

Communicative English – First Semester Notes

STRUCTURE OF A BUSINESS LETTER

- 1- Name and address of sender
----- [1 line gap]
- 2- Date: January 22, 2024
----- [1 line gap]
- 3- Name and address of receiver
----- [1 line gap]
- 4- Subject :

- 5- Salutation : dear sir / ma'am [if person unknown]
Dear Mr. Satish [if the person is known]
Dear customers [if sending to a group of people]
----- [1 line gap]
- 6- Body of the letter: It is that part of the letter which contains the message or the information to be communicated and therefore the most important part. It must be natural, and simple with a logical sequence. It should be stated considering "Your Attitude."
 - 1- Introduction: This paragraph will tell you the purpose and reason of writing the letter.
----- [1 line gap]
 - 2- Body
----- [1 line gap]
 - 3- Closing
----- [1 line gap]
- 7- Subscription : Yours sincerely
Yours faithfully
Yours truly
Yours very truly
Yours respectfully
Sincerely Yours
----- [4 line gap]
- 8- Signature with name and position
----- [4 line gap]
- 9- Enclosure: mention documents attached with the letter as a proof.

Topic: Inquiry Letter

Definition:

An inquiry letter is a formal written request for information or clarification addressed to a person or organization. It seeks to gather specific details or express interest in a particular subject.

Components of an Inquiry Letter:

- 1. Heading:** Includes sender's address, date, recipient's address, and salutation.
- 2. Introduction:** Clearly states the purpose of the letter and introduces the sender.
- 3. Body:**
 - 4. Details:** Provides specific questions or requests for information.
 - 5. Background:** May include context or reasons for the inquiry.
 - 6. Benefits:** Expresses potential benefits or reasons for obtaining the information.
 - 7. Closing:**
 - 8. Action Requested:** Clearly states what action the recipient should take.
 - 9. Contact Information:** Includes sender's contact details for further correspondence.
 - 10. Gratitude:** Expresses appreciation for the recipient's time and assistance.
 - 11. Signature:** Handwritten signature if sending a physical letter; otherwise, a typed name suffices.

Tips for Writing an Effective Inquiry Letter:

- 1. Be clear and concise:** State your purpose directly and avoid unnecessary details.

2. **Personalize:** Address the recipient by name whenever possible and tailor the letter to their specific interests or needs.
3. **Provide Context:** Briefly explain why you are seeking information and how it relates to your goals or interests.
4. **Ask Specific Questions:** Clearly outline the information you require, making it easier for the recipient to respond.
5. **Be Polite and Professional:** Maintain a courteous tone throughout the letter, demonstrating respect for the recipient's time and expertise.
6. **Proofread:** Check for spelling and grammar errors to ensure clarity and professionalism.

Sample Inquiry Letter Format:

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient's Name]

[Recipient's Title]

[Company/Organization Name]

[Address]

[City, State, Zip Code]

Dear [Recipient's Name],

[Introduction: Clearly state the purpose of the letter and introduce yourself if necessary.]

[Body: Provide details of your inquiry, including specific questions or requests for information.]

[Closing: Clearly state what action you would like the recipient to take, provide your contact information, and express gratitude.]

Sincerely,

[Your Name]

Example:

John Doe

123 Main Street

Anytown, USA 12345

john.doe@email.com

(123) 456-7890

[Date]

Ms. Jane Smith

Manager

XYZ Company

456 Oak Avenue

Anytown, USA 54321

Sales Letter

Introduction:

A sales letter is a written communication tool used by businesses to persuade potential customers to purchase products or services. It aims to grab attention, create interest, and prompt action.

Key Components:

1. **Attention-grabbing opening:** Start with a compelling headline or statement to captivate the reader's interest.
2. **Introduction:** Briefly introduce the product or service being offered and its benefits to the reader.
3. **Features and benefits:** Highlight the features of the product or service and explain how they will benefit the reader.
4. **Testimonials:** Include testimonials or reviews from satisfied customers to build credibility.
5. **Call to action:** Clearly state what action you want the reader to take, such as making a purchase, requesting more information, or visiting a website.
6. **Contact information:** Provide contact details for further inquiries or purchases.
7. **P.S. section:** Use a postscript to reiterate the main benefits or offer a special incentive to encourage action.

Writing Tips:

1. **Keep it concise and focused.**
2. **Use persuasive language and positive tone.**
3. **Personalize the letter whenever possible.**
4. **Address potential objections and provide solutions.**
5. **Proofread carefully for errors.**

Conclusion:

A well-crafted sales letter can effectively communicate the value of a product or service and motivate the reader to take action. By following these key components and writing tips, businesses can create compelling sales letters that drive results in their marketing efforts.

[Your Company Logo]

[Date]

[Recipient's Name]

[Recipient's Address]

Dear [Recipient's Name],

Are you tired of struggling with outdated kitchen appliances that just can't keep up with your busy lifestyle? Say goodbye to frustration and hello to convenience with our revolutionary SmartChef Multifunctional Cooker!

With its state-of-the-art design and advanced features, the SmartChef cooker is your ultimate kitchen companion. Here's why you'll love it:

Effortless Cooking: Save time and energy with our easy-to-use programmable settings. From slow cooking to pressure cooking, the SmartChef does it all!

Healthy Eating Made Simple: Prepare delicious, nutritious meals with precision temperature control and built-in health-conscious cooking modes.

Space-Saving Design: With its compact footprint, the SmartChef fits perfectly in any kitchen, freeing up valuable counter space.

Rave Reviews: Don't just take our word for it! Our satisfied customers rave about the convenience and versatility of the SmartChef.

Ready to revolutionize your cooking experience? Order your SmartChef Multifunctional Cooker today and enjoy free shipping on your first purchase! Plus, as a special thank you for choosing us, use code SMARTCHEF10 at checkout for an extra 10% off.

Don't miss out on this limited-time offer. Upgrade your kitchen and simplify your life with the SmartChef Multifunctional Cooker!

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

P.S. Still not convinced? Try the SmartChef risk-free with our 30-day money-back guarantee. You have nothing to lose and a world of culinary possibilities to gain!

Dear Ms. Smith,

I am writing to inquire about the internship opportunities available at XYZ Company for the upcoming summer. As a junior studying business administration at ABC University, I am keen to gain practical experience in the field and believe that an internship at your esteemed organization would provide valuable insights into the industry.

Could you please provide information regarding the application process, eligibility criteria, and any specific skills or qualifications you look for in potential candidates? Additionally, I would appreciate any details regarding the duration of the internship, expected responsibilities, and potential opportunities for growth within the company.

Thank you for considering my inquiry. I have attached my resume for your reference and am available for further discussion at your convenience. I look forward to hearing from you soon.

Sincerely,

John Doe

[Attachments: Resume]

Business Order Letter

You are Vivek Kumar, office in-charge at Chaitanya International Business College, Peer Mansoor, Gaya, Bihar. Place an order of stationery items for the college office to Kiran Book Depot, Chhatta Masjid, Gaya,

Chaitanya International Business College
Peer Mansoor,
Gaya, Bihar.

28 January, 2024

Kiran Book Depot.,
Chhatta Masjid
Gaya.

Subject: Stationery items supply for the college office.

Dear Sir, / :

I am the office in-charge of Chaitanya International Business College, Gaya. I am writing to you in regard to the telephonic conversation we had previously about the stationery items that you sell. We had received the item sent by your company on scheduled time and in good condition as well. Putting our trust in your service, we are pleased to order the following stationery items for our college.

List of Articles	No. of Items
1- White Paper	10 reams

2- Blue Pens	10 boxes
3- Whiteboard Marker	12 pieces
4- Carbon Paper (Black)	12 boxes

We would like you to provide us with the aforementioned items with reasonable prices, including sales tax and other fees, Please send the above mentioned items no later than February 16, 2024 between 10 : 00 AM [to or and ?] 01: 00 PM at the address mentioned above.

Thanking You

Yours faithfully
Vivek kumar
Office In-charge

Note:

- 1- Both with regard to and in regard to can be used interchangeably.
- 2- Do not say between 10 :00 am to 01:00 pm, but between 10 am and 1 pm.
- 3- When writing the date in a formal letter, you should write it in full with no abbreviations, for example, "December 12, 2019." Avoid abbreviating the month or using the numerical format "12-12-2019, although international standard for dates uses dashes to separate numbers, but a slash (/) or a dot (.) is also acceptable .
- 4- February 1, 2024 / 2 -1-2024 [in U.S.A], Month, day, Year. Comma after day,]
- 5- 1 February 2024 / 1-2-2024 [Europe, without comma]
- 6- 2024 February 1 [in many Asian countries]
- 7- 2024. february 1. [in Hungary, full stop after year, and the month decapitalised]

8- Difference between Mr. / Mrs. / Miss. / Ms.

Mr. : A man whether or unmarried , can be used for young boys , but not for a child .

Mrs. : married woman

Miss : unmarried woman and young girl

Ms. : a woman of unknown marital status , or when marital status is irrelevant.

Complaint Letter

In Business Communication

What is a Complaint Letter?

A complaint letter is a formal document written by a customer or a client to express dissatisfaction with a product, service, or situation to a company or organization.

Purpose:

To communicate grievances or issues effectively.

To seek resolution or compensation.

To maintain a good business relationship by addressing concerns promptly.

Key Components:

Introduction:

1. Clearly state the purpose of the letter.
2. Provide relevant details such as date of purchase, order number, or service received.

Description of the Problem:

1. Clearly describe the issue or problem encountered.
2. Provide specific details such as what went wrong, when it happened, and how it affected you.

Evidence or Supporting Information:

1. Attach relevant documents, receipts, or photographs, if applicable.

2. Include dates, times, names, or any other pertinent information that supports your claim.

Impact:

1. Explain how the issue has affected you, whether financially, emotionally, or otherwise.
2. Be concise but descriptive about the inconvenience caused.

Expectations:

1. Clearly state what resolution or action you expect from the company.
2. Be reasonable in your expectations, considering the nature of the problem.

Closing:

1. Thank the recipient for their attention and express hope for a swift resolution.
2. Provide contact information for further communication if necessary.

Tips for Writing:

1. Be polite and professional throughout the letter.
2. Stick to the facts and avoid emotional language.
3. Use a respectful tone even if you are frustrated.
4. Keep the letter concise and focused on the main issue.
5. Proofread for grammar, spelling, and clarity before sending.

Example:

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient's Name]

[Company Name]

[Address]

[City, State, Zip Code]

Dear [Recipient's Name],

I am writing to express my dissatisfaction with [product/service] that I purchased from your company on [date]. Unfortunately, I encountered a significant issue with [describe the problem in detail].

[Explain any relevant background information, such as when the problem occurred or how many times it has happened.]

I have attached [list any supporting documents or evidence] to support my claim. This issue has caused me [describe the impact, e.g., financial loss, inconvenience, etc.].

I would appreciate it if [state your expectations, e.g., refund, replacement, etc.]. I believe this is a reasonable request given the circumstances.

I hope to receive a prompt response and resolution to this matter. Thank you for your attention to this issue.

Sincerely,

[Your Name]

Conclusion:

A well-written complaint letter can effectively communicate your concerns and lead to a satisfactory resolution. Remember to remain respectful and clear in your communication for the best outcome.

Mastering Complaint Handling:

Essential Tips for Effective Business Correspondence

Introduction: Welcome, everyone, to today's session on complaint handling in business correspondence. In this lecture, we'll learn how to address complaints from customers or clients professionally and efficiently.

1. Acknowledge the Complaint:

- Start your response by acknowledging the customer's complaint.
- Use phrases like "Thank you for bringing this to our attention" to show appreciation for their feedback.

2. Apologize Sincerely:

- Express sincere apologies for any inconvenience caused.
- Use empathetic language to convey understanding and concern for the customer's experience.

3. Investigate Thoroughly:

- Gather all necessary information related to the complaint.
- Investigate the issue internally to understand its root cause.

4. Provide Solutions:

- Offer practical solutions to address the complaint.
- Ensure the proposed solutions align with company policies and customer expectations.

5. Follow-Up:

- Inform the customer of the steps being taken to resolve the issue.
- Provide a timeline for resolution and commit to keeping the customer updated.

6. Maintain Professionalism:

- Use professional language and tone throughout the correspondence.

- Avoid making excuses or blaming others for the issue.

Conclusion: Mastering complaint handling in business correspondence is essential for maintaining customer satisfaction and loyalty. By acknowledging complaints, apologizing sincerely, providing solutions, and maintaining professionalism, you can effectively address customer concerns, and foster positive relationships with clients. Remember, every complaint is an opportunity to improve and strengthen your business's reputation. Keep these tips in mind as you navigate customer interactions in your future endeavors.

Example: Apology and Resolution for Recent Complaint

Subject: Apology and Resolution for Recent Complaint

Dear [Customer's Name],

I hope this message finds you well. I am writing to address the complaint you recently brought to our attention regarding [briefly summarize the issue].

First and foremost, please accept our sincere apologies for any inconvenience or frustration this may have caused you. Your satisfaction is our top priority, and we deeply regret any shortcomings in our service/product.

Rest assured, we have investigated the matter thoroughly, and are committed to resolving it promptly. To make things right, we will [briefly outline the solution or action being taken].

We value your feedback, and appreciate the opportunity to improve. If you have any further concerns or questions, please don't hesitate to reach out to us directly at [contact information: mobile number / email address].

Thank you for bringing this matter to our attention, and we look forward to restoring your trust in our brand.

Best regards,

[Your Name]

[Your Position/Title]

[Your Contact Information]

Routine Business Letters:

- 1- Requests**
- 2- Replies**
- 3- Goodwill Messages**

Goodwill Messages in Business Writing:

Goodwill messages help create a good business relationship with your prospect clients / customers and vendors.

Why it is important?

- 1- Do not miss the opportunity to write goodwill messages**
- 2- It helps strengthening the existing business.**
- 3- It helps creating new business.**

Occasions for writing Goodwill Messages:

- 1- Congratulations**
- 2- Condolence**
- 3- Welcome**
- 4- Promotion**
- 5- Appreciations**
- 6- Thanks**
- 7- Apology**
- 8- Unwelcome News.**

Writing Goodwill Messages Tips:

- 1- Goodwill messages are written and sent promptly.
- 2- Brief and to the point.
- 3- Write it with sincerity and simplicity.
- 4- It must be courteous and friendly in tone.

Goodwill Letter of Congratulation on promotion

Dear Dr. Ramesh: /, [note: both are valid. The colon is classic, but the comma is in widespread use.]

I would like to convey my warmth congratulations on your promotion to HR Manager at Chaitanya International Business College. You have secured this position because of your unconditional and enchanting efforts.

We are delighted that many years of service you have given to the company have finally paid off in this way.

We all join in sending you our best wishes for future endeavors.

Sincerely yours

Dr. Vikram

Routine Business Letters:

Dr. Abu Moazzam

- 4- Requests
- 5- Replies

6- Goodwill Messages

Goodwill Messages in Business Writing:

Goodwill messages help create a good business relationship with your prospect clients / customers and vendors.

Why it is important?

- 4- Do not miss the opportunity to write goodwill messages**
- 5- It helps strengthening the existing business.**
- 6- It helps creating new business.**

Occasions for writing Goodwill Messages:

- 9- Congratulations**
- 10- Condolence**
- 11- Welcome**
- 12- Promotion**
- 13- Appreciations**
- 14- Thanks**
- 15- Apology**
- 16- Unwelcome News.**

Writing Goodwill Messages Tips:

- 5- Goodwill messages are written and sent promptly.**
- 6- Brief and to the point .**
- 7- Write it with sincerity and simplicity.**
- 8- It must be courteous and friendly in tone.**

Goodwill Letter of

Congratulation on promotion

Dear Dr. Ramesh

I would like to convey my warmth congratulations on your promotion to HR Manager at Chaitanya International Business College. You have secured this position because of your unconditional and enchanting efforts.

We are delighted that many years of service you have given to the company have finally paid off in this way.

We all join in sending you our best wishes for future endeavors.

Sincerely yours

Dr. Vikram

Congratulation on Employee's 5th Anniversary

Dear Prakash,

This month marks your 5th anniversary as a team leader in Rajesh Pharma Industries limited. We take this opportunity to thank you for the past five years of loyalty, professionalism and fine workmanship for this company.

Since the growth and success of our company largely depends on competent, strong and agile employees like you. We hereby recognize your loyalty, services and unconditional effort to uplift this organization in any possible way.

I hope your bond with the company will grow stronger with each passing day, and you will work with more zeal and zest in for future project.

Sincerely yours

Letter of thanks for the Settlement of Accounts

Dear Akash,

I am writing this with great pleasure to inform you that you have been phenomenal in maintaining your account throughout the year, and earned a star category among our customers.

This has been a great help to us. Since the accounts are of large amount, and they have supported us in our financial crunch and further expending the business.

I strongly believe that our business relation will be stronger in days to come, and we will continue with the same sincerity.

Yours faithfully

Dr. Abu Moazzam

Apology Letter for Poor Service

Dear Priyanshi,

I thank you for the letter sent on January 27, 2024 regarding the poor service that you received on your arrival at our warehouse recently.

We believe in customer care and providing them best services possible in order to facilitate them, and it was unlike our high standard services and courtesy.

The staff involved in this incident has been reprimanded, and he is expressing his regret a well. Therefore, I am extending this apology from our organization, and also attaching a voucher to use at any store nearest to your location.

Yours Sincerely

Dr. Abu Moazzam

Unit -2 Writing Skills

1-Report Writing

What are the 5 steps / stages in report writing?

The following stages / steps are involved in writing a report:

- 1- Planning your work; ▪**
- 2- Collecting your information; ▪**
- 3- Organising and structuring your information; ▪**
- 4- Writing the first draft; ▪**
- 5- Checking and re-drafting.**

Report Outline:

- 1- Title**
- 2- Table of contents**
- 3- Summary**
- 4- Introduction**
- 5- Body**
- 6- Conclusion**
- 7- Recommendations**
- 8- Appendices**

Types of Report:

- 1- Annual report**
- 2- Weekly report**
- 3- Project report**
- 4- Sales Marketing report**
- 5- Research Report**
- 6- Academic report**

7- Assessment Report

8- Informative Report

9- Survey Report

10- Proposal Report

Assessment Report: It presents and evaluates the positive or negative features of a person, place, plane etc. it also includes your opinion and/ or recommendations.

Informative Reports: it presents the information regarding a meeting taken place, or progress made on a project, etc.

Survey Report: It presents and analyses the information gathered door to door survey or questionnaires, including conclusion drawn from information, suggestions and recommendations.

Proposal Report: it presents plans, decisions or suggestions concerning possible future courses of actions for approval by the superior at work, a bank manager, member of committee etc.

A formal report must have the following components:

1- The Title Page: the title page must include the subject of the report, who the report is for, who the report is by, and the date of submission.

2- Abstract: An abstract is 100-200 words, and must include the following.

Why the report has been written.

How the study was undertaken.

What the main findings were.

What the significance of the finding is.

[Be specific, precise and clear. The abstract should be on a separate page]

- 3- Table of contents : [Topics covered]
- 4- Introduction: the background, the purpose, the scope.
- 5- Body: basically it answers the questions why? Where? When? Who? What? How? The information must be presented in a systematic way.

2- Composition

ARGUMENTATIVE COMPOSITION

Definition: In simple terms, argumentative composition is like a verbal debate, but on paper. It's about expressing your opinion on a topic and supporting it with solid evidence and logical reasoning. Let's break it down further.

KEY POINTS:

- 1. **Choose a side:** Decide on your opinion about the topic.
- 2. **Present your argument:** Clearly state your opinion in the introduction.
- 3. **Provide evidence:** Use facts, examples, and statistics to support your argument.
- 4. **Address counterarguments:** Acknowledge opposing viewpoints and refute them with logical reasoning.
- 5. **Conclude effectively:** Summarize your main points and leave a lasting impression.

Conclusion: In essence, argumentative composition is about expressing your viewpoint persuasively and convincingly. By following these steps and backing up your arguments with solid evidence, you'll be well on your way to mastering the art of persuasive writing.

Argumentative Paragraph:

The Impact of Social Media on Youth

Social media has become an integral part of the lives of today's youth, shaping their behaviors, perceptions, and interactions in profound ways. While some argue that social media enhances connectivity and provides a platform for self-expression, others contend that it poses significant risks to the well-being of young individuals. On one hand, platforms like Facebook, Instagram, and TikTok facilitate communication and networking, allowing youth to connect with peers and share experiences effortlessly. Additionally, social media enables creative expression and fosters communities around shared interests, providing a sense of belonging and validation. However, the pervasive use of social media also exposes youth to various challenges, including cyberbullying, misinformation, and excessive Screen time. Moreover, the curated nature of social media content often leads to unrealistic standards of beauty and success, contributing to feelings of inadequacy and low self-esteem among young users.

Therefore, while social media offers undeniable benefits, it is crucial for youth to use these platforms responsibly and critically evaluate the content they consume to safeguard their mental and emotional well-being.

Mastering Expository Writing: A Simple Guide

[Explanatory, Descriptive and Narrative]

Introduction:

Today, we'll explore expository composition, a type of writing that aims to inform, explain, or describe a topic in a clear and concise manner. Whether you're writing essays for school assignments or reports for work, mastering expository writing is a valuable skill.

Understanding Expository Writing:

Expository writing focuses on presenting facts, ideas, or opinions in a straightforward manner.

It avoids personal opinions or biases and relies on evidence and examples to support the main points.

Structure of Expository Composition:

Introduction:

Introduce the topic and provide background information.

State the main idea or thesis statement that you will discuss in the composition.

Body Paragraphs:

Each paragraph should focus on a specific aspect or subtopic related to the main idea.

Provide evidence, examples, and explanations to support your points.

Conclusion:

Summarize the main points discussed in the composition.

Restate the thesis statement and leave the reader with a final thought or takeaway.

Types of Expository Writing:

Cause and Effect: Explain the causes and consequences of a particular event or phenomenon.

Comparison and Contrast: Compare and contrast two or more subjects to highlight similarities and differences.

Process Analysis: Describe a series of steps or stages involved in a process or procedure.

Descriptive: Provide a detailed description of a person, place, object, or event.

Example of Expository Composition:

Topic: The Importance of Regular Exercise

Introduction: Regular exercise is crucial for maintaining physical and mental well-being.

Body Paragraphs:

Paragraph 1: Discuss the physical benefits of exercise, such as improving cardiovascular health, boosting immunity, and reducing the risk of chronic diseases.

Paragraph 2: Explore the mental health benefits of exercise, including stress reduction, improved mood, and enhanced cognitive function.

Paragraph 3: Provide examples of different types of exercises and their specific benefits, such as cardio, strength training, and flexibility exercises.

Conclusion: In conclusion, regular exercise offers a wide range of benefits for both physical and mental health. By incorporating exercise into your daily routine, you can improve your overall quality of life and well-being.

Conclusion:

Mastering expository composition requires clarity, organization, and evidence-based reasoning. By following the structure and techniques outlined in this guide, you can effectively communicate information and ideas in a compelling and engaging manner. Keep practicing, and you'll soon become proficient in expository writing.

Paragraph Writing

1: DEFINITION:

1: A paragraph is a group of sentences that are connected to one another, and they make a perfect and an absolute sense on a particular topic.

2: a paragraph is a group of sentences which conveys single idea. A paragraph contains at least three sentences or 100- 200 words. First sentence of a paragraph is always indented.

Format / parts of a paragraph:

- 1- : Topic sentence**
- 2- : Supporting details**
- 3- Concluding sentence**

1: Topic Sentence: The first sentence of a paragraph is called Topic Sentence. Topic Sentence is the combination of two elements: topic + statement

A good topic sentence gives relevant statement which is going to be discussed in the paragraph.

2: Supporting Details: Second part of paragraph is supporting details. It contains examples, references, details or information related to the topic sentences.

3: Concluding Sentence: last sentence of a paragraph is called concluding sentence. This sentence tells the purpose of the paragraph is one sentence.

Elements of a Paragraph: if the four elements mentioned below are not followed, the meaning of paragraph would be ambiguous and incomplete.

- 1- Unity
- 2- Order
- 3- Completeness
- 4- Coherence

1: Unity: All the sentences of a paragraph should revolve around the main idea. Don't include even a single sentence that is irrelevant or unrelated. All sentences should be related to main idea. If the unity of the idea.

2: Order: Order means the content of paragraph should be in arranged and ordered form. If your paragraph is about history, arrange it chronologically. Also follow the format of a paragraph; First sentence should be topic sentence, then supporting information, and finally concluding sentence.

3: Completeness: It means paragraph should convey complete information about the topic. Clarity of expression is also important.

4: Coherence: Coherence is the quality which connects all the sentences in a single whole. Each sentence stands connected with the previous sentence and the main idea. Just like a human body, all organs are connected to each other, and make single body. In the same way, coherence makes a paragraph connected and understandable.

How to Start Writing a Paragraph:

- 1: Choose a topic that has enough material or information on the topic.
- 2: Collect the materials as much as you can from various possible sources.
- 3: Arrange the ideas coming into your mind in sequence to make the meaning of sentences clear, compact, comprehensive and complete.

4: Conclude your thoughts with perfect ending that makes the reader satisfied and happy.

5: The length of a paragraph is not determined. It depends on the idea making home into your mind, and the writing skill of the writer.

Types of Paragraph:

The paragraph is mostly categorized into four types:

1: Narrative

2: Descriptive

3: Expository

4: Persuasive.

1: Narrative Paragraph Writing:

- 1- This paragraph is meant to tell story or an event that took place in the past**
- 2- It is basically a narration of or telling a story or a situation that includes a sequence.**
- 3- The narration of the story must follow the sequence of the incidents taken place as if whole event or incident is running on the screen of the mind of a reader, and the reader is watching a running picture in words.**
- 4- Such types of writing are novel, fiction or any story.**
- 5- It is mostly based on your creative mind and imaginative power of day-dreaming in broad day light.**
- 6- Narrative paragraphs must include personal thoughts, feelings and growth.**
- 7- Narrative paragraphs must have beginning, climax and end.**

Example:

- 1- Visit to historical place,**
- 2- First day at college.**
- 3- My trip to Manali**

2: Descriptive Paragraph Writing:

- 1- Descriptive paragraph describes a person, place or thing in such a way that it creates an image in your mind, and you can see it with your minds eyes.
 - 2- It tells how someone or something looks or feels.
 - 3- It uses concrete and sensory image.
 - 4- It also concludes the writer's feelings towards that person place or thing.
- 5: Descriptive writing basically describes the topic in detail, and provides a vibrant experience for the reader through vivid language and description of something
- 6: It describes everything in such a beautiful manner that you see the picture of thoughts or ideas dancing in front of you like a living object. Hence, descriptive language is vivid and specific, and helps someone imagine a scene he didn't witness.
- 7: The picturisation of ideas in the form of words appeals to the five senses; sight, sound, touch, taste, and smell.
- 8: descriptive paragraphs do not need to be personal in nature.
- 9: in descriptive paragraph writing you use your observation to create a vivid impression for your readers.

Note: descriptive paragraph doesn't follow the beginning, climax and end format as narrative paragraph does.

Example: "it's raining today, the crystal clear raindrops hit the ground silently."

- 1- Beautiful scenery of Kashmir Wally
- 2- A man bleeding
- 3- A beggar filled with tears

3: Expository Writing:

- 1- Such kinds of writing are a definition of something.
- 2- As the word EXPOSE itself means to reveal, unveil, unearth, and disclose the secret or hidden elements, these types of paragraphs require a lot of research to reach a correct definition of something.
- 3- It is an intellectual type of writing used in academics and research work.

- 4- This type of paragraph explains something about subject and provides an effective explanation of a topic.
- 5- The main aim of expository paragraph is to educate or inform.
- 6- It doesn't include writer's opinion.

4: Persuasive Paragraph Writing:

- 1- A persuasive paragraph tries to get readers to accept a point of view or to agree with the writer's point of view on a topic.
- 2- Its main purpose is to convince the reader.
- 3- These kinds of writing aim to make the audience admit a writer's point of view.
- 4- These are mostly used by the teachers to provide a strong argument.
- 5- As the word persuade means to follow someone to make them convince, understand and accept the point of view you want to convey.
- 6- This is a type of academically intellectual and logical discussion in detail to convey your message to others.
- 7- Persuasive paragraphs support their arguments through the use of appropriate evidence, such as quotations, examples, expert's opinion or other facts.

Example:

- 1- importance of Sports,
- 2- Advantages of balanced diet.
- 3- Morning walk a treasure of health.

UNIT-3: GRAMMAR

Sentence Structure

Subject + Verbs + object + Complement + Adjunct {adverb/ preposition phrase]

1: S + V : Ramesh plays.

2: S + V + O : Ramesh plays cricket.

3: S + V + O + O Ramesh gifted me a bouquet.

Me is indirect object and it answers the question word whom. To understand easily you can focus on in in the word insaan that is a human being.

A bouquet: is a direct object that's non-human, and answers the question word what.

4: S + V + O + C: Ramesh named his daughter Sonia

5: S + V + O + ad Ramesh named his daughter Sonia at night at his home

6: S + V + C Ramesh is handsome.

COMPLEMENT: A word that describes or renames a subject or object. It means complement and subject or object are the same person.

ADVERB: An adverb is a word that describes the verb in the sentence, and the verb is an action performed by the subject in the sentence. The adverb describes the following:

1: Adverb of Time: [Time of action- when?]

EXAMPLE:

In: the morning / afternoon/ evening/ January / 2024

On : Monday / 1st January / birthday/ marriage anniversary

AT : 1 O'clock. 10 am / 12;30 pm.

2: Adverb of Place [place of action -where?]

EXAMPLE:

IN: the room / box / Conference Hall

ON: the table / on the head / on the roof or terrace / on the wall

AT: the gate / school / college / university / birthday party / home

3: Adverb of manner [manner of action -how?]

EXAMPLE: running / happily / sadly / fast / slowly

4: Adverb of reason [reason of action -why?]

EXAMPLE: because / as / since

5: Adverb of frequency [frequency of action -how often / how many times]

EXAMPLE: always / usually / seldom / rarely / never / sometimes / hardly / barely

Note: adverb of frequency is always used before the main verb in the sentence.

6: Adverb of degree [degree of action -How much?]

EXAMPLE: very / so / too / quite / enough / little

7: Adverb of condition [condition of action -if]

Idiomatic Usage of Language

An idiom is a common phrase which means something different from its literal meaning but can be understood because of their popular use. Idioms are difficult for those who are not good at speaking the language. Some idioms are used by some groups of people or at certain time.

English idioms, proverbs, and expressions are an important part of everyday English. They come up all the time both in written and spoken English. Since idioms don't always make sense literally, you will need to familiarize yourself with the meaning and usage of each idiom. Learning idiom is a fun, especially when you compare English idiom with your own

language. Learning to use common idioms and expressions will make your English more sound and native. There are some idioms very useful as follows:

IDIOMS	MEANING
1: a blessing in disguise	a good thing that seemed bad at first
2: A dime a dozen	something common
3: Beat around the bush	avoid saying what you mean, usually because it is uncomfortable.
4: better late than never	better to arrive late than not to come at all.
5: Bite the bullet	to get something over with because it is inevitable
6: Break a leg	good luck
7: call it a day	stop working on something.
8: Cut somebody some slack	don't be so critical
9: cutting corners	doing something poorly in order to save time or money
10: Easy does it	slow down
11: get out of hand	get out of control
12: get s.th. out of your system	do the thing you've been wanting to do so you can move on.
13: get your act together	work better or leave
14: Give someone the benefit of doubt	trust what someone says
15: go back to drawing board	start over
16: hang in there	don't give up [by itself]
17: Hit the sack	go to sleep
18: its not rocket science	its not complicated
19: let someone off the hook	to not hold someone responsible for something
20: Make a long story short	tell something briefly

21: Miss the boat its too late

22: No pain, no gain you have to work for what you want

23: pull someone's leg to joke with someone

24: pull yourself together calm down [by itself]

25: so far so good things are going well so far

26: Speak of the devil The person we were just talking about showed up [by itself]

27: that's the last straw my patience has run out

28: the best of both worlds an ideal situation

29: Time flies when you are you don't notice how long something lasts
having fun when its fun

30: to get bent out of shape to get upset

31: under the weather sick

32: we'll cross the bridge when lets not talk about that problem right now
We come to it.

33: Wrap your head around something understand something complicated

34: you can say that again that's true, I agree

35: your guess is as good as mine I have no idea

36: A bird in the hand worth two in what you have is worth more than what you
might
the bush have later

37: A penny for your thoughts tell me what you are thinking

38: A penny saved is a penny earned money you have today you can spend later

39: A perfect storm the worst possible situation

40: A picture is worth thousand words better to show than tell

41: Actions speak louder than words believe what people do, and not what they say

42: add insult to injury to make a bad situation worse

43: Barking up the wrong tree to be mistaken, to be looking for solution in the wrong
place

44: birds of a feather flock together people who are alike are often friends [usually used in negative sense]

45: bite off more than you can chew take on a project that you can not finish

46 ; break the ice Make people feel more comfortable

47: By the skin of your teeth just barely

48: comparing apples to orange compare two things that can not be compared

49: costs an arm and a leg very expensive

50: do something at the drop of a hat do something without having planned beforehand

51: don't count your chickens before don't count on something good happening until
its

they hatch happens

52 : don't cry over spilt milk there is no reason to complain about something that can't be fixed

53 : don't give up your day job you are not very good at this

54: Don't pull all your eggs in one basket what you are doing is so risky

55: Every cloud has a silver lining good things come after bad things

56: get a taste of your own medicine get treated the way you have been
treating others

57: give someone the cold shoulder ignore someone

58: Go on a wild goose chase to do something pointless

59: Good things come to those who wait be patient

60 : he has bigger fish to fry he has bigger things to take care of than what we are talking about now

61: He is the chip off the old block the son is like the father

62: Hit the nail on the head get something exactly right

63: ignorance is bliss you are better off not knowing

64 : it ain't over till that fat lady sings this is not over yet

65: it takes one to know one you are just as bad as I am

66: it's a piece of cake its easy

67: A little learning is a dangerous thing people who don't understand something fully are dangerous

68: A snowball effect events have momentum and build upon each other

69: A snowball's chance in hell no chance at all

70: a stitch in time saves nine fix the problem now because it will get worse later

71: a storm in a tea cup a big fuss about a small problem

72: an apple a day keeps the doctor away apples are good for you

73 it's raining cats and dog its raining hard

74- Kill two birds with one stone get two things done with one single action

75- Let the cat out of the bag give away a secret

76- Live and learn I made a mistake

77- Look before you leap take only calculated risk

78- on thin ice on probation. If you make another mistake, there will be trouble

79- once in a blue moon rarely

80 – Play devil's advocate To argue the opposite , just for the sake of argument

81- Put something on ice put a project on hold

82- Rain on someone's parade to spoil something

83- Saving for a rainy day saving money for later

84- Slow and steady wins the race reliability is more important than speed

85- Spill the beans give away a secret

86- take a rain check postpone a plan

87-Take it with a grain of salt don't take it too seriously

88-The ball is in your court its your decision

89-The best thing since sliced the bread a really good invention

90-The devil is in the details it looks good from a distance, but when you look closer, there are problems

91-The early bird gets the worm The first people who arrive will get the best stuff

92-The elephant in the room The big issue, the problem people are avoiding

93- The whole nine yards everything, all the way

94- There are other fish in the sea its ok to miss this opportunity. Others will arise

95- There is a method to his madness he seems crazy, but actually he is clever

96- There is no such thing as a free lunch Nothing is entirely free

97- Throw caution to the wind take a risk

98- You can't have your cake and eat it too you can't have everything

99- You can't judge a book by its cover this person or thing may look bad, but it's good inside

100- As right as rain perfect

101- Bolt from the blue something that happened without warning

102-burn bridges destroy relationships

103-calm before the storm Something bad is coming, but right now its calm.

104- Come rain or shine no matter what

105- curiosity killed the cat stop asking the question

106- cut the mustard do a good job

107 – don't beat a dead horse move on, this subject is over

108- Every dog has his day everyone gets a chance at least once

109- Familiarity breeds contempt The better you know someone the less you like him

110- Fit a fiddle in good health

111- Fortune favours the bold take risk

112- Get a second wind have more energy after having been tired

113: Get wind of something hear news of something secret

114_ Go down in flames fail spectacularly

115- Haste makes waste you will make mistake if you rush through something

116- Have your head in the clouds Not be concentrating

117- Hear something straight from hear something from a person involved
the horse's mouth.

118- He who laughs last laughs loudest I will get you back for what you did.

119: He is not playing with a full deck He is dumb

120- He is off his rocker he is crazy

121- He is sitting on the fence he can't make up his mind

122- It is a poor workman who blames if you can't do the job, don't blame it on others
his tools.

123 – it is always darkest before the dawn things are going to get better.

124-it takes two to tango one person alone is not responsible. Both the people are involved.

125- Leave no stone unturned look everywhere.

126-let sleeping dog lie stop discussing an issue

127- Like two peas in a pod they are always together

128- Make hay when the sun shines take advantage of a good situation.

129-on cloud nine very happy

130- Once bitten, twice shy you are more cautious when you have been hurt before.

131- Out of the frying pan and into the fire . things are going from bad to worse.

132- Shape up or ship out work better or leave.

133- Run like the wind run fast

134- Snowed under busy

135- That ship has sailed it's too late,

136- The pot calling the kettle black someone criticizing someone else he is just as bad.

137- There are clouds on the horizon Trouble is coming.

138- Those who live in glass houses people who are morally questionable shouldn't
shouldn't throw stone . criticize others.

139- Time is money work quickly.

140- You can catch more flies with honey you will get what you want by being nice
Than you can with vinegar.

141- You can lead a horse to water, but decision.	you can't force someone to make the right decision.
You can't make him drink.	
142- You can't make an omelet without breaking some eggs	there's always a cost to doing something.
143- Go down the drain'	Lose forever
144- Cool as a cucumber	Not nervous or emotional
145- To hit the jackpot	To make money quickly
146- To bring to light	To reveal
147- Run into.	To meet someone accidentally
148- out of the question	- undesirable / not worth discussing
149- - End up in smoke	Come to nothing / useless
150- - Spread like fire	Spread rapidly
151- Ins and outs	Full details
152 - - Dropping like flies	collapsing in large numbers
153- - Rat race	fierce competition for power
154- Hard nut to crack	difficult task
155- Caught red-handed	at the time of committing crime
156- Leave in the lurch situation	Abandon in the mid-way / difficult
157- Go scot and free	to escape without punishment
158- To shed crocodile tear	to pretend grief
159- See eye to eye	to think in the same way
160- To miss the bus	to miss an opportunity
162- To call a spade a spade	to be frank
163- Birds of same feather	Persons of same character
164- Put across successfully	to communicate your idea, feelings etc.

165- Take exception	to object over something
166- - Not my cup of tea	not what someone likes or interested in
167- To have second thoughts	to reconsider
168- - to add fuel to fire	to worsen the matter / incite
169- To eat humble	to say sorry for the mistake you made
170- To hail from	to come from
171- To put an end	to stop
172- Bad blood	Feeling of hatred
173- Hold one's tongue	to be silent
174- To take to heart	deeply affected by something
175- To get one's own back	to get one's revenge
176- To run across	to meet by chance
178-a dark horse	an unforeseen competitor
179- To put up with	to endure / to bear
180- To take someone for a ride	to deceive / cheat someone
181- To fall back on have failed	to use or do something else after other things
182-cold comfort	slight satisfaction
183- in cold blood	intentionally/ excitedly
184- Ice breaking	start a conversation
185- Chicken out afraid	to decide not to do anything because you are
186- Pin money	additional money [jeb kharch]
187- The alpha and omega	beginning and end
188- Bring the house down	make the audience applaud enthusiastically [wahwahi batorna]
189- To feather one's nest	to make oneself rich [apni jeb bharna]
190- To show a clean pair of heels	to escape / run away

191- To flog dead horse dalna]	to waste one's effort [murde me jan
192-to strain every nerve	to make utmost effort [ji jan lga dena]
193- Wear and tear	damage [toot phoot] that naturally occurs.
194- To add fuel to the fire	to cause additional anger [jle pe nmk chhdka]
195- hand in glove	in close relationship [gahra rishta]
196- Scapegoat bali ka bakra bna]	a person who is blamed for the wrong doing with arrogant reactions. [
197- A damn squib	a disappointing result [unchi dukan pheeka pkwan]
198- in high spirits	cheerful [zindadil]
199- Man of letters	proficient in literary arts
200- on good terms	agree with someone
201- To steal the show	to win everyone's praise.[sbka dil jeet lena]
202-to cross sword	to disagree [asahmt hona]
203- Pore over	to look at and study something, usually a book or document carefully.

TENSES:

Subject Verb Agreement – Tenses [Practice Set]

1- The parliament Passed the bill. [single]

Note: [fleet, mob, assembly, jury, staff, committee, family, army, and other collective nouns carry single verb]

2- Armydeployed at the border. [single]

3- The fleet reached the port .[single]

4- The assembly In session now a days [single]

5- The mob towards parliament .[single]

6- The jurytaken a unanimous decision. [single]

Note: specific amount or unit of amount is considered as a single noun.

- 7- Five KM Not a long distance [single]
- 8- Hundred rupeesa huge amount for him. [single]
- 9- Six Kg a heavy weight. [single]
- 10- Five years passed away [plural]
- 11- Two thousand rupees Charged by him [plural]
- 12- No news Good news. [single]
- 13- Physics a good subject. [single]

Note: Physics / Mathematics / billiards / innings / badges / alms look plural but are singular.

- 14- Billiards a game. [single]
- 15- First innings Spoiled due to rain [single]

Note: Each and every carries single noun and single verb.

- 16- Each boy and girl to attend the function .[single]
- 17- Every man, woman, and child Happy to meet with president.[single]
- 18- Each minute and each second Precious. [single]
- 19- Each male and every female protesting against the law. [single]
- 20- The cattlegrazing in the field. [plural]

Note: dozen, hundred, million, people, score, thousand, gentry, police, peasantry, company, alphabet, infantry, clergy are plural, and follow plural verb.

- 21- A scoresaved by him .[plural]
- 22- Not less than a dozen Injured. [plural]
- 23- The people fully satisfied. [plural]
- 24- The house with all its belongings sold .[first subject]
- 25- Ram and not his friends present there. [first subject]

Note: besides, as well as, and not, in addition to, like, with, together with [follow the first subject]

- 26- The president as well as the members come. [first subject]
- 27- The pigeon like other birds wings. [first subject]

28- Four questions in addition to the first question to be answered. [first subject]

29- There so many other hostels better than this. [plural]

Note: other follows plural noun and plural verb, while another follows single noun and single verb]

30- There another hostel near the railway station. [single]

Voice and Speech

Active& Passive Voice, Direct and Indirect Speech

Imprative Voice Change :

Three types :1: Request 2: order 3:Advice.

Rules : let + obj+ be + v3

Example:

Active : Do it .

Passive : Let it be done

1.Passive Voice: Let + object + be/not be + 3rd form of the verb.

2. When the Object is not given. You are requested to/advised to/ordered to (to suit the sense) is added.

INFINITIVE VOICE CHANGE :

ACTIVE : TO + V1

PASSIVE : TO BE+V3

1:Active : There was nothing to do in the office

Passive : There was nothing to be done in thPassivee .

2: Active :You have to teach him everyday.

Passive: He has to be taught everyday.

3: Active : He had to ask me.

Passive : I had to be asked by him.

4: Active : He needs to clean the room.

Passive : The room needs to be cleaned by him.

REPORTED SPEECH :

Note :

1: First person pronoun in the reported speech will change according to the subject in the reporting speech.

2: Second person pronoun in the reported speech will change according to the object in the reporting speech.

3: Third person pronoun never changes.

4 present will change into past and past will change into its past.

IMPERATIVE SPEECH: order, request(urge), advice(suggest)

To +v1

EXCLAMATORY SPEECH : expression of joy, sorrow, regret, applause , wonder , or surprise.

Indirect : exclaimed with joy/ sorrow / regret / applause / wonder / surprise.

Example : Ravi said, " oh, I have lost the match "

Indirect : Ravi explained with regret that he had lost the match..

EXCLAMATORY SPEECH: to pray, to wish, to bid

To curse, to bless.

Indirect : Prayed / wished / bade (separated, good bye / good night)

Example : Samridhi said to Abu sir, " Good night sir,".

Indirect : Samridhi bade good night to Abu sir. / Samridhi bade to abu sir good night.

INTEROGATIVE SPEECH:

WH family words : who, when, what, which, etc.

1: Remove comma and inverted comma .

2: do not use THAT.

3: Use subject after WH WORDS

4: place helping verb after subject.

5: change helping verb / verb into past form.

6: change the sentence into affirmative.

7: Remove question mark.

Example :

1: direct : He said to me, " what are you doing with my friends? "

Indirect : He asked me what I was doing with his friends.

2: Sanjay said to me, " where do you live. "

Indirect : He asked me where I lived.

3: He said to me, " how much money do you have. "

Indirect : He asked me how much money I did have / had. (both are correct)

Note : Agar have kisi modal verb ya auxiliary verb ke sath aata hai to kbhi bhi change nhi hota.

4: He said, " how many books does he have.?"

Indirect : He asked how many books he did have / had.

5: She asked, " when are they supposed to come.?"

Indirect : she asked when they were supposed to come.

INTEROGATIVE sentence starting with Auxiliaries :

Rule :

1: Remove comma and place if or whether.

2: Change the verb or helping verb into past.

Example :

1: He asked us, " will you come tomorrow for meeting? "

Indirect : He asked us if we would come next day for meeting.

2: He said, " could I talk to Mr. Sharma? "

Indirect : He asked whether he could talk to Mr. Sharma.

3: He asked Beena, " do you know who am I? "

Indirect : He asked Beena if she knew who he was.

VOCCABULARY

Confusing Words:

Emend [to remove the mistake]

I agreed to emend the mistake in my brother's essay, so he could get a better grade in class.

Amend [to improve / sanshodhan krna]

the country's constitution was amended to allow women to vote.

Implicit: [indirect/ ambiguous]

his meaning was implicit in his words.

Explicit[unambiguous / unmistakable]

she made her feeling explicit in her letter.

Compliment [to praise]

I complimented her on her new dress.

Complement [a thing that goes together well with something else]

The green walls complement the brown sofa.

Brake [to slow the vehicle down or stop] both noun and verb.

You should brake before you turn the corner.

Break [to separate something into two or more pieces]

I need to break his chocolate into smaller pieces.

Carat [the unit to measure the purity of gold and jewelry]

the diamond is two carats.

Carrot [gaajar/ do you want a carrot?]

Bail [security]

His application for release on bail was rejected.

Bale [bundle of cloth]

he was carrying a bale of cotton on his head.

Adopt [apnaan]

one should not adopt the bad habits of other.

Adapt [anukul bnana]

one should learn to adapt oneself to the circumstances of life.

Adept [nipud]

Ravi is adept in the art of dancing.

Apposite [suitable/ proper]

his observations are , indeed, apposite to the present discussion.

Opposite [contyrary]

We live in opposite direction.

Censor [prtbandht krna]

the manager censored the mobile phone in the theatre. The play was banned by the censor.

Censure [criticise / ninda krna]

the health department will censure any restaurant that do not have clean facilities.

Confidante [razdar]

within a few short years he was a trusted confidant.

Confident [sure / wishwas k sath]

I am confident about my ability to do the job.

Disease [illness / bimari].

we are working to stop the spread of disease in rural areas.

Decease [death]

he was very sad on the decease of his friend.

Coarse [adj. rough, rude]

the surface of the stone was coarse and scratched his fingers.

Course [noun, study programme]

A friend of mine is doing an online English course.

Affect [verb/ influence, cause to change]

the Brexit vote will certainly affect the UK economy.

Effect [noun / A change which is the result of an action or other cause]

no one knows what the effect of this political decision.

Shore [beach]

We walked along with the shore , and found some pretty shells.

Sure [adj. confident that one is right]

I am sure that I locked the door.

Heel [Noun / back part of a foot]

he stood on a nail ,and cut his heel.

Heal [verb/ cause to recover]

the cut on your foot will heal by itself, but you must keep it clean.

Ordinance [adhyadesh]

the government has issued an ordinance against the people who do not pay the taxes on time.

Ordinance [bnduq/ top]

there is an ordnance factory at Kanpur.

Petrol [petrol fuel]

petrol is very costly these days.

Patrol [gsht]

the patrol van is regularly moving on highway day and night for our protection.

Precedent [example/ misaal]

the lawyer cited many precedents in support of his case.

President [adhyksh]

indian president is only dejuire head of the government.

Suit [poshak]

he presented me with a woolen suit.

Suite [kmre ka ek set]

he has booked a suite in the hotel.

Venal [bhrst]

The venal leaders are bane of Indian politics.

Venial [maaf kiya jana h]

the fault is so slight that it is thought to be venial.

Wreak [bdla lena]

At last he wreaked vengeance by killing his enemy.

Wreck [brbad]

the fury of the storm wreck many houses.

Voracity [lalach]

He is detested on of his voracity for wealth.

Veracity [sachchayi]

it is very difficult to verify the veracity of her statement since she is very clever.

Storey [mnzil]

he lines on the second storey of the house.

Story [kahani]

it is a very interesting story.

Spacious [bdi jgh hona]

my house contains many spacious room.

Specious [very attractive]

nobody was impressed with his specious argument.

Prey [shikar krna]

As a national bird the peacock is not meant for preying.

Pray [prarthna krna]

kindly pray for the people of my country.

Pane [glass of window]

our window pane was broken by children.

Pain [dard]

she was feeling pain in her neck.

Proscribe [nished/ prohibited]

Indecent books are generally proscribed by the government.

Prescribe [salaah dena]

the doctor has prescribed a very efficacious medicine for the treatment of the disease.

Jealous [irshyalu]

All his friends are jealous of him.

Zealous [josheela]

my brother is very zealous about his new appointment.

Doze [sleep]

the teacher caught him dozing in the class.

Dose you should not take heavy dose of medicine.

Drought [sookha pdna]

Last year most of the areas of Bihar suffered from a severe drought.

Draught [hwa ka prwah / jhonka]

a draught of cold wind was very refreshing.

Birth [jnm]

The exact date of his birth is known from his birth certificate.

Berth [seat] I have got two berths booked in the Rajdhani Express.

Principle A principle is a rule, a law, a guideline, or a fact.

A **principal** is the headmaster of a school, or a person who's in charge of certain things in a company.

Principal is also an adjective that means original, first, or most important.

Fare Usually refers to an event; fare commonly refers to fees for rides or to a specific kind of food or entertainment.

What is the fare of the swing in the fare.

Fair just and beautiful.

She has fair colour / ignoring your younger brother is not fair.

Program American spelling [British also use it frequently in computer]

Programme British spelling.

Award an award is given to recognize a job well done or achievement.

Reward A reward is given to encourage a specific behavior or action.

Descent is a noun which can mean a movement downwards, or your ancestry.

The plane began its final descent prior to landing.

Decent Decent is an adjective meaning socially acceptable or good.

Everyone should be entitled to a decent standard of living.

Dissent Dissent is when your opinion doesn't mesh with others.

Practice noun [British]

Practise verb [British]

Note: American English uses practice as both the noun and verb form (avoiding practise altogether)

Epidemic: is a disease outbreak that is rapidly spreading in a limited region.

Pandemic: is an epidemic that is actively spreading to multiple regions across the globe.

Epidemiologists: Experts in disease progression.

One Word Substitution

Generic terms

An act of abdicating or renouncing the throne

Abdication

An annual calendar containing important dates and statistical information such as astronomical data and tide tables

Almanac

A cold-blooded vertebrate animal that is born in water and breathes with gills.

Amphibian

A story, poem, or picture that can be interpreted to reveal a hidden meaning, typically a moral or political one

Allegory

A statement or proposition on which an abstractly defined structure is based

Axiom

A nation or person engaged in war or conflict, as recognized by international law

Belligerent

An examination of tissue removed from a living body to discover

the presence, cause or extent of a disease	Biopsy
The action or offence of speaking sacrilegiously about God or sacred things; profane talk	Blasphemy
The arrangement of events or dates in the order of their occurrence	Chronology
A vigorous campaign for political, social, or religious change	Crusade
Lasting for a very short time	Ephemeral
Spoken or done without preparation	Extempore
Release someone from a duty or obligation	Exonerate
Fond of company	Gregarious
Making marks that cannot be removed	Indelible
Incapable of making mistakes or being wrong	Infallible
Certain to happen	Inevitable
A sentimental longing or wistful affection for a period in the past	Nostalgia
A solution or remedy for all difficulties or diseases	Panacea
A doctrine which identifies God with the universe	Pantheism
Excessively concerned with minor details or rules	Pedantic
The practice of taking someone else's work or ideas and passing them off as one's own	Plagiarism
Safe to drink	Potable
The emblems or insignia of royalty	Regalia
Violation or misuse of what is regarded as sacred	Sacrilege
A position requiring little or no work but giving the holder status or financial benefit	Sinecure
A thing that is kept as a reminder of a person, place, or event	Souvenir
An imaginary ideal society free of poverty and suffering	Utopia
Denoting a sin that is not regarded as depriving the soul of divine grace	Venial

In exactly the same words as were used originally

Verbatim

A state of disorder due to absence or non-recognition of authority or other controlling systems

Anarchy

A form of government in which power is held by the nobility

Aristocracy

A system of government by one person with absolute power

Autocracy

A self-governing country or region

Autonomy

A system of government in which most of the important decisions are taken by state officials rather than by elected representatives

Bureaucracy

A system of government by the whole population or all the eligible members of a state, typically through elected representatives

Democracy

A state, society, or group governed by old people

Gerontocracy

A state or country run by the worst, least qualified, or most unscrupulous citizens

Kakistocracy

Government by new or inexperienced hands

Neocracy

Government by the populace

Ochlocracy

A small group of people having control of a country or organization

Oligarchy

Government by the wealthy

Plutocracy

Government not connected with religious or spiritual matters

Secular

A form of government with a monarch at the head

Monarchy

A political system based on the government of men by God

Thearchy

A collection of historical documents or records providing information about a place, institution, or group of people

Archives

A large cage, building, or enclosure to keep birds

Aviary

A building where animals are butchered

Abattoir

A place where bees are kept; a collection of beehives	Apiary
A building containing tanks of live fish of different species	Aquarium
A place or scene of activity, debate, or conflict	Arena
A collection of weapons and military equipment	Arsenal
An institution for the care of people who are mentally ill	Asylum
A hole or tunnel dug by a small animal, especially a rabbit, as a dwelling	Burrow
A collection of items of the same type stored in a hidden or inaccessible place	Cache
A public room or building where gambling games are played	Casino
A large burial ground, especially one not in a churchyard	Cemetery
A room in a public building where outdoor clothes or luggage may be left	Cloakroom
A place where a dead person's body is cremated	Crematorium
A Christian community of nuns living together under monastic vows	Convent
Nursery where babies and young children are cared for during the working day	Crèche
A stoppered glass container into which wine or spirit is decanted	Decanter
A large bedroom for a number of people in a school or institution	Dormitory
The nest of a squirrel, typically in the form of a mass of twigs in a tree	Drey
A room or building equipped for gymnastics, games, and other physical exercise	Gymnasium
A storehouse for threshed grain	Granary
A large building with an extensive floor area, typically for housing aircraft	Hangar
A box or cage, typically with a wire mesh front, for keeping rabbits or other small domesticated animals	Hutch
A place in a large institution for the care of those who are ill	Infirmary
A small shelter for a dog	Kennel
A place where wild animal live	Lair

A place where coins, medals, or tokens are made	Mint
A collection of wild animals kept in captivity for exhibition	Menagerie
A building or buildings occupied by a community of monks living under religious vows	Monastery
A place where bodies are kept for identification	Morgue
A piece of enclosed land planted with fruit trees	Orchard
A large natural or artificial lake used as a source of water supply	Reservoir
A small kitchen or room at the back of a house used for washing dishes and another dirty household work	Scullery
A close-fitting cover for the blade of a knife or sword	Sheath
A room or building for sick children in a boarding school	Sanatorium
A place where animal hides are tanned	Tannery
A large, tall cupboard in which clothes may be hung or stored	Wardrobe
the confusing but common words in English Language.	

One Word Substitution Group/Collection

A group of guns or missile launchers operated together at one place	Battery
A large bundle bound for storage or transport	Bale
A large gathering of people of a particular type	Bevy
An arrangement of flowers that is usually given as a present	Bouquet
A family of young animals	Brood
A group of things that have been hidden in a secret place	Cache
A group of people, typically with vehicles or animals travelling together	Caravan
A closed political meeting	Caucus
An exclusive circle of people with a common purpose	Clique
A group of followers hired to applaud at a performance	Claque

A series of stars	galaxy / Constellation
A funeral procession	Cortege
A group of worshippers	Congregation
A herd or flock of animals being driven in a body	Drove
A small fleet of ships or boats	Flotilla
A small growth of trees without underbrush	Grove
A community of people smaller than a village	Hamlet
A group of cattle or sheep or other domestic mammals	Herd
A large group of people	Horde
A temporary police force	Posse
A large number of fish swimming together	school/Shoal
A strong and fast-moving stream of water or other liquid	Torrent

One Word Substitution for Person/People

One who is not sure about God's existence	Agnostic
A person who deliberately sets fire to a building	Arsonist
One who does a thing for pleasure and not as a profession	Amateur
One who can use either hand with ease	Ambidextrous
One who makes an official examination of accounts	Auditor
A person who believes in or tries to bring about a state of lawlessness	Anarchist
A person who has changed his faith	Apostate
One who does not believe in the existence of God	Atheist
A person appointed by two parties to solve a dispute	Arbitrator
One who leads an austere[सीधा-सादा] life	Ascetic
An unconventional [अपरंपरागत] style of living	Bohemian
One who is bad in spellings	Cacographer

One who feeds on human flesh	Cannibal
A person who is blindly devoted to an idea/ a person displaying aggressive or exaggerated patriotism	Chauvinist
A critical judge of any art and craft	Connoisseur
Persons living at the same time	Contemporaries
One who is recovering health after illness	Convalescent
A girl/woman who flirts with a man	Coquette
A person who regards the whole world as his country	Cosmopolitan
One who is a centre of attraction	Cynosure
One who sneers [उपहास] at the beliefs of others	Cynic
A leader or orator who espouses [सहायता देना] the cause of the common people	Demagogue
A person having a sophisticated [जटिल] charm [attraction].	Debonair
A leader who sways [diverts] his followers by his oratory [speech]	Demagogue
A dabbler (not serious) in art, science and literature	Dilettante
One who is for pleasure of eating and drinking	Epicure
One who often talks of his achievements	Egotist
Someone who leaves one country to settle in another	Emigrant
A man who is womanish in his habits	Effeminate
One who is hard to please (very selective in his habits)	Fastidious
One who runs away from justice [भगोड़ा]	Fugitive
One who is filled with excessive enthusiasm in religious matters	Fanatic[कट्टर]
One who believes in fate [भाग्य]	Fatalist
A lover of good food [चटोरा]	Gourmand]

A post conferred as an honour	[अवैतनिक]	Honorary
A person who acts against religion	[विधर्मी]	Heretic
A person of intellectual or erudite	[वैज्ञानिक] tastes [घमंडी]	Highbrow
A patient with imaginary symptoms and ailments	[बीमारियों]	Hypochondriac
A person who is controlled by wife		Henpeck
One who shows sustained enthusiastic action with unflagging vitality		Indefatigable [अथक]
Someone who attacks cherished ideas or traditional institutions		Iconoclast प्रतिमा-ध्वंसक
One who does not express himself freely		Introvert [अंतर्मुखी]
Who behaves without moral principles	[अनैतिक]	Immoral [चरित्रहीन]
A person who is incapable of being tampered with	के साथ गुस्सा अखंडनीय	Impregnable
One who is unable to pay his debts		Insolvent दिवालिया
A person who is mentally ill		Lunatic पागल मनुष्य
A person who dislikes humankind and avoids human society	Misanthropeमानवद्वेषी	
A person who is primarily concerned with making money at the expense of ethics	किराये का	Mercenary
Someone in love with himself	आत्ममुग्ध	Narcissist
One who collect coins as hobby	मुद्रा शास्त्री	Numismatist
A person who likes or admires women		Philogynist
A person who hates women		misogynist
A lover of mankind	जनहितैषी	Philanthropist

A person who speaks more than one language बहुभाषी	Polyglot
One who lives in solitude [अकेलापन] वैरागी / संन्यासी	Recluse
Someone who walks in sleep	Somnambulist
A person who is indifferent [उदासीन] to the pains and pleasures of life	Stoic
A scolding nagging [अवगुण ढूँढ़नेवाला] bad-tempered woman दीमक औरत	Termagant
A person who shows a great or excessive fondness for one's wife	Uxorious स्त्रीभक्त
One who possesses outstanding technical ability in a particular art or field Virtuoso कलाप्रवीण व्यक्ति	

One Word Substitution for Murder/Death

A solemn [पवित्र] procession [जुलूस], especially for a funeral Cortege	
A poem of serious reflection, typically a lament [विलाप] for the dead	Elegy
A phrase or form of words written in memory of a person who has died	Epitaph
Killing of one's son or daughter पुत्र-हत्या	Filicide
Destruction or abortion of a fetus भ्रूणहत्या	Feticide
Killing of one's brother or sister	Fratricide
Killing of a large group of people नरसंहार	Genocide
Killing of one person by another मानव हत्या	Homicide
Killing of infants [शिशु]	Infanticide
Burial of a corpse in a grave or tomb	Interment
Killing of one's mother मातृहत्या	Matricide

A room or building in which dead bodies are kept	Mortuary
A news article that reports the recent death of a person	Obituary
Killing of a parent or other near relative	Parricide
Killing of one's father	Patricide
An examination of a dead body to determine the cause of death	Postmortem
Action of killing a king	Regicide
Killing of one's sister	Sororicide
Act of intentionally causing one's own death	Suicide
Killing of one's wife	Uxoricide

One Word Substitutes for Profession/Research

The medieval forerunner/ precursor / harbinger/ pioneer, Herald/ messenger / [पूर्वज / अग्र-दूत] of chemistry	Alchemy
A person who presents a radio/television programme	Anchor
One who studies the evolution [क्रमागत उन्नति] of mankind	Anthropologist
A person who is trained to travel in a spacecraft	Astronaut
The scientific study of the physiology, structure, genetics, ecology, distribution, classification and economic importance of plants.	Botany
A person who draws or produces maps	Cartographer
A person who writes beautiful writing	Calligrapher
A person who composes the sequence of steps and moves for a performance of dance.	Choreographer
A person employed to drive a private or hired car.	Chauffeur
A person who introduces the performers or contestants in a	

variety show.	Compere	
A keeper or custodian of a museum or other collection	Curator	
The branch of biology concerned with cyclical physiological phenomena	Chronobiology	
A secret or disguised [प्रच्छन्न] way of writing	Cypher	
The study of statistics	Demography	
The use of the fingers and hands to communicate and convey ideas	Dactylology	
A person who sells and arranges cut flowers	Florist	
A line of descent traced continuously from an ancestor	Genealogy	
The therapeutic [चिकित्सकीय] use of sunlight.	Heliotherapy	
The art or practice of garden cultivation and management.	Horticulture	
One who supervises in the examination hall.	Invigilator	
The theory or philosophy of law.	Jurisprudence	
A person who compiles [संकलन करना] dictionaries.	Lexicographer	
The scientific study of the structure and diseases of teeth .	Odontology	
One who presents a radio programme.	Radio Jockey	
The art of effective or persuasive [प्रेरक] speaking or writing	Rhetoric	
The branch of science concerned with the origin, structure and composition of rocks	Petrology	
One who studies the elections and trends in voting	Psephologist	
An artist who makes sculptures [मूर्ति]	Sculptor	
The scientific study of the behaviour, structure, physiology, classification and distribution of animals	Zoology	
The branch of physics concerned with the properties of sound	Acoustics	

One Word Substitution for Sounds

The sound of Alligators	Bellow
The sound of Deer	Bell
The sound of Crows	Caw
The sound of Geese	Cackle
The sound of Hens	Cluck
The sound of Dolphins	Click
The sound of Frogs	Croak
The sound of Crickets	Creak
The sound of Monkeys	Gibber
The sound of Camels	Grunt
The sound of Owls	Hoot
The sound of Penguins	Honk
The sound of Cattle	Moo
The sound of Horses	Neigh
The sound of Nightingales	Pipe
The sound of Ducks	Quack
The sound of Parrots	Screech
The sound of Rats	Squeak
The sound of Birds	Twitter
The sound of Elephants	Trumpet
The sound of Mosquitoes	Whine

A person or thing that is preferred over others. Pets/ darling

A person whose behavior is offensive to others. Varmints/ bastard/ dog / jerk / buggers /
creep

An animal that has a backbone. Vertebrates/ animals/
creatures/an animal that has four feet quadrupeds

beast

One of the lower animals as distinguished from human beings **brute, critters**

herbivorous

vegetarian, animals, herbivorous

carnivorous, omnivorous, animals

a two-footed animals

a stupid person / stupid / idiots/ prats

Livestocks farm animals (such as cows, horses, and pigs) that are kept, raised, and used by people.

Aquatic animals: Animals that can survive only in water. Fish, shark.

Amphibians The animals which can live both in water and on land are called Amphibians. Frogs, toads, salamanders, and newts.

Important Synonyms:

To keep under your hat to keep secret.

Throw the baby out with water **for the sake of opposition we should not reject a proposal.**

Throw up the sponge accept defeat / surrender.

Subpoena **summon / legal norder**

Corrupt **depraved**

Candid **direct**

Copious **profuse**

Soporific soothing, drowsy, inactive, lullaby. Making you sleep

Longing yearning

Pardon Remission

Signify **denote**

Amateur	inexperienced
Prodigy	talented child
Prodigal	extravagant / one who spends money carelessly.
Prodigious	huge, very big
Equivocal	unclear, incomprehensible
Revenue	income
Embargo	restriction, block, stop,
Exempt	exception, exclusion, freedom, release.
Philistine	pragmatic, practical, utilitarian, hardheaded, realistic, rational .

A person who is hostile or indifferent to culture and the arts.

Belligerent	Hostile and aggressive, threatening, bellicose, pugnacious.
--------------------	--

Squeaky	Having or making a high-pitched sound or cry.
----------------	--

Geriatrics	The branch of medicine or social science dealing with the health and care of old people.
-------------------	---

Important Antonyms

Conflict	accord
Transient	permanent
Lament	applause
Stuck	freed
Morbid	Cordial
Talkative	reticent

Important idioms

- 1: go down like a lead balloon** to be received badly by audience
- 2: Split hair** making peevish criticism on trivial matters.
- 3- One should not judge a book by its cover** we should be aware of false appearance.
- 4- Vent your spleen** Express one's anger,
- 5- Mighty oaks from little acorns grow** some of the big business actually started off as small ventures.
- 6- The squeaky wheel gets the grease** someone who complains or causes problems is more likely to receive attention
- 7- Keep up with the Joneses** As a result, many middle class families are unable to live a debt-free life.

If you say that someone is keeping up with the Joneses, you mean that they are doing something in order to show that they have as much money as other people, rather than because they really want to do it. Many people were holding down three jobs just to keep up with the Joneses.

8- to put too many irons in the fire

You try too many things at the same time.

Sample Question – One Word Substitutions for the English Language

Given below are a few sample questions on one word substitution asked in various government examinations.

Q. No. : . The Government wing responsible for making Rules

a- Judiciary

b- Executive

c- Court

d- Legislature

Answer: (4) Legislature

Q.no. 2. Life history of a person written by that person.

a- Autobiography

b- Topography

c- Flexography

d- Biography

Answer: (1) Autobiography

Q.3. One who does not take any alcoholic drink.

a- Saint

b- Teetotaler

c- Foreteller

d- Vegetarian

Answer: (2) Teetotaller

Q.4. A speech delivered without any previous preparation.

a- Elocution b- Dialogue c-Extempore d-Dialect

Answer: (3) Extempore

Q.5. A disease which attacks many people in a particular area in one time.

a-Epidemic b- Pandemic c- Sardonic d-Academic

Answer: (1) Epidemic

Q.N.6-Match the following groups of words with the correct one-word substitution.

Phrases	One word substitution
A-The act of looking into one's mind	1-hallucination
B-Pleasure mixed with sadness at recalling happy moments in the past	2-reverie
C- A false perception of things that do not really exist.	3- introspection
D- A state of absent-minded daydreaming	4- nostalgia

Answer : A3,B4, C1,D2.

Q.N.7-; Select the word that is closest in meaning [SYNONYMS] to the word given below.

EQUIVOCAL

1- Unanimous collective opinion, Nebulous

- | | |
|--------------|-----------------------------------|
| 2- Ambiguous | unclear, doubtful, unintelligible |
| 3- Obstruct | to hinder, embargo |
| 4- Occlude | hinder, embargo |

Q.N.8-Select the word that is opposite in meaning [ANTONYM] to the word below.

CORPULENT: strong, fat, obese, pudgy, burly, stout, robust,

- | | |
|---------------|---|
| 1: Aerial | existing, happening, or operating in the air. |
| 2: anecdotist | novel / short story narrator/ raconteur |
| 3: Narrator | poet, biographer, chronicler, fabulist |
| 4: Slim | thin, slender, narrow, skinny, close |

Q.N.9- Select the word that is closest in meaning [SYNONYMS] to the word given below.

AEGIS: Protection, patronage, shelter, backing, umbrella, charge, supervision, care, guidance, guardianship. Support.

- | | |
|--------------------------|--|
| 1- Spread
advancement | expansion, proliferation, extension, growth, |
| 2- Aggravate | annoy, provoke, exasperate, infuriate, anger, antagonise |
| 3- Intensify | escalate, increase,raise, sharpen, reinforce, augment, |
| 4- Protection | defence, shielding, shelter, preservation, conservation |

Q.N.10: Match the following groups of words with the correct SYNONYM.

List i	List ii
1- Hound	A- Deprivation- 2
2- Bereavement	B- Chase - 1
3- Jolly	C- Amused- 3

Q.N. 11: match the following groups of words with the correct SYNONYMS.

List I	List ii
1- Guilt	A- Contrition-1
2- Inactive	B- Lethargic - 2
3- Circumvent	C- Escape

Q.N. 12 –

UNIT-4: SELECTED SHORT STORIES

Added values: The Life Stories of famous Indian Business Leaders

This inspirational book combines invaluable advice with remarkable and candid inside stories of thirty Indian business leaders. Uncompromising vision, a willingness to take risks and exceptional business acumen enabled these leaders to add value to the business fabric of India. Through a series of interviews Peter Church details the paths they travelled, the obstacles they overcame and the important lessons they learnt along the way. Not only do these stories provide guidance to young entrepreneurs trying to decide whether and how to embark upon a business career, but they also provide valuable insights to those looking for tie-ups and investment in India. Enlightening and fascinating, Added Value celebrates larger-than-life ambition, inspired leadership, hard work and the twists and turns of fate.

Rahul Bajaj

Key Notes:

- 1- Chairman, Bajaj Auto & Head of Bajaj Group.
- 2- A parliamentarian of India's Upper house called The Rajya Sabha
- 3- Bodybuilder
- 4- His three wheelers were used in Indonesia in 1960's.
- 5- A motorbike with a small cabin built around it, Jakarta's wonder.

- 6- Family: Marwari from Rajasthan shifted to other cities in India due to harsh climate and a few economic opportunities in Rajasthan.
- 7- His family shifted to Vardha, near Nagpur in Maharashtra, hundred years ago.
- 8- Marwaris were always active in business.
- 9- Bajaj Group was founded hundred years ago by his grandfather, Jamnalal Bajaj.
- 10- Jamnalal was an intensely spiritual and philanthropic person.
- 11- Mahatma Gandhi treated Rahul's father as his fifth son.
- 12- Mahatma Gandhi Lived in Vardha ashram from 1930- 1948 when assassinated.
- 13- Indra Gandhi and Rahul's father, Kamalnayan, went to school together.
- 14- Rahul was named by Jawaharlal Nehru chosen for Rajiv Gandhi.
- 15- Rahul named his first son Rajiv and Sonia Gandhi named her first son Rahul.
- 16- His family were Gandhian and ardent nationalists, and sent behind the bars in 1930 to support 240 Miles Salt March from Sabarmati to Dandi.
- 17- His grandfather, Jamnalal Bajaj, was Congress Supporter who died in 1942.
- 18- Sugar mill in Lucknow became largest in the country, but the steel mill located in Lahore lost after 1947.
- 19- His father grew and educated in Vinobha Bhave Ashram, and at the age of twenty Gandhi ji sent him England to study at Cambridge University, and he went to Dublin in Ireland for matriculation, joined Cambridge but study interrupted due to Second World War.
- 20- His conversation with registrar on freedom struggle as three highly educated Indian students were waiting for admission as rubber stamp.
- 21- His father had a brilliant business mind.
- 22- Rahul was born in 1938 in Calcutta, and later moved to Mumbai with parents, joint family, grandmother, father, and uncle [Ramakrishna, eight years younger] who rebuilt the empire- first with Bajaj Auto, then Bajaj Electricals and other companies.
- 23- When Rahul's father died in 1972 at the age of 57, his uncle became head of the joint- family and business, and remained the Chairman of Bajaj Electricals and sugar company, while Rahul became chairman of Bajaj Auto.

- 24- His father trained him for business working until 2-3 am. Both worked like mirrors pointing out the mistakes.
- 25- His relation with his uncle Ramakrishna who had three sons.it means Rahul had three cousins.
- 26- Uncle's sermon to his sons, "I normally never disagree with Rahul's decision, but if I ever do disagree with him, I want you to support Rahul."
- 27- Rahul was 7 years old in 1945.
- 28- He went to Cathedral and John Cannon Boys School.
- 29- Bookworm: if you stood first, second or third in the class.
- 30- Rahul stood first in class, and was school boxing champion.
- 31- Being Bajaj: no issue of being Bajaj at school because Bajaj was not very famous that time.
- 32- He did graduation in economics at St. Stephens College in Delhi.
- 33- Only three years in Delhi.
- 34- Stayed at hostel instead of residing with relatives.
- 35- Graduated in 1958, and wanted to go to Harvard to do an MBA, but failed to.
- 36- Came back to Mumbai and joined the family Bajaj Electricals for two years.
- 37- Did LLB at Govt. Law College attending morning classes.
- 38- Spent 1961 and 1962 at Mukand Steel Mill as junior purchasing officer.
- 39- Graduated with an MBA from Harvard in the class of 1964.
- 40- In 2005, he was awarded Distinguished Alumni Award which was conferred to only 300 out of 75000 alumni.
- 41- Only Two Indians honoured with the award: Rahul and Ratan Tata.
- 42- Rahul's Father said: At the age of sixteen, the son becomes the father's friend."
- 43- Rahul's [Marwari and patriotic industrialist]marriage with Rupa [Maharashtrian , Brahman and civil servants] [for forty six years] was controversial .
- 44- No blessings of the father if Rahul did not abide by his father.
- 45- He was the chairman of the group companies and managed them through CEOs.
- 46- His wife and he lived in the factory complex for four decades in a 10 by 12 room.

- 47- In 1965, they got their own house in the factory colony, side by side of employees.
- 48- Rahul had two sons; they did Bachelor of Engineering from India, elder son stood first, while the younger stood seventh in the university.
- 49- In 1971, The Company produced more than the licensed capacity, and was hauled up before the Monopolies and Restrictive Trade Practices Commission for this breach, but the bench appreciated the company, and allowed to produce more.
- 50- Globalization needs excellently qualified business to surpass the cut throat market competition. If the sons are not qualified, it's good for none to handover the charges. In April 2005, Rahul Bajaj divided the charges between two of his sons, Rajive and Sanjive: Rajive runs Bajaj Auto, and Sanjive Bajaj Auto Finance and Bajaj Finserve.

SUBHASH CHANDRA

Founder & Chairman Essel Group/ Zee TV

Key points to remember:

- 1- Name : Subhash Chandra
- 2- Founder of Zee Tv.
- 3- Date of birth: 30 November 1950.
- 4- Place: Adampur in Hisar district in Haryana.

- 5- Family: joint.
- 6- Business: Grandfather and two sons were running the business.
- 7- Formation of company : by his grandfather in 1926 under the name Ram Gopal Indra Pershad.
- 8- Types of business: Food grain commodity merchants and traditional bankers, gold and various things all over Punjab.
- 9- His father was adopted by his grandfather [his brother].
- 10- Business split in 1962: between three brothers of grandfather including him,
- 11- Result of business split: His grandfather prospered, but others got into financial difficulties.
- 12- Example of success: Punjab had no more than a dozen cars, his family had one.
- 13- Left with his grandfather: His father wanted to help his real father and uncles who were bankrupt as a punishment from God due to business split. It means it was a challenge to the law of nature, his father left to help them, and Subhash left with his mother at the age of 12 living with his grandfather in Hisar , a bigger town.
- 14- Job with grandfather; lifting the phone to hand it over to his grandfather.
- 15- Evening job: writing letters to 200 clients about the day's commodity prices dictated by his grandfather, and massaging their legs if any guest comes. [Listened their conversation, and learned.]
- 16- College: Punjab Engineering College in Chandigarh, after 10th.
- 17- Disaster: disaster struck the family, and over a short period of three months, speculation in the grain, cotton and oilseed extracts caused his grandfather to lose the family fortune, and his education stopped in 1967 at the age of seventeen.
- 18- Socialist days: Everything was being controlled by government, license needed.
- 19- Creativity in business: continued selling coal in the market. Frustrated, undergoing over Rs. 6 lakh debt, started Dal Processing Mill as money shortage was haunting the family.
- 20- It was difficult and challenging as well to purchase the product as shop owners were not willing to sell me the product fearing payments. Uncle , don't worry , I will pay within five days.
- 21- Trust: Shop owners trusted him with small amounts, subhash processed the raw materials quickly into dal, and built trust among shop owners.

- 22- Joint family issue of 40 members and debt ; grandfather, grandfather's younger brother and a nephew and their families bringing the total forty, three kitchens, girls marriage etc.
- 23- FCI [Food Corporation of India – from DM to Food Ministry]: He requested FCI that their surplus left over should be auctioned to the army, and he insisted them that he would transform the corpse into army specification. The idea was approved by the Ministry of Food.
- 24- Free process, no capital base required.
- 25- Sales tax – moving to Delhi from Punjab to avoid sales tax.
- 26- Massive temporary plastic storage as crops were imported by British government in 1972.
- 27- The result of bumper crop: family paid back all their debts.
- 28- Marriage in 1975 : age restriction for male 20 years , and for female 17 . years. He met his wife only half an hour before they were married.
- 29- By this time , his grandfather and great uncle got the business split , and he started with his brother Lakshmi.
- 30- Ram Gopal Inder Prashad was reconstituted as Subhash Chandra Lakshmi Narayan .
- 31- Formation of Essel : S+L [Subhash Lakshmi.
- 32- Development : grains – plastic- plastic covers – lamination – packing material for pharmaceutical industries – export of rice to Russia needed Rs. 3 million- risk – courage- 500 MPs wanted to involve in annual deal.
- 33- Russian profits made Essel Propack- a global leader.
- 34- Shares in market : 36 % , 36 out of hundred people were using his toothpaste tubes.
- 35- Colgate and Hindustan Lever were producing toothpaste.
- 36- Lesson from Proctor and Gamble : An American child chewed the plastic and got ulcer.
- 37- Hindustan Lever signed agreement with Essel Propack. But collapsed.
- 38- 1987; Essel Propack given to his youngest Brother.
- 39- He created Amusement park, Essel World located on Gorai Island in Maharashtra. Only 1 million out of 3 million came.
- 40- October 1992; Zee TV was started for entertainment, channel set up in Hing Kong, and broadcasted back to cable operators in India.

41- First Investor in Zee TV : Kerry Packer and Sir James Goldsmith.

42- ODI : one day cricket was the creation of Kerry Packer. Subhash was offered telecast by BCCI [The Board of Control for Cricket in India], but he announced ICL , so BCCI did not allow Zee TV to broadcast for several years.

43- TALEEM : Transnational Alternate Learning for Emancipation and Empowerment through Multimedia].

44- He was The Chairman of the Ekal Vidyalaya Foundation of India _ a movement to eradicate illiteracy from rural and tribal area .The foundation provided free education to nearly 800000 tribal children in 27000 villages through one teacher school.

45- Core Business : media, packaging, entertainment, technology enabled services, Infrastructure development and education.

46- Achivements : Zee telefilms Limited, Rssel Propack Limited , ETC Networks Limited,

In India :

Zee TV – the first Satellite Channel

Siticable – the first multi-system Operator

Essel Worls – First Amusement Park

Water Kingdom – first theme park

Playwin – first online gaming company.

Essel Propack – the global leader in packagin

