

## Memo- Memoranda



Memoranda or memo एक छोटे reminder note के रूप में लिखा जाता है। इसे reminder भी कहते हैं। यह एक brief, unsigned diplomatic communication है जिसे किसी employee के लिए लिखा जाता है। इसे हम email में और लिखित note की तरह भी किसी को भेज सकते हैं।

### Business Memo Template

#### MEMORANDUM

TO:

FROM:

DATE:

SUBJECT:

I'm writing to inform you that *[reason for writing memo]*.

As our company continues to grow ... *[evidence or reason to support your opening paragraph]*.

Please let me know if you have any questions. In the meantime, I'd appreciate your cooperation as *[official business information]* takes place.

Name

Designation

### Header:

Top में आप "MEMORANDUM " को स्पष्ट रूप से लिखें ताकि आपके readers को पता चले कि वे वास्तव में क्या पढ़ रहे हैं। फिर, आप "TO", "FROM", "DATE" और "SUBJECT" लिखें। यह जानकारी देना जरूरी है ताकि पता चले के किसे लिखा जा रहा या information किसके लिए जरूरी है।

### Paragraph One:

First paragraph में आपको लिखने का purpose बताना है। आप इस तरह से शुरुआत कर सकते हैं - "I'm writing to inform you ... " or "I'm writing to request ... ". Memo short, clear, और to-the-point होना चाहिए। आप अपनी सबसे महत्वपूर्ण जानकारी को बताएं, और फिर बाद के paragraphs में इसके बारे में अधिक विस्तार होगा।

### Paragraph Two:

Second paragraphमें topic (मुद्दे) के evidence को मान लीजिए कि आप memo में company के internal reorganization के बारे में लिख रहे हैं। आप लिख सकते हैं, "As our company continues to grow, we've decided it makes more sense to separate our video production team from our content team. This way, those teams can focus more on their individual goals."

### Paragraph Three:

Third paragraph में, आप प्रत्येक कर्मचारी को अपना विशिष्ट अनुरोध बताएं -- if you're planning a team outing, this is the space you'd include, "Please RSVP with dietary restrictions," or "Please email me with questions."

इसके विपरीत, यदि आप कर्मचारियों को upcoming construction के बारे में बताना चाहते हैं, तो आप लिख सकते हैं, "I'd appreciate your cooperation during this time." अगर आप employees से कोई specific action expect कर रहे हैं तो आप जरूर लिखें के आपको आशा है के वो वैसा ही करेंगे।

### Signature

Last में आप अपना signature दे जिसमे आपका designation शामिल हो।

### Sample of Memorandum

<p>MEMORANDUM Piramal Textiles Mumbai</p>
<p>To: The Deputy General Manager (Sales) From: Sales Executive</p>

Date: September 21, 20XX

Subject: Incentives to Dealers to Increase the Sales

The present slump in the overall textile industry and the reduction in sales are a matter of great concern for our company. I suggest the following incentives for the dealers in order to boost sales.

1. Cash discount of 3% instead of 2% being provided hitherto.
2. A gift in the shape of woollen suit length costing ` 2000/-for every purchase of ` 50000/-.
3. A five days free trip to Singapore for two persons, for all the dealers who achieve the sales target of ` 10 lakhs and above.

Please accord your approval.

Sales Executive

**Question- As Deputy General Manager of a Private Limited Company, write a memo to the General manager informing him about the damage caused by the fire in the factory.**

Kotsons Mills Pvt Ltd Mall Road, Mumbai

Ref: No GM/26/20XX

To: The General Manager

From: Deputy General Manager

Date: 23rd August, 20XX

Subject: Damage Caused by Fire

It was on 22nd August, 20XX when a fire broke out in the Mill's Showroom at about 3 o'clock in the night. It seems to be caused by a short circuit and the entire showroom was in full blaze within minutes. It took nearly four hours for the two fire brigades to control the fire.

The total damage estimated is not less than rupees one crore, as some goods lying in the adjacent godown also caught fire. A lot of goods were saved by the timely arrival of the fire brigades. The Insurance Company has since been informed and a requisite claim for the damage will be submitted within three days.

I am trying to chalk out the plans and the measures to be taken to prevent such happenings in future. A detailed report will be submitted to you at the earliest.

Sudipta Das  
Deputy General Manager

## Press Release

A press release एक तरह का written document होता है जिसे, news media वाले लोग घोषणा देने के लिए use करते हैं। Press release एक घटना को सार्वजनिक करने या किसी मुद्दे पर ध्यान देने के लिए सबसे अच्छी तकनीकों में से एक है। आमतौर पर, press release को , पत्रिकाओं, रेडियो स्टेशनों, टेलीविजन स्टेशनों और / या टेलीविजन नेटवर्क पर editor को assign करने के लिए fax या email किया जाता है।



Public Relations (PR ) के क्षेत्र में आमतौर पर इसका उपयोग ज्यादा होता है। वस्तुतः, इसका उद्देश्य PR पेशेवरों के ग्राहक के लिए appropriate media का ध्यान आकर्षित करना या घटनाओं के लिए प्रचार करना है।

### **Elements of Press Release**

प्रत्येक press release में निम्नलिखित शामिल होना चाहिए -

1. यदि आपको अपनी press रिलीज़ सार्वजनिक करनी है तो आप extreme left corner में आप लिखेंगे- “For Immediate Release, अगर आप अपना press रिलीज़ सार्वजनिक नहीं करना चाहते तो आप लिख सकते हैं- “HOLD FOR RELEASE UNTIL....”.
2. इसकी headline newspaper के शीर्षक की तरह लिखी जाएगी , सुनिश्चित करें कि यह कहानी की content का वर्णन करता हो।
3. City, State/Country, Month, Day, Year का वर्णन आपके content से पहले होना चाहिए।
4. Body पार्ट में आपकी एकचुअल content या story होनी चाहिए। यहाँ वह में story लिखी जाएगी जो सार्वजनिक करना है। यहाँ कुछ most important information, जैसे - who, what, where, when and why, first sentence में होगा। फिर आप लिखेंगे के क्यों यह event या story newsworthy है और इसके बाद supporting background information और details लिखें।

5. Contact Information Includes contact person, company's name, phone/fax, email, physical/postal address.
6. ' ENDS' or ### यह press release के अंत का संकेत देता है।
7. Last में Signature and Designation जिन्होंने press release send किया है ताकि authentic लगे।

#### Sample of Press Release

<p style="text-align: center;">Nuclear Age Peace Foundation (Committed to a World Free of Nuclear Weapons)</p> <p>For Immediate Release</p> <p style="text-align: center;">Nuclear Missile Testing Continues in California</p> <p>California, USA</p> <p>September 13, 20XX</p> <p><b>Santa Barbara, CA</b> The US military has announced a test of a Minuteman III Intercontinental Ballistic Missile from Vandenberg Air Force Base on September 15. The Minuteman missile will carry a 'dummy' nuclear warhead from Vandenberg to the Kwajalein Atoll in the Marshall Islands. The test is scheduled less than three weeks, after the official UN International Day against Nuclear Tests (August 29).</p> <p>David Krieger, President of the Nuclear Age Peace Foundation, said, "The US moratorium on nuclear testing remains incomplete as long as we continue testing missiles designed to carry nuclear warheads. Minuteman III missiles are used, solely, to deliver nuclear warheads."</p> <p>The Nuclear Age Peace Foundation seeks the abolition of all nuclear weapons worldwide. The foundation calls on the United States and all countries around the world to recognise their full obligation to halt all nuclear testing – not only of the warheads but also of nuclear-capable missiles. The Preamble to the nuclear Non-Proliferation Treaty (NPT) calls upon the 189 countries that signed the NPT to facilitate "the elimination from national arsenals of nuclear weapons and the means of their delivery."</p> <p>Dr Krieger added, "The US is demonstrating a stark double standard by condemning missile tests of other nations while continuing to conduct them on a regular basis itself. Continued testing of Minuteman III missiles by the United States sends a provocative message and encourages other countries to pursue their own nuclear weapon and missile delivery</p>
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programmes.”

There will be a peaceful protest against the US missile launch outside the front gate of Vandenberg Air Force Base at 11:55 pm on September 14. For more information or interviews, contact the undersigned.

Rick Wayman  
Nuclear Age Peace Foundation  
Wayman@napf.com, (805)696-5159

## **Endorsement**

An endorsement एक प्रकार का support/approval है जो एक व्यक्ति से दूसरे व्यक्ति को सूचना, रिपोर्ट या आवश्यक कार्रवाई के लिए, या politicians, products, services आदि के लिए दिया जाता है। इसे third person में लिखा जाता है। Endorsements forwarded for information or necessary action always have a reference number. सूचना या आवश्यक कार्रवाई के लिए forwarded endorsements में हमेशा एक reference number होता है।

Sample of Endorsement

March 3, 20XX, New Delhi

No 12/20XX  
Commissioner of Police West

Approval for back up army personnel from March 15, 20XX to March 29, 20XX for Central Delhi and Rajghat forwarded to SHO of Police (Central Zone)

Ramesh Nandwani  
Commissioner of Police

