

APPLICATION LETTER

The art of projecting one's personality plays a key role in career advancement.

Learning Objective

To provide practical guidelines for writing a job application letter and preparing an attractive resume and also to show how letters of appointment and resignation are written.

IMPORTANCE AND FUNCTION

An application for a job may be the first important business letter you will write when you graduate from a college or university. There is always stiff competition for any job and a prospective employer will form his first impression about you from your application. If he finds marks of tomato sauce on the envelope or the name of his company misspelt, he will not hesitate to reject you outright. But if your application is neatly typed, well-framed, and mailed in a clean envelope of proper size, the chances are that he will go through your application.

A letter of application is written to sell one's services. It should, therefore, have all the qualities that are required in the sale of any tangible product. Have you ever observed how delicately the jeweller displays diamond rings or the cloth merchant chiffon sarees? And also how he keeps your point of view in mind? As soon as he senses that you are getting interested in a particular item, he admires your choice and agrees with everything you say about it. He makes you feel important and persuades you to believe that what you have selected is the best buy for that price.

When you write an application you must keep the employer's point of view in mind. What sort of person does he need? What kind of experience and qualifications are required for the job? In presenting your achievements you should highlight the traits he is looking for. Remember, that no amount of skill in presentation and display will secure you a job if you do not possess the requisite qualifications and

experience. It is essential to be honest and sincere about yourself and to say only what is true and can be supported by documents. Do not make exaggerated claims; modesty serves better than conceit.

In fact, before applying you should analyse carefully the job requirements and your own achievements. The job analysis will help you picture the kind of man the organisation is looking for and self-appraisal will enable you to prepare an inventory of your personal details and achievements. Match the two and if they agree, go ahead and put in your application. This exercise will also enable you to decide where not to apply. For example, if a company needs a civil engineer having at least five years experience and you have just graduated, there is no point in aspiring for this post. Again, if a company has advertised for a sales representative and is looking for a smart, young man who likes to meet people and to travel extensively, you should not apply if you are a stay-at-home type and just abhor travelling.

There are two types of letters of application. In the first, all information about qualifications, experience and personal details is given in one letter. In the second, there are two parts. *Part one* is a short covering letter, containing reference to the advertisement in response to which you are applying and featuring your most significant qualifications for the post. *Part two* consists of the resume—a sheet which lists details about you and your qualifications. It generally includes the following:

- (i) Personal details: age, fitness and marital status.
- (ii) Educational qualifications.
- (iii) Specialised training, if any.
- (iv) Experience and achievements.
- (v) Special honours and distinctions, if any.
- (vi) Special personal qualities which make you suitable for the job.
- (vii) References: Names and addresses of persons who can vouch for your achievements.

The second type of letter of application is more effective; the applicant gets a chance to reveal his personality and display his most precious merchandise, without tiring the employer with unnecessary details. It catches the attention and induces the employer to go through the resume. Certainly you have better chances if your application is read. This is the first step towards success.

DRAFTING THE APPLICATION

The letter of application is a special covering letter; it must be something more than a note forwarding an enclosure. It should possess the qualities of effective sales letters which have been discussed in Chapter 9. It should be informative, to the point and short. Its tone should be friendly but not familiar.

- (i) The introductory paragraph should attract the employer's attention besides saying whether you are applying in response to an advertisement or at somebody's suggestion or on your own initiative. Some of the routine ways of beginning a letter are as follows:

- * I wish to apply for the post of Financial Manager advertised by you in *The National Herald* of 4 July 2009.
- * Please refer to your advertisement No. 40/92 in *The Hindustan Times* of 12 September 2009 for a Marketing Manager. I wish to be considered for this post.
- * I should be grateful if you would kindly consider me for the post of a Chemical Engineer, advertised by you in the *Times of India*, dated 11 September 2009.

But if you wish to stand out from the rest, you may write something on the following lines:

- * My qualifications and eight years experience as a Sales Representative of Steel Manufacturing Corporation, Calcutta makes me confident that I can do the job of a sales executive advertised by you in *The Hitvada* of 21 August 2009.
 - * Professor T.R. Gulzar has asked me whether I would be interested in the post of an executive in the Marketing division of your company. My qualifications and experience suit the requirements of the job and I should indeed be happy if, after going through the application, you come to the same conclusion. Prof. Gulzar has spoken of excellent prospects in your company and I should be proud to be associated with it. Here is what I have to offer.
- (ii) If you have written an effective opening paragraph, you have excited the employer's interest. Now make an attempt to show with evidence how you are the person he is looking for. This would need emphasizing those aspects of your qualities and achievements which the post requires. If the advertisement says, 'Wanted an experienced Office Manager to take independent charge of our office at Nagpur', the employer will be most interested in knowing whether you have any experience of office management. If you apply in response to this advertisement, you should highlight this aspect of your achievements. Of course, other details will also be necessary but they should not be played up. In stating your experience you must give full names of the organisations you have worked for, your designation and the nature of your duties. If you have made any outstanding contribution, mention it. For details refer the employer to the resume and prompt him to go through it. If he wants you to state the salary expected, mention your present salary and indicate the range within which any amount would be acceptable to you. It is better to discuss the details of the salary at the interview but even there you should not take the initiative. If you say in your application itself that less than a certain amount would not be acceptable to you, you may lose a chance of being interviewed.
- (iii) In the end you should try to motivate the employer to respond favourably. Your immediate aim should be to secure an interview. If you are able to do so, you will have won half the battle.

Some ways of closing the application are given below:

- I look forward to hearing from you soon.
- I hope that my qualifications will merit your consideration.
- I trust you will favour me with an interview.
- I would very much appreciate if an opportunity is given to me for providing further details.
- I would appreciate an opportunity of attending an interview.

ELEMENTS OF STRUCTURE

The structure of the application letter consists of the following parts:

- (i) Address of the applicant and the date
- (ii) Employer's name and address
- (iii) Salutation
- (iv) Body
- (v) Complimentary close
- (vi) Signature
- (vii) Enclosures

Address of the applicant and the date

These are written at the top of the letter flush with the left margin. Two spaces are left between the address and date:

34, Bapunagar
Jaipur-302001
14 June 2009

Employer's name and address

The name and address of the employer is usually given two spaces below the level of the date and aligned with the left margin. If the address is a post box or a newspaper box number, it is written as follows:

The Advertiser
GPO Box No. 342
Mumbai-600002

or

GPO Box No. 342
Mumbai-600002

The Advertiser
Box 3412
The Hindustan Times
New Delhi-110001

or

Box 412
The Hindustan Times
New Delhi-110001

Salutation

In applications addressed to business organisations usually *Dear Sir* or *Dear Sirs* is used. If however, you are applying for a government job and addressing your application to an officer in the government, the use of *Sir* is preferable.

Body

We have already discussed above, the points to be borne in mind while writing the covering letter.

Complimentary Close

Yours faithfully goes with all types of salutations namely *Sir*, *Dear Sir* and *Dear Sirs*. If you wish to make your subscription more formal and respectful, you may use *Yours respectfully*. Some applicants prefer to use *Yours truly* instead of *Yours faithfully*.

Signature

It should be distinct and the name of the applicant should be typed below it.

Enclosures

The documents you are sending with the application should be specified. If the list is long, prepare a list of enclosures and in the letter write: 'Encl. See list attached.'

PREPARING THE RESUME

The resume or the personal data sheet is an inventory of the applicant's personal details, educational qualifications, specialised training, experience, references and any other relevant information. The related details are grouped under one sub-heading for quick and easy reference.

Three examples of an application letter intended as a guide are given in Exhibits 28.1, 28.2 and 28.3.

Exhibit 28.1

303, Shanker Nagar
Nagpur-440001
11 May 2009
The Managing Director
Bharat Fertilizers Ltd.
Tolstoy Marg
New Delhi-110001.

Dear Sir

Subject -

I have looked carefully at the job requirements of the Production Manager, advertised by your company in *The Hindustan Times* of 8 May 2001 and I feel confident that I possess the requisite qualifications and experience. I should feel grateful if you would kindly consider me for the post.

When I was doing courses in Chemical Engineering I got intensely interested in the production processes and ways of accelerating them. So I joined the MBA course and specialised in production management. I have had some success in evolving new techniques and processes of maximizing production. I am sure your expanding organisation will provide me further opportunities to make greater contribution in this field.

My salary at present is Rs 18,000/ p.m. and anything in the range of Rs 20,000/- to Rs 24,000 p.m. will be acceptable to me. In fact, I would have preferred this matter to be left entirely to you, had the advertisement not asked specifically about it.

I would very much appreciate your giving me a chance to be interviewed. I would then be able to give you further details about my work, which should help you in judging my suitability for the post.

Yours faithfully
Subhash Gupta
End: Resume

Resume

Personal Details

Age: 28 years (Born on 10 September 1973)

Subhash Gupta
303, Shanker Nagar
Nagpur-440001

(Contd)

Health: Excellent
Marital Status: Married; one son aged 4
Nationality: Indian

Education

Year	Examination	Division	Institution	Remarks
2003	All India Higher Secondary	I	Air Force Central School, Nagpur	Distinction in Physics and Mathematics
2007	B.E. (Tech.) in Chemical Engineering	I	Indian Institute of Technology, Kharagpur	-
2009	Master of Business Administration	I	Birla Institute of Technology and Science, Pilani	Specialised in Production Management

Experience

June 2009 to 30 November 2009
Assistant Production Manager, Lusha Fertilizers Limited, Cuttack
Assisted the Production Manager in achieving present production targets and developing production programmes

(Salary: Rs 16,000 in the scale of Rs 16000-500-24000)

December 2009 to-date
Chemical Engineer, Maharashtra Fertilizer Corporation, Kelkar Marg, Pune
Responsible for maintenance and control of the chemical plant

(Salary: 18,000 p.m. in the scale of Rs 18000-500-22000-1000-28000)

References

1. Dr. S. Swaminathan
Director
Indian Institute of Technology
Kharagpur-721301
2. Sri P.L. Das
Production Manager
Lusha Fertilizers Limited
4, Ravenshaw Road
Cuttack-753001
3. Sri A.T. Dhyani
Managing Director
Maharashtra Fertilizer Corporation
Pune 411004

Exhibit 28.2

Kutty Kunj
93, Wisheswar Marg
Bengaluru-560014

11 October 2009

The Personnel Manager
Jiwan Aluminium Corporation
203/A, Bharati Nagar
Chennai-600001.

Dear Sir

Six years of experience as Assistant Office Manager of Triveni Earthmovers Limited, Bengaluru have given me enough experience to qualify for the post of the Office Manager you advertised in *The Indian Express* of 4 October.

Since 2003 I have been assisting the Office Manager in the supervision of all work: drafting, filing, receipt and despatch of letters, etc. When a new section for export promotion was created in 2007 I was made its incharge and in that capacity I have been handling independently correspondence with organisations in foreign countries.

Our office is moving to Delhi from the next financial year and my private affairs are such that I cannot keep myself very far away from my hometown, Coimbatore, and hence I am looking for a suitable position here in a progressive organisation like yours.

Details of my educational career, experience, etc., are given in the enclosed resume.

I hope you will give me an opportunity to be interviewed and then I shall be glad to give you any further information you may wish.

Yours faithfully

V.L. Narsingham

Encl: Resume

Resume

V.L. Narsingham
Kutty Kunj
93, Wisheswar Marg
Bengaluru-560014

Personal Details

Age: 31 years, 2 months (Born on 7 August 1978)

(Contd)

Health: Excellent

Marital Status: Married; two sons and a daughter, aged 7, 4 and 1 respectively

Nationality: Indian

Education

Year	Examination	Division	Institution
1996	All-India Higher Secondary	I	Chickpet Central School, Egmore, Chennai
1999	B. Com.	I	Madras University, Chennai
2001	M. Com.	II	Madras University, Chennai
2003	M.B.A.	I	Bombay University Mumbai

Extracurricular Activities

- 1999-2000 Was Secretary of the Debating Society of my college.
- 2001 Won second prize at the Inter-Collegiate Debate organised by the University.
- 2002 Won third prize in the All-India Essay Competition organised by the Society of Cooperative Training, Delhi.

Experience

- 2003 Assistant Office Manager, Triveni Earthmovers Limited, Bangalore in the pay scale of Rs. 8000 - 250 - 10,000 EB - 500 - 15000. Assisted the Office Manager in supervision of 20 clerks and assistants. Handled independently correspondence relating to enquiries and orders.
- 2007 Was made incharge (in the same organisation) of exports promotion section. Handled independently correspondence with foreign organisations and governments. Was given an allowance of Rs 500/- p.m. for extra responsibility.

References

1. Professor L.R. Swaminathan
Head, Dep. of Commerce
Madras University
Chennai-600001
2. Prof. T.N. Gode
Head, Deptt. of Business Management
Bombay University
Mumbai-400002
3. Sri P. Kumarswamy
Office Manager
Triveni Earthmovers Limited
Bengaluru-560053

Exhibit 28.3

23, Dorset Lane
 Pant Marg
 Lucknow-226002

20 November 2009

The Managing Director
 Gade Steel Company
 Panchsheel Marg
 New Delhi-110001.

Dear Sir

Your advertisement for a Financial Manager in *The Times of India* of 13 November 2009 interests me because I think I have the kind of training and experience which you expect in the person you are looking for.

After my M.Com, I specialized in management accountancy while working for my MBA degree. Then one year's training as Management Accountant and subsequent experience of working as Assistant Financial Manager in Bharat Telephones, Bhopal have given me an insight into budgeting, accounting, and financial control.

I have indicated details of my qualifications, experience, etc., in the enclosed resume for your consideration but should you require any more information, please let me know. I shall be glad to give it either in person or by post, as you wish.

Yours faithfully

R.L. Santosh

Enc: Resume

Resume

R.L. Santosh
 2, Dorset Lane
 Pant Marg
 Lucknow (U.P.)

Personal Details

Age: 43 years (Born on 10 October, 1966)

Health: Excellent

Marital Status: Married

Nationality: Indian

(Contd)

(Contd)

Education

Year	Examination	Division	Institution
1980	High School	I	Mission High School, Lucknow
1982	Intermediate	II	Christian College, Lucknow
1984	B. Com	I	Lucknow University, Lucknow
1986	M. Com.	I	Lucknow University, Lucknow
1988	M.B.A.	I	Delhi University, Delhi

Extracurricular Activities

- 1981 Won second prize at the All-India Gandhi Memorial Debate.
- 1983-84 Joint Secretary of the Commerce Association of Lucknow University.
- 1985-88 Member, Hockey Eleven of the University.
- 1988-88 Secretary, Management Association of Delhi University.

Training

- 1988-89 Management Trainee, Bharat Telephones Limited, Tantiatope Nagar, Bhopal (Rs 7500/- p.m.). Trained in the preparation of budget, annual accounts, organisation of internal audit system, financial procedures, etc.
- 1989 Assistant Financial Manager, Bharat Telephones Limited, Bhopal in the pay to date which has 2 superintendents and 12 assistants.

References

- | | |
|--|---|
| <p>1. Dr. P.L. Chowdhary
Dean, Faculty of Commerce
Lucknow University
Lucknow-226001</p> | <p>2. Dr. M.P. Verghese
Professor and Head
Deptt. of Management Accountancy
Delhi University
Delhi-110006</p> |
| <p>3. Sri L.N. Gadkar
Financial Manager
Bharat Telephones Limited
Tantiatope Nagar
Bhopal-462002</p> | |

In the examples given above the details in the resume have been arranged as they are usually sequenced in India. The Indian style is more or less based on the British pattern. In some countries, specially USA, the arrangement is different.

An example is given in Exhibit 28.4.

Exhibit 28.4

Resume

Ramesh Bendre
419, Shankar Naga
Nagpur-440001

Telephone: (0721)-423746
e-mail: sgupta@vsnl.com

Objective To obtain a senior managerial position in a reputed company in the area of production management.

Education

- 1994-95 Master of Management Studies, Birla Institute of Technology and Science, Pilani in First Division.
1990-94 B.E. (Tech.) in Chemical Engineering from Indian Institute of Technology, Kharagpur in First Division.
1990 All-India Higher Secondary, from Air Force Central School, Nagpur in First Division.

Experience

- 1998-present Chemical Engineer, Maharashtra Fertiliser Corporation, Kelkar Marg, Pune in the scale of Rs. 18,000-1000-28000.
1996-1998 Assistant Production Manager, Usha Fertilisers Limited, Cuttack in the scale of Rs. 16000-800-24000.
1995-1996 Management Trainee, Usha Fertilisers Limited, Cuttack on consolidate salary of Rs. 12000 per month.

Languages Known English, Hindi, Marathi

Personal Interest Gardening and reading science fiction.

Reference

- (i) Sri P.L. Das
Production Manager
Usha Fertilisers Limited

(Contd)

4, Ravenshaw Road
Cuttack-753001

(ii) Sri A.T. Dhyani
Managing Director
Maharashtra Fertiliser Corporation
Pune-411004

(iii) Dr. S. Swaminathan
Director
Indian Institute of Technology
Kharagpur-521301

Under References, the names of those persons with whom the applicant has been associated are given. Generally, the name of the Head of the Institution where the applicant last studied and the names of the employers under whom he worked, are cited. The prospective employer writes to those persons for their confidential remarks about the applicant's character, conduct, and job suitability. These remarks are considered more reliable than the open testimonials, which usually do not frankly sketch the character and competence of the applicant. In fact, many organisations are now eliminating the practice of granting open testimonials.

It is necessary to obtain the prior consent of the persons you wish to cite as your references.

Two letters, one seeking the consent and the other giving it, are given in Exhibits 28.5 and 28.6 respectively.

Exhibit 28.5

243, Shaheed Street
Basant Nagar
Ajmer-305001

12 December 2009

Prof. R.L. Shah
Shambhu Dayal Regional Engineering College
Mahatma Gandhi Marg
Jamnagar-361003.

Dear Professor Shah

I wish to give your name as a reference in my application for the post of an Assistant Engineer in the Public Works Department (Building and Roads) of Himachal Pradesh.

I hope you remember me; I was in your section in the V Year final (Civil Engineering) in 1983-84. I was also the Secretary of the Civil Engineering Association for the same year.

I shall be grateful if you kindly convey your consent early.

With best regards

Yours sincerely

H.L. Motwani

Exhibit 28.6

SHAMSHU DAYAL REGIONAL ENGINEERING COLLEGE

Mahatma Gandhi Marg, Jamnagar

16 December 2009

Shri H.L. Motwani
243, Shaheed Street
Basant Nagar
Ajmer.

Dear Motwani

I am glad to receive your letter of 12 December. It would indeed be a pleasure for me to act as one of your references. You were one of my best students and I clearly remember your contribution both in the academic and extracurricular fields.

With every good wish

Yours sincerely

R.L. Shah

Professor of Civil Engineering

Now we present a letter (Exhibit 28.7) by a prospective employer written to one of the references and the reply there to (Exhibit 28.8) to give an idea of such correspondence.

Exhibit 28.7

Kalpa Tubas Limited

79 Subhash Marg
New Delhi-110004

15 November 2009

Sri T.R. Wankhede
Chief Engineer

(Contd)

Bharat Steel Tubes Corporation
23, Patanjali Road, Bangalore-560012.

Dear Sri Wankhede

We are considering Sri Hari Chand Sukhwani for the post of a Mechanical Engineer. He has given your name as a reference.

We would be very grateful if you could kindly inform us about the quality of Sri Sukhwani's work in your company. Your views about his ability to work with others, his technical competence and his relative standing among persons with similar training and experience would be of interest to us.

Any other information which you think might be helpful in assessing his suitability for the post will also be welcomed.

It is proposed to call candidates for interview in the third week of February, 2001. We would very much appreciate your sending this information before that date.

With kind regards

Yours sincerely

O. Vaikuntam
Managing Director

Exhibit 28.8

BHARAT STEEL TUBES CORPORATION

23, Patanjali Road, Bangalore-560012

28 November 2009

Sri P. Vaikuntam
Managing Director
Kalpa Tubes Limited
79, Subhash Marg
New Delhi-110004.

Dear Sri Vaikuntam

Please refer to your letter of 15 November 2009.

Sri Hari Chand Sukhwani worked with us from 7 May 2008 to 16 December 2008 as a Junior Engineer (Mechanical). He supervised the work of 6 technicians and 40 workers.

We found Sri Sukhwani sincere, hardworking and competent. He was able to command the respect and confidence of his juniors and make them work to their fullest capacity. His relations with his colleagues were cordial. But he possesses a streak of defiance towards his superior officers. Sometimes he would just overlook their instructions and act according to his own judgment. This attitude could, however, be the result of initiative and courage which he possesses. We would rate him as second among ten other junior engineers with similar training, experience, and qualifications, who were then working with us.

On the whole, we think Sri Sukhwani will be able to make a mark in an organisation which offers him opportunities for professional growth. We were sorry to lose him but he told us that his private affairs did not permit him to stay so far away from his hometown any longer.

With kind regards

Yours sincerely

T.R. Wankhede
Chief Engineer

HELPFUL HINTS

Experience has shown that candidates find it difficult to start and close a letter of application and also to handle the question of 'expected salary' where required. To help you get over this difficulty a few sentences intended as a guide are given below:

Opening Sentences

1. My intensive and varied training in several important aspects of business management should prove of value to you in setting up your new branch at Aligarh.
2. When I saw your advertisement in today's *Hindustan Times* I felt I have the requisite qualifications and experience for the post of the Branch Manager.
3. Your advertisement in *The Hindustan Times* dated 14 October 2009 for the post of an Office Manager for your Bangalore Branch has attracted me. I believe I shall be able to discharge the responsibilities mentioned therein.
4. When I saw your advertisement for a Liaison Officer in *The Indian Express* of 11 September 2009, I carefully matched your needs with my qualifications and experience. And it seems I may be the kind of man you are looking for.
5. Your advertisement for a Research Officer in today's *National Herald* interested me as it offers advancement in a field I have specialized in.
6. When I saw your advertisement in *The Hindustan Times* of 22 December 2009 for a Sales Manager, I felt it was just the kind of post for which I have the qualifications and which I have been looking for.

7. Advertising as a career has attracted me since my school days. At University I did a special course in the art of advertisement and then as an Assistant Advertisement Manager of Lalwani Advertising Agency Private Limited, I increased the revenue by 30%. I, therefore, feel confident that I shall make a success of the advertisement manager's job you advertised in the *Times of India* of 12 October 2009.
8. My specialisation in production engineering at the Indian Institute of Technology, Kanpur has given me an insight into the techniques of maximizing production with indigenous know-how. I, therefore, feel that I would be able to function efficiently as an Assistant Production Engineer in your organisation.
9. As my record of honours will show, I have loved writing since my school days. At college I specialised in written communication and later did a diploma in journalism. I, therefore, hope that you will find in me the kind of experience and qualifications you are looking for in the journalist you need.
10. Specialisation in sales management at the university and ten years of experience in the marketing field qualify me for the post of a District Manager in your Marketing Division, which you advertised in *The Hindustan Times* of 7 August 2009.

Closing Sentences

1. I hope you will give me a chance to talk to you personally and to answer any questions you may have about my suitability for the post.
2. I am eager to tell you personally more about myself and to learn more about the exciting prospects the position offers. I hope you will give me a chance to do so.
3. If my resume convinces you that my background is suitable for the post, please let me know. I shall be happy to come and see you at your convenience.
4. I shall appreciate an opportunity to discuss this matter with you in greater detail. Will you kindly let me know when it would be convenient for you to see me?
5. I hope I will be granted an interview, when I can explain my qualifications more fully.
6. Though I am happy with my present job, the description of the post you advertised in *The Times of India* of 4 August 2009 sounds even more appealing. I would be grateful if you give me a chance to discuss my suitability for this post.
7. Although my resume contains details, you may like to have more information. I would be delighted to do so personally at any time convenient to you.
8. I wish to be associated with your progressive company and am, therefore, eager to know your reaction to my request.
9. I shall be grateful if you kindly let me know whether you can use my services.
10. I would very much appreciate your giving me a chance to talk to you and to get your opinion whether my qualifications and experience would be suitable for the post you offer.

Expected Salary

It is a delicate matter and should be handled tactfully. A few helpful sentences are given below:

1. My present salary is Rs... p.m. in the scale of Rs... and I expect some improvement on it.
2. I would have preferred to leave the matter of salary to you, had not the advertisement specifically required it. My present salary is Rs... p.m. and anything in the range of Rs... p.m. would be acceptable to me.

Please bring testimonials and certificates in original. These will be returned to you after perusal.

You would be paid II class sleeper class fare for journey to and from Chennai to attend the interview. A T.A. form is sent herewith. Please fill it in and hand over to our secretary immediately on arrival.

Best wishes.

Yours sincerely

Arpit Mohan
Assistant Personnel Manager

Appointment Letter

Exhibit 28.10

Jiwan Aluminium Corporation
203/A, Bharati Nagar
Chennai-601001

Reference: PP-A/207
12 December 2009

Sri V.L. Narasingham
Kutty Kunj
93 Wisheshwar Marg
Bangalore-560014

Dear Sri Narasingham

Please refer to your application dated 11 October 2001 for the post of the Office Manager.

I am glad to inform you that we have decided to appoint you to this post on a starting salary of Rs. 18,000 per month in the scale of Rs. 16,000-500-20,000-1000-25000. The terms and conditions of this offer are stated below.

Nature of appointment

You will be on probation for six months and confirmed after the expiry of this period if your performance is satisfactory.

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Place of posting

Initially you will be posted at the headquarters but the company may transfer you in the same capacity to any of its branch offices which at present are located in Calicut, Nagpur and Anmedabad.

Allowances

You will be entitled to dearness allowance, house rent allowance, travelling allowance and daily allowance according to the company rules.

Other benefits

You will also be reimbursed 100% medical expenses which you may incur on your illness or that of your spouse and children provided you are treated by an authorised medical attendant at his consulting room or on his advice at one of the company approved hospitals.

Transport

At present the company transports its employees from certain fixed points in the city to the office and back. You would be entitled to avail of this facility. However, this facility may be withdrawn any time without assigning any reasons. If you come to office in your own car, you would be entitled to a car allowance at Rs. 800/- per month, which may be revised at company's discretion.

If this offer is acceptable, please convey your consent latest by 27 December 2009 and report for duty by 12 January 2010. If we do not hear anything from you or you fail to join duty within the specified period, we would assume that you are not interested in the job. Consequently, this offer would automatically stand cancelled.

Best wishes.

Yours sincerely

Rashid Mohan

Chief Personnel Manager

RESIGNATION LETTER

You would sometimes quit an organisation to join another. You may occasionally do so because of personal reasons such as unsuitability of climate, inability to look after property, need for being near to close relatives, etc. But very often the job is changed because of other reasons such as getting a higher position, being bypassed for an expected promotion, better pay package, better prospects for professional growth, etc.

For quitting an organisation you would have to write a resignation letter. There is no rule to say what such a letter should contain. You could just write one sentence and be done with it: 'I resign from my post of Sales Manager and request you to relieve me after three months' notice period expiring on 26 February 2001'. Usually, however, a resignation letter contains three main points: statement of resignation and request for being relieved, reasons for resignation, and expression of thanks for courtesies

extended during the tenure of service with the organisation. Two examples of resignation letter are given in Exhibits 28.11 and 28.12.

Exhibit 28.11

23, SDA Flats
Ramapuram
Indraprasth Extension
Saleempur-522007

30 December 2009

The General Manager
Amrita Steel Works
Pindla Industrial Area
Vijayanagar
Saleempur-522009

Sir

As you are aware, ever since I joined the company I have not been keeping good health. I had to take leave on medical grounds thrice during the short period of one year's service. The doctors have now advised me a change of place as the climate of this area does not suit me.

I, therefore, submit herewith my resignation letter with the request that I be relieved immediately.

However, if this is not convenient, I may be relieved after one month's notice period expiring on 29 January 2010.

I enjoyed working in this organisation and I regret that I have to leave it. The experience here has been rewarding in many ways. I thank you and the colleagues for all the guidance, help and cooperation in the discharge of my duties.

Yours faithfully

Rachit Kashiwal
Senior Mechanical Engineer

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Exhibit 28.12

4A, Lakshmi Apartments

Samachar Marg

Tilakpur-420032

30 December 2009

The Managing Director
Pelican Machines Tools Limited
Ahmadpuram
Tilakpur 420069

Sir

I hereby resign from the post of Assistant Marketing Manager and request you to relieve me after the expiry of three month's notice period, that is, from 30 March 2010.

As you know, I joined this company ten years ago as Junior Marketing Executive and was promoted to the present position only four years back. My career growth is slow and I feel I am stagnating in this job. With my experience and qualifications, I believe, I would be able to get elsewhere a better position and a more congenial atmosphere for my professional growth.

I, must, however, assure you that I have enjoyed working in the organisation. The experience gained here would help me make a more valuable and satisfying contribution to this profession. In the end I would like to thank you and colleagues for the courtesy and consideration shown to me during my stay here.

Yours faithfully

Shyamal Saxena

Communication Core

A job application letter is written to sell one's services and it should therefore have all the qualities of a sales letter. Before applying, a careful analysis of the job requirements is essential so that the required skills and areas of knowledge can be highlighted in the letter. There are two types of letters of application. In the first, all information about qualifications, experience etc., is given in the letter itself. In the

(Contd)

second type the resume, usually containing the following information, is enclosed: personal details, educational qualifications, specialised training, experience and achievements, special honours, awards and distinctions, personality traits relevant for the job and three references. The letter should not look like a letter forwarding an enclosure. Instead, it should be impressive, informative, precise, and free from hackneyed expressions. Special care should be taken to draft the opening and the concluding paragraphs. The opening paragraph should be able to catch the attention quickly and the last paragraph to induce the intended action. If you are called for the interview and do well, you may be offered the job. Sometimes you may quit an organisation to join another. For doing so a letter of resignation is to be submitted to the competent authority. Such a letter has usually three points: statement of resignation, reasons for resignation and courteous leave taking.

① REVIEW QUESTIONS

1. What is a *resume*? What is its main function?
2. What points would you bear in mind while writing the covering letter?
3. How is the second type of letter of application better than the first?
4. In what respects does the structure of a letter of application differ from that of a typical business letter?
5. Which of the following two openings is better and why?
 - (i) With reference to your advertisement for the post of a Sales Manager in *The Hindustan Times* of 5 July 2009, I beg to offer myself as a candidate for the same.
 - (ii) I feel my qualifications and experience suit the requirements of the post of Sales Manager, advertised by you in *The Hindustan Times* of 5 July 2009.
6. 'An application letter is a sales letter'. Discuss.

① EXERCISES

1. Write letters of application in response to the following advertisements:
 - (i) Applications are invited for the post of an Accounts Officer. The candidate should be an M.Com. or a Chartered Accountant and should have at least five years experience in costing, budgeting, and compilation of accounts. Salary in the scale of Rs. 8500-500-13000-1000-16000 plus dearness allowance, house rent allowance, provident fund, gratuity and bonus. Age between 28 and 35 years. Apply within 15 days to the Managing Director, Healthwell Food Products Limited, 43, Joshi Marg, Jullundur.
 - (ii) A large company having foreign collaboration requires salesmen. Candidates should be graduates with about two years selling experience. Age should not exceed 28 years. Attractive salary commensurate with ability offered. Other benefits include provident fund, gratuity, bonus and allowances. Bright prospects of promotion for the right men. Apply within two weeks to P.O. Box No. 3214, New Delhi-110001.

- (iii) We require young men with brilliant academic record for our management trainee scheme. Selected candidates will be trained for two years in accounts purchase, administration, and technical functions. On successful completion of training they will be absorbed in a suitable scale on our management cadre and posted to our units in Goa, Bangalore and Chennai. During training they will be paid a fixed stipend of Rs 4000/- p.m. Applicants should be first class graduates in arts, commerce, science or engineering, and possess qualities of leadership. Age not more than 23 years. Apply within 15 days to Kasliwal Engineering Works Ltd., 43/77, Nevada Street, Fort, Mumbai 600001.
- (iv) Daljeet Industries Limited need Branch Managers in their Sales Department. Candidates should be graduates and have at least seven years experience. They should be conversant with sales management, operations of depots, and excise laws. Age around 35 years. Salary commensurate with qualifications and experience. Write in confidence within 15 days to the General Manager (Marketing) 51, Tolstoy Marg, New Delhi-110003.
- (v) Wanted an export manager on a salary of Rs 9400/- p.m. Graduates between 28 and 35, having at least five years experience in exports and liaison work with shipping companies, freight brokers, banks and government departments only need apply with particulars to Box 733, *The Hindustan Times*, New Delhi-110001, within 15 days.
2. Professor T.R. Mehta has asked you whether you would be interested in the post of a Mechanical Engineer with Lalvani Sugar Mills, Mathura Road, Faridabad. Draft (i) a letter of thanks to Professor Mehta for his suggestion, and (ii) an application for the post of Mechanical Engineer, giving particulars about your age, qualifications, experience, etc.
 3. Assume that a friend of yours is the Managing Director of Shah Textile Corporation, Shaheed Marg, Surat. He has suggested that you apply for the post of an Electrical Engineer in a sister concern called Mehta Engineering Work, Gokhale Marg, Poona-3. The post carries a pay scale of Rs. 12,500-1000-20,500 plus other fringe benefits. Draft a letter of application.
 4. Imagine that you are the General Manager of Kesto Oil Company Limited, 59, Panchsheel Marg, Allahabad and that you are considering appointing Sri R.R. Sheetal as the Branch Manager of your company at Meerut. Sri Sheetal worked for some time as Assistant Manager in Tushar Petroleum Company Limited, 22, Meston Hills, Dibrugarh and has given the name of the Managing Director of that company as one of the references. Draft a letter, seeking the Managing Director's opinion about the work and conduct of Sri Sheetal.
 5. Draft a reply on behalf of the Managing Director of Tushar Petroleum Company Limited. Sri Sheetal was sincere and hardworking. He was also tactful in taking work from his subordinates but he grudged any extra work and was not able to get along with his colleagues.
 6. Assume that you have decided to resign from the post of Assistant Production Manager in Indian Fertilisers Ltd. Satpuragany-830041, where you have been working for the last eight years. Write two resignation letters: one stating personal reasons and two, for being bypassed for promotions. *Invent* details.