important

Enquire when it is possible to acknowledge receipt of goods.

Letter of Complaint Regarding Non-Receipt of Acknowledgment of Goods Returned

Mr. Varghese, Purchase Manager

Thomas Pvt Ltd

Kollam, Kerala

12/8/2019

Dear Sir,

Sub: Non-Receipt of the Acknowledgment

Greetings of the day from Sukanya exports Ltd! I am writing to enquire about the non-receipt of the acknowledgment of goods returned on the 1st of July 2020. We are very much concerned about the acknowledgement as we have to show evidence to the manager concerned. Hence, I request you to take a few minutes to acknowledge the items returned by us. Could you please let us know when you will be able to send official acknowledgement of goods? Kindly do this favor, as we are in dire need of it.

Anticipating a quick reply,

Sincerely Yours,

Rajneesh Patel

Vikas &Co, Rajkot.

Vocabulary

Hence, thus, so, therefore are called as discourse markers.

Hence-that is the reason for

Thus-as a result

Exemplar

Write a letter requesting a customer to settle dues.

Prompts

Suggest easy ways to settle the due

Explain what will happen if the due is not settled.

Letter Requesting Payment of Dues

Mr. Satyadeep

Purchase Manager

Satya Pvt Ltd, Eluru

Andhra Pradesh

12/8/2019

Dear Sir,

Ref: Purchase Invoice No. 986

I am writing to remind you that the deadline to settle the payment due on purchase of goods is due last week. However, we haven't received any communication so far from you regarding the settlement of the payment. Despite all reminders no response was received. Hence in these circumstances, a legal notice will be served in case of your failure to respond to this mail. Our legal department will take action as per the rules and regulations. Kindly consider responding your possibility of settling the dues at the earliest to avoid this catastrophe. We prefer building rather than breaking relationships. As a last chance, we would also help you if you can clear the dues in installments. Hope you would avail this opportunity as early as possible without fail.

Looking forward to hearing from you.

Sincerely yours,

Divakar Chettiyar

Kancheepuram

Tamilnadu.

Vocabulary

Despite -Inspite (both are prepositional phrases)

Despite -without taking notice or being influenced by

Inspite – used before one fact that makes another fact surprising

3.3 Letters of Enquiry and Requests

A letter of enquiry is mainly written for seeking information, clarification etc. In business, different departments write letters of enquiry for various reasons. They are mainly written to express interest, soliciting information on products, pricelists, availability of services etc.

Words, phrases and sentences used in letters of complaints

1. I am writing to enquire about.....
2. Could you please forward the

3. I am in need of
4. It would be helpful if you could....
5. As we are looking for
6. I would appreciate if you could

Useful tips

1. When you write a letter of enquiry, mention what you need and why you need such information.
2. Make sure you write everything in first forty words.

Exemplar

Write a letter expressing business interest in eco-friendly cloth bags.

Prompts:

Introduce yourself and tell briefly about your trade.
Explain what you are looking for.

Letter about your enterprise

Ashok Chatterjee
Kheyaa Consultation Ltd
Kolkatta
26/2/2019

Dear Sir,

Sub: Expression of Interest

Greetings from ABC Consultation Ltd!

Having heard of the eco-friendly cloth bags designed and manufactured by you, I am writing to enquire about your business policy. I am pleased to express my interest for a business dealing in your cloth bags. We are from Roshmi Exports Company located in Surat. We have contracts with many multi-national export companies. I appreciate your initiative and most importantly your eco-friendly cloth bags project. They are the need of the hour for sustainable environmental protection. Could you please forward all available models and price lists as early as possible? We can have a telephone appointment to discuss terms and conditions. We are looking forward for wholesale business agreement which is expected to last in the long run.

Looking forward to hearing from you.

Yours truly,

General Manager, ABC Consultation Ltd.

Md Jabeen, Durgapur.

Vocabulary

Enquire-inquire
Inquire-ask for
Catalogue - a list of goods for sale

To Do Activity

Discuss

When do we use Yours affectionately in the letters we write?

When do we use Sincerely Yours?

Discuss in pairs and one of you give a short plenary.

Exercise

Write a letter informing that the requested pricelist was attached.

Prompts:

Inform about the pricelist

Brief about your enterprise

Letter briefing about a cloth bags unit

Kriya International Ltd

Kolhapur, Maharashtra

12/10/2020

Dear Sir,

Reg: Cloth bags unit

We are very glad to let you know that our bags unit was established to support under privileged women in low resource areas by providing suitable training and work from home. Hence, we started this unit in a village setup. We have plans to expand our work in the near future.

Thanks for your interest in our bags. As requested by you, a copy of the catalogue is attached for your kind information. This catalogue includes detailed information about our range of products with pricelist. We can arrange a business meeting if required. Our prices are very competitive and most importantly, we are cooperative. We will be very pleased if you endorse our bags to your friends and relatives. Looking forward to have a long-term association with your company in the future!

Anticipating a quick reply!

Sincerely,

Sangita

R & R Associates

Puducherry

Vocabulary

Endorse-approve

Destitute-homeless without food and clothes

Exemplar

Write a letter requesting information of the products.

Prompts:

Inform the range of your products

Explain your offers

Letter about the information and the offers on the products on board

Ruchika Naidu

Manager and Founder

Sonice Solutions

Benguluru

Karnataka State

19/12/2020

Dear Sangita,

Sub: Soliciting information on products and offers on board

Thank you very much for your letter and the attached catalogue. We appreciate your effort to support women in the rural areas. We are pleased to place the following bags as our initial order. Could you please let us know when you will be able to execute the order? We need the following bags with our company emblem. The following are the specifications.

Sl	Bag	Size	Colour	Quantity
1	Executive jute bag	big	Cora	250
2	Lunch bags	small	Cora	250
3	Multi-purpose bags	medium	blue	250
4	Waterproof bags	big	Brown	250

Please feel free to contact our purchase manager for any clarifications and advice. We will forward 20% of the amount, as advance to your business account by the end of the day for your convenience. Please ensure prompt delivery as this order is linked to an event. Later we will place a large-scale order by the end of the month.

Looking forward to hear from you!

Sincerely Yours,

Manas

Roshmi Industries

Puducherry.

Vocabulary

Initial -beginning

later – in the future

latter- towards the end of something

Exemplar

Write a letter to enquire about the availability of physiotherapy services.

Prompt

Answer the query appropriately

Explain the rules and regulations of your center

Answer

Letter of Enquiry about the Availability of Physiotherapy Services

Rakesh Thota
Banjara Hills
Hyderabad
26/10/2020

Dear Madam,

Sub: Availability of physiotherapy services

Thanks for your enquiry dated 23/10/20. We are pleased to inform that the physiotherapy services mentioned by you are available at the moment. However, prior booking is essential for availing services. Please note that prior booking involves payment of sixty five percent of the amount for confirmation. A compulsory attendant is required to assist the patient and in case of emergency the center reserves the right to shift the patient to the ICU which should be authorized by the guardian/spouse. Visitors are not allowed between 9 am and 5 pm. Food from outside is not allowed under any circumstances. As this is a nature cure healing center, meat is prohibited. However well-cooked Kerala fish fry is provided to the attendants if asked for. Physiotherapists/attendants solicit cooperation from the patient. We advise you to complete your booking by the end of the day as this is a peak season.

Looking forward to hearing from you.

Thank you very much.

Shiny Jose, In charge- Holistic services

Nature cure center, Kollam.

Exemplar

Write a letter informing confirmation of booking of rooms in Siet Resorts.

Prompts

Inform the confirmation of booking

Mention the general advice required

Answer

Letter Informing Confirmation of Booking

To

Kailesh Behara

Bhubaneswar, Orissa

22/8/2020

Dear Sir,

Sub: Confirmation of booking

Thanks for choosing our resorts to enjoy the rural beauty of West Godavari. We are happy to let you know that your booking is confirmed subject to payment by the end of the day. Please forward the payment for our convenience as noted above and your special dietary requirements as early as possible. Please note that boats and other services should be booked separately as per your choice. Feel free to consult our executive to share your preferences. Prior booking is compulsory even in off-peak season.

Looking forward to hearing from you.

Vinutha Jain

Siet Resorts, Admin Office

Rajamahendravaram, AP.

Vocabulary

Choice-act of choosing/opting

Preference- give importance to someone or something

Select- option by virtue of merit

3.4 Letters of Request

Letters of request are written for various purposes. They may be for extending deadlines for payments, requesting time for execution of orders. Some letters are written to request special discount also.

Words, phrases and sentences used in letters of requests.

1. I am pleased to write to request you....
2. We solicit information on
3. Could you do us a favor by forwarding by todays mail
4. Will it be possible for you to make yourself available for...
5. We humbly request you to

Useful Tips

1. Letter to request someone for a favor is not personal but a business transaction. Make sure of using simple words like please, kindly etc.
2. Gentle, formal and official tone is advisable.

Exemplar

Write a letter informing the extension of deadline for payment of dues

Prompts

Inform approval of requests

Tell why this request was entertained.

Answer

Letter Informing the Extension of Deadline for Payment of Dues

To

Raashi

Ahmadabad, Gujarat

12/9/2020

Dear Sir,

Sub: Extension of deadline payments

Your request to extend deadline for repayment of loan due on purchase of goods was approved. We are very glad to let you know that we are considerate enough to give you an extension of sixteen weeks to repay the amount. I hope this will help you to make suitable arrangements to settle our accounts. We would like to remind you that this grace period/extension period was allotted for safeguarding our business relationship. Hope you would make use of this opportunity and avoid any possible delay.

Anticipating a quick reply!

Sincerely yours,

Suresh Jampa, Credit Manager

Atix bank

Exemplar

Write a letter requesting time for execution of orders.

Prompts

Thank for the order. Explain why the order cannot be executed.

Answer

Letter Requesting Time for Execution of Orders

To

Devaki Sinha

Cross roads, Jalandhar

23/9/2020

Dear Sir,

Sub: Requesting time for execution of orders

First of all, we thank you very much for placing your orders with us and for your trust on us. With regard to the recent order of 25000 cloth bags (eco bags) we are certain that we could deliver the order on time. However due to the contingency and staff dislocation, we are however unable to complete the delivery. Hence, we would like to request a couple of weeks to deliver your order. This would help us in many ways to make necessary adjustments and arrangements. Please let us know if you have any inconvenience regarding this request.

Thanking you very much for your cooperation.

Sincerely Yours,

Eham

Excel Bank, Hoshiarpur

Vocabulary

Contingency- problems that might arise in the future

Emergency- something dangerous that happens suddenly

Exercise

Write a letter to a trainer requesting his availability for a staff training session.

Prompts

Request his availability

Inform what is required

Answer

Requesting availability

Dear Sir,

Sub: Staff Training Session reg.

Greeting of the day from XYZ Ltd. Hope my mail finds you hale and healthy. I am writing to let you know that we are looking for your availability. Could you please let us know when you are available for a full week training session with our staff? Could you please confirm your availability within a weeks' time? That will help us to take care of the necessary logistics.

Looking forward to hearing from you at the earliest.

Sincerely Yours,

Rajneesh Srivastav.

Vocabulary

Use a dictionary

Session-Programme-Class

In-within

Exemplar

Write a letter requesting cancellation of order and refund of money

Prompts

Tell why you wanted to cancel the order and give advice

Request to cancel the order and refund the money

Dear Sir,

Sub: Request to cancel the order and refund the money

Ref: Order Number 12/56

This is to bring to your kind notice that, order number 12/56 placed by us was executed and the same was not communicated to us so far. This cause inconvenience and rage leading to cancellation of the said order with immediate effect. Please comply with our request to refund the full amount paid as advance by the end of the week. Hope this will not be a trouble for us. On this note we advise and request you to be prompt in communication and execution of orders. Please contact our manager concerned to fetch more details.

Yours truly,

Rakesh Benerjee

Vocabulary: Use a dictionary

Contact -consult -contract

Exemplar

Write a letter requesting compliance with standards.

Prompts

Explain the inconvenience caused to you.

Express what course of action you are expecting.

Answer

Letter to Request to Meet the Requirements and Standards

To

Tulasiram

Cauveri Exports Ltd, Chennai

Dear Sir,

Sub: Request to meet the requirements and standards

Greetings from Axis Bank Ltd!

We placed an order for the purchase of office furniture worth 200k on 21/7/2020. On delivery, we found that the furniture supplied by you is not standard. We were unhappy with your dealing. We are hereby informing that we are returning all the items by the same cargo services. We request you to look into the matter and deliver standard items as per our order and expectations. In case of difficulty, please refund the full amount as our bank cannot bear the loss. Hope you would ensure quality and standard before you deliver the furniture. Please contact our purchase manager for further details.

Sincerely Yours,

Rajneesh Patel

Axis Bank, Chennai

Vocabulary

1. Dealing-activities involving buying and selling in business
2. Transaction- buying/selling/exchange of money/cash

3.5 Job Application Letter

Employers notify vacancies of various posts in their companies. Candidates apply for these jobs. These are called as job application letters. Letters are sent to candidates to notify interviews and inform news regarding selection and appointment.

Words, phrases and sentences used in job application letters.

1. Having heard from, with reference to your advertisement dated
2. I offer my candidature for
3. I am pleased to inform you.....
4. Could you make it convenient
5. I am glad to inform you

Useful tips

1. When you write a job application letter, be very organized.
2. Present accurate and very honest data in your job application letter.

Exemplar

Write a letter informing the date of interview of a candidate who applied for the post of Assistant Rural Development Manager.

Prompt

Inform the schedule and venue of the interview
Give general advice

Answer**Interview Letter**

Mr. Siddhartha
New Apartments
Sector-4, New Delhi
22/7/2020

Dear Applicant,

Sub: Call for interview

Greeting from the NABARD! Thanks for applying for the post of Assistant Rural Development Manager. We are glad to inform you that you are shortlisted for the interview. Kindly attend the interview with all your original certificates. The venue of the interview and other details are mentioned below. Please be prepared to stay for two days. Make sure to reach the city at least one day before the interview to avoid any possible last-minute rush.

Details of the interview:

Venue: Room 108, Apex Building, NABARD complex, Hyderabad
Date: 20th March of 2020; Time: 9 am

In case of any difficulty please reach out to our call center 18000547324.

Wish you all the best.

With best regards,

Aneesh Mishra, HR Manager, NABARD.

Exemplar

Write a letter informing selection of a candidate for the post of Assistant Rural Development Manager.

Prompts

Inform selection and appointment
Discuss terms.

Appointment Letter

To

Ashish Babu
3/4/6, Sridevi Lane
Sulur-45
21/01/2021

Dear Mr Ashish Babu,

Sub: Appointment Letter and Request to Report Reg

Heartly Congratulations! I am glad to inform that you are selected for the post of Assistant Rural Development Manager. You will be in probation for a period of 2 years and on successful completion of probation period, you will be placed in 14000-15000-19000 scale. During probation, you will be paid a consolidated pay of Rs. 25000 per month. You are requested to report by 30th of this month and collect your appointment letter and report to training by 1st of July.

Wish you all the best.

With best regards,
Vinutha Ganeshan
HR Manager, NABARD.

Exemplar

Write a relieving letter to an employee who resigned from his job in your company.

Prompts

Give opening and closing remarks

Inform the date of relieving

Answer

Relieving letter

To

Mr. Rakesh
Block-12, Arunachal Pradesh
21/01/2021

Dear Rakesh Singh,

Sub: Relieving order

First of all, we thank you very much for choosing our company to work. As per your request you will be relieved from duties as on 11 am. We sincerely appreciate your services. A copy of the service certificate has been attached as follows.

Sincerely Yours,
Raashi Desai
HR Manager, Yash & co Ltd.

Enclosure: Service Certificate

Exemplar

Write a letter of resignation addressing the HR Manager.

Prompts

Explain why you are resigning. Share your work experience in the company

Letter of Resignation

Poonam Vidhu
HR Manager
ABC Ltd, Mumbai.
24/01/2021

Dear Sir,

Sub: Resignation reg.

Firstly, I would like to thank you for giving me an opportunity to work in this esteemed organization. It was a great learning experience for me. I am currently serving as an Assistant Manager - Operations in your company. My husband who is working in ONGC got transfer to Luna Wala. I have to move with the family. I hereby tender my resignation now, since my notice period is three months. I would like to put my resignation for further procedures and request you to please relieve me by April 24, 2021.

Thanking you,
Sincerely yours,
Poorna Biswas
Assistant Manager-Operations
ABC Ltd, Mumbai.

Exemplar

Write a letter informing about promotion of an employee working in your company as an assistant.

Prompts

Share the news of promotion and congratulate the same. Inform about the scale of pay.

Letter of Promotion

To
Ms Devika
Oriental Training Company Ltd
Kottayam, Kerala.
24/01/2021

Dear Miss Devaki,
Sub: Promotion reg.

In recognition of your sincere services, and extra-ordinary performance, the board of management is very convinced to promote you as Manager-Sales with effect from 1st June 2020. Hearty congratulations to you on this occasion. You will be placed in 1800-2400-3200 pay brand. A copy of the letter of promotion is forwarded to your mail. Hearty congratulations once more.

Wishing you all success in your future endeavors.

With best regards,
Mohini Madappa Manager -HR, Oriental Training Company Ltd
Bangalore, Karnataka State.

Chapter 4: Business Correspondence-2 (Letter Writing) (With focus on village life)

Let us start. Prime time. Sit in pairs and talk about each of the image show below.



Speaking

Discussion

1. Can you say something about the pictures?
2. Is it related to communication?
3. What did you understand from the pictures?

Introduction

In the previous chapter, Sales letters and Job application letters were presented in detail. This Chapter presents Bank and Insurance correspondence, Social and other official correspondence are presented. Other official correspondence would include correspondence with officers at district, state and block level.

Objectives

By the end of the chapter, learners will be able to

1. Understand the language and vocabulary used in Bank and Insurance correspondence
2. Learn and practice different types of official letters.

Chapter Structure

4.1 Correspondence with banks

4.2. Correspondence with insurance companies

4.3. Social correspondence

4.4 Official correspondence-1

4.5 Official correspondence -2

4.1 Correspondence with Banks

Correspondence with banks is one of the most important functions of business. They may be related to loans, cheques, account statements, balances, settlements, payments, receipts, deposits, clearances, cash withdrawals and account settlements. In some business houses/companies separate staff deal with correspondence with banks.

Words, phrases and sentences used in bank correspondence.

1. Could you please let us know ...
2. I wonder if you can help us understand why....
3. As we are looking for details regarding our bank transaction from....
4. We would like to inform you that.....
5. As we are in dire need of
6. We request to sanction....

Useful tips

1. Correspondence with banks should be in detail with adequate reference and self-explanation. Remember that you are writing for someone who reads in your absence.
2. Be precise and to the point.

Exemplar

Write a letter to the manager of a commercial bank requesting him to open a group savings bank account.

Jan 24, 2021

From

Maneesha. K

Tilaknagar, Rajamundry

East Godavari, Andhra Pradesh.

To

The Administrator

Main Branch Office, Rajahmundry

East Godavari Dt.

Dear Madam,

Reg: Opening of bank account

I am Maneesha, one of the members in 'Sadhana self-help group'. Our Self Help Group consists of 10 members. We would like to open a group bank account to manage our operations. Kindly guide us in the procedures of starting a group bank account. We will be very grateful in this regard.

Satya Devi, one of the members will take the operational rights as she is the current leader. She will provide all details of the members and the activities that are carried out by the group at the moment. I would also request you to issue a debit card and cheque book.

We will be happy if you can put us in touch with your customer care representative to take this forward.

Looking forward to hearing from you.

Thanking you,

Sincerely Yours,

Maneesha Kota.

Vocabulary (Use dictionary)

At the moment, currently

Exemplar-2

Write a letter requesting the Manager to send the debit card by courier.

Jan 23, 2021

From
Nagendra Babu
Tilaknagar, Rajamundry
East Godavari, Andhra Pradesh.

To
The Administrator
Main Branch Office
Rajamundry, East Godavari Dt.

Dear Sir,

Sub: Issue of Debit card

I have opened a bank account last month. I am in need of a debit card. Please forward the same by courier, since I am unable to come to office in person to collect the card. Your cooperation in this regard will be highly appreciated.

Sincerely Yours,
Nagendra Babu.

Vocabulary (Use dictionary)

Courier post

Exercise: Write a letter requesting to settle your savings account.

Jan 10, 2021

From
Rajneesh Banerjee
Tilak Nagar, Rajamundry
East Godavari, Andhra Pradesh.

To
The Administrator
Bank of India
Main Branch Office, Rajamundry, East Godavari Dt.

Dear Sir,

Sub: Settlement of account

I have a savings bank account bearing the number 155634219834. I am in Central Government service. I got transfer to Mysore. Hence, I request you to settle my account and transfer the same to Mysore branch. I sincerely appreciate you for the support you have extended to us.

Thanking you very much.

Sincerely Yours,
Rajneesh Banerjee.

Vocabulary (Use dictionary)

Account statement

Exercise Write a letter to the manager requesting loan against property.

Jan 23, 2021

From

Vinoth. J

Tilaknagar, Rajamundry

East Godavari, Andhra Pradesh.

To

The Administrator

Union Bank of India

Main Branch Office

Rajahmundry, East Godavari Dt.

Dear Sir,

Sub: Request for Loan

I am Mahesh Bhupathi. As discussed the manager Mr. Hari, I would like put forward my request for loan in your esteemed bank. I request you to consider loan against mortgage of my estate. It would be great, if you could you please initiate the process of sanctioning the amount at the earliest. Your support in this regard will be highly regarded.

Sincerely yours,

Vinoth Joseph

Arcade Estates.

Vocabulary (Use dictionary)

Dire--crisis

Mortgage -hypothecate

4.2 Correspondence with Insurance Companies



Insurance is one of the key aspects of a business. Correspondence with insurance companies includes clarification regarding premium, interest on loan, repayments, claims and settlements.

Correspondence with banks and insurance companies appear similar.
Words, phrases and sentences used in correspondence with insurance companies.

1. It seems to me that
2. I am aware that
3. I request you to update the particulars of
4. Could you please inform
5. As the premium due on
6. Please do the needful

Useful Tips

1. Use full forms. Quote the policy number and agent name without fail.
2. Mention the immediate action to be taken clearly.

Exemplar

Write a letter to the administrator seeking clarification regarding premium to be paid towards an LIC policy. Make use of the following cues:

Premium due, non-payment due to crop damage, request to waive interest as per the offer, clarity on the premium amount to be paid

Dec 20, 2021

From

Suma Jose

Tilaknagar, Rajamundry

East Godavari, Andhra Pradesh.

To

The Administrator

Main Branch Office, Rajahmundry, East Godavari Dt.

Dear Sir,

Sub: Clarity on the premium due on policy number 805643287.

Greetings of the day!

I am writing to know the amount due on my LIC policy 805643287 which commenced on 11-12-2002. I regret to let you know the havoc created by the recent cyclone which lashed the entire banana plantations of the coastal areas. As a result, we could not pay the premium due on time. Thanks for the offer to waive the interest accumulated on lapsed policies, which is a welcome relief to the farmers of this area. In connection to this, please let me know the exact amount due so that we could arrange to clear arrears by the end of the week. I would be grateful if you could share the information to do the needful.

Thanking you very much.

Regards,

Suma Jose

Rajamundry.

Vocabulary (Use dictionary)

In time

On time

Exercise Request for loan

Write a letter to the head of loans and advances department requesting loan against premium paid on policy number 807642815.

Jan 20, 2021

From

Kotesh

Tilaknagar, Rajamundry

East Godavari, Andhra Pradesh.

To

The Administrator

Main Branch Office

Rajahmundry, East Godavari Dt.

Dear Sir,

Sub: Loan on Policy

Greetings of the day!

We have been paying premium on my LIC policy 807642815 since 2004. Needless to say that the adverse effects of the COVID -19 devastated our work, we are in financial crisis. We are unable to maintain the farm as our produce is not exported. Our livestock like eggs and fish were sold off at low prices as we have no cold storage facility. These added to the woes.

Having no other alternative, at this juncture we are looking at the possibility of getting a loan against the premium paid on my policy. I request you on this note, to sanction our request as per your conditions and complete the process as early as possible. We assure repayment of loan as and when things fall in place.

Anticipating your cooperation and quick action.

Thanks and Regards,

Somesh

Vocabulary (Use Dictionary)

Affect

effect

Exercise

Write a letter to the manager of LIC to create awareness on interest free loans offered by the Tea and Spices board of Kerala.

Sep 23, 2020

From

Suresh Muriken

Tilaknagar, Rajamundry

East Godavari, Andhra Pradesh.

To

The Administrator

Main Branch Office, Rajahmundry

East Godavari Dt.

Dear Sir,

Sub: Creating Awareness on interest free loans

Greetings from the abode of Srikrishna Guruvayur!

We have come to know from today's newspaper that the Tea and Spices board is offering interest free/low cost loans in association with NABARD to help farmers in covid crisis. We are writing this letter to request you to create awareness on the low cost/interest free loans offered by the Tea and Spices board in the light of covid-19 pandemic. In this connection, please explore possibilities of conducting an awareness camp to help farmers apply for the same. We would be very grateful if you could share details of date, time and venue so that we can arrange a gathering. Your response in this regard would be highly appreciated. This will help farmers to escape from the commercial money lenders who offer instant loans at the high rate of interest. Needless to say, that your support will be a welcome relief to all of us. We assure you that we would ensure safety and precautionary social distancing measures in this regard without fail.

With Sincere thanks,

Suresh Muricken.

Vocabulary (Use dictionary)

Assure

Insure

Ensure

Exercise

Write a letter requesting to accept surrender of the L.I.C policy.

Sept 20, 2020

From
Vivek Tripathi
Tilaknagar, Rajamundry
East Godavari, Andhra Pradesh.

To
The Administrator
Main Branch Office
Rajahmundry, East Godavari Dt.

Dear Sir,

Sub: Surrender of the policy towards repayment of loan

I purchased a Jeevan Sukanya policy on 1-1-2000 and have been paying premiums as per the terms. Later, I took a loan of 5 lakhs on the occasion of my daughters' marriage. The interest due on the loan accumulated in the due course and became a burden for repayment. In these circumstances, as there is no other alternative, I have decided to surrender the policy. Hence, I request you to accept the surrender of policy and settle the claim on surrender without delay. I have enclosed the required forms and other formalities.

Thanking you very much.
Sincerely Yours,
Vivek Tripathi, Lucknow.

Vocabulary (Use dictionary)

Delay deny denial

Question

Write a letter regarding settlement of policy.

Aug 23, 2020

From
Suresh Jampa
Tilaknagar, Rajamundry
East Godavari, Andhra Pradesh.

To
The Administrator
Main Branch Office
Rajahmundry, East Godavari Dt.

Dear Sir,

Reg: Settlement of policy regarding

The maturity of my LIC policy 8056347821 is due on August 15th, 2020. I have received the forms required to apply for the maturity claim. I have enclosed all the forms including the NEFT form. Thank you very much for the support extended for hassle free transactions during this policy period. As per the advice of the LIC agent I would purchase and gift my son a 'New Endowments policy'.

With best regards,
Suresh Jampa.

Vocabulary (Use dictionary)

Advise Practice Advice

4.3 Social Correspondence

Social correspondence aims to build relations, maintain the existing, enhance goodwill and fill gaps if any. Letters forwarded to congratulate, extend good wishes on birthdays, marriage anniversaries, offer condolences etc. Invitations, some kinds of requests come under social correspondence.

Words, phrases and sentences used in bank correspondence.

1. I take this privilege on this occasion.....
2. We invite you on the august occasion of....
3. It's time to congratulate
4. I am writing to invite you.....
5. Please accept our warm wishes...
6. I offer my heartfelt condolences.....

Useful tips

1. Use personal tone.
2. Employ suitable words to produce the desired effect.

Exemplar

1. Write a letter congratulating to your associate working in another company on his success in a competition.

Kottayam,
May 15th, 2020.

Dear Rajesh,

Greetings from ABC Ltd!

I am very glad to hear about your recent success in CNN/INN Quiz competition held on television. I was very delighted to see your success. I wish you all success in your future assignments.

Thank-you very much.

With best regards,

Sunil. R

Sales Manager,

ABC LTD, Kottayam.

To Do Activity

Exercise 1 Fill in the blanks with any of the following words.

Very, deserve, for, opportunity, of, success, an

Kottayam,
May 15th, 2020.

Dear Rajesh,

Many thanks ___ keeping me posted of your recent promotion as CEO ___ your company. You are really ___ inspiring person and you ___ such a post. I take this ___ to wish you all ___ in your future projects.

Thank you ___ much.

With best regards,

Suresh Babu.

Exercise 2

Fill in the blanks with any of the following words.

(heard, of, very, replace, heartfelt, family, end, spent, strong, say to, love)

Dear Latha,

I have ____ of the sudden demise ____ your father. I know that it is ____ painful and no one could ____ the loss. I am writing to offer my ____ condolences to you and your _____. We will meet you in person by the ____ of this weekend to ____ some time with you. Please stay ____ in this hour of distress. Needless to ____, that we are all there ____ support you. You are a powerful woman and remember it always.

With ____ and regards,

Rakesh,

Manager.

Exercise 3

Write a letter to your friend on his recent promotion in Microsoft Corporation Ltd.

- Tell why you are writing this letter
- How did you know about the news?
- What was your response on his promotion?

Kottayam,
May 15th, 2020.

Dear Rajneesh,

Greetings from ABC Ltd. I am very glad to hear about your recent promotion as Team Leader in Microsoft Corporation Ltd. I am writing to congratulate you on your success. I was very happy when I received this news from your brother. You deserve many more achievements. I wish you all the best.

Affectionately Yours,

Laxmi Nair.

4.3 Letters to Government Officials



Exemplar

Write a letter to the Divisional Engineer requesting release of 5000 tmc's of water.

Dec 10, 2020

To
The Divisional Engineer
Dowleswaram
East Godavari Dt, AP.

Dear Sir,

Request for release of 5000 tmc s of water

Greetings from the Green-Konaseema! Due to lack of rains in our Konaseema, we are facing scarcity of water for irrigation purpose. We would require 5000 tmc's of water to continue our cultivation in this season. We request you kindly to treat this as an emergency and take necessary steps to release 5000 tmc's of water at the earliest.

Looking forward to hearing from you!

Sincerely Yours,
Krishnaiah Ayyagari
Bobbarlanka.

To Do Activity

Exercise 1

Write a letter to the Chief Agricultural Officer complaining on the quality of the seeds and manures.

Answer

To
The Chief Agricultural Officer
SAP Ltd, Cheerala
Guntur Dt, AP.

Dear Sir,

Sub: Quality of seeds and manures regarding

We are writing to present the case of supply of defective seeds which caused irreparable damage to the farmers of our area. As you know cultivation is seasonal and rainfed, any delay related to supply of quality seeds and manures will ruin our cycle. Hence, we urge you to take stringent action on the persons who are involved in manipulating the quality assurance and standards. If required kindly pass an enquiry committee for faster investigation. We also request you once again to monitor the system to ensure quality seeds and manures in time.

Please acknowledge receipt of this letter and update us on the actions that you initiated. Looking forward to hear from you.

Thanking you very much,
Suresh Jampa,
21/12/2019.

Vocabulary (Use dictionary)

Urge request

Exercise 2

Write a letter to the Director of an NGO for taking up the campaign on the protection of underground water levels.

Dec 20, 2020

To
The Director
Flowerdew Foundation
Mumbai.

Dear Sir,

Sub: Thanks for the campaign on the protection of underground water levels

We are writing to congratulate you for taking up the campaign on raising the underground water levels in the Hyderabad rural area. I also appreciate the initiative taken to make sinking holes compulsory in every house. Keeping in view the need for preserving water resources for the future generations, we expect that you will consider continuing the programme and carry forward in a large scale in the future.

Sincerely Yours,
Chairman
Minerva foundation for water resources,
Mumbai.

Vocabulary (Use dictionary)

Congratulate
Appreciate

Exercise 3

Write a letter to the President of the Committee to protect interests of the farmers to procure best price for the produce.

Sep 20, 2020

To
The Narender
Market Yard Committee President
Coimbatore.

Dear Committee President,

Sub: Committee to protect interests of the farmers to procure best price for the produce

First of all, we congratulate your success in the committee elections. You are a person of integrity and great outlook. The farmers of our place are in great distress due to the unforeseen cyclones and heavy rains. Hence, we request you to consider our request to procure minimum guaranteed price for our produce. This would ensure protection from the middlemen/brokers who have been cheating the farmers for years. This will protect the interests of the farmers in the long-run also.

Thanking you very much.

Mithun Sharma.

Question**Write a letter requesting timely sanction of loans and waive of interest on previous dues**

Sep 23, 2020

To
The Manager
Axis Bank.

Dear Manager,

Sub: **Request for timely sanction of loans and waive of interest on previous dues**

I am Kavitha Krishna Murthy, writing to express my concern for the farmers and the action required to help them during this pandemic. First of all, we request you to extend the moratorium till the total unlock is operated. Secondly, we request you sincerely to waive the interest on all the loans and arrears of the farmers. Please consider our request to sanction loans for initiating the farm work which was devastated in the previous season. This will reduce the burden on the farmers and will enable them financially.

Thank you very much for all the credit and support extended to us in the past decade.

Sincerely Yours,

Head

Vasundhara Society for Upliftment
Kottayam, Kerala.

4.4 Letters to Officers at Block**Exemplar**

Write a letter to the Electricity board to sanction electricity supply to your line.

July 20, 2020

To
The Chief Engineer
Electricity Board
Jalandhar.

Dear Sir,

Sub: Request for release of power for cultivation

We are farmers from Jalandhar (rural) area. As you are aware that the power released for cultivation is only for six hours in this part of the country, we are facing different kinds of problems one of which is supply of water to the crops. We are here to request you to release extra power for two hours which will be very helpful to us. We request you to look into the matter and help us in solving this problem as early as possible.

Anticipating a quick action in this regard.

Sincerely yours,

Javindher Singh,

Village Sarpanch, Jalandhar rural.

Vocabulary (Use dictionary)

Irrigation	quick
Cultivation	immediate

To Do Activity

Exercise 1

Write a letter to the Coordinator requesting him to monitor the working of the field officers.

Jan 10, 2021

To

The Manager
NABARD, Hyderabad.

Dear Sir,

Sub: Monitor the field workers' performance

I am writing to bring to your kind notice that the performance of the field officers in various aspects of rural management has to be monitored. I strongly felt that certain developmental strategies are required to bring conceptual understanding in terms of field work and supervision. I hope that this feedback would be taken positively and seriously.

Sincerely Yours,

Mohan Basu.

Vocabulary (Use dictionary)

Training

supervision

Development

monitoring

Exercise 2

Write a letter to the Credit Officer requesting issue of farmer credit cards.

The Manager

Axis Bank, Durgapur.

Dear Madam,

Sub: Issue of farmer credit cards

I am writing in response to your advertisement dated 2/7/2020 regarding the call for applications for the issue of Farmer credit cards. We have savings accounts in your bank and we would like to apply in group as suggested by you. We have with us all the documents listed in the advertisement. Could you please help us procure the cards at the earliest? We require them as we are in dire need of credit facility. We would like to purchase fertilizers, insecticides, manures and seeds using this card. Keeping in view our requirements please help us in this regard. Your timely support will be appreciated, as this will be of immense help in this crisis.

Thanking you very much.

Sincerely Yours,

Sujatha Mukherjee,

Durgapur.

Exercise

Write a letter to the Director of Wheat Research Institute requesting him to conduct an awareness programme to the farmers.

Sept 20, 2020

To

The Director
Wheat Research Institute
Mewad.

Dear Sir,

Sub: Setting up wheat research institute regarding

We are writing to thank you for setting up the 'Wheat research institute' in our area. We came to know that the main aim of setting up the institute is to support the farmers in various ways. We would like to know more about the functions and future plans. Could you please conduct awareness programmes for the farmers? This will help build rapport and reduce the gap between the center and the farmers. We also request to share your schedule on awareness programmes if possible.

Looking forward to work with you.

Faithfully yours,

Niranjan Reddy.

Question

Write a letter to the coordinator of a college regarding the awareness on organic farming.

Dec 14, 2020

To

Vivek Roy

Coordinator

MNR College, Hyderabad.

Dear Mr. Vivek,

Sub: Awareness on organic farming

We are glad to let you know that a ten-day awareness programme will be conducted. We urge you to make use of this opportunity. Organic farming is the need of the hour. Excessive use of pesticides, insecticides and fertilizers is harmful and dangerous to public health. Knowledge of organic farming will help farmers and those involved in farming to practice and reap benefits in the future in terms of good health and better crops. Hence this programme is offered in public interest.

Also, the programme is offered absolutely free of cost. Participants will be paid to and fro second-class rail ticket from all parts of the country apart from food and accommodation. On successful completion interested participants can make use of the employment offers made by the farming companies.

Looking forward to see you all.

Faithfully yours,

Roshan Nayak.

Vocabulary (Use dictionary)

Board

lodge

accommodation

4.5 Letters to the Officers at district level

Exemplar

Write a letter requesting to open an extension counter of the Soil research center in our area.

To

The Manager

Soil Research Institute

Hoshirpur.

Dear Sir,

Sub: Extension counter of the Soil research center in our area

As you know research in soil has increased and the advice given by the scientists based on the results are useful to the farmers. Selection of seeds/crop based on the type of soil is a very good practice. Hence, we request you to open an extension counter of the Soil research center in our area. This will facilitate easy access for the farmers. Could you please look into the matter and take suitable steps to materialize this project?

Thanking you very much.

Yours Faithfully,

Robby Saxena.

Vocabulary (Use dictionary)

Access excess

To Do Activity

Exercise 1

Write a letter to the Credit manager regarding a loan to set up Agri-business unit.

Dec 05, 2020

To

The Credit Manager

IDBI, Chennai

Dear Sir,

Sub: Setting up of Agri-business unit

I am Venu Gopal cultivating 20 acres of land. I am planning to set up an Agri-based business unit. I have worked previously in spices .com and gained adequate experience. My main idea is to promote myself and all local farmers. This will protect us from the middlemen and brokers. As you know that setting up a startup requires a lot of support which includes finances also. I request you sincerely to help me in this regard, by considering our request for setting up a unit. Please sanction the required loan which includes subsidy and other start-up allowances.

Your cooperation in this regard is very much solicited.

Truthfully yours,

Nagendra Babu.

Vocabulary (Use dictionary)

Finance money

subsidy allowance

Exercise 2

Write a letter to the Credit manager requesting him to sanction loan urgently.

To

The Credit Manager
HDFC Bank, Anantapur
23/12/2020.

Dear Madam,

Sub: request to sanction loan urgently

I heard from the Gram Panchayat that applications for the sanction of loans to small and marginal farmers are invited. I am a small farmer. I own 2 acres of land. I need loan to purchase seeds, agricultural equipment and fertilizers. I have enclosed all the documents mentioned in the advertisement. I request you earnestly to sanction loan and help us in this crisis as early as possible.

Looking forward to hear from you.

Yours truthfully,

Mithun Sai,
Anantapur.

Vocabulary (Use dictionary)

Purchase buy

small marginal

Exercise 3

Write a letter requesting govt intervention regarding the landholdings in villages.

Sep 05, 2020

To

The Collector
Patna City.

Dear Sir,

Sub: Landholdings in villages- Cooperative farming request for govt intervention

I am writing to express my concern, regarding the decreasing size of the land holdings in this part of the country. I hope you are aware of the disadvantages of small landholdings. They not only reduce the crop but are also harmful in the long run. I am deeply moved by this and I urge you sincerely to take necessary steps to prevent further damage. For this, intervention of the government is essential and steps to initiate cooperative farming should be taken. I hope that it is the need of the hour as our landholdings are becoming smaller and smaller than ever. This will help the farmers reap benefits and understand the importance of collective work. I think this matter requires attention and thorough discussion and planning.

Anticipating immediate action.

Sincerely Yours,
Santhosh Yadav.

Ever never

collective cooperative

long run future

Exercise 4

Write a letter to the head of the institution inviting participation in a green initiative that you have taken up.

Jan 05, 2021

To
The Manager
Samatha School, Delhi.

Dear Ms. Kavya Latha,
Sub: Green initiatives

I am writing to inform you that we are initiating 'Green initiatives programme'. The programme is initiated to improve the green cover in the villages and funded by the government of India. This involves planting of sapling and mass campaign to plant saplings and protect trees from cutting down. Besides this, there is an opportunity to take lead and involve other schools and institutions also. In this context, we request you to involve your management, students and teachers to make this programme a grand success. All the participants will be provided with T shirts, caps, lunch and snacks. Participants' certificate of participation will be sent to the respective lead schools. Looking forward to see you all in the campaign. Any queries in this regard can be clarified. Please feel free to contact our project campaign managers.

Thanking you very much,
Anand Seshadri.

Additional To Do Activity -1

Indian Chamber of Commerce urges states to implement the agriculture reforms in the larger interest of farmers.

By

Sutanuka Ghosal ET Bureau | Last Updated: May 15, 2020, 09.08 PM IST



Kolkata: Indian Chamber Commerce (ICC) has urged all the states to implement the agriculture reforms announced by Union finance minister in the larger interest of farmers. In a release issued by ICC it said that the proposed amendment in Essential Commodities Act, enabling farmers to get the best price for their produce, be it local, national or global markets is a watershed in India's economic history as it removes disintermediation and takes the market to the farmer.

The Rs. 1 lakh crore Agro-Infrastructure fund would have a beneficial effect on supply as well as demand. The provision of Rs 50,000 crore for Animal Husbandry and Fishery is a welcome step as it enhances the scope for alternate income avenues for rural population. The state governments have an important role to play since agriculture is a state subject.

Source: <https://economictimes.indiatimes.com/news/economy/agriculture/indian-chamber-of-commerce>

Read the above article and write a letter to the Mandal /block agricultural officer to organize an awareness camp in the villages about the welfare schemes announced by the Government of India.

*introduce yourself briefly and indicate the main objective of writing this letter

* What will be the outcome?

* Describe briefly how and who should conduct awareness camps?

Additional To Do Activity-2

Source:<https://economictimes.indiatimes.com/news/economy/agriculture/sowing-seeds-for-better-farm-growth/articles>

Economic Agenda 2019: Sowing seeds for better farm growth

On an average, income of salaried class and others is growing 5-10% annually. On the other hand, earnings of farmers are going down.

By

Rituraj Tiwari, ET Bureau.



Rural is on the top of India's agenda. Farmers are vigorously demanding strong government support to battle severe economic hardship at a time when politicians across parties are wooing them for votes. Low prices of grains and vegetables, rising input costs, poor irrigation, along with drought and floods, have impoverished many farmers, although some have gained from improved yields and higher official procurement price.

"On an average, income of salaried class and others is growing 5-10% annually. On the other hand, earnings of farmers are going down. Government should encourage farmers to cultivate cash crops and provide them a competitive market," said YK Alagh, a rural economy expert and chancellor of Gujarat Central University.

"Processing units and markets should be created near farms to enable farmers to sell their produce at competitive prices. Farmers are at a huge disadvantage if they have to transport produce longer distances," he said. The government should manage farm tariff policies properly, as well as strengthen markets for perishable produce in small towns and create processing units close to farms, he said.

Vice-President M Venkaiah Naidu recently said the sector needed structural changes. “Agriculture has to be made profitable, sustainable and .. resilient, and farmers have to be encouraged to diversify into allied activities like poultry, horticulture and fishing to ensure sustainable livelihood, which can ensure home-grown food security for all,” he had said. The role of farmer producer organizations is also important because small and marginal farmers constitute 88% of the farming community. PK Joshi, director for South Asia at International Food Policy Research Institute, said one of the main causes of farm distress was small landholdings in India — 88% of the farming community in India is small or marginal. There is a need to consolidate landholdings for farming and marketing together, and the role of farmer-producer organizations is important here to gain economies of scale, he said.

Sustainable growth, however, will happen only by providing employment opportunities to small and marginal farmers outside agriculture, Joshi said. “In the long run, a large number of farmers need to move out from agriculture for better employment opportunities ... This will help in expanding per-capita land holding to generate a decent income. This was exactly the way agriculture in developed countries evolved.”

Farmer leader Amra Ram wants the government to focus on procurement of food grain at the minimum support price (MSP). “The government has revised MSP but procurement is not happening. Farmers are down in debts and not able to recover input cost. They are under so much stress that farmers in several parts of the country are committing suicide... The government should have a clear-cut policy on procurement,” he said.

He also wants the government to complete the 99 irrigation schemes it had announced.

Read the above article and write a letter to the Director, Centre for rural planning and infrastructure about enhancing the farm productivity. Make use of the ideas in the article.

Grammar Workshop

Exercise

1 have 2 are 3 would 4 when 5 would

1. I ____ not seen you for ages. Hence, I decided to write to you.
2. How ____ you settling down in your new job in Coorg?
3. I ____ like to order a pair of shoes, which you advertised on the website.
4. Dear Sir/Madam, On Friday, June 9th I bought a pair of Levi jeans in your shop. ____ I took the jeans home I noticed 2 buttons were missing.
5. ____ you mind sending a pair of samples to let us have an idea of your model and quality?

Exercise

1. I ____ enclosed a review copy.
2. This book ____ be an excellent fit with your current offerings.
3. I ____ (receive) your letter today, and I am happy to grant permission for you to reprint my father’s war diaries, in whole or in part, in the book you are writing on World War II.
4. Thanks ____ your time and consideration

5. I ___(see) in yesterday's New York Times that you are looking for a concierge for your new condominiums at Center Plaza.
6. Dear Ms. Sevres-Babylon:
7. I ___ like to be considered a candidate for the position of Project Coordinator in the federally funded program to increase the representation of women in technical education.
8. I ___be happy to meet with you in order to discuss my background and experience relative to your needs, and will call your office early next week to see if we can find a time.

Use of would and could

Exercise

Fill in the blank using would or could

1. I _____ like to request you to issue a certificate of transfer
2. _____ you please consider my request to issue a certificate of study?
3. I _____ like to open a saving bank account in my name.
4. I _____like to thank you in advance if you could look into the matter as early as possible.
5. _____ you please help me transfer this account to King Koti branch.
6. _____ you please do the needful as I am in need of a statement of transactions urgently?
7. I hope that you _____ pay attention to the details presented to you.
8. I _____ be very obliged if you could consider my request and do the needful.
9. Despite repeated requests no corresponding action _____taken in this regard.
10. I anticipate a quick action in this regard and failure to take necessary steps _____make the situation worse.

Chapter 5 Report Writing

Priming



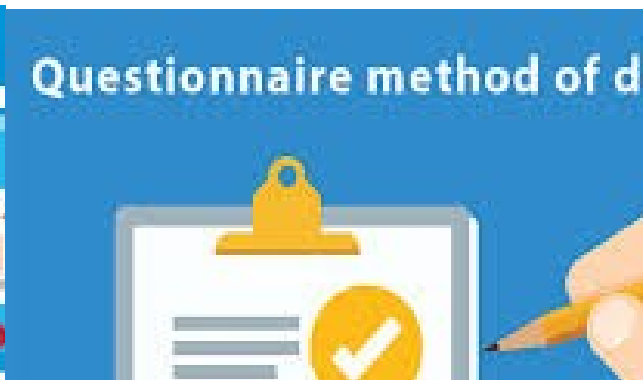
gre.ac.uk



question pro.com



atassist.com



microbenotes.com

To Do Activity

1. Speak about the pictures shown above.
2. What idea did you get from them?
3. Have you ever read any reports? What type of reports did you read?

Listening and Speaking

Here are a few questions given below. Try to answer each question for one minute. Prepare a short note if required. Your teacher will give time for you to prepare any of the questions. First discuss in pairs and try to give a one-minute plenary. Others should listen carefully.

1. Why do prepare a report?
2. What should a report contain?
3. What are the details presented in the above report?
4. Is it a good report? Why? Why not?

Exercise

Can you summarize what you heard? Give an overall summary of all the questions in one minute.

Activity

Present all the ideas in one chart/diagram/picture. (Non-linguistic form)

Introduction

A report is a written means of communication, specially drafted to serve a purpose. The main purpose of a report is to share information/data and the findings thereof. It can be formal or informal, long or short. Different reports serve different purposes. A report on the

working/implementation of 'Food for work' programme will be useful for the project manager to take steps to take measures to check the lapses if any. Similarly, a report on the status of the work in progress of the 'Nature Farming Project' in rural areas will be useful for the project director to take decisions related to it. Hence a report is a very useful document which helps the readers/stakeholders to stay informed of their vested interests/investments. This may also help them in decision making and problem-solving.

Objectives

At the end of the chapter participants will be able to

1. Differentiate different types of reports
2. Develop an overall view of the contents and language used in the reports
3. Draft different types of reports accordingly.
4. Familiarize with the exemplars of reports
5. Do a project

Chapter Structure

5.1. Basics of report writing

5.2. Types of reports

5.3. Planning to write reports and Data collection tools

5.4. Exemplars of reports

5.5. Project

To Do Activity

Activity 1

Look at the following report.

Report

A report submitted by the scheme in-charge – 'Food for work'.

Number of persons who came to work. - 24

Total men-10 Total women-14

Total number of hours spent-(24x8) =192.

Details of work: White wash for the old school building,
Renovation works for the abandoned school quarters.

Total number of expected days of work=30.

Closing remarks: Work is satisfactory.

Signature of the In-Charge,
Mohan.

Discussion

Discuss the content of the above report in pairs.

Exercise 1

Imagine that you are a front-line manager for an agro-based company. You have to report the attendance and other work details to your supervisor. Work in pairs to discuss the report that you have to prepare. Take the help of your teacher. Use imaginary figures to report.

Exercise

Can you tabulate the data? If so, do it in pairs after discussion.

Exercise 2

Prepare a small report on what you did yesterday in your college.

Give opening and closing remarks.

Make use of the following clues while you prepare the report.

1. What did you do to the college?
2. What did you do in the college?
3. How many classes did you attend?
4. How was your day special?

Speaking

Answer the following questions in one minute.

1. Have ever read any report?
2. Why do people read a report?
3. Is there any difference between a report and a letter?
4. Have you ever written a report? Is it very difficult?

Activity 2

Frame questions to the following responses.

1. I have been reading reports of your company since 2008?
2. I cannot change the facts in the reports.
3. No. I didn't read the report.
4. He doesn't know the matter.

Activity 3

Imagine that your friend has to prepare a report.

Ask the following questions and derive responses.

1. How do you plan a report?
2. What resources do you require to prepare a report?

3. What words and phrases will you use in your reports?

4. How long will it take for you to write a report?

5.1 Basics of Report Writing

To Do Activity

A table with words related to report/report writing is given below.

Activity 1

Identify the vocabulary and mark it with colour pencil.

Q	D	A	T	A	C	O	L	L	E	C	T	I	O	N	S
U	F	O	R	M	A	L	R	E	P	O	R	T	F	B	U
E	D	I	T	I	N	G	R	E	S	E	A	R	C	H	R
S	T	A	T	U	T	A	R	Y	R	E	P	O	R	T	E
T	D	I	S	C	U	S	S	I	O	N	I	T	E	M	A
I	N	T	E	R	V	I	E	W	S	K	I	L	L	T	B
O	L	D	Y	D	A	T	A	A	N	A	L	Y	S	I	S
N	D	R	A	F	T	G	R	A	P	H	S	M	N	T	T
N	E	W	S	S	U	M	M	A	R	Y	T	S	M	L	R
A	N	F	O	R	M	A	T	I	O	N	I	N	R	E	A
I	E	P	O	R	T	A	B	L	E	W	X	Y	Z	P	C
R	E	C	O	M	M	E	N	D	A	T	I	O	N	A	T
E	V	I	D	E	N	C	M	E	T	H	O	D	F	G	E
C	I	T	A	T	I	O	N	P	R	E	S	S	Y	E	R
C	O	N	C	L	U	S	I	O	N	F	A	C	T	S	M
T	E	C	H	N	I	C	A	L	R	E	P	O	R	T	S

Write the words in the following table and compare with your peers.

SNo	Vocabulary
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Speaking

Pair work

Find meanings to the words and discuss with your partner.

Discussion

Report writer	Data for the report	Examples of famous reports
Report synopsis	Analysis of the ideas	Sources and resources to prepare a report

Activity 3 The following are excerpts taken from various sources. Read and do the tasks specified below.

Which of the following excerpts are not reports?

1. Registers Record Retail Sales of Over 6.5 Lakh Units in October 2011

New Delhi, November 1, 2011:

Hero MotoCorp Ltd (HMC), the world's largest two-wheeler manufacturer, reached yet another significant milestone today by reporting its highest-ever retail sales in a month. Hero MotoCorp recorded over 6.5 lakh unit retail sales of two-wheelers in the month of October 2011, thus registering a strong double digit growth over the corresponding month last year. It also surpassed the previous highest of over six lakh retail sales recorded in the month of October 2008. Overall, Hero MotoCorp despatched 512,238 units of two-wheelers in the month of October 2011, compared to 505,553 units despatched in the corresponding month last year, thereby keeping up the momentum of consistent five lakh-plus unit sales every month.

<https://www.heromotocorp.com/en-in/press-releases/hero-motocorp>

2. Health Systems Financing: The Path to Universal Coverage

World Health Report 2010

Good health is essential to human welfare and to sustained economic and social development. WHO's Member States have set themselves the target of developing their health financing systems to ensure that all people can use health services, while being protected against financial hardship associated with paying for them. In this report, the World Health Organization maps out what countries can do to modify their financing systems so they can move more quickly towards this goal - universal coverage - and sustain the gains that have been achieved. The report builds on new research and lessons learnt from country experience. It provides an action agenda for countries at all stages of development and proposes ways that the international community can better support efforts in low income countries to achieve universal coverage and improve health outcomes.

<https://www.who.int/whr/previous/en/>

3. WHO Country Office for India (WCO) continues to work closely with MoHFW, on preparedness and response measures including epidemiological assessment, surveillance, testing, case management, containment and research activities for COVID-19 at the national, state and district level.

- Co-ordination: WCO continues to provide technical advice to MoHFW through JMG (Joint Monitoring Group). WCO personnel continue to be deployed with MoHFW to support SHOC room at the EMR Division and NCDC.
- State Updates: Across states, WCO continues to provide technical support to state and districts to train frontline workers (ASHAs/ANMs) on IPC, contact survey, screening of high-risk population, ILI/SARI surveillance and addressing mental health.

Key highlights include: -

- Delhi Secretariat was provided with additional support for epidemiological assessment of surge capacity to further support COVID preparedness and responses even as daily cases decline. WCO in partnership with UNHCR set-up 14 foot-operated hand washing

stations (500 liters) along with soap dispensers at Sardar Patel COVID Care Hospital (SPCCH), world's largest COVID care hospital. WCO is also supporting training on surveillance and IPC at SPCCH and another 1000 bedded facility by Défense Research Development Organization.

- Karnataka – WCO conducted a virtual training on Infection Prevention and Control (IPC) in Healthcare Facilities - IPC Monitoring Tool (developed by WCO) was introduced to all state level Deputy Directors supervising DCHC and DCH, DHOs, District Surgeons and DSOs, District FW officers and District Consultant for Quality Assurance from all districts, Microbiologist/Pathologist (Nodal officer for IPC), Nursing superintendent, District Hospital Quality Managers from all District Hospitals.
- Uttar Pradesh, WCO is supporting in micro planning for containment activities and monitoring of house to house survey for ILI screening. As of 17th July, a total 1,25,47,125 houses have been covered and 7,780 symptomatic found so far.
- Laboratory testing: Starting from one diagnostic lab for COVID-19 testing in Jan 2020, the country now has 1244 operational laboratories (880 government and 364 private). Overall, India has tested 1,37,91,869 samples with 3,58,127of samples tested on 18th July alone.

<https://www.who.int/docs>

State whether the following statement is true or false.

All the three are reports.

True/False

Give two reasons.

1. _____
2. _____

Activity4 Structure of any text

Introduction	Main idea	Supporting details
Conclusion		

Structure of a Report

Arrange the following as per the order of occurrence in a report.

1. Findings	2. Appendix	3. Recommendations
4. Introduction	5. Review of literature	6. Conclusion
7. Methodology	8. References	9. Objectives
10. Data analysis		

Activity5 Report Writing Check List

SNo	Aspect
1	Title
2	Main aim/objective of the report
3	Sources of data for this report
4	Resources used for writing this report
5	Data collection tools (Questionnaire /interview)
6	Data Analysis
7	Findings
8	Recommendations

	9	Summary
	10	Conclusion

1. Is there anything missing?
2. Is it possible for all the reports to follow this style?

Activity6 Structure of a Report
Match the following items in A with that of B

A	B
1. Findings	a. articles used in the report
2. Appendix	b. ending
3. Recommendations	c. anything that is quoted in the report
4. Introduction	d. attachments or enclosure
5. Review of literature	e. general beginning
6. Conclusion	f. possible outcomes /plan
7. Methodology	g. suggestions
8. References	h. study of previous research
9. Objectives	i. Results
10. Citation	j. Procedure adopted to collect data

5.2 Types of Reports

Reports are of different types. Reports can be long or short. They can be external or internal. Some of the main types of reports are as follows.

1. Periodic reports
2. Progress reports
3. Interim reports
4. Inspection reports
5. Completion reports
6. Design reports
7. Status reports
8. Experimental reports
9. Annual reports
10. Feasibility report
11. Informational reports
12. Analytical reports
13. Technical reports.

There are other types of reports such as medical test reports, lab reports, trade reports, and progress reports.

Periodic Reports

Reports that are released from time to time are called as Periodic reports. Some reports are released weekly. They are called weekly reports. Likewise monthly reports, quarterly reports, half-yearly reports, yearly reports are also released. Some reports are released daily. They are called as daily reports. Ex: Weather report, Sales report.

Types of Reports Based on Purpose

Reports which are a part of disseminating business data are called Business reports. For example, sales report, stock report are business reports. Other reports are non-business reports or general reports. Reports that focus on the details of a crime are called crime reports. For example, First information report etc. Reports that focus on the status of an activity are called as status reports. For example, Current booking report is a status report.

To Do Activity	
Activity 1 Report against Type	
1. Annual report 2. Statutory report 3. First information report 4. Progress report 5. Daily report 6. Audit report 7. Analytical report 8. Functional report 9. Special report 10. News report	
1. Reported draft for a specific purpose.	<input type="text"/>
2. Reports that contain information about a specific function of the business. Marketing	<input type="text"/>
3. Reports that specify the status of a work or project.	<input type="text"/>
4. Reports that use quantitative and qualitative data to analyze the state of affairs of a business.	<input type="text"/>
5. Reports which are submitted every year.	<input type="text"/>
6. Reports that are submitted by journalists.	<input type="text"/>
7. Reports that state the opinion of the auditor the state of finances in a company.	<input type="text"/>
8. Reports that are registered in the police station.	<input type="text"/>
9. Reports which are submitted every 24 hours.	<input type="text"/>
10. Reports which are essential as per the rules of the government.	<input type="text"/>
Activity 2 Give examples to the type of report. Report against type	

1. Annual report

2. Statutory report

3. First information report

4. Progress report

5. Daily report

6. Audit report

7. Analytical report

8. Functional report

9. Special report

10. News report

Report-1

<https://www.iaseexpress.net/self-help-groups-shgs/>

A report on Self-help groups in India.

Self -help groups are undoubtedly catalysts for rural development. They are small groups of women formed for a common purpose to beat socio-economic problems. The success stories of the women involved in SHG's is not only inspirational but also very thought provoking. This report is about the functions, advantages and disadvantages of SHG's. The resources used to draft this report are websites on SHGs' and you tube videos.

Activity 3

Report against Type

Read the following reports and find out the nature of the report.

1. During the last 24 hours, Mumbai and suburbs lashed by heavy rains. In the last 24 hours, Santacruz recorded 3-digit rainfall consecutively for the second day with 155 mm rain. In the last 24 hours, Colaba recorded 24 mm of rain. Rains caused waterlogging in Matunga, Dadar, Santacruz, Bandra, and Antop Hill areas. <https://www.skymetweather.com/content/weather-news-and-analysis/second-heavy-rain-spell>

2. The Coca-Cola Company today reported another quarter of strong growth, along with achieving or exceeding all guidance for the full year 2019. The company continued to execute its growth strategy, allowing it to deliver strong revenue and profit growth for the quarter and full year while gaining value share globally. "We made good progress in 2019 by delivering on our financial commitments and growing in a more sustainable way," said James Quincey, chairman and CEO of The Coca-Cola Company. "We continue to transform the organization to act with a growth mindset, which gives us confidence in our 2020 targets and our ability to create a better

shared future for all of our stakeholders."

Source: <https://investors.coca-colacompany.com/news-events/press-releases>

5.3 Planning to Write Reports and Data Collection Tools

Role Play

Teacher: What is meant by planning?

Students: Planning is a kind of preparation to perform tasks.

Teacher: Yes. Planning is a task readiness. We plan in different ways. We prepare our resources, tools and methodology. This is a part of planning. Apart from this, planning has different aspects such as modifying, updating etc. It can be linguistic or non-linguistic.

Students: What are the linguistic modifications that are part of planning?

T: For example, proof reading, simplification of language for easy accessibility and understanding.

Student: What about non -linguistic preparation?

T: Non -linguistic preparation includes tone, style etc.

T: How do you plan a report?

S: No idea.

T: Firstly, you have to decide the purpose of the report and its audience. Secondly, decide the procedure of data collection. Data can be qualitative or quantitative which helps in making decisions and arriving at the findings. The most important part of a report is data.

To Do Activity

Activity 1 Data Collection

Read the following statements and state whether the following sentences are True or False.

- Data is a very important part of a report.
- Data is collected from various sources. This is called as data collection.
- Data can be quantitative or qualitative.
- Tools that are used to collect data are called as data collection tools.
- Interviews, questionnaires, tests are some of the data collection tools.
- Test scores are quantitative data.
- Participants in the data collection process are called sample.
- Participants are also called subjects.
- There are different types of questionnaires and interviews.
- Data collected from questionnaires and interviews is qualitative data.
- Now a days' data is collected online.
- Survey monkey helps us to create online survey questionnaires.
- Google docs are a very good survey tool/questionnaire.
- Questionnaires have open ended or closed questions or mix of both.
- Open ended questions have open answers.
- They give an opportunity to give detailed answers.
- Closed questions have yes/no questions.
- Interviews are a very good source of interviews.
- Data is analyzed using various statistical tools.
- Statistical tools can be inferential or descriptive.
- Mean, median, and mode are descriptive statistics.
- We can calculate Mean, median, and mode using MS Excel.

- We analyze data using the mean scores.
- We interpret the data and arrive at the findings.
- The findings are presented in the reports/thesis etc.

Activity 2 Check whether the following aspects are sufficient to draft a report.

Know your purpose and audience/stakeholders of the reports.

Decide the objectives.

Plan your data collection.

Decide your tools.

Collect data and analyze using statistical tools.

Interpret the data and arrive at the findings.

Present your data and findings.

Use graphs and tables where ever required.

Use an understandable and easy language to narrate the ideas.

Suggest recommendations.

Give references.

Proof read the report.

Submit the report.

Take feedback.

Make changes if necessary.

Submit for printing or mailing.

Activity 3 Questionnaire

A questionnaire is a statement of items that elicits information form the respondent. The items can be yes/no questions or statements with a scale to mark. Respondents have to choose options to give their opinion. Questions can be open-ended or closed questions. Closed questions elicit only yes/no answers. Open questions elicit a range of responses.

Which of the following questions are open ended questions?

1. Do you want to visit our Hotel again? (Open ended/Closed)

1. 2. Is it your first visit and stay? (Open ended/Closed)
2. 3. How comfortable is your stay here? (Open ended/Closed)
3. Is the food homely? (Open ended/Closed)
4. Do you want to refer us to your friends? (Open ended/Closed)
5. 6. Is the bill pocket friendly? (Open ended/Closed)
6. 7. Can you tell us about your requirements? (Open ended/Closed)
7. 8. Do you want to come here with your family? (Open ended/Closed)
8. 9. Have you used our discount codes? (Open ended/Closed)
9. Do you want to know more about family packages? (Open ended/Closed)

Activity 4 Questionnaire

You are the manager of Chariot Hotel. You want to collect feedback from your guests. Design a questionnaire to serve this purpose. (Minimum at least 5 questions).

Activity 5 Think of a beautiful introduction to the above questionnaire.

Read the following introduction and fill in the blanks.

Dear Customer,

Greetings ___ the day. Thanks for choosing ___ for your stay. Could you spare a few minutes to give your ___ feedback? It takes five minutes to give your responses in this questionnaire. Your feedback will help us to improve ___ services.

Thank you very much.

Sincerely yours,

Rakesh Tike

Answers

of, us, valuable, our.

Activity 6 Interviews

Read the following text and answer the following questions.

Interviews are a very important tool for data collection. An 'interview' is planned conversation between a researcher and a respondent which involves transfer of views/ideas. They are primarily part of qualitative research. They are conducted to collect data. In this type of data collection, researchers ask open-ended questions accordingly and record their responses. Open ended questions have yes or no responses. There are different types of Interviews. They are One-on-one interviews, focus groups, telephonic interviews. One -on -one interviews are very time taking. Focus groups involve groups involving five to seven participants. Now days interviews are taken on telephone and online also. Telephonic interviews are easy, economical and fast. Interviews can be structured or unstructured. Structured interview is a very planned interview. Unstructured interview progresses based on the responses of the respondent.

Source: Slightly abridged from <https://lled500.trubox.ca/2016/225>

Questions

1. What is an interview?
2. What is meant by open-ended question?
3. What are the types of interviews?
4. Which type of interview is economical and fast?
5. What is the difference between unstructured and structured interview?

Activity 7 Imagine that you are a social worker. You have to interview some rural women to know about their problems that they face in their life.

Example questions

1. What is your name and age?
2. What kind of domestic violence do you face at home?

Activity 8

1. Frame five questions to elicit information from the sample (here rural women)

Activity 9 Imagine that you are a Rural development Officer. You have to interview some rural men to know about their financial problems they face in their life.

Example questions

1. Who are your immediate lenders other than banks?
 2. Why do you face financial problems despite receiving helping from the government?
1. Frame five questions to elicit information from the sample (here rural men)

Activity 10 Structure of a Paragraph

Introduction (Topic sentence)

Body (Supporting detail-1, Supporting detail -2, Supporting detail -3)

Conclusion,

What is meant by a topic sentence?

Rewrite the paragraph

Because some of her population are rural poor and uneducated. They cannot afford and access medical facilities. Hence government is supporting the rural poor by offering free and accessible treatment in all villages. Government of India took initiatives to control contagious diseases.

Answer

Government of India took initiatives to control contagious diseases. Because some of her population are rural poor and uneducated. They cannot afford medical facilities. Hence government is supporting the rural poor by offering free and accessible treatment.

Writing an Abstract

An abstract is a bird's eye view of the report. Abstract appears before the main report. An abstract is presented to give a brief idea of what the report/research paper/ proceeding is all about. An abstract consists of a title, purpose, objective, research design, data collection tools used, measures of analysis, findings and conclusion in brief. An abstract will be in about maximum 300-400 words. The main words also called key words are presented at the end of the abstract. In some cases, extended abstracts are drafted. The main idea of an extended abstract is to inform the reader in detail. In most cases extended abstracts are in about maximum 500-700 words.

For example, if the abstract is in eight lines. The first and second sentences will be about the work and the objective of the study/report. The third and fourth sentences will be about the tools used, resources deployed for the study and the research design of the study. Fifth and sixth sentences will be about the piloting and the main study. Seventh and eight sentences will be about the results and conclusion. This is a brief outline but not a rule of thumb. People write abstracts in different ways.

But a good abstract should be brief, terse and informative. It should give a brief idea of what the study/ report is about.

5.4 Exemplars

Examples of Reports

Exemplar-1

Write a report on recent floods that shattered the rural coasts of East Godavari district. Make use of the following cues.

Soil erosion and land sliding

Flood and loss of houses and animals

Spread of pandemics and basic support for food

Disaster Management team at work

Answer

A Report on Recent Floods

This report on recent floods that shattered the rural coastal districts of East Godavari, Andhra Pradesh, is prepared on the request of the revenue authorities. Continuous rains in Maharashtra and Karnataka overpoured in Godavari, caused floods in Andhra Pradesh as it is the only route to the sea. Excess water caused landslides and eroded the banks of the river. The top layer fertile soil, houses and animals were eroded in the due course. Dead bodies of animals were carried away by the water and deposited at various places causing dreadful diseases and spreading pandemics. The crops were washed away in the floods and the people were left without grains in utter helplessness. The estimated loss of crop, live stock goes to Rs 40 crores/. Most of the Coconut trees and banana plantations were destroyed. The disaster management team is at work in these places. So far, the government hasn't extended any support, food supplies to the masses. However, some NGO's came forwarded to supply milk and fresh water to the infants, sick and the old. They distributed biscuits, candles, mosquito coils, surf, soaps, cooked food to the rural folk.

Discussion

Speaking

Think about the recent floods/cyclone that caused havoc in your place. Discuss in groups about the happened stance and list the relief measures under-taken by the government.

Writing

Write a report in 200 words about a natural disaster that recently occurred in your part of the country.

Exemplar-2

Write a report on the Self-help groups.

Make use of the following cues.

Self-help groups for financial independence

Cooperative living as the basic principle

Supporting one another for protection of rights

Answer

Report on the Self-help groups as a means to upliftment of rural women.

Self-help groups are very popular in the state of Andhra Pradesh as the state with the highest number of groups. This initiative became popular during the rule of the former chief minister, Shri N. Chandra Babu Naidu. This report is on the self-help groups of Andhra Pradesh. Self help groups are a

means to disseminate government schemes and information and to promote economic independence. The basic principle underlying the self-help groups is cooperative living. Women comprising of 10-12 members from different families constitute a self -help group. These groups have access to government schemes and valid for bank transactions and accessing loans.

Popularly known as DWAKRA groups, these self-help groups were the center of attention of the governments where special provisions/budget and other resources were allotted from time to time. The loans sanctioned to self-groups were accompanied with subsidies. Some of the loans are interest free also. Apart from this, one of the main objectives of self -help groups are to evolve and emerge as women protecting their rights, preserving their self-respect and dignity. Self -help groups in the rural areas are a great success as women from low and lower middle-class families were endowed with finances which support feeding of the family. The finances supplied to these women promote wellness in the family in many ways. They give nutritious food, clothes to the members of the family and educate their children. Thus, these groups are a reflection of the realities and facts of rural life and poverty.

Discussion

Have ever seen self-help groups in your region? If so, discuss in your groups about the recent initiatives taken by the government to support these groups.

Speech

Topic: What changes should be adopted to improve the working of the self-help groups?

Clues

Groups to learn about gender equality, fight against exploitation, preservation of child rights, gender sensitivity, awareness on legal matters, empowerment of girl child etc.

Exemplar-3

Write a report on the rural folk from the South who flies to the Middle East countries in search of employment and livelihood.

Illiteracy and ignorance of the rural population

Women who work as domestic workers abused by the employers

Inhuman treatment and denial of medical treatment.

Answer

A report on the difficulties faced by the rural folk in the Middle East countries

The details of this report are presented to bring to the kind notice of the NGO's and Emigration authorities. All the ideas presented are supported with relevant evidences. This report is a summary of the sufferings of the rural folk from the South who fly to the middle east countries in search of employment and livelihood.

About 2 million rural folks of all ages in the South India, seek employment as domestic labourers and drivers in the Middle East countries. This includes both married and unmarried women of all ages. These people are illiterate and have no awareness on the basic human rights. They are ignorant of the laws of the land and culture of the middle east. So, they face many difficulties in different forms. While men are harassed to work more, women are abused physically. Sexual abuse cannot be escaped at any cost. This is frequent with women who work as domestic helpers. Employers consider this, as a privilege as reported by the expatriates. Any attempts to complain, escape and report are

very life threatening. While inhuman treatment depends from employer to employer, medical treatment is denied many a times.

This report intends to bring to the notice of the officials to consider training facilities and offer awareness camps to these rural population. This will enable them to become better work force and protect themselves from exploitation.

To Do Activity

Read excerpts /news articles on the sufferings of the people who work in foreign countries.

Writing

Collate all the ideas and present a report in about 200 words on the immigrant labourers who work in Canada, Australia and European countries. (This can be done in group.)

Exemplar-4

Write a report on the awareness programme on Beti Bacho programme.

Make use of the following cues.

Awareness among the public about infanticide as a crime

Gender equality and right to live

Girl child as symbol of prosperity

Answer

A report on Beti- Bacho programme.

This report is a summary of the awareness programme on Beti-Bachho programme held in the rural part of Hyderabad. Right from the inception of humanity gender inequality is a part of our culture and civilization. Emphasis on male members as bread winners increased as our race progressed. This became rampant, due to the social evil of 'Dowry' where parents are terribly afraid of girl child. A girl child is no longer considered a gift in families. So, this led to wide scale aborting female infants. This in turn has become another social evil in our society. While many are not aware of the legal issues that are associated with infanticide, they continue to think that it is not an offence. It is very fortunate to have this kind of practice in a country that adores womanhood and devotes motherhood.

As a part of bringing wide spread awareness among the public, flexes, role-plays, speeches and posters were displayed in the public meeting places. The content emphasizes gender equality and girl child as a symbol of peace and prosperity at home. The slogans, 'let live-girl child, please don't kill me, I am yours' - caught the attention and won the sympathy of the public. About two hundred and fifty girls and boys participated in this event. Road shows and short marathons impressed the public. The ideals are expected to register in the minds of the people. Also, the participants were expected to take the ideals to their homes and spread widely in their networks.

To Do Activity (Pair work)

Present the theme of the above report in the form of a picture/diagram. Take the help of your teachers/tutor.

Exemplar-5

Write a report on the Local NGO's recent initiative to promote computer literacy for women.

Make use of the following cues.

Computer literacy a need of the hour

Free training to every household in the rural areas

Initiative taken to promote knowledge and employment

Special training to fisher women

Answer

A report on promoting computer literacy among rural women.

This report is on the recent initiatives taken by the Government of Kerala to promote digital literacy among the rural masses. Computer literacy is the need of the hour. While everything including shopping malls, super markets, cinema theatres, banks were digitalized, computer literacy among the rural masses has to be disseminated. Hence the government of Kerala has initiated 'Free computer literacy programme for every household' in Anjutengu where people from fisher community reside. The programme was operated by Medical Missionary sisters. Their main focus is to enhance the lives of fisher women. This initiative is to help the community to gain profitable employment and opportunities.

During the first phase about 250 women from fisher community, Anjutengu signed to take part in the 40-hour programme spread over one week. The second phase will cover 250 men from the same community. After successful completion, all the trainees take an assessment. A certificate of appreciation was given to all the trainees. Apart from this, their daily wage of Rs 250 was reimbursed by the sisters. Free food was arranged during the training period. Apart from this, infants were also taken care. The training was conducted following the guidelines and the materials given by the government of Kerala. The programme was monitored by a social welfare official deputed by the government.

Exemplar-6

Write a report on the recent initiative taken by Sri Satya Sai Seva organizations on supplying free food to the attendants of the patients in government hospitals who are under-privileged rural folks.

Make use of the following cues.

Call to support the humanity

Theory behind the scheme

Nutritious food daily free of cost

Support of the volunteers (seva dal)

A report on the free supply of food

This report on the recent initiatives taken by Sri Satya Sai Seva organizations on supplying free food to the attendants of the patients in govt hospitals who are under-privileged rural folks is drafted to disseminate the information to the trustees.

This recent initiative has been taken in order to support the under-privileged rural people. This involves supplying free nutritious food to the attendants of the patients in govt hospitals. The basic idea is to support the suffering folk. The theory behind this scheme is service to humanity is service to divinity.

This provision of free supplies involves money, effort and time. While money comes from donors/devotees, volunteers render selfless services extending their valuable time and energy. None

of the people who are involved in this programme are paid. They are called as sevadal. They were trained by the organization to be humble, have service attitude and be empathetic. The food is prepared and packed at the centers and distributed to the attendants in the hospitals by these volunteers. This food consists of vegetarian mixed pulav rice or plain rice -curry or tomato rice etc. This food is prepared with fresh ingredients in hygienic situations and distributed/served with lot of love and affection.

Discussion

Have you ever volunteered in such programmes? Share your experiences.

Short speech

1. Prepare a speech on the role of voluntary organizations in the society.

Writing

2. Write a small report on the working of an organization that you volunteer.
3. Write a letter to your friend reporting your recent experiences as a volunteer in any organization. (Report in the form of a letter format)

Exemplar-7

Write a report on the details listed by the head of Ayushya on Natural farming.

Make use of the following cues.

1. Woes of the farmers on the decreasing fertility of the soil
2. Natural farming as alternative to farming with pesticides and insecticides
3. Possibilities and facts behind the practice
4. Suggestions and way forward.

Answer

A report on Natural farming

This report is the summary of the conversation with the Sister who is in-charge of natural farming, Ayushya center, Ittithanam, Changanacherry, Kerala. The following are the details.

Natural farming is not new type of farming. It is the original type of farming that was practiced by human beings since times immemorial. It includes shifting cultivation, using natural manures etc. But due the increased greed of the farmers and to increase the produce, using pesticides, insecticides and manures came into being. Later this became a common phenomenon. Initially this was done to increase the produce and help the farmers. Later it became the ABC of farming where farmers cannot imagine farming without these things. The fact that using chemicals, pesticides, insecticides regularly would decrease the farm fertility and decrease the produce eventually is not known to the farmers. In states in Punjab one of the problems is decreased fertility of the soil. This phenomenon is witnessed in many parts of the country because of unscientific farming practices. The only solution to this is natural farming.

Natural farming is a good practice which doesn't involve usage of pesticides, insecticides and chemicals. Using chemicals is hazardous to public health. Harmful chemicals cause dangerous diseases also.

Using the cattle excreta and leaves are key to natural farming. For instance, farmers from Punjab used to burn the crop waste /sugarcane waste which in turn used to create a lot of air pollution. Scientists examined this problem and suggested the farmers to use the agriculture waste to increase the fertility of the soil by way of decomposing it. This is one of the practices of natural farming.

Practitioners suggest that implementing natural farming would increase the fertility of the soil and would produce disease free fruits and vegetables.

Discussion

1. Sit in groups and discuss the problems faced by the farmers.
2. Sit in groups and discuss the advantages of natural farming.

Public speaking

Summarize the discussion and address your class on the benefits of natural farming.

Exemplar-8

Write a report on the recent initiative taken by Bramha kumaris on 'YOGI KETHI'.

Make use of the following cues.

Effects of recent practices of the farmers on the produce

Yoga for the crop as a solution

Yogic Kethi in practice

Suggestions and way ahead

A Report on Yogic Kethi

This report is about the recent initiative taken by the rural development cell of BramhaKumaris. Yogic Kethi is a sustainable agricultural practice initiated by them. The main aim of the Yogic Kethi is to produce pure crops and seeds. This is a novel step in this new era. Yogic Agriculture will be successful through the experience of the Divine Powers endowed to the practitioner of Easy (Sahaj) Raja yoga. Yogic powers increase the crop yield and its quality reaches its peak. The emphasis is on using yogic measures to produce tasty-poison free food, fruits, vegetables and other crops. The main idea is to achieve imperishable prosperity holistic health, bliss and peace. This initiative has prominence as India is a country where 70% of the people are agriculturists. Agriculture is the ancient culture. Hence, there is a great need to support this system. Yogic Kethi involves Yoga in agriculture. "It is the need of the day and is necessary for the farmers to be spiritual, for the nature to be pure and perfect, and for the seeds, manure, and other tools to be of perfect quality. The farming community is facing many calamitous situations and problems in their profession. Consequently, the crop produced under such circumstances does not have purity, taste and vitality, i.e. nutritional value is not up to the required level. This has resulted in increasing level of various mental and physical malaises and diseases. During such a critical and calamitous period, yogic kethi is the only alternative."

Indian farmers are following the age-old method of agriculture. They are also making use of insecticides, pesticides and chemical fertilizer. Quite a few farmers also use Organic method of farming. However, the concept of Yogic Agriculture is quite new to them. This is the method for sustainable growth of agriculture economical in nature. If the farmer, along with his traditional method of agriculture, adopts the Yogic Method of agriculture, he will be able to reap the benefits of Pure and Divine Vibrations of the Supreme Soul, and will also be able to improve the quality of the crop and the crop-yield, too. The farmer will be able to produce crops that are full of vitality and purity, easily and cost-effectively.

(Source: Excerpt from: Perpetual Yogic Agriculture)

Exemplar-9

Write a report on the working of Anganvaadi Kendra's in rural parts of Paderu.

Make use of the following cues.

Early childhood and supply of diet

Anganvaadi Kendra's for supporting women who go for work

Centers for connecting the rural folks and the schemes of the govt.

Answer

A report on the working of Anganvaadi centers

Anganwaadi centers' has their background from the Annie Beasants' Theosophical movement. The main aim of these centers is to take day-care of kids of the age 2-5. It is a kind of preschool where emphasis is on taking care of early childhood and supplying nutritious diet. Anganwaadi centers are run by women. Every center will have a teacher and an assistant. They prepare breakfast/cooked meal to the children and teach rhymes and alphabet.

About two thousand kids attend the centers daily. There are about eight thousand centers in the state of Andhra Pradesh. These centers support women who go to work. They take care of the children. They act as centers to connect the rural population and the government schemes. However, these centers also have many problems which are associated with accommodation, man power, support of the public, resources to run the center etc. Teachers were not paid salaries. The power supply was disconnected as the bills were not cleared. There is no scope for giving food as there are no funds.

To Do Activity

What do you call centers that take care of kids in your state? Discuss how they work and find out the differences and similarities.

Writing

Write a report on the working of care centers in your region.

5.5 Project (Group work- Max 3 or 4 members)

In the previous section exemplars (ten) on a range of topics were given. Now make use of the ideas and do a group project.

Title (Max 15 words)

Part -1

In this section describe what you are reporting.

What is the report about?

Why are you reporting?

Max 100 words

Part-3

Main Report

1. Introduction (75 words)

2. Main idea-1 (50 words)

3. Main idea-2 (50 words)

4. Main idea-3 (50 words)

5. Summary (100 words)

6. Conclusion (75 words)

Max 400 words

References

- Aruna, K(2008), Professional Communication, Tata Mc Graw Hill Publishing Company Limited,New Delhi.
- Das,K.B (2012),An Introduction to Professional English and Soft skills,Foundation books New Delhi.
- Dignam,B(2011), Presentation skills in English (2011) , Orient Black swan,New Delhi.
- Gore,S et al (2012), English for Socializing,Oxford University Press New Delhi.
- Jeff Butterfield (2016), Soft skills for everyone, Cengage learning,New Delhi.
- Lafond,C et all (2012) English for Negotiating,Oxford University Press,New Delhi.
- Mohan, K (1990), Developing Communication skills, Macmillan Publishers India Ltd,Delhi.
- Monipally, M (2001), Business Communication Strategies,Tata Mc Graw Hill Publishing Company Lim , New Delhi.
- Sadanand, K (2012),Teaching speaking and listening, Orient Black swan.
- Taylor, K (2011) Business English,Orient Black swan ,New Delhi.

Editors' Profile

Dr W G Prasanna Kumar

Dr. W G Prasanna Kumar, Chairman, Mahatma Gandhi National Council of Rural Education (MGNCRE), holds Ph.D in Education with basic degree in Social Work and Master's Degree in Sociology, Public Administration and Political Science. He also has professional education in Environmental Economics, Public Relations, Communication, and Training and Development. Under his leadership MGNCRE has done instrumental work in building rural resilience including rural community engagement and Nai Talim - Experiential Learning.

The several areas of functional work envisaged and implemented successfully by Dr. W G Prasanna Kumar include Curriculum Development Programmes, Course Material Preparation, Faculty Development Programmes, Workshops, Roundtables, Rural Immersion Training Programmes, Swachhta Action Plan Activities, Community Engagement Programmes, Rural Management Programmes, Nai Talim Programmes, WASH Volunteerism Programmes in collaboration with UNICEF and UBA Activities.

The national initiative of reviving Mahatma Gandhi's ideas of Nai Talim, spearheaded by Dr. W G Prasanna Kumar, has met unprecedented success at both national and state levels. The primary objective of this initiative is to promote Gandhiji's ideas on Experiential Learning, Nai Talim, Work Education and Community Engagement, and mainstreaming them in School Education and Teacher Education Curriculum & Pedagogy. The pilot developmental project is a product of intensive workshop based interactions and consultations with Departments of Education in Universities in India, National Council of Educational Research and Training (NCERT), and State Council of Educational Research and Training (SCERTs) across all Indian States/UTs. He considers this initiative as a great tribute to Mahatma Gandhi.

Dr. W G Prasanna Kumar has been instrumental in developing MGNCRE's state-of-the-art e-Learning Centre with infrastructure for conferencing and training facilities which include training programs, skill building sessions and workshops with facility for video linking the entire country and sharing online educational resources for rural community engagement and development. The compilation, development and nationwide release of Swachh Campus and Jal Shakti Manuals are his major contributions to Higher Educational Institutions. These Manuals have been directed by the Ministry to be put into usage by Higher Education Institutions including Universities, Colleges and Polytechnics in developing strategies, action plans and implementation plans for water conservation on the campuses and in the villages with which the campuses are engaged with in National Service Scheme (NSS), Swachhta Action Plan (SAP) and Unnat Bharat Abhiyan (UBA).

As Professor and Head, Centre for Climate Education and Disaster Management in Dr. MCRHRD Institute, he conducts several capacity building and action research programmes in climate education, disaster management and crowd management. He has handled many regional, national and international environmental education programmes and events including UN CoP11 and Convention on Biological Diversity and Media Information Management on Environmental Issues.

As Director in National Green Corps in the State Government for over 11 years and Senior Social Scientist in State Pollution Control Board for 6 years Dr. W G Prasanna Kumar conducted various

curriculum and non-curriculum related training programmes in environmental education. He was awarded Best State Nodal Officer of National Green Corps by Centre for Science and Environment, New Delhi in 2008. He was recipient of Jal Mithra Award from Earthwatch Institute of India and Water Aid New Delhi, 2014 and Certificate of Commendation for the services in UN Conference of Parties and Convention for Biodiversity conducted at Hyderabad in 2012. He was a Resource Person for AP Judicial Academy, AP Police Academy, AP Forest Academy, EPTRI, Commissionerate of Higher Education and Intermediate Education, State Council for Educational Research and Training and National Council for Educational Research and Training New Delhi, CCRT, Bharathiya Vidyapeet University Pune, CPR Environmental Education Centre Chennai and Centre for Environment Education Ahmedabad.

Dr K N Rekha

Dr K N Rekha, is a PhD Graduate from IIT Madras. She has 14 years of experience in training and education Industry. She works at Mahatma Gandhi National Council of Rural Education (MGNCRE), Hyderabad as Senior Faculty. She is involved in curriculum development on Rural Management and Waste Management. Prior to this, she worked as a researcher at Indian School of Business, Hyderabad, a short stint at Centre for Organisation Development (COD), Hyderabad. She has co-authored a book on “Introduction to Mentoring”, written book chapters, peer reviewed research papers, book reviews, Case studies, and caselets in the area of HR/OB. She also presented papers in various national and international conferences. Her research areas include Mentoring, Leadership, Change Management, and Coaching. She was also invited as a guest speaker at prominent institutions like IIT Hyderabad.

Subject Authors’ Profile

Mr. Suresh Jampa

Suresh Jampa pursuing his PhD from the School of English Language Education, The English and Foreign Languages University, Hyderabad. He is an MBA graduate from Jawaharlal Nehru Technological University, Kakinada and PGDBM from the University of Hyderabad. He also passed MA(ELT) with first class from PSR University. He was invited (September 25th – December 18th 2019) by the University of Cambridge to be a Visiting Scholar at the Faculty of Education, Research in Second Language Education Group to work on language issues pertaining to teachers in rural areas. A publication in this area is in progress. He was awarded a ‘Language Research Ambassador’ certificate by the Cambridge University Press for his contribution to the Cambridge Spoken English Corpus Project. He completed a ‘Cambridge International Diploma in Teaching and Learning’ offered by the Cambridge International Education of Cambridge Assessment, University of Cambridge, Cambridge, U.K. He presented a research paper at TALC 2018, University of Cambridge. His goals are enabling rural learners with language and social skills and offering support to underprivileged teachers in scarcity areas. He taught Business Communication and Report Writing, for a semester as guest faculty at the Faculty of Science and Technology, ICFAI University, Hyderabad. His research interests include Business Communication, Emotional wellbeing, Teacher Education, Listening skills and Rural language learners.



Mahatma Gandhi National Council of Rural Education (MGNCRE)

Department of Higher Education
Ministry of Education, Government of India





सत्यमेव जयते

Mahatma Gandhi National Council of Rural Education

Department of Higher Education
Ministry of Education, Government of India



O40 - 2321 2120



admin@mgncre.in
www.mgncre.in



#5-10-174, Shakkar Bhavan, Fateh Maidan Lane
Band Colony, Basheer Bagh,
Hyderabad-500004