# Unit 28 - Lesson 40

## Planning a tour – Writing an itinerary

Planning is essential in a systematic life. No work is successful without planning. Especially when you decide to go on a tour or trip, you must plan about quite a few things. Unless you draw a plan, your trip will not be successful.

Before your travel, creating a document that outlines where you will go, when you will arrive and how you will get to the destination is - itinerary. It is a common way to ensure that your travel goes smoothly after you embark. Itineraries need not be binding always; alter your plans according to your convenience. Make an outline of all the places you have to visit and arrange them in a sequence that makes sense with the local topography. At times you may have to extend your trip beyond your plan due to various reasons. At such a juncture, reorganize your itinerary and try to squeeze in all the places as planned or skip some places that are not of much importance. Discretion is very important while planning.

As soon as you have decided to go on a tour, open a word document on your computer. Type the name of your destination or the places you are planning to visit, the dates of leaving and arrival, your travel plans. Include your budget, your dates, boarding and lodging, visiting places, people and shopping.

Once you have decided to go on a tour, if you are new to independent travel or even if you are familiar, booking is very essential. Look for ticket booking as per your dates. Next, look for hotels within your budget. Surf the internet and try to get the names of the hotels within your budget. Plan in such a way, you visit all the historical/social/religious monuments and sight seeing spots. Also decide where you need to spend quality time and where you can rush through.

Your itinerary should be as follows:

| Date/ Day/ Day's Activity or Journey/ Fare/ Hotel Tariff/ Food |
|---|

Things to make note of

- Train or flight departure
- Airport/ Station name
- Directions to the hotel
- Hotel phone number/ Address

- Car rental location/ or sight seeing bus

Model itinerary for a trip from Chennai to Delhi and Jaipur:

| | |
|---|---|
| Day 1<br>7th March<br>10 pm | Boarding the train at Chennai |
| Day 2<br>8th March | Train |
| Day 3<br>9th March | Delhi – Checked in to hotel<br>After breakfast, starting for sightseeing at 8 am<br>Red fort, Jama Masjid, Raj ghat memorial, Nehru and Indira Gandhi Memorial, Rashtrapathi Bavan, Parliament, Light and sound show at Red Fort and return to hotel |
| Day 4<br>10th March | To Agra (200 kms – 4hrs)<br>After breakfast check out from the hotel and board the bus.<br>Drive to Agra enroute Mathura – birth place o Lord Krishna.<br>Visit one of the wonders of the world – Tajmahal<br>Stay in a hotel for the night |
| Day 5<br>11th March | Agra to Jaipur<br>After breast check out of the hotel and board a bus to Jaipur.<br>En route visit Fathepur sikri.<br>After lunch time for shopping.<br>Check into a hotel at Jaipur |
| Day 6<br>12th March | After breakfast visit Amber fort, Jantar Mantar, Hawa Mahal, City Palace complex, Central Museum, Lake palace, boating. |

| | |
|---|---|
| | Return to hotel |
| Day 7<br>13th March | Leave for Delhi by bus<br>Shopping and leave for Chennai |
| Day 8<br>14th March | In the train |
| Day 9<br>15th March | Return to Chennai |

## WRITING FORMAL LETTERS

# LETTERS TO EDITOR

Letter writing is one of the most indispensable activities of modern society. Commerce, trade, official correspondence, complaints and various communications with the people are done through letters. Formal letters include, (a) business or official letters for making enquiries, replies, complaints placing orders and sending replies, asking for giving information, (b) letters to editor.

(1) **Business Letters:**

A business letter is different from a personal letter in **form, tone, and content**. Note the following format:

(i) Sender's address at the top left hand corner. You can write the sender's address as follows:
Mr. X
15, Arya Road,
Ravipuram,
Chennai-600 048

Mostly business letters are written on the letter-heads with the company's name, address, telephone and fax number printed at the top.

(ii) The Date – Always write the date below the sender's address.
Choose any one:
8 May 2010
8 May, 2010
8th May, 2010
May 8, 2010.

(iii) The name and address of the Addressee:
In Business letters, the name and designation of the addressee is written on the left margin, two lines below the line of the date
The HR Manager,
Bharath Tools,
Mount Road,
Chennai-600 017.

(iv) The Salutation:

The usual form is as follows: **Sir** or **Dear Sir** for individuals such as manager, director (may be officials or business executives), Sirs or Dear Sirs for companies. **Madam** is used when the letter is addressed to a lady.

(v) The Body or content of the letter:
Business letters demand formal style. They should be to the point and confined to a specific business issue. There is no place for unnecessary details.

(vi) The Complimentary Close:
Generally Business letters close with the following complimentary endings:

- Yours faithfully
- Yours truly
- If a personal name is used in the salutation, the complimentary close can be Yours sincerely

(vii) Signature:
A business letter requires your full signature with name and designation coming just below it
Yours faithfully,
(signature)
R. R. Sekhar
General Manager

**Additional Elements:**

Formal letters differ greatly in subject matter, the identifying information they need (such as **addressee notation, attention line, subject line or reference line**) and also the format they adopt.

The following elements may be used in any combination, depending upon the requirements of the particular letter, but generally in the order shown below:

- Addressee notation
- Attention line
- Subject line
- Reference initials
- Enclosure notation
- Copy notation
- Mailing notation
- Post script

**Addressee Notation:**

This sort of notation generally appears a double space above the inside address, in all capital letters. **Personal confidential** or **please forward, through proper channel** are examples of such notations which are used in very few formal letters.

**Attention line:**

Attention line can be used to draw the attention of a particular person or a particular department in an organization so as to ensure quick and prompt action on your letter. You may place the attention line two spaces below the inside address.

Attention: Mr. Johnson

Attention: General Manager (operations)

**Subject line:**

This element lets the recipient know at a glance what the letter is about; it also indicates where to fill the letter for future reference. It usually appears below the salutation.

Both the subject line and attention line are given in bold as well as capital letters.

**Reference initials:**

If two persons are involved in writing a letter that is one dictates while the other writes. If the writer's name appears in the signature block, then the helper's initials will do. If only the department's name appears in the signature block, both sets of initials should appear. The first set of initials will be the writer's followed by the helper's.

**Enclosure Notation:**

This appears at the bottom of the letter, one or two lines below the reference initials.

**Mailing Notation:**

This is placed either at the bottom of the letter after reference initials or at the top of the letter above the inside address on the left hand side. Mailing notations are **- By Registered Post, By Courier, By Speed Post** –the mode of sending the letter. It is also written on the top of the envelope in capital letters.

**Post Script:**

Letters may also bear post scripts, i.e., after thoughts to the letter. If some important message is forgotten to include in the letter, it is written in the post script which appears below the complimentary close. As far as possible, try to avoid using post scripts as they convey an impression of poor planning. Yet, you can use them in sales as a punch line to remind the reader of a benefit of taking advantage of the offer.

Now that you have seen the different parts of the letter, next as the appearance or the layout of the letter creates the impression. A good layout enhances the overall effectiveness of the letter. The four major layouts commonly used are

- Block Layout
- Modified Block Layout
- Semi-Block Layout
- Simplified Layout

**Block layout** is generally the most used layout as it has a very formal and attractive appearance. Salient features are:

  - All elements except the letter head heading are aligned to the left margin.
  - The end punctuation marks are omitted in each element except the salutation, complimentary close and message

**Model letter:**

MARS Electronics Limited,

1572, DTT Industrial Estate,

Delhi – 110 092, India

Telephone no. (011) 5566 7788

Letter NO: SEL/2009-10/143

May 15, 2010

The Manager Marketing

MITSY Ltd

MIDC Andheri

Mumbai – 400 086.

**Kind Attention:** Mr. Shenoy

Your Reference: Delivery Chalan no BS/7302 dated March 05 2010 500 Pieces 7-192

"Electronic Switch Assembly"

Dear sir,

Sub: Short Reciept

This refers to your supplies of Electronic Switch Assembly vide the above mentioned delivery challan. We request to state that on detailed inspection of the above consignment, it was found that the package contained 492 nos only, thereby resulting in a short receipt of 8 nos switch assemblies. Our stores department had made a remark on the delivery challan mentioning the shortage at the time of delivery.

We request you to check your records, and to either send us the balance quantity or to invoice us only for the actual number of switches delivered. We would of course appreciate your delivering the balance quantity at an early date to enable us to maintain our planned inventory levels.

Your early confirmation of the above will be highly appreciated.

Yours faithfully,

R. R. Joshi

Manager – Materials

Zion Electricals

DM Road

Impala Garden

Delhi-110032.

Telephone 011-22334477

May 19, 2010

The Director (Sales)

National Electronics

12, Dala Gate

Mumbai - 400053

Dear sir,

With reference to your advertisement in the Hindustan Times dated May 9th 2010, we have come to know that you want to appoint sales distributors of National TVs and National recorders in Delhi.

We are fortunate to introduce ourselves as the leading dealers in electrical goods and electronics. We have been in the trade for more than two decades. We have a big showroom in the busiest part of Delhi. We enjoy almost a monopoly in our products. Our annual turnover is around 10 crores.

Keeping in view our financial background as well as the goodwill we enjoy in Delhi, we can hope that National Electronics will appoint us as sole distributors of your TVs and recorders in Delhi. Requesting you to intimate your decision, terms and conditions at the earliest.

Sincerely yours,

Rajeev Sanghi

Managing Director.

**Semi-Block Layout:**

RIZVI Plaza

12, Gandhi Market

Chennai-600013

Phone 044 99886622

June 15, 2011

Ref No XX2/503 dated 20.05.2011

Mr. S M Navalkar

Personnel Officer

Jairam Fabrics

Chennai – 600 002.

Dear Mr. Navalkar:

Received your letter on 10th June 2011. You are in search of a suitable accommodation in the market area for opening a new branch office. We are glad to inform you that we can meet your requirements and can let out a portion in our commercial complex, Rizvi Plaza. It is situated in the heart of Gandhi market. We can let out a big hall (35'*20') with adjoining rooms 15'*11' each. We can provide you an interconnected toilet and pantry. The place is a hub of business activities. Our terms and conditions for renting the accommodation are as given below:

1) Rent RS. 1,00000/- per month.
2) A security of Rs. 6,00000/- (Refundable).
3) Water and electricity extra.
4) Rental lease to be renewed every 5 years.

Please contact us within ten days in case out terms and conditions are acceptable to you.

Sincerely yours,

Vasudevan.

**Simplified Layout:**

Cambridge Publications (P) Ltd

101, Vasant Kunj

MION

Mumbai – 400 018

Phone 020 44773322

5th March 2011

Mr. Jagan Mohan

Librarian

Happy Public School

Patna

Sir,

Sub: Sending replies against order

Thank you very much for placing a bulk order for the supply of books to your library. We appreciate the ideal business relationship we share. However, we regret to inform you that we can't afford to give you a general discount of 2500 on all books that were ordered by you on 25th Feb'2011. We can provide you 20% discount.

Thanking you for your patronage

Yours faithfully,

Ramarajan

Sales Manager.

**Some tips to good letter writing:**

**A good business letter must be courteous, concise, clear, have correct tone and attitude. Positive attitude helps the relationship to be strong. It is important to use a tone appropriate to the situation in order to adapt one's expression to the demands of the situation and the needs of the readers. The tone should be formal, tactful, personal and positive.**

As you are familiar with the structure and layout of business letters, you shall now learn the routine business letters like – how to make an enquiry, reply to inquiry, place orders, reply for the orders, complaints and letters to the editors.

**Letters of Enquiry:**

The letter should start giving the purpose of the letter. The body should ask questions for the information required. The letter should close with a goodwill expression seeking an immediate response.

PPR Group of Institutions

Central Avenue

GST Road

Chennai- 600 044

March 10, 2011

Mr. Edwin Fernandes

Lucky Tours and Travels

Nungambakkam

Chennai – 600 034

Dear Mr. Edwin,

Please provide us information regarding your package to Delhi, Jaipur and Amritsar. Kindly furnish details regarding boarding, lodging and transportation for sightseeing. We are planning to send a group of 100 students for the same during May 2011. We would be glad if you could send us the information before March 20th 2011. We look forward hearing from you.

Sincerely,

Raghunathan

PRO, PPR Group of Institutions.

**Replies to Inquiry Letters:**

Two kinds of replies may be written to letters of inquiry, that is giving the information asked for and letters of regret.

**Positive Reply:**

Lucky Tours and Travels

Nungambakkam

Chennai – 600 034

Phone: 044-33446672

20th March 2011

The PRO

PPR Group of Institutions

GST Road

Chennai – 600 044

Dear Sir,

As you requested, we are sending you our brochure which furnishes our package to different tours. I am sure the brochure certainly would answer all your queries.

For further details, kindly contact us over phone.

Thank you so much for the enquiry. We shall be delighted to do business with you.

Yours sincerely,

Edwin Fernandes.

**Negative Reply:**

Lucky Tours and Travels

Nungambakkam

Chennai – 600 034

Phone: 044-33446672

20th March 2011

The PRO

PPR Group of Institutions

GST Road

Chennai – 600 044

Dear Sir,

We appreciate your efforts for considering our company for your travel plans. Yet, we are extremely sorry that we do not operate tours for educational institutions anymore. We thank you for the enquiry.

Yours sincerely,

Edwin Fernandes

Lucky tours and travels.

**Placing Orders:**

Letters placing orders clearly mention items, services, quantity, number, price, insurance instructions, payment method, and delivery schedule.

The letter should make it clear in the opening line that it is a supply/purchase order. The order items should be listed and detailed description of the items, catalogue reference, quantity, number, price, insurance instructions, clear address should be included.

The time period for the delivery of the items must be mentioned and mode of payment must be stated. The letter should be closed with an expression of appreciation and goodwill.

**Order Letter:**

ABCD Trading Corporation

Sowcarpet

Chennai – 600 003

Phone: 044 2255 7373

5th March 2012

Mr. Sivanesan

Sales Manager

Venus Wholesale Stationery

Parrys Corner

Chennai – 600 001

Dear Mr.Sivanesan,

Please send the following items on the business terms agreed upon.

| Catalogue No | Item Description | Quantity |
|---|---|---|
| 07 | A4 paper | 70 Reams |
| 08 | A3 paper | 60 Reams |
| 09 | Reynolds Blue Pen | 100 |
| 10 | Nataraj Pencils | 500 |

We would appreciate delivery within two days. As desired we would make payment by crossed bank draft.

Sincerely,

Ramani R

ABCD Trading Corporation.

## Letters to the Editor

Aneesha Patel reads a report about the diseases spread by Mosquitoes in the various parts of the country and decides to write a letter to the editor expressing her feelings about the state of health and possible reasons and giving suggestions on how the situations can be rectified.

15, Guru Kripa

Sion Koliwadathe

Mumbai

20th Feb 2011

The Editor

Times of India

Mumbai

Sir,

**Sub: Mosquitoes Menace & diseases.**

I would like to express my displeasure at the state of health and sanitation in the country. If necessary measures are not taken to put an end to given squalor, situation would go out of control. The results would be disastrous, costing many lives.

Many cities, in India are suffering due to the menace of the mosquitoes. Though the government has introduced some welfare measures by spraying pesticides all over, as the chemical is not strong enough and too much of water is added, it has no effect absolutely diseases like Malaria and Dengue have taken the form of epidermis. None of the steps taken by the government has been successful. The children are worst affected. Dirty water logging and lack of cleanliness are the main breeders of mosquitoes.

Public awareness on Dengue, Malaria is the need of the hour. The programme must focus on cleanliness measures to stop mosquito breeding. Water logging and stagnant water pools should be filled in and levelled. Spraying of pesticides and insecticides in all the areas must be given top priority. The use of mosquito repellents and ointments must be advertised. The Ministry of Health must provide all medical facilities especially to rural areas.

Regards,

Aneesha Patel.

**Assignment**

a) Write a letter to the editor of 'The Hindu' complaining about trash boxes overflowing in your area and how the corporation authorities do not bother to clean it regularly.

b) Complaining about 'Chain Snatching' incidents in your locality.