
Section 'B' : ADVANCED WRITING SKILLS
(Coverage 35 Marks)

Advertisement

POINTS TO REMEMBER : Advertisements are of two types —

Personal purpose

- | | |
|---------------------------------------|--|
| (i) Classified | Categorised in separate columns, occupy less space, more economical. Written in short phrases and words, Language-simple, concise and compact, give title and contact address. |
| (ii) Non Classified or Display | Commercial purpose, more space, visually attractive, with catchy slogans, Varying font size or shape, (language-colourful), lucid and appealing overall arrangement. |
- (b) **Classified Advertisements are covered under different headings:**
- Situation vacant/situation wanted
 - Sale and Purchase of Property/vehicles/Household Goods etc.
 - Missing persons/Pet animals.
 - Lost and found
 - Travels and Tours/Packers and Movers.
 - Educational Institution/Language course/Hobby classes.
 - Matrimonials / Alliance.
 - Change in name

Points to Remember :

- ☐ Keep Heading — Situation Vacant / Wanted
- ☐ Begin with 'Wanted' or 'Required'.

- ☐ Mention name of the employee with address.
- ☐ Mention the no. of posts lying vacant/name of the post.
- ☐ Mention required age limit and qualification (educational and professional). Skills, personality and minimum experience required.
- ☐ Pay scale and perks of the post concerned
- ☐ Mode of applying and whom to apply
- ☐ Time limit for submission of application
- ☐ Contact address and Ph. No.

Example :

1. You are the General Manager of a leading industrial concern. You need a Chartered Accountant for your office. Draft an advertisement in not more than 50 words to be published in The Times of India, New Delhi, under the classified columns.

Situation Vacant

Required a Chartered Accountant for a leading concern "Brakes and Brakes India Ltd.". An individual with CA degree, having two years experience of an MNC and not more than 35 years can apply to the General Manager with complete resume within seven days. Attractive salary and promising career. General Manager, Brakes and Brakes Pvt. Ltd., 116 Sect. 62, Noida, Ghaziabad.

2. You are the manager, Excel Pharma Ltd. Draft an advertisement for your company for the post of Sales Executive (two) mentioning all details as per your requirement.

Advertisements

3. Delhi Public School Rohtak, Haryana needs four post graduate teachers (2 English, 1 Physics, 1 Maths) for the school. As the chairman of the school draft a classified advertisement for a leading newspaper inviting applications from suitable candidates. Include details like essential qualification, experience, salary, working condition etc. the mailing address of the school is P.O. Box-516, Civil Lines, Rohtak, Haryana.
4. Vasant International school requires a receptionist. The administrative office drafts an advertisement for publication in the situation vacant column of a newspaper. Draft an advertisement inviting application for walk-in interview along with the testimonials.

Situation Wanted

1. Arun Gupta of M-3, Neel Kamal Appt. 'Shimla, has a very good knowledge of tourists places in Shimla. He wants to work as a Tourist Guide. Draft a suitable advertisement for publication in the 'Tours and Travels Section' of a local newspapers in about 50 words.

Situation Wanted

A Tourist Guide widely travelled, well acquainted with hill and historical places around Shimla. Well-versed in English, Hindi, Punjabi and Local Language seeks a job in the Local Tours and Travels. Desirous Party may contact Arun Gupta. M-3, Neel Kamal Apartment Shimla or Call at 9868....(M).

1. You are A.L. Bhagat of C-108 Shakti Nagar, Delhi. You are Chartered Accountant and you are capable of handling accounts and Managing Finances, having six years of experience. Draft an advertisement for the Times of India seeking a job (full time/part time)
2. You are Mohan Garg. You intend to start hobby classes during the coming summer vacation at your residence. Write an advertisement to be published in Hindustan Times. (50 words)

Hints - (Name hobby classes, time, date to start, qualified faculty, mode of admission contact No etc.)

(a) PROPERTY

- ☐ Begin with for Sale/Purchase or Available/Wanted.
- ☐ Type of house (Flat, independent floor/house/office etc.)
- ☐ Size-floor. no. of rooms etc.
- ☐ Fixtures & fittings
- ☐ Surroundings-centrally located, facing park, nearby market, school, hospital, bank, bus stand etc.
- ☐ Use adjectives like airy, well ventilated, fully furnished, brand new, newly constructed.
- ☐ Company or Bank lease preferred.
- ☐ Expected price : fixed/negotiable.
- ☐ Contact address and Ph. No.

1. You propose to sell your flat as you are going abroad. Draft an advertisement for it to be published in Daily Times under classified columns.

FOR SALE

Available DDA Flat, MIG, First floor, two Bedrooms with attached Baths, Drawing and Dining with two balconies. Well furnished, airy, East and park facing. Dilshad Garden, nearby market, school, hospital, bank, Metro and bus stand. Price 65,00000/- but negotiable. Contact Details : Om Properties, H Block, Dilshad Garden, 9810..... (M)

2. You own an independent house in West Delhi and want to sell it. Draft an advertisement for a local daily giving all necessary details.

FOR PURCHASE

3. Suppose you are Amitabh Ambani, Director of Study plus, Australia. You wish to purchase land for setting up a school in India. Write a suitable advertisement inviting offers from land owners. Give necessary details like plot size, area or location and offer of outright purchase. Do include your address in India.

(b) VEHICLE FOR SALE

- ☐ Model No., Year of Manufacturing
 - ☐ Colour, accessories (New seat cover, mats, music system, A/C etc.)
 - ☐ Single hand driven, good condition, new tyres, non-accidental, scratchless, mileage, authorised CNG kit/diesel version.
 - ☐ Insurance, Road Tax, and Pollution Certificate
 - ☐ Expected price 2,00000/- (fixed/negotiable)
 - ☐ Contact address and telephone No.
1. You want to sell your Maruti WagonR as you are going abroad. Draft an advertisement for the classified column of a local daily giving particulars of model, mileage, etc.

FOR SALE

Beginning (Model and Year of Manufacture) : Available Maruti Wagon RLX 2006 model,

Colour and Accessories : Metallic grey, new seat covers, new tyres, A/C and stereo fitted.

Other Attraction : Single hand driven, scratchless, sparingly used, beautiful interior. Insurance, Road Tax and PUC.

Selling Price : Price 90,000/- but negotiable

Contact Details : Mahindra Automobiles, Ph. No. 011-2329.....

2. You plan to sell your two wheeler. Draft a suitable advertisement in not more than 50 words under the classified columns of a local daily, giving all necessary details.

(c) HOUSEHOLD / OFFICE GOODS

- ☐ Item, brand and year of manufacturing.
 - ☐ General condition – excellent working condition, looks brand new etc.
 - ☐ Specify material in case of furniture.
 - ☐ Price offered/expected
 - ☐ Contact address and Ph. No.
1. Your family is moving out of Delhi since your father has been transferred. You want to sell off some household items at a reasonable rate. Draft an advertisement for local daily giving necessary details.

HOUSEHOLD GOODS

Beginning : Available

Item Name and Brand : LG fully automatic Washing Machine, model splash 2006. and Samsung Colour TV. 21" with remote control;

General Condition : Excellent working condition.

Specific Details : Brand new furniture of Teak Wood five seater sofa set, six seater dining table and double bed with box.

Selling Price : Reasonable price.

Contact Details : A.B. Singh 43/1, B-Block, Dilshad Garden / 9212734510 (M)

2. You want to sell off some office furniture such as Table with chair, Cupboards etc. as you are moving out of Delhi. Draft an advertisement for a local daily.

TO LET

- ☐ Begin with 'Wanted' or 'Available'.
 - ☐ Type of accommodation – Size, floor, No. of rooms etc.
 - ☐ Location and surroundings
 - ☐ Rent expected, Bank and company Lease preferred.
 - ☐ Contact Add, email address or telephone No.
1. You want to let out a portion of your newly constructed independent house. Write an advertisement to be published in the 'To Let' classified columns of the Hindustan Times. (Word Limit : 50)

TO LET

Available on rent a newly constructed house in B-Block, Ashok Vihar, Delhi. Two bedrooms with attached baths, ground floor, well ventilated and spacious with wooden work. Walking distance from market, school, hospital and Metro Station. Expected rent 25,000/- per month (negotiable). Contact : Lala Ji at 9868..... (M)

2. Rahul Dev of 28, Dream Land Apartments, Circular Road, Delhi wants to rent out 2nd floor of his house to students only. Write an advertisement to be published in the 'To Let' column of a local daily.

ACCOMMODATION WANTED

- ☐ Accommodation required : No. of rooms, size, floor
 - ☐ Location and surrounding : area, colony, facilities
 - ☐ Contact Add. (Ph. No.)
1. You want to purchase an independent house in a posh area. Draft a suitable advertisement under the classified column, "Accommodation Wanted", giving your requirements and capacity to pay.

ACCOMMODATION WANTED

Required a newly built independent house in a posh area of East Delhi. Having three bed rooms with attached baths, drawing and dining alongwith modular kitchen, well ventilated. Fully furnished, 24 hrs. Electricity and drinking water, parking. East and Park facing, nearby school, Bank and shopping complex. Rent offered Rs. 15000 per month. Contact : Mr. R.V. Singh, 90122.....(M)

2. You want to purchase a newly constructed office in a prime location of Preet Vihar, Vikas Marg. Draft an advertisement as per your requirements about location and price etc.

MISSING PERSON/PET ANIMALS

☐ Begin with 'Missing'

☐ Physical description

(a) Person

_____ Name, age, sex, height, complexion, built _____ clothes and other identifying features.

(b) Pet animal _____ name, breed, colour of fur or skin.

☐ Since when and from where missing

☐ reward/message if any

☐ Contact address and Ph. No.

1. You are the sister of a boy who has been missing from his home for the last two days. Draft an advertisement under the caption 'Missing' for a local newspaper provide necessary details and also offer a reward.

MISSING

Suresh Kumar, 14 years, 5'3'. Wheatish complexion, average built, wearing white T-shirt and blue jeans, specks, injury mark over the right eye brow. Missing since 4.8.2012 from Central Market Lajpat Nagar. Informer will be duly rewarded. Inform Lajpat Nagar Police Station or Call at : 901032...(M)

2. Your grand mother aged 80 years, mentally upset has been missing for three days. Draft an advertisement for "Missing" Column mentioning all details. (Word Limit : 50).

3. Your Cat named Tessa is missing since 5th Aug. 2012. Draft an advertisement under the "Missing" Column of a local daily newspaper providing all details in about 50 words.

MISSING PET

Lovely cat Tessa, White, brown fur, 1 year old, with a red ribbon around its neck.

Missing : Since 5th Aug, 2012 from the Central Park, Dilshad Garden, Delhi.

Contact : A.B. Singh if found, finder/informer to be rewarded. Call at 90123.....(M)

4. You are Mona of New Friends Colony. Your pet dog named Scooby is missing since 3rd Aug., 2011. Draft an advertisement for the 'Pet Missing' column of a local daily in about 50 words.

6. LOST AND FOUND

- ☐ Begin with 'Lost' and 'Found'.
 - ☐ Brief physical description _____ Name of the object/article, Brand, Colour, size, condition.
 - ☐ When/where lost or found.
 - ☐ Reward if any
 - ☐ Contact address and Ph. No.
 - ☐ For 'Lost' give all details whereas for 'Found' the details need not be given completely.
1. You have lost your bag in Metro between Uttam Nagar and Dwarka while going for an interview. It contains a file having important certificates. Draft an advertisement for a local daily under column 'Lost and Found' in not more than 50 words.

LOST AND FOUND

Lost a black VIP bag, 16" × 20", containing Certificates and important papers. Lost in Metro, between Uttam nagar and Dwarka on 4th Aug. 2012 between 9 to 9.40 am. If found, kindly contact Mr. Rajeev Kumar, or call at 9998.....(M). Finder will be duly rewarded.

2. You found a wrist watch in the school canteen. Draft a notice for School Notice Board in not more than 50 words.

NOTICE

Found a ladies' wrist watch in school canteen on 5th Aug. 2012 at around 11.30 a.m. The owner can take it from the school office after providing details about the wristwatch. Contact Mr. Sharma after school time.

1. You are Puran Singh, a Property Dealer. You lost a bag containing valuable documents, while travelling by bus between Model Town and Rohini on Route No. 982, Draft an advertisement in not more than 50 words.
2. You found a Chemistry Text Book in the Lab. Write a notice for your school notice board in not more than 50 words.

7. MATRIMONIALS

- Begin with 'Wanted/Alliance' or Proposal invited
 - Physical description : age, height, complexion built (Slim/Tall).
 - Academic, Professional Qualifications, job status, salary etc.
 - Caste/sub-caste, religion etc.
 - Contact / Post Box No.
1. After completing his M.B.A. from reputed University, your son is working as a manager in an M.N.C. in Noida. He wants to marry a beautiful, educated, well cultured girl, Draft an advertisement for the "Matrimonial". Column of a national newspaper.

WANTED BRIDE

For 26 years, 5'8" tall, handsome, fair complexioned MBA, MNC Executive, settled in Noida. The girl, 5'5", 24 years, Science graduate, computer savy will be suitable match. Caste no bar. Contact at Post Box No. 678, Times of India, New Delhi-110001.

2. A retired army officer is looking for a suitable match for his smart, convent educated daughter. Write a matrimonial advertisement for a local newspaper.

GROOM WANTED

Alliance invited from a tall handsome, educated, well settled business/professional Delhite boy of Jain family for a smart, beautiful, fair, slim, 23/5'3"/ 50 kg. Convent educated M.B.A. girl working in M.N.C. Contact Mr. S.K. Jain, at 90123.....(M)

3. A highly placed I.T. Professional settled in America seeks alliance with a fair slim beautiful, educated, cultured Brahmin girl. Write a suitable advertisement.
4. Draft an advertisement for the matrimonial columns of a newspapers for your sister who is working in an MNC as a manager.

Non Classified/Display Advertisement

- Q. No. You are working for an advertising agency. Draft an attractive advertisement for a company which is launching a new toothpaste.

ARE YOU SUFFERING FROM YOUR GUM PROBLEM AND BAD BREATH?

NOW It's TIME TO SMILE ALWAYS USE



SPARKLE TOOTH PASTE
(LAB TESTED)

Newly Launched by **H.B. Limited**, Kirti Nagar, Delhi

- Makes your teeth bright and strong
- Provides clean and fresh breath
- Keeps gums smooth & healthy
- Fights cavities and germs

Available in different sizes at all General Stores

Buy one get one free with each pack of 100 gm (stock limited)

2. M/s Kirori Mal and Sons, Sarita Vihar, New Delhi have manufactured a new pressure cooker, draft a very attractive advertisement for the promotion of the product on behalf of the company.
3. Your company has manufactured a new washing machine. Draft a suitable advertisement to be published in the local daily for the promotion of your washing machine. Mention its warranty or guarantee too always with other details and contact No.

Notice (5 Marks)

Format : The word 'NOTICE', date, Heading, Writer's name with designation. name of the issuing agency (school). 1

Content : What : Event/Activity/Heading.

When : Date and Time

Where : Venue

Who : Participants/organisers, Chief Guest if any

How : Process and contact (to whom). 2

Expression : Overall organisation, accuracy and fluency 2


TYPES OF NOTICE

1. Notices at Public Places, No Parking
No use of Mobiles, No Smoking etc.
2. Notice for General Public

PUBLIC NOTICE

**Driving vehicle without silencer or with
modified silencer to increase sound
is a punishable offence
under Central Motor Vehicle Rules and
Motor Vehicle Act provisions.**

Visit us on
facebook
Delhi Traffic Police



DELHI POLICE
CITIZENS FIRST
www.dtlpolice.nic.in E-mail: dtcpol@vsnl.com
e-mail to: CP, Delhi at: bk.gupta@nic.in

Visit us on
twitter
Delhi Traffic Police

4. Notices issued by 'Residents Welfare Association, Mayur Vihar, Phase-I, Delhi

NOTICE

Power Cut

Aug. 7, 2012

This is to inform all the residents of the society that there will be a power cut for four hours on 8th Aug. 2012 from 1.00 p.m. to 5.00 p.m. the reason is the installation of electronic meters. In convenience is negretted

M.L. Verma, President), RWA

NOTICE

Water Shortage

Aug. 8, 2012,

Considering the acute water shortage in the colony this summer, all the residents of Vasant Kunj, A-Block are requested not to waste potable water by cleaning their cars, verandahs, drive ways etc. or watering the plants with a hosepipe. A fine of Rs. 500/- will be imposed on the defaulters. Kindly save water for better tomorrow.

President

Resident Welfare Society

Vasant Kunj, A Block., Delhi

5. NOTICE ABOUT TOURS/CAMPS/PICNICS

1. S.K.V. Dilshad Garden is organising an educational tour to Goa for the class XI and XII. Write a notice for your school notice board inviting students to join the tour. Invent other necessary details.

S.K.V. DILSHAD GARDEN

NOTICE

Excursion Tour

Aug. 7, 2012

The students of class XI and XII are hereby informed that our school is organizing an educational tour to Goa as per the details.

Destination : Goa

Duration : From 13 Sept. to 18 Sept. 2012. Expenses to be born by the Department of Education.

Interested students may give their names to the undersigned alongwith the NOC from their parents by 30 Aug., 2012

Mrs. S. Krishna (P.E.T.) 1/C Excursions.

6. SCHOOL ACTIVITIES OR EVENTS

1. You are Rajan/Rachna, the Head boy/ girl of the school, G.G.S.S.S. No. 1, Rohini. Write a notice about the debate competition in the school on the topic "Utility of Mega Events" for common man.

G.G.S.S.S. NO. 1. DILSHAD GARDEN

NOTICE

Debate Competition

Feb. 17, 2012

All the students are hereby informed that English Debate Competition of Zonal Level will be held in our school as per the details given below:

Date : 21 Feb. 2012

Time : 8.30 a.m.

Venue : School auditorium

Topic : Utility of Mega Events for Common Man.

Time limit : 3-4 min. One each in favour and against. Interested students may give their names in pair to the undersigned latest by 19th Feb. For further details/enquiry, contact the undersigned.

Rachna
(Head Girl)

2. You are the Editor of your School Magazine. Draft a notice for your School Notice Board inviting articles, poems ,jokes, sketches etc. from the students for your school magazine. Sign as Neha/Neeraj, I/C Cultural Activities, SKV, Vikas Puri.

NOTICES

3. The cultural club of DAV Public school Noida is organising A Talent Hunt Evening. Pt. Ravi Shankar, the eminent vocalist will be the guest of honour. Mr. Nridula the secretary of the cultural club drafts a notice

to inform and invite the names of the students about the same. Draft his/her notice in not more than 50 words.

4. Head boy/Head girl of your school Mother Merry Public School, Dilshad Garden, Delhi you are organising a career counselling session for XI & XII Std. Students of your school Write a notice giving details of it to be displayed on your school notice board.

Note : (Name the dignitary who will throw light on various vistas open for youth and mention about the exhibition corner in the school)

5. Your school AVB bal Vidyalaya Sirsa has completed 50 years of meritorious service to the society. As president of the students council of your school write a notice informing and inviting the names of the students to participate in the Golden Jubilee Celebration of the school in not more than 50 words. You are Ram/Radhika.

Note : (Mention the name of the chief guest along with other details)

3. CIRCULARS

Circular is for wide circulation sent by a school or office or club to its members/parents/employees.

Points to Remember :

- ☐ Name of the institution on Top
- ☐ Date on left hand
- ☐ Subject
- ☐ Salutation such as Dear Parents / Members.
- ☐ Include all relevant information
- ☐ Signature with designation.

RPVV Rajniwas Marg, Delhi

CIRCULAR

Aug. 12, 2012

Welfare Scheme (Cash Disbursal)

Dear Parents,

The school is going to distribute Rs. 1200/- to all students towards free stationary and uniform for the year 2012-13. Kindly make yourself available between 9.30 to 11.30 a.m. on 16th Aug., 2012 to collect the said amount.

S.D. Sharma
(Principal)

1. You are Ashu/Aakash the Head girl/boy of D.A.V. Public School, Anand Vihar. Write a circular to inform the parents about P.T.A. meeting on second Saturday.
2. Write a circular to inform the students of Class VI, VII and VIII about the Exam. of English, Hindi and Maths based on Minimum level learning programme on 31st July, 2012. Sign as Nakul/Neha of Saraswati Public School, Rohini.
3. Frequent Cases of theft, burglarly, eve-teasing and electricity break down in the society are being reported to the Resident Welfare Association of Ashok Nagar. As the President of the society write a circular inviting for general body meeting of the members to discuss the issue and find the solution Agenda of the meeting must be mentioned. You are surya.
4. Your school has been selected for the venue of state level science exhibition therefore the principal of your school has decided to hold a meeting with the staff to plan for the same. Draft a circular on behalf of the principal. Give agenda of meetings (50 words)

Difference between Notice and Circular

- ☐ Notice is more formal than circular
- ☐ Salutation is given in circular such as Dear Parents and Dear Members
- ☐ Purpose of the circular is to convey the message to the definite target group whereas a Notice may have a set group as well as general public as its target (as per the need).

4. INVITATIONS

Formal Invitations/Replies to formal invitations.

Points to Remember

- ☐ To be written in third person
- ☐ No abbreviation to be used
- ☐ Simple present tense is used
- ☐ Each entry to be mentioned in a separate line, e.g., (a) the name of the person(s) who is/are inviting (b) formal expressions like 'request the pleasure of your company (c) time and date of event (d) purpose and occasion of invitation.
- ☐ In RSVP - address and telephone no. is given at which the invitee may contact for any queries.
- ☐ In official invitations, time by which the guests are to be seated, name of the chief guest, programme may be given.

Formal Invitations

I. Marriages/Auspicious Occasions

(i)

Mrs. and Mr. Satish Sharma
Solicit your gracious presence on the auspicious occasion
of the marriage of their grand daughter.

(Daughter of Mrs. and Mr. Sunil Sharma)

with

(Son of Mrs. and Mr. Lokesh Sharma

on

17th September, 2011

at 7:30 p.m.

at

Red Carpet, Party Lawn, Preet Vihar, Vikas Marg, Delhi-110031.

R.S.V.P.

With best compliments From

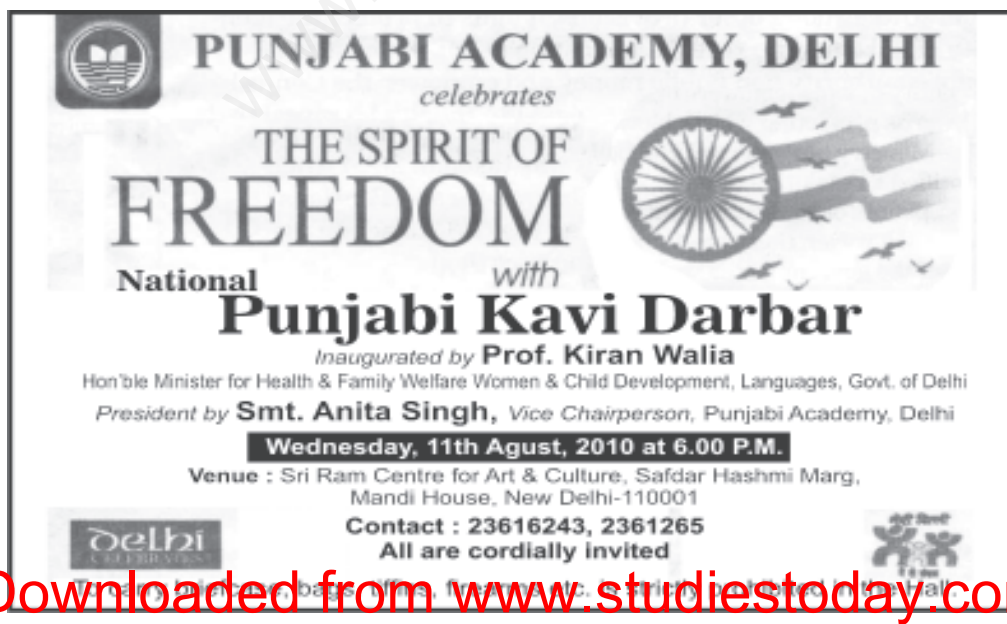
Vinod Kr. Sharma

All Relatives

B-36 Rajdhani Encl., Vikas Marg, Delhi

- (ii) You are the member of Punjab Academy, Delhi. Draft a formal Invitation to invite all for celebrating. "Freedom of Nation" with Kavi Darbar.

A Specimen of Formal (Printed) Invitation



PUNJABI ACADEMY, DELHI
celebrates
THE SPIRIT OF FREEDOM
National *with* **Punjabi Kavi Darbar**
Inaugurated by Prof. Kiran Walia
Hon'ble Minister for Health & Family Welfare Women & Child Development, Languages, Govt. of Delhi
President by Smt. Anita Singh, Vice Chairperson, Punjabi Academy, Delhi
Wednesday, 11th August, 2010 at 6.00 P.M.
Venue : Sri Ram Centre for Art & Culture, Safdar Hashmi Marg,
Mandi House, New Delhi-110001
Contact : 23616243, 2361265
All are cordially invited

- (iii) You are organising an Exhibition of Painting "Nayika Series" on 31st Aug., 2011 at Azad Bhavan Art Gallery at 5:45 p.m. Draft an invitation card to invite the General Public.



Indian Council for Cultural Relations
presents
HORIZON SERIES FOR AUGUST 2010
Painting Exhibition
"Nayika Series" (Inner Beauty)
by Shri Nawal Kishore, UP based artist
Friday, 13th August, 2010
at Azad Bhavan Art Gallery at 5.45 P.M.
Exhibition will remain open from 14-18 August, 2010 between 11 A.M. to 6 P.M.

"Rudraveena - Instrumental Music"
by Zahid Khan
Friday, 13th August, 2010
Azad Bhavan Auditorium, I.P. Estate at 6.00 p.m. to 7.00 p.m.

**NOTE : The above Programme earlier scheduled for
11th August in invitation card has been shifted to 13th August, 2010**

Queries 23378641 **ENTRY FREE**

- (iv) You are a student of Laxmi Public School, Model Town, Delhi. The school is holding its Annual Function at 5:30 p.m. on 21st March, 2011. The Education Minister has consented to be the Chief Guest. Design an invitation card to be sent to the Parents and other invitees (word limit 50).

II. Founders Day/Annual Day/Sports Day

THE PRINCIPAL, STAFF AND STUDENTS OF
Laxmi Public School, Model Town, Delhi, request the pleasure of
your company on
ANNUAL DAY CELEBRATION
on Saturday, the 28th Dec., 2011 at 5:30 p.m. in the school auditorium
Sh. Arvinder Singh Lovely, Hon'ble Education Minister
has very kindly consented to be the Chief Guest.

R.S.V.P.
Admn. Officer
23456788

Special Instruction : (This card admits only two. You are requested
to be seated by 4:30 p.m.)

FORMAL REPLIES

Acceptance/Refusal

Points to Remember

- ☐ Acknowledge the invitation
- ☐ Express thanks in third person
- ☐ Not to be signed at the end
- ☐ When accepting, confirm dates and time.
- ☐ If declining, give reasons, convey your best wishes.
- ☐ Give date and address at top left hand

1. ACCEPTANCE

Aug. 9, 2012

7, Park Avenue

Mrs. and Mr. Ramesh Kumar thank Mrs. and Mr. Satish Sharma
for their kind invitation which they are delighted to accept.

It's my great pleasure to attend the ceremony.

GRACEFUL REFUSAL

Aug. 9, 2012

7, Park Avenue

Mrs. and Mr. Ramesh Kumar thank Mrs. and Mr. Satish Sharma
for their kind invitation but regret their inability to accept the same
due to some urgent and unavoidable assignment abroad.

2. INFORMAL INVITATIONS

Points to Remember

- ☐ Use first person 'I', 'We' and 'You' and avoid using 'he', 'she' and 'they'.
- ☐ Do not write 'subject' and 'receiver's address'.

- ☐ Avoid writing unnecessary details.
 - ☐ Begin with 'Dear' _____ (name).
- Q. You are Anuj/Anuja Goel. Write a letter of invitation to invite all your friends for the party you are giving to celebrate your selection in B-Tech in DTU.

B-5

Yojna Vihar, Delhi.

Feb. 9, 2011

My dear Rahul,

I have much pleasure in inviting you to the post selection party after my admission in DTU. Reach my residence at 7.30 am on 14th Feb., 2011 to join my family in its moments of joy.

Yours truly

Anuj/Anuja

INFORMAL ACCEPTANCE / REFUSAL

You are Rahul and have been invited to the post selection party of your friend Anuj. Write a reply accepting the invitation you got.

ACCEPTANCE

7-C, Yojna Vihar, Delhi.

March 10, 2011

Dear Anuj,

Many thanks for inviting me to attend your post selection party which will be held on 14th March at your home.

I shall be highly delighted to attend the same and enjoy the party with great fun.

Yours truly

Rahul Gupta

REFUSAL

7-C Yojna Vihar, Delhi.

March 10, 2011

Dear Anuj

Many thanks for inviting me to attend your post selection party but I am sorry to say that I shall not be able to attend the same as I shall be out of station next week. I shall miss this joyous occasion.

I wish you all the best for the future. God bless you.

Yours truly

Rahul Gupta

SAMPLE INVITATION

You, Neha/Nakul, the President of the English Literary and Cultural Society of Government Model Sr. Sec. School, Sect. 19, Chandigarh, has to organise an Inter Zonal Declamation competition on the topic "Communication skills are very important in modern world" at the +2 level. You wish to invite Dr. Shailesh Gupta, an eminent educationist to preside over the function to be held on 21st Aug., 2011 at 9:30 a.m.

Govt. Model Sr. Sec. School, Sector 19, Chandigarh

Dr. Shailesh Gupta

73, Sec. 11A, Chandigarh.

9th Aug., 2011

Sub. : Invitation to preside over Inter Zonal Declamation Competition.

Sir,

The English Literary and Cultural Society of our school is organising an English Declamation competition on the topic 'Communication skills are very important in modern world', on 21st Aug., 2011 at 9:30 a.m. in the school auditorium.

Kindly consent to preside over the above said programme.

Yours sincerely

Neha

Dr. Shailesh Gupta Writes a letter of acceptance of the invitation.

ACCEPTANCE

Dr. Shailesh Gupta.

73. Sec. 11-A Chandigarh

Aug., 16, 2011

Dear Neha

Many thanks for inviting me to preside over the Inter Zonal Declamation Competition to be held on 21st Aug., 2011 at 9:30 a.m.

I shall be highly delighted to attend the function and enjoy listening to the views of students.

It will be kind of you, if you could provide me the official transport.

Yours truly

Shailesh Gupta.

REFUSAL

Dr. Shailesh Gupta.

73. Sec. 11-A Chandigarh

Aug., 16, 2011

Dear Neha

Many thanks for inviting me to preside over the Inter Zonal Declamation competition to be held on 21 Aug., 2011 at 9:30 a.m.

but I am sorry to say that I shall not be able to attend the same due to some prior appointment with my doctor.

With warm regards

Yours sincerely,

Shailesh

POSTER DESIGNING

Purpose : to create social awareness, to advertise current general problems.

Layout : 1

- ☐ Eye catching and visually attractive
- ☐ A catchy slogan
- ☐ Simple drawings / sketching
- ☐ Letters of different size and shape
- ☐ Proportionate spacing.

Content : 2

- ☐ Highlight the main topic
- ☐ Include all the important details like time, venue and date, in case of an event.
- ☐ Name of the issuing authority, organisers etc.

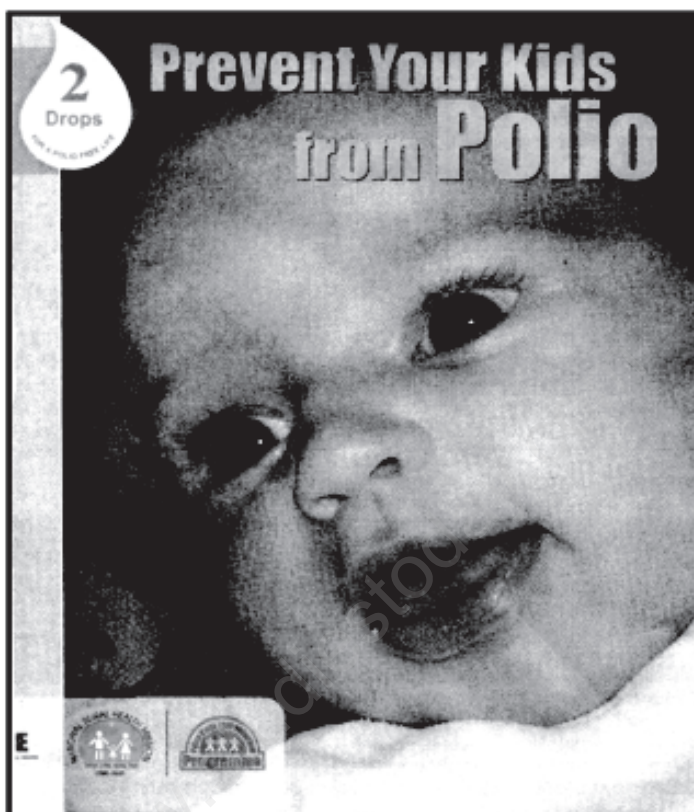
Expression : 2

- ☐ Appropriate and accurate language
- ☐ Creativity
- ☐ Overall organisation

Common Topics for Posters

1. Clean city campaign/Green Delhi, Clean Delhi.
2. World environment Day/Save Environment
3. Book fair/Exhibition/Career Mela etc.
4. Save water/Water harvesting
5. Prevention against Malaria/Dengu
6. Sarva Shiksha Abhiyaan/Each one Teach one etc.
7. Prevention against Terrorists attacks / Be an Alert citizen
8. Say 'No' to crackers/Polybags/Plastics.
9. Road Safety/Car-pooling/Air pollution etc.
10. Save girl child.
11. Child labour.
12. Harmful effects of smoking/Drugs/Drinking.
13. Save Power/Save Energy
14. Donate Blood
15. Help Old People
16. Save Earth - Save Humanity

POSTER : "POLIO IMMUNISATION DRIVE !"





26th JUNE 2011
(9:00 am to 4:00 pm)

SOME FACTS RELATED TO PULSE POLIO PROGRAMME

All children upto 5 years of age should be taken to the nearest Polio Booth and be given two drops of polio vaccine.

Routine Polio Vaccination at birth, 6 weeks, 10 weeks and 14 weeks of age is also essential.

Polio drops are safe and of the highest quality. It protects children from polio.

  **DIRECTORATE OF FAMILY WELFARE**
DEPARTMENT OF HEALTH & FAMILY WELFARE
Government of NCT of Delhi
7th Floor, C-Wing, Vikas Bhavan-2, Near Metcalf House,
Upper Bala Road, Civil Lines, Delhi - 110054, Ph.: 23813210

1. Draft a Poster on 'Save Girl Child, Save Nation' (Awareness)

**GIRLS ARE AN ASSET TO A NATION
THEY ARE AN INDISPENSABLE HUMAN RESOURCE
FOR GENERATIONS TO COME
SAVE GIRL CHILD
SAVE HUMANITY
DONOT KILL THEM IN WOMB
EARTH WILL BE BARREN AND COLOURLESS
IF FEMALE FOETICIDE CONTINUES**

Girls are :

- ☐ Productive members of the society
- ☐ More intelligent, wiser and compassionate
- ☐ Contributing in all fields

**BE AWARE
FEMALE FOETFEICIDE IS A CRIMINAL OFFENCE**

Issued by :

**Delhi Commission for Women
Govt. of NCT, Delhi**



2. A week long International Book Fair is being held of Pragati Maidan. Draft a poster informing general public about it (informative)

**COME ONE COME ALL
TO
15th INTERNATIONAL BOOK FAIR-2012**

Date : 23rd October to 28th October, 2012

Time : 10.00 a.m. to 7.00 p.m.

Venue : Pragati Maidan (Stall 7 to 12)

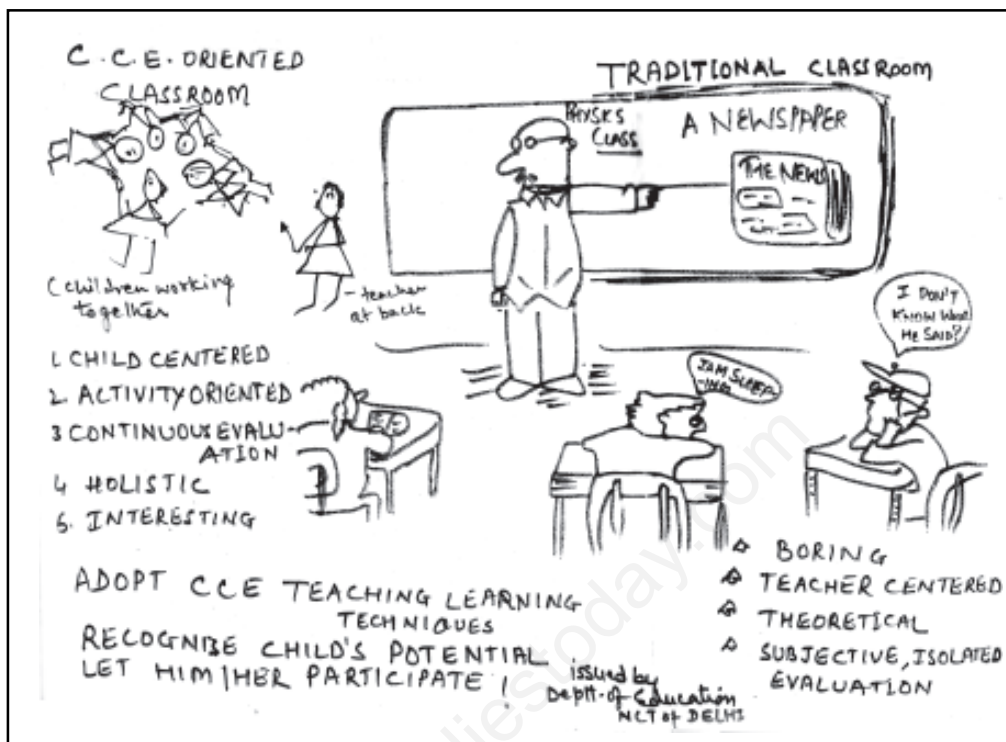
**Man can Deceive but Books can Never
These are your true friends
Value them**

Features :

- ☐ Books for all age groups & on all subjects
- ☐ Computer Software and Educaitional CD's
- ☐ Audio Visual Teaching aids
- ☐ Heavy discount
- ☐ Entry Free



Organised by : **International Trade Authority**



**SAVE WATER SAVE EARTH
NO WATER NO LIFE
NO GREENERY NO VEGETATION
SAVE EVERY DROP OF WATER
IT IS GETTING SHORT WATER
LEVEL IS REDUCING
IT REQUIRES WATER
HARVESTING**



Therefore follow these:

Dos

- ☐ Close tap after use
- ☐ Use waste water in Washing cars and watering Plants
- ☐ Use buckets to bath and cleaning floors, clothes etc.

Don'ts

- Don't allow water to flow uselessly
- Don't use hose pipe to wash your cars
- Don't keep the tap running while brushing your teeth

Collect Rain water and allow it to seep in the Earth

issued in interest of public by **Delhi Jal Board**

APPEALS !

Appeals are made to help the people in need, to raise funds for helping others. Such as earthquake victims, Slum children welfare etc.

- ☐ Use word 'Appeal'.
- ☐ Explain who is needy person.
- ☐ Reason for Appeal.
- ☐ Who are appealed.
- ☐ Name Add. and contact no. of Appeal maker.
- ☐ Put in a box.

1. You are Anita/Anil, residing at Hari Nagar, New Delhi. Your friend has to undergo a major operation for which he needs rupees two lakhs. Some generous people have donated some money but that is not sufficient. Draft an appeal which will be published in a local daily to generate money for open heart surgery.

Appeal !

A promising badminton player, a national Talent has to undergo an open heart surgery in Escorts Hospital, New Delhi for which he needs Rs. two lakh rupees that he cannot afford. All kind hearted and generous people are requested to help the needy player so that a precious life may be saved.

Anita/Anil.

116, B-4 Hari Nagar.

2. Write an appeal inviting suitable Donors to offer one Kidney of theirs to save the life of a little girl of four years old. As her both kidneys are damaged. You are Ashu, the sister of victim, residing at B-5, Anand Vihar, Delhi.

Appeal !

A very little girl of 4 years is lying on death bed in AIMS, Delhi. Both her Kidneys are totally damaged beyond repairs. Your benevolent act of donating one Kidney can save a precious and innocent life. Kindly come forward for this noble cause. The blood group of the patient is B+. The donors may please contact : The Medical Superintendent AIIMS, New Delhi.

Web : www.studiestoday.com

APPEALS

3. You are building a free charitable hospital for the poor and the needy. Draft a suitable "Appeal" for the public requesting donation for the hospital.
(Note : Write the cause (why you are doing so), where, and attraction to the donors, name the charitable society (Regd.))
4. The Prime Minister of India has made an appeal to the nation to donate liberally to the Prime Minister's Relief Fund to help the victims of Flood in Bihar. You are Manish/Manisha pupil leader of Ramjas Public School, Rohtak. Draft an appeal to be inserted in the newspaper.

www.studiestoday.com