

**Business Writing
Skill Enhancement Course
(2nd Semester)
Syllabus
Model Paper & Answers**

SKILL ENHANCEMENT COURSE
SEMESTER II - BUSINESS WRITING
SYLLABUS

Unit 1. Introduction to Business Writing: Importance and purpose of effective business writing; Characteristics of good business writing; Common challenges and misconceptions. Writing Clear and Concise Emails: Appropriate email etiquette in the professional environment, organizing email content and using effective subject lines, Understanding tone and formality in email communication.

Unit 2. Memos and Interoffice Communication: Formatting and structure of memos, Writing memos for various purposes like updates, announcements, requests. Ensuring clarity and coherence in interoffice communication. Business Letters and Formal Correspondence: Structure and components of a business letter, writing persuasive and professional business letters, Responding to inquiries and complaints effectively.

Unit 3: Business Proposals and Reports: Crafting business proposals for projects and initiatives, Formal report writing - format, sections, and organization, Analyzing data and presenting findings in reports. Writing for Digital Platforms: Business writing for websites, social media, and online communication, Leveraging technology for efficient and impactful business writing.

Activities: 1. Writing Assignments: Regular business writing tasks covering different document types. 2. Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario. 3. Reports and Presentations: Preparing formal reports and presenting findings to the class. 4. Quizzes and Tests: Assessing understanding of business writing principles and grammar. 5. Class Participation: Active engagement in discussions, peer reviews, and activities.

GOVERNMENT COLLEGE (AUTONOMOUS) RAJAMAHENDRAVARAM
SKILL ENHANCEMENT COURSE
SEMESTER II MODEL QUESTION PAPER
BUSINESS WRITING
Model Question Paper – with Answers

Time: 2 Hrs

Marks: 50

SECTION A

Answer any **FOUR** of the following questions. Each question carries 5 marks.
4X5=20 M

1. What is Business Writing? Explain its importance.
2. Explain the significance of 'tone' and formality in e-mail correspondence.
3. Describe the purpose of a memo in interoffice communication.
4. Write a note on the important features of a good business letter.
5. Attempt a short report on the launch of a new product of your choice.
6. Comment on the features that make website writing effective.
7. Suggest how technology is leveraged for effective business writing.
8. Write a brief note on e-mail etiquette.

SECTION-B

Answer **all** the questions. Each question carries 10 marks.
3X10=30 M

9. Survey the characteristics of good business writing.
(OR)

Send an e-mail to abs.automatives@gmail.com on the poor quality of bike servicing.

10. Write a note on the format and structure of a memo.
(OR)

Draft a memo informing the employees of an organization about shifting of the office.

11. Write a proposal for improving the sales of a real-estate company.
(OR)

Outline the steps for the preparation of a good business proposal.

5 Marks Questions

1. What is Business Writing? Explain its importance.

Business writing refers to the structured, clear, and professional communication used in a business context. It encompasses various forms, including emails, memos, reports, proposals, and letters.

The primary purpose of business writing is to convey information efficiently and effectively. It should ensure that the message is understood and actionable.

Business writing is very important because it facilitates clear and concise communication within and outside an organization.

Effective business writing enhances professionalism, boosts productivity, and ensures that information is communicated accurately. It is crucial for maintaining records, making informed decisions, and building strong relationships with clients, partners, and stakeholders. Further, well-prepared and maintained business documents reflect the organization's credibility and attention to detail, impacting its reputation positively.

Strong business writing skills are essential for success in any professional environment, promoting clarity, efficiency, and professionalism.

2. Explain the significance of 'tone' and formality in e-mail correspondence.

Answer:

The tone and formality in email correspondence are crucial for ensuring effective and appropriate communication.

Tone refers to the attitude or emotional quality conveyed through the words used. Formality dictates the level of professionalism and adherence to conventional language norms.

A suitable tone helps build connections and fosters positive relationships. It ensures that the message is received as intended without misunderstandings. For instance, a polite and respectful tone can improve collaboration and goodwill. An overly casual tone might appear as unprofessional or disrespectful.

Formality in emails is significant because it reflects the sender's respect for the recipient and the context of the communication.

Formal language is required in professional settings, ensuring that messages are clear, respectful, and free from slang or colloquial expressions.

Using the appropriate level of formality helps maintain professionalism, sets the right expectations, and ensures that the communication aligns with organizational standards and cultural norms.

3. Describe the purpose of a memo in interoffice communication.

Answer:

A memo or memorandum, is a written communication tool used within an organization to convey information, directives, updates, or requests to employees or team members.

A memo serves as an important tool in interoffice communication. It is designed to convey information, updates, or instructions within an organization. Its primary purpose is to ensure that essential information is disseminated efficiently and effectively among employees.

Memos are typically used for various purposes, including announcing policy changes, providing project updates, requesting action, or sharing important reminders. They help maintain clear and consistent communication, ensuring that all employees are informed about relevant developments and expectations.

The format of a memo is usually straightforward and concise. So, it is easy to read and understand. Clarity is crucial in a busy work environment, where quick access to information is necessary. By documenting information formally, memos also serve as a reference point for future needs. They help to maintain organizational records and accountability.

Memos play a key role in promoting transparency, efficiency, and effective internal communication within an organization.

4. Write a note on the important features of a good business letter.

A good business letter is characterized by several important features that ensure effective and professional communication:

1. **Clear Purpose:** The letter should have a clear objective, communicated in the opening paragraph. Whether it is to inform, request, or persuade, the purpose should be immediately apparent.
2. **Conciseness:** The content should be brief and to the point, avoiding unnecessary details. This helps the reader quickly grasp the essential information.
3. **Formal Tone:** A professional and courteous tone is crucial. The language should be respectful, avoiding slang or overly casual expressions.
4. **Proper Structure:** A well-structured letter includes a heading (sender's address, date), recipient's address, a formal salutation, body paragraphs, a closing, and a signature. Each section should be logically organized.
5. **Accuracy:** The letter should be free from grammatical, spelling, and punctuation errors. Accuracy in details, such as names and dates, is also vital.
6. **Clarity:** Ideas should be clearly expressed, avoiding jargon or complex language that could confuse the reader.
7. **Politeness:** Polite expressions and a courteous tone can help maintain good relationships and convey respect.

By incorporating these features, a business letter can effectively convey its message and reflect positively on the sender and their organization.

5. Attempt a short report on the launch of a new product of your choice.

Answer:

Yasaswi Agro & Food Industries Launch Report: Millet Biscuits

Date: June 14, 2024

Introduction: Yasaswi Agro & Food Industries, based in Rajahmundry, East Godavari, proudly announces the launch of our new product line: Millet Biscuits. This initiative aligns with our commitment to promoting health-conscious and nutritious food choices.

Event Details: The launch event was held on June 10, 2024, at the Rajahmundry Community Hall, attracting over 200 attendees, including local dignitaries, nutritionists, media representatives, and enthusiastic community members.

Product Highlights: Millet Biscuits are crafted from a blend of organic millets, offering a gluten-free, high-fiber, and low-sugar alternative to traditional biscuits. Available in various flavors such as Honey Almond, Spicy Herb, and Chocolate Delight, these biscuits cater to diverse taste preferences while providing essential nutrients.

Keynote and Demonstrations: The event featured a keynote address by our CEO, Mrs. Anjali Rao, highlighting the health benefits of millets and our sustainable sourcing practices. Live demonstrations and tasting sessions allowed attendees to experience the unique flavors and textures of our Millet Biscuits.

Conclusion: The launch of Millet Biscuits marks a significant milestone for Yasaswi Agro & Food Industries in our mission to offer healthy and delicious food options. We are excited about the positive reception and look forward to making these nutritious snacks available nationwide.

Prepared by: Marketing Department, Yasaswi Agro & Food Industries

6. Comment on the features that make website writing effective.

Answer:

Effective website writing is characterized by several key features that enhance user engagement and communication:

1. **Clarity and Conciseness:** Clear and concise writing helps visitors quickly grasp the information. Avoiding jargon and complex sentences ensures that the content is accessible to a broad audience.

2. **SEO Optimization:** Incorporating relevant keywords and phrases improves the website's visibility on search engines, attracting more visitors and increasing traffic.
3. **User-Centric Approach:** Content should address the needs and interests of the target audience, providing valuable information that is relevant and useful to them.
4. **Scannable Format:** Using headings, subheadings, bullet points, and short paragraphs makes the content easy to scan, allowing users to find information quickly.
5. **Engaging Tone:** A friendly and engaging tone helps build a connection with the audience, making the content more relatable and enjoyable to read.
6. **Call to Action (CTA):** Effective website writing includes clear CTAs that guide users towards desired actions, such as signing up for newsletters, making purchases, or contacting the company.

By focusing on these features, website writing can effectively communicate its message, retain visitor interest, and drive desired outcomes.

7. Suggest how technology is leveraged for effective business writing.

Answer:

Technology significantly enhances effective business writing through various tools and platforms:

1. **Word Processing Software:** Programs like Microsoft Word and Google Docs offer features such as spell check, grammar suggestions, and formatting options to ensure error-free and professionally formatted documents.
2. **Email Clients:** Advanced email platforms like Outlook and Gmail provide templates, scheduling, and integration with other tools to streamline communication and ensure timely responses.
3. **Collaboration Tools:** Platforms like Slack, Trello, and Asana facilitate team collaboration by allowing real-time editing, sharing, and tracking of documents, ensuring cohesive and coordinated writing efforts.
4. **Grammar and Style Checkers:** Tools like Grammarly and Hemingway App offer advanced grammar checks, style suggestions, and readability scores, helping to refine and polish business writing.
5. **Templates and Automation:** Business writing software often includes templates for reports, proposals, and letters, saving time and ensuring consistency. Automation tools can handle repetitive writing tasks, such as generating standard responses or reports.
6. **Cloud Storage:** Services like Dropbox and OneDrive enable secure storage and easy access to documents from anywhere, ensuring that team members can collaborate and update content seamlessly.

By leveraging these technologies, businesses can enhance the quality, efficiency, and effectiveness of their written communications.

8. Write a brief note on e-mail etiquette.

Answer:

Email etiquette refers to the set of guidelines and best practices for writing and sending emails professionally and respectfully. Key aspects include:

1. **Clear Subject Line:** Use a concise and descriptive subject line to inform the recipient of the email's purpose.
2. **Proper Salutation:** Start with a polite greeting, such as "Dear [Name]" or "Hello [Name]," to establish a respectful tone.
3. **Concise Content:** Keep the email brief and focused, clearly stating the purpose and main points without unnecessary details.
4. **Professional Tone:** Maintain a courteous and formal tone, avoiding slang, jokes, or overly casual language.
5. **Clear Formatting:** Use paragraphs, bullet points, and proper punctuation to make the email easy to read and understand.
6. **Prompt Response:** Reply to emails in a timely manner to demonstrate professionalism and respect for the sender's time.
7. **Proofreading:** Check for grammar, spelling, and punctuation errors to ensure the email is polished and professional.
8. **Appropriate Closing:** End with a courteous closing, such as "Sincerely" or "Best regards," followed by your name and contact information.

Following email etiquette helps convey professionalism, fosters effective communication, and builds positive relationships in the business environment.

10 Marks Questions

9. Survey the characteristics of good business writing.

Good business writing encompasses several key characteristics that collectively contribute to effective communication within and outside an organization:

1. **Clarity:** The foremost characteristic of good business writing is clarity. Clear writing ensures that the message is easily understood by the intended audience without ambiguity or confusion. It involves using simple and direct language, avoiding unnecessary jargon or technical terms that may obscure meaning.
2. **Conciseness:** Good business writing is concise, conveying information efficiently without unnecessary words or details. Conciseness respects the reader's time and attention span, getting to the point quickly while still providing essential information.
3. **Audience Orientation:** Effective business writing is audience-oriented. It takes into account the needs, knowledge level, and interests of the readers to tailor the message appropriately. Understanding the audience helps in choosing the right tone, level of formality, and relevant content.
4. **Accuracy:** Accuracy is critical in business writing. Information should be factually correct and free from errors in grammar, spelling, and punctuation. Inaccurate information can undermine credibility and lead to misunderstandings.
5. **Professionalism:** Business writing maintains a professional tone and demeanor throughout. It adheres to established conventions of business communication, using formal language and respectful language to convey ideas and opinions.
6. **Coherence and Organization:** Well-written business documents are logically organized and coherent. They present ideas in a structured manner, with clear headings, subheadings, and transitions between paragraphs. This organization helps readers navigate the document and understand the flow of information.
7. **Purposeful:** Every piece of business writing serves a specific purpose, whether it's informing, persuading, instructing, or requesting action. Good business writing clearly communicates its purpose from the outset and stays focused on achieving that objective throughout the document.
8. **Engagement:** Engaging business writing captures the reader's interest and maintains their attention. It may include compelling storytelling, relevant examples, or persuasive arguments to effectively convey the message and encourage desired actions.

Thus, good business writing combines clarity, conciseness, audience orientation, accuracy, professionalism, coherence, purposefulness, and engagement to achieve effective communication in professional contexts. Mastering these characteristics helps businesses communicate effectively with stakeholders, maintain professionalism, and achieve their objectives through written communication.

9.(b) Send an e-mail to abs.automotives@gmail.com on the poor quality of bike servicing.

Answer:

Subject: Feedback on Bike Servicing Quality

Dear ABS Automotives Team,

I hope this email finds you well. I am writing to provide feedback on the recent servicing experience I had with your workshop.

Unfortunately, I must express my dissatisfaction with the quality of service provided during my last visit. Despite the assurances given, I have encountered several issues with my bike since the servicing was completed. These issues include [briefly list specific problems, e.g., engine noise, brakes not functioning properly, etc.].

As a loyal customer of ABS Automotives, I have always valued the quality of service and attention to detail your team typically provides. However, this recent experience has left me concerned. I trust that you will take this feedback seriously and take appropriate steps to address the issues.

I kindly request that you review the servicing of my bike and rectify the problems as soon as possible. Please let me know when I can bring in my bike for a re-evaluation and repair. I look forward to your prompt response and resolution of these issues.

Thank you for your attention to this matter.

Best regards,

S. Kumar,
H.No. 1-2-3, Prakash Nagar 2nd Street,
Rajahmundry.
Ph:
Email:

10. Write a note on the format and structure of a memo.

Answer:

A memo, short for memorandum, is a formal written communication used within an organization to convey information, announce policies, issue directives, or make requests. Memos are typically concise and direct, focusing on specific topics relevant to internal communication.

Format of a Memo:

1. **Heading:** The heading of a memo includes the following elements:
 - **To:** The name or department of the recipient(s) of the memo.
 - **From:** The name and position of the sender(s) of the memo.

- **Date:** The date when the memo is written or issued.
- **Subject:** A brief and specific statement summarizing the purpose of the memo.

Example:

To: All Employees

From: Janaki Ram, HR Manager, Ananya Event Management,

Date: June 14, 2024

Subject: Updated Company Dress Code Policy

2. **Introduction:** The introduction section of a memo provides context and background information related to the topic of the memo. It may briefly explain why the memo is being sent and what information or action is required from the recipients.
3. **Body:** The body of the memo contains the main content, where the information, announcements, directives, or requests are detailed. It is organized into clear and concise paragraphs, each addressing a specific aspect of the topic. Bulleted or numbered lists may also be used for clarity and emphasis.
4. **Conclusion or Action Statement:** The conclusion section of a memo summarizes the key points discussed in the body and may include specific actions or decisions that recipients need to take. It ensures that recipients understand what is expected of them after reading the memo.
5. **Closing:** The closing of a memo includes a courteous closing remark and the sender's contact information. It maintains professionalism and provides recipients with the option to follow up if they have questions or require further clarification.

Structure of a Memo:

- **Clear and Concise:** Memos should be clear and to the point, avoiding unnecessary details or complex language.
- **Logical Organization:** Information in a memo should be logically organized, with headings, subheadings, or bullet points used to structure the content for easy reading and understanding.
- **Professional Tone:** Memos maintain a formal and professional tone appropriate for internal communication within an organization.
- **Use of Formatting:** Formatting such as bold headings, bullet points, and numbered lists can help highlight key information and improve readability.
- **Signature:** Unlike letters, memos do not usually include a formal closing signature. Instead, the sender's name, position, and contact information are typically included at the end of the memo.

The format and structure of a memo are designed to facilitate clear, concise, and effective communication of internal information within an organization, ensuring that recipients understand the message and any actions required.

10. (b) Draft a memo informing the employees of an organization about shifting of the office.

Answer:

MEMORANDUM

Date: June 14, 2024

To: All Employees

From: Priya Sharma, Operations Manager

Subject: Office Relocation Announcement

I am pleased to inform you that effective July 1, 2024, TechSkills IT Training Solutions will be relocating its office from our current rented apartment in Prakash Nagar to our newly acquired premises at A.V. Apparao Road. This relocation marks an exciting milestone for our company as we continue to grow and expand our operations.

Reason for Relocation: The decision to move to our own premises is driven by our commitment to providing a more conducive and professional environment for our team and clients. This new space will accommodate our expanding workforce and allow us to enhance our service offerings.

Details of the New Office: Our new office address will be: TechSkills IT Training Solutions A.V. Apparao Road, Rajahmundry, East Godavari, Andhra Pradesh, India

Key Dates and Transition Plan:

- **Moving Date:** The move will take place over the weekend of June 29-30, 2024.
- **Office Closure:** The current office at Prakash Nagar will be closed from June 28, 2024, to facilitate the move.
- **Resumption of Operations:** We anticipate resuming normal operations at the new office starting July 1, 2024.

Action Required from Employees: Please ensure that all personal belongings and work-related items are packed and labeled clearly before June 28, 2024. Additional instructions and logistics regarding the move will be communicated closer to the moving date.

We are excited about this new chapter for TechSkills IT Training Solutions and look forward to welcoming you to our new office. Should you have any questions or concerns regarding the relocation, please feel free to contact the Operations Department at [contact information].

Thank you for your attention to this matter.

Best regards,

Priya Sharma
Operations Manager
TechSkills IT Training Solutions.

11. Write a proposal for improving the sales of a real-estate company.

Answer:

Proposal for Improving Sales at Dream Homes Realty, Vijayawada

Introduction: Dream Homes Realty aims to enhance its sales performance through strategic initiatives that capitalize on current market trends and customer preferences in Vijayawada, Andhra Pradesh. As the real estate market evolves, it is crucial for our firm to adapt and innovate to maintain a competitive edge and achieve sustainable growth.

Proposed Strategies:

1. **Digital Marketing Enhancement:**
 - Implement targeted digital marketing campaigns leveraging social media platforms, Google Ads, and SEO strategies to increase online visibility and attract potential buyers actively searching for properties in Vijayawada.
2. **Customer Relationship Management (CRM) System:**
 - Invest in a robust CRM system to streamline lead management, track customer interactions, and personalize communication. This will enable us to nurture leads more effectively and enhance customer satisfaction.
3. **Virtual Tours and 3D Visualization:**
 - Introduce virtual tours and 3D visualization tools for property listings on our website. This technology allows prospective buyers to experience properties remotely, enhancing engagement and reducing decision-making time.
4. **Local Market Expansion:**
 - Expand our presence in key local markets through targeted advertising in prominent Vijayawada neighborhoods and partnerships with local businesses and influencers to increase brand awareness and market penetration.
5. **Client Referral Program:**
 - Launch a client referral program offering incentives for existing customers who refer new clients. Word-of-mouth referrals are powerful in the real estate industry and can significantly boost our lead generation efforts.
6. **Professional Development and Training:**
 - Provide ongoing training and professional development opportunities for our sales team to enhance their skills in negotiation, customer service, and market knowledge. A well-trained team is essential for converting leads into closed sales.

Expected Outcomes: By implementing these strategies, Dream Homes Realty anticipates a significant increase in sales volume and market share in Vijayawada. We aim to achieve a 20% growth in closed transactions within the next fiscal year, positioning our firm as a leader in the local real estate market.

Conclusion: We are confident that these proposed strategies will empower Dream Homes Realty to achieve its sales objectives and strengthen our position as a trusted real estate partner in Vijayawada. We look forward to your support and collaboration in implementing these initiatives for mutual success.

Prepared by:

N. Sridhar, General Manager, Dream Homes Realty.

11. (b) Outline the steps for the preparation of a good business proposal.

Preparing a good business proposal involves several key steps to ensure clarity, professionalism, and effectiveness in presenting your ideas or solutions to potential clients or stakeholders. Here is an outline of the steps involved:

1. **Research and Understanding:**
 - **Identify the Need:** Understand the specific needs, challenges, or opportunities of the client or project.
 - **Research the Client:** Gather information about the client's business, industry trends, competitors, and any previous interactions.
2. **Executive Summary:**
 - **Overview:** Provide a concise summary of the proposal, including the client's needs, your proposed solution, and the benefits of choosing your proposal.
 - **Highlight Key Points:** Emphasize the unique selling points (USPs) of your proposal and why it stands out.
3. **Introduction:**
 - **Introduction to Your Company:** Briefly introduce your company, its background, mission, and relevant experience.
 - **Establish Credibility:** Highlight past successes, relevant projects, certifications, or awards that demonstrate your capability to handle the project.
4. **Understanding of the Problem:**
 - **Detailed Problem Statement:** Clearly articulate the client's problem or opportunity that your proposal aims to address.
 - **Impact and Consequences:** Describe the impact of the problem on the client's business and why it needs urgent attention.
5. **Proposed Solution:**
 - **Offer a Solution:** Present your proposed solution or approach to address the client's problem or fulfill their requirements.
 - **Benefits:** Clearly outline the benefits and advantages of your solution over alternative approaches.
 - **Methodology:** Describe the steps, processes, methodologies, or technologies you will employ to implement the solution effectively.
6. **Implementation Plan:**
 - **Timeline:** Provide a detailed timeline or schedule for the project, including key milestones and deliverables.
 - **Resources:** Specify the resources, team members, and expertise required to execute the project successfully.
 - **Budget:** Present a clear and transparent budget estimate, including costs for materials, labor, and any additional expenses.
7. **Evaluation and Measurement:**
 - **Metrics:** Define measurable objectives or outcomes that will determine the success of the project.
 - **Evaluation Criteria:** Describe how you will evaluate the effectiveness of the proposed solution and measure its impact on the client's business.
8. **Conclusion:**
 - **Summary:** Summarize the key points of your proposal and reiterate why your solution is the best choice for the client.

- **Call to Action:** Encourage the client to take the next steps, such as scheduling a meeting, signing a contract, or providing feedback.

9. **Appendices** (if necessary):

- **Supporting Documents:** Include additional information such as case studies, testimonials, project samples, or detailed technical specifications.

10. **Review and Proofreading:**

- **Revision:** Review the proposal for clarity, coherence, and consistency.
- **Proofreading:** Check for grammar, spelling, and formatting errors to ensure professionalism.

11. **Submission:**

- **Delivery:** Submit the proposal according to the client's preferred method (email, in-person presentation, etc.).
- **Follow-Up:** Follow up with the client after submission to address any questions or concerns and to discuss next steps.

By following these steps, you can create a well-structured and compelling business proposal that effectively communicates your capabilities, solutions, and value proposition to potential clients or stakeholders.

ADDITIONAL QUESTIONS

1. What is a Memo, and what are the key characteristics of a Memo?

Answer:

A memo, short for memorandum, is a written communication tool used within an organization to convey information, directives, updates, or requests to employees or team members. Memos are typically brief, formal, and to the point, designed to communicate important information efficiently.

Key characteristics of a memo include:

1. **Purpose:** Memos are used for various purposes such as announcing policy changes, providing instructions, offering updates on projects, making requests, or conveying important reminders.
2. **Format:** A memo usually follows a standardized format, which includes the heading (To, From, Date, Subject), the body (the main message), and sometimes a closing or action statement.
3. **Audience:** Memos are intended for internal communication within an organization, addressing specific individuals, departments, or the entire staff.
4. **Clarity:** The content of a memo is clear and concise, ensuring that the message is easily understood and acted upon by the recipients.
5. **Formality:** While memos can vary in tone depending on the context, they generally maintain a formal and professional tone appropriate for workplace communication.

In essence, memos facilitate effective internal communication, ensuring that important information is shared promptly and accurately within an organization.

2. Model Business Letter:

From:

TechPro Learning Solutions,
123 Main Street Rajahmundry,
East Godavari Andhra Pradesh, India
PIN 533101

Date: June 14, 2024

To

The Principal,
Government College (Autonomous)
Rajahmundry,
East Godavari Andhra Pradesh, India.
PIN 533105

Subject: Proposal for IT Training and Internship Opportunities for Students

Dear Dr. Ramachandra,

I hope this letter finds you in good health and high spirits. My name is Ravi Kumar, and I am the Director of TechPro Learning Solutions, an IT training firm based in Rajahmundry, East Godavari. We specialize in providing high-quality IT education and training services tailored to meet the current industry demands.

We are writing to propose a collaboration with your esteemed institution to offer short-term and long-term training programs in various IT courses, including MS-Office, Web Designing, and Animation, to your students. Our training programs are designed to equip students with practical skills and knowledge, enhancing their employability and preparing them for successful careers in the IT sector.

In addition to training, we would also like to offer short-term and long-term internships, both online and offline, at a nominal fee. These internships will provide students with hands-on experience, allowing them to apply their learning in real-world scenarios and gain valuable industry insights.

We believe that this collaboration will be highly beneficial for your students, providing them with opportunities to develop essential IT skills and gain practical experience that will be advantageous in their future careers.

We would be delighted to discuss this proposal in more detail and explore the potential for a fruitful partnership. Please let us know a convenient time for a meeting, or feel free to contact us at Ph:0883-267486 or via email at ravi.kumar@techprolearn.com.

Thank you for considering our proposal. We look forward to the possibility of working together to support the educational and professional development of your students.

Yours sincerely,

Ravi Kumar

Director
TechPro Learning Solutions
