

### What have you learnt in this chapter ?

● In recent times it has become necessary to avail insurance policies. ● Financial loss, which is difficult to meet, can trouble anyone, anytime in any form. Arranging insurance facility, with proper saving, provides a protective cover against financial loss. Insurance is a contract between the insurer and the insured ● There are mainly two types of insurance : (i) Life insurance (ii) General Insurance ● We studied letters regarding Insurance Correspondence.

#### Self-Study

#### 1. Select appropriate options and write answers to the following :

- (1) What assurance do the family members of the insured get ?  
(A) Freedom from accidental calamity (B) Monetary security  
(C) Social relations (D) Health security
- (2) Which type of an insurance policy allows claim of insured amount to the nominee/assignee ?  
(A) Whole-life Insurance Policy (B) Term Insurance Policy  
(C) General Insurance Policy (D) Third-party Insurance Policy
- (3) When a person buys an insurance policy, what is the outcome between the insurer and the insured called ?  
(A) Insurance Service (B) Monetary security (C) Registration (D) Contract
- (4) What is the insurance policy associated with health called ?  
(A) Life Insurance (B) Mediclaim Insurance  
(C) General Insurance (D) Crop Insurance

#### 2. Answer the following questions in brief :

- (1) What are the basic characteristics of Insurance services ?
- (2) Why are radical features being covered, these days, as part of insurance services ?
- (3) What does the facility of insurance provide protection against ?
- (4) What are the main types of insurance ?
- (5) Name the different types of insurance.
- (6) What does premium mean ?
- (7) What is the significance of a premium in the contract of insurance ?

#### 3. Write letters on the basis of the information provided :

- (1) 28 year old Kandarp Jani works on a higher position in a private company. He wishes to protect his family members with insurance facility. Write a letter to LIC of India inquiring about an appropriate policy that he can go for.
- (2) Mrs Esha Pillai wants information about the revival of her LIP. Write her letter.
- (3) From Ms Aban Patel, write a letter requesting change in the mode of premium payment.
- (4) Write a letter from the nominee of late Shri Poonamchand Ravat claiming the insured amount on his LIP.
- (5) Mr Harshvardhan Chopra wishes to buy a mediclaim policy. Write a letter, addressed to Insurance Company, on his behalf.

●

**What will you learn in this chapter ?**

- 5.1 Introduction
- 5.2 Meaning of E-Communication and its Explanation
- 5.3 Forms of E-Communication
- 5.4 E-mail
  - 5.4.1 Form of E-mail
  - 5.4.2 Points to be Considered while Writing E-mail
  - 5.4.3 Examples of E-mails
- 5.5 Various Types of Communication
  - 5.5.1 E-Commerce
  - 5.5.2 E-Banking
    - 5.5.2.1 ECS (Electronic Clearing Services)
    - 5.5.2.2 RTGS (Real Time Gross Settlement)
  - 5.5.3 E-Learning and Video Conferencing
  - 5.5.4 E-Tendering
  - 5.5.5 E-Auction
  - 5.5.6 E-Filing
  - 5.5.7 E-Booking
  - 5.5.8 E-Stamping
  - 5.5.9 E-Governance
  - 5.5.10 Illustrations of E-Communication

**5.1 Introduction**

Conventional communication plays a vital role in exchanging information and messages. When information and messages are pertaining to commerce, we call it commercial communication. Through commercial communication/ correspondence, sale and purchase of goods, advertisements, complaints, collection, appreciation of quality of products or services are undertaken. With changing business trends and considering the expectations of customers, it is the need of the hour to make radical changes in the traditional pattern of communication. We find drastic changes in commercial activities of sales and purchase and in service oriented commercial sector. To extend the scope of business and for the survival of business in a competitive world, we should adopt modern communication technology and implement it as much as possible. Modern methods of information and technology of communication are known as 'e-communication' and commercial activities carried out through them are called 'e-commerce'.

**5.2 Meaning of E-Communication and its Explanation**

Communication carried out through the use of electronic media and devices is called E-communication. The letter 'E' used in E-communication suggests 'electronics'. In E-communication, information is exchanged through e-mails, video and tele conferencing, television

network or online services with help gadgets like computers, laptops, mobilephones using the Internet. Scope and influence of E-communication has increased on internal as well as external communication of commercial firms or large business firms. Government offices, Corporations, Financial, Education and Voluntary Institutions have started adopting E-communication rapidly. Through E-communication, the process of communication has become speedy, wide spread and less expensive and has reached global level.

**5.3 Forms of E-Communication**

There are many forms of E-communication. Each form has its own method of functioning, expenses, instruments, gadgets, patterns and limitations. Any person or any firm associated with business activity should use one or more than one type of E-communication considering one's business and services. The

six main forms of E-communication that are widely used are as under :

- |             |                      |
|-------------|----------------------|
| (1) E-mail  | (2) Instant messages |
| (3) Website | (4) Video            |
| (5) Audio   | (6) Text messages    |

Let us study E-mail in detail as it is included in syllabus.

#### **5.4 E-mail**

E-mail is one of the main forms of E-communication. Today e-mail is used as an important medium of correspondence.

Generally written correspondence is used to exchange messages and information. Similarly messages and information can also be exchanged through E-mail. Correspondence carried out through electronic media is known as E-mail. Electronic mail is known as E-mail. E-mail is a modern medium of correspondence. E-mail is used for social, political, commercial and personal as well as institutional information. E-mail is written more tactfully than conventional, traditional letter.

**5.4.1 Form of E-mail :** Both the sender and the receiver should have e-mail addresses. One should create an account through selection of suitable address by visiting sites that offer e-mail services; eg. Yahoo or Google. To operate an email account a user has to create a password, using a coded language. Internet facility for both the parties, the sender and the receiver of email, is necessary for using E-mail. Email can be sent and received from one computer to another, from computer to mobile phone, from mobile phone to computer, and from mobile phone to mobile phone with the help of internet.

##### **5.4.2 Points to be Considered while Writing E-mail :**

- (1) E-mail address is mentioned instead of the addresses of the sender and the receiver of the letter.
- (2) If the receivers of the email are more than one then their E-mail addresses are written under 'CC' (Carbon Copy). All receivers will come know about one another.
- (3) If the sender does not want to let others know to whom this mail is being sent then their addresses are written under BCC (Blank Carbon Copy).
- (4) Date and year are not mentioned separately in E-mail. According to the pattern of E-mail, date and time are automatically generated.
- (5) Subject must be written in an E-mail.
- (6) Salutation is necessary in an E-mail.
- (7) The matter of E-mail should be very brief and clear.
- (8) At the end of E-mail, the sender should mention his/her name, and the name and contact details of the company.
- (9) If the contact details are prepared in advance as a part of signature, then they will be included automatically in every e-mail.
- (10) Write-ups, visuals, audio and pictures can be sent as attachment in E-mail.
- (11) Attachments, if any, should be included in an E-mail.
- (12) Read the matter written in the E-mail before sending it.

### 5.4.3 Examples of E-mails :

(1) Write an E-mail on behalf of Alpha Cycles, Bharuch to Healthy Cycles Manufacturing, Noida, placing an order to purchase 300 cycles.

**To** : healthycycles@gmail.com  
**From** : alphacycles@yahoo.com  
**Subject** : Order to purchase cycles

Sir,

Our customers are highly impressed with the quality and modern design of your cycles. The sale of 'HEALTHY' cycles is quite high in our area.

As the new academic year begins from June, the inquiry and demand for cycles is on the rise.

Please send 100 Smart Boy cycles each costing ₹ 2600 (Model no. SB18) and 75 Smart Girl cycles each costing ₹ 2800 (Model no SG18) at the earliest. Supply all these cycles to the address of our showroom, the payment, of which, will be made through online banking to your bank account within 7 days of receiving goods.

Prompt delivery of cycles, as per order, is expected.

Romil Soni

(Owner)

Alpha Cycles,

Panchbatti, Bharuch

Mobile no : 0989899XXXX

(2) Write an E-mail on behalf of Gujarat State Board of School Textbooks, Gandhinagar informing the authors of the concerned subjects regarding the meeting to prepare new text books.

**To** : professorchetanmevada@gmail.com  
**C. C.** : tidhruv@gmail.com, spatel@yahoo.com  
**From** : gujarattextbook@yahoo.com  
**Subject** : For the meeting of the subject of Commercial Communication

Sir,

We thank you very much and take note of your long services rendered to Gujarat State School Textbook Board, Gandhinagar. You would be aware of the fact that from June-2017, a new syllabus is to be implemented at Std XII and new text books are to be prepared accordingly.

You have been selected as an author to prepare new text book in the subject of Commercial Communication. A meeting is to be held on 22<sup>nd</sup> March 2016 at 1 pm at the Assembly Hall of the Board to prepare blue print of the text books allocate work related to the text books and to discuss other points related to it. You are requested to remain present in the meeting. T.A and D.A will be paid to all the members who attend the meeting as per the rules of Gujarat State School Textbook Board, Gandhinagar.

Your Co-operation is expected.

Chirag Patel

(Co-ordinator, Commerce)

Gujarat State School Textbook Board,

Gandhinagar

Mobile No : 0979809XXXX



## 5.5 Various Types of E-Communication

Revolutionary changes have occurred in Communication due to electronic gadgets and internet. Modern trend is developing the scope of Communication. E-communication is used in various forms in different sectors and fields on a large scale. As per the syllabus of Std XII, we are going to study various types of E-communication such as : (1) E-commerce, (2) E-banking, (3) E-learning and video-conferencing, (4) E-tendering, (5) E-auction (6) E-filing, (7) E-booking, (8) E-stamping and (9) E-governance.

**5.5.1 E-Commerce :** When a product is sold or purchased without any restrictions of time and place (location), with the use of electronic media through internet, it is called E-commerce. E-commerce is also called on-line shopping. Business units display the products manufactured by them services offered on websites or advertise them on television encouraging viewers to place online orders. Products are sold or purchased either by visiting the website or through mobile phone (App), telephone and SMS. Options are available to make payments either by Debit card, Credit card, Online Banking or Cash on Delivery (COD). The scope of business has increased due to E-commerce and the time and money of customers are saved. E-commerce could be facilitated from business firm to business firm (B2B) from business firm to customer (B2C) and from customer to customer (C2C).

**5.5.2 E-Banking :** When a customer is able to transfer funds from the website of a bank or a financial institution by using electronics devices then this service is known as E-banking. E-banking is a part of core banking services of banks. E-banking can be identified as ‘Internet Banking’, ‘Online Banking’ or ‘Virtual Banking’, too. To avail the facility of online banking, the customer has to visit the site of the bank and register oneself. After verifying the details, the bank provides PIN to the customer through which the customer can make one’s financial transactions digitally with that bank or with other banks or institution. When the same procedure is followed for financial transactions through a mobile phone, it is called mobile banking or M-banking.

**5.5.2.1 ECS (Electronic Clearing Services) :** Facility of transferring money from one bank to another bank or to another institution through electronic system is known as E.C.S. This facility or service is available to the account holders of the bank. It is known as Electronic Clearing Services. E.C.S is useful for receiving as well as paying money. Large institutions take the advantage of E.C.S to make regular payment such as salary, pension, interest, dividend, etc. Individual customers of the bank use E.C.S to pay bills such as insurance premium, light bill, telephone bill, monthly instalments, etc. that are their regular payments.

ECS transactions are notified to customers through SMS to their registered mobile numbers.

**5.5.2.2 RTGS (Real Time Gross Settlement) :** The online services available to the customer of a bank to transfer amount from one account to another almost instantly or within a very short time is known as Real Time Gross Settlement (RTGS). RTGS transactions are notified to customers through SMS to their registered mobile number. RTGS services are charged by the concerned bank as per their rules. The following information is to be filled in on-line form for RTGS :

- The amount to be transferred.
- Name of the account holder’s bank in which amount is to be transferred.
- The account number of the a/c holder of the bank in which amount is to be transferred.
- IFSC of the bank in which the amount is to be transferred.

**5.5.3 E-Learning and Video Conferencing :** Education imparted / obtained outside the classroom through electronic media without any limitations of time and place is called E-learning. This type of education is also called ‘online learning’, ‘electronic learning’ or ‘internet learning’. Through internet, lectures and videos, uploaded on various academic websites, Education can be obtained in accordance with the curriculum, on mobile phones and computers. Examinations are conducted online and their results are obtained online. Educational programs are telecast on television.

Audio-visual communication is carried out through computer or mobile among people sitting at various places. This is called ‘video conferencing’. Here communication process is two way.

**5.5.4 E-Tendering :** Advertisements are given by an institution to obtain services for construction or sale and purchase in bulk or for any other services. Many organizations show interest for the concerned work. They send their quotations terms and conditions. Tendering is the process of sanctioning work permit to a company. When this entire procedure is conducted online and it is called E-tendering.

**5.5.5 E-Auction :** E-auction means a type of auction carried out through the electronic media. In this process, the buyer and the seller make a bid for the products as they do in the market but here it is done through a virtual market, electronically. This is called E-auction. This type of business is carried out between business firm to customer (B2C), from business firm to business firm (B2B) and from customer to customer (C2C). The seller puts information regarding the goods or services on website, specified for auction. Interested party quotes the most competitive price within a fixed time.

**5.5.6 E-Filing :** Information required by any organization is filed with related documents in a prescribed form and it is uploaded on its website is called E-filing. This is specified by a computer program developed for the organization. For E-filing, registration on the concerned websites is to be carried out. After getting registered, sender’s account is formed and it is accessed through a password by the sender of information. Revenue Department, Income Tax Department and other organizations provides the modern facility of E-filing and used it also.

**5.5.7 E-Booking :** Without restrictions of time and place, using the electronic media, through internet, railway tickets, air tickets, cinema tickets or any tickets for a program can be booked in advance. This type of service is called E-booking. E-booking is also called E-reservation. Tickets reserved through E-booking is sent in the form of E-ticket to the E-mail or mobile phone of the person who has booked the ticket. If the person wishes to get the hard copy of the same, the E-ticket can be printed also. Payment for this is made through debit card, credit card, on-line banking or mobile banking.

**5.5.8 E-Stamping :** Stamp duty is to be paid to the government for purchase / sale of a house or land, rent-agreement, indemnity bond or for registration of business firm. E-stamping is a very safe and computer-based system of paying non-statutory stamp duty to the government..

**5.5.9 E-Governance :** Government services and related information can be imparted to/obtained by any person living in the remote areas of the country, speedily and transparently, in terms of administration, through the electronic media. The procedure of imparting Government services, online, through electronic media is called E-Governance.

### 5.5.10 Illustrations of E-Communication :

(1) Quotation from contractors for different types of works to construct a new building of the school.

#### Patan Municipality

##### E-Tender

The Chief Officer, Patan Municipality, Bhadra Area, Patan, Tele no. 02766 23XXXX/23XXXX invites tenders under the Swarnim Jayanti Mukhyamantri Yojana, in the Ranki vav area of the city to build new building of the school for the following work through online E-tendering system quotations are invited from recognized contractors. E-tender is to be filled online, website. <http://pnss.nprocure.com>

Dates for filing online tender	17/5/2017 (00.00 hrs) to 31/5/2017 (18.00 hrs)
Last date of submission of a copy of the downloaded technical bid, tender fee, receipt of amount paid and other documents through RPAD/Speed Post/Courier.	7/6/2017 (16.00 hrs)
Time and Venue to open downloaded technical bids online.	9/6/2017 at 15 hrs Nagar Seva Sadan, Patan
Time and Venue to open downloaded price bids online.	14/6/2017 at 11 hrs Nagar Seva Sadan, Patan

Sr. No.	Nature of Work	1. Estimated Amt. 2. Tender Fee 3. Earnest Money	Contractors and Time Limit
1	Construction of 12 rooms of school	1. ₹ 56.78 lakh 2. ₹ 2400/- 3. ₹ 56780/-	D 6 months
2	Paint work for 12 rooms of school	1. ₹ 6.78 lakh 2. ₹ 1400/- 3. ₹ 6780/-	E-1 1 and 2 months
3	400 benches	1. ₹ 26.75 lakh 2. ₹ 1900/- 3. ₹ 26750/-	D 3 months
4	Paver work in open land	1. ₹ 16.98 lakh 2. ₹ 1500/- 3. ₹ 16980/-	E-1 15 Days

- (1) The amount of the tender for above mentioned work shall be paid by Demand Draft.
- (2) Earnest Money - (The amount for the above mentioned work EMD) shall be deposited in a nationalized bank through bank F.D.R
- (3) Municipality reserves the right to change the time, place and date to open technical bid/price bid.
- (4) Municipality reserves the right to reject or cancel any / all tenders without giving any cause.
- (5) The agency has to bear the expenses of putting up boards and photographs (3 sets) before work begins and after work is complete.
- (6) The third party inspection of the entire work of the above mentioned tender will be carried out by the agency recognised by the collector of Patan and payment will be made after receiving the third party report regarding the work.

**R. H. Patel**

Chief Officer

**M. B. Shah**

Chairman, Executive Committee

**Sanjay Jani**

Vice-President

**Ichchaben Vaghela**

President

Patan Municipality, PATAN



**Knowledge Consortium of Gujarat (KCG)**  
**Opp. PRL, Between LDCE and Girls' Polytechnic, Ahmedabad**  
**Chief Minister Scholarship Scheme**

During the year 2016-17, under the Chief Minister Scholarship Scheme, the students who are academically strong but economically needy and who have cleared 12th Science/general stream from the schools located in Gujarat and affiliated to the recognized board and students who were found eligible were given scholarship to pursue their graduation studies.

The students who have got scholarship during the first year of their graduation studies are required to make online application on <http://scholarships.gujarat.gov.in/cmscloarships/> as per the circular dated 23/07/14 of education department. For the said purpose, the helpline centers are started and details related with this scheme are available on the website. The date has been extended to 31/05/2017 for making online application.

ક્રમાંક/સંમાનિ/અમદ/159/2017



CEO, KCG

# It's Not Just TAXES...

## It's About Your Children's FUTURE !



**Today, 15th September, 2016**  
**is the last date to pay your 2nd instalment of Advance Tax**

Which taxpayers are liable to pay Advance Tax	Mode of Payment	Schedule for payment of Advance Tax	
		Due Date	Amount
Any assessee, including salaried employee, whose tax liability for the financial year as reduced by the tax deducted/collected at source is Rs. 10,000/- or more. Resident Senior Citizen (individual who is of the age of 60 years or more) not having income from business/profession is not liable to pay. * Assessee in respect of eligible business referred to in Section 44AD is liable to pay whole amount of such Advance Tax on or before 15th March of respective Financial Year.	E-payment is mandatory for all Corporates and also those assessees whose accounts are required to be audited u/s 44 AB of the Income-tax Act. E-payment is convenient for other taxpayers also as it ensures correct credit, based on data uploaded by the taxpayer. Fill up PAN correctly to ensure credit of taxes paid.	a) On or before 15 <sup>th</sup> of September, 2016	45% of the Advance Tax payable.
		b) On or before 15 <sup>th</sup> of December, 2016	75% of the Advance Tax payable.
		c) On or before 15 <sup>th</sup> of March, 2017	100% of the Advance Tax payable*
		<b>Consequences of short / non-payment of Advance Tax</b> Short / Non-payment or deferment of payment of Advance Tax will result in levy of interest.	
Visit <a href="http://www.incometaxindia.gov.in">www.incometaxindia.gov.in</a> for Locating Authorized Bank Branches Challan Forms E-payment Challan Status Enquiry		 <b>Income Tax Department</b> <a href="http://www.incometaxindia.gov.in">www.incometaxindia.gov.in</a>  <b>@IncomTaxIndia</b>	

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### What did you Learn in this Chapter ?

Communication plays a vital role in developing trade and commerce and to keep in touch with customers. Great changes have occurred with changing time and the need of the hour in the area of communication. One of the changes is E-communication. E-communication means communication carried out through electronic media and electronic gadgets. We studied meaning and types of e-communication, E-mail and its form, points to be considered while writing an e-mail, various types of ecommunication such as E-commerce, E-banking, E-learning, and video conferencing, E-tendering, E-auction, E-filing, E-booking, E-governance, etc. We obtained information about E-communication in this chapter and also learnt a few examples of the same.

#### Self-study

#### 1. Select correct option from the following answers :

- (1) What is the full form of E.C.S ?  
(A) Electronic Clearing System (B) Electronic Clarifying System  
(C) Electronic Cash Services (D) Electronic Clearing Services
- (2) What is the full form of RTGS ?  
(A) Real Time Grade Settlement (B) Real Time Gross Settlement  
(C) Reserve Time Gross Settlement (D) Reserve Trade Gross Settlement
- (3) Which number of the bank is to be given for RTGS to transfer the amount in the account of the customer ?  
(A) Mobile (B) Phone (C) Pin (D) IFSC

#### 2. Answer the following questions in one sentence :

- (1) What is E-communication ?
- (2) What is the meaning of the letter 'E' used in E-communication ?
- (3) Mention main forms of E-communication.
- (4) Mention main types of E-communication.
- (5) What is an E-mail ?
- (6) Which facility is necessary on both the parties, the receiver and the sender of E-mail ?
- (7) What is E-learning ?
- (8) By which other name is E-learning known ?
- (9) What is the procedure of communication in video conferencing ?
- (10) Normally, which organisations provide the facility of E-filing ?
- (11) What is the mode of payment in E-booking ?
- (12) What is E-stamping ?

#### 3. Answer the following questions in detail :

- (1) What are the points to be considered while writing an E-mail.
- (2) Write, in detail, about E-tendering.
- (3) Write, in detail, about E-auction.
- (4) Explain E-governance.
- (5) Discuss, in detail, E-commerce.

#### 4. Do as directed :

- (1) Prepare a E-tender to construct a road in your area.
- (2) Give one example showing E-governance
- (3) Write an E-mail on behalf of the Higher Secondary Education Board, Gandhinagar to the Principals of schools, informing them about the curriculum of standard 12<sup>th</sup>.
- (4) Write an E-mail to a computer selling company as you desire to purchase 100 computers for your school.





**What will you learn in this Chapter ?**

- 6.1 Introduction
- 6.2 Importance of Presentations
- 6.3 Types of Presentations
- 6.4 Objectives of Presentation
- 6.5 Points to be Remembered in Presentations
- 6.6 Characteristics of Effective Presentations
- 6.7 Examples
  - 6.7.1 Celebration of Teacher's Day
  - 6.7.2 Presentation of Science Model at Science Fair
  - 6.7.3 Marketing your Product
  - 6.7.4 Individual Report on a Visit to a Bank

**6.1 Introduction**

Human beings however determined they may be, need to represent or make proper presentation in order to explain and establish clarity with other person regarding his belief, approach, opinion or scheme. His understanding, ability and skills come to his aid for this matter. For different presentations, various forms, formats and technical aids are required. Various factors like effectiveness of the presentation, use of technology and grasp on part of listeners/attendees determine the success of presentation. Appropriate presentation not only provides information and explanation to individual or group but also avails their approval and manages to get desired result. The word

Presentation is commonly used for the activity of representation. Presentation means the skill and ability to present, inform and explain one's belief, approach, opinion or scheme to other person or group in the most appropriate manner.

**6.2 Importance of Presentation**

A person expresses his belief or puts forward his proposal to various persons in different manners. It could be before his parents or elderly persons, teachers or friends, head of the institution or colleagues. Presentations should be made keeping in mind the age groups, gender, designations etc. of the audience. Some points can be common to all and some may differ according to age groups, gender and designations. Presentations are made on different purposes such as :

- Learning, Teaching and Evaluation
- Interview and Group discussion
- Training
- Demonstration
- Strategy
- Planning
- Project
- Survey etc.

The manner of presentation will vary in case of explanation of principles, narration of a procedure or providing plans for future. Thus, through presentation an individual or a group can easily explain their point by using his/their ability, skill and technology to the other individual or group.

Presentation can be oral or written or audio-visual, using computers. Presentation made with the use of technology creates a long lasting effect.

**6.3 Types of Presentation**

- Presentations are of three types; from the point of view of mode/medium of Expression : (1) Oral (2) Written (3) Power Point Presentation (Audio-visual).

**Oral :** Elocution, Debate, Dialogue, Arguments are the examples of oral presentation.

**Written :** Letters, Memo, Proposal, Report, Petition, Testimony, Planning, Project Strategy etc.

The presentation of Dialogue, Argument, Petition or Testimony can be done orally as well as in writing. Apart from medium, knowledge and skills are also required to make the presentation impressive. In addition to the skills making communication complete and fruitful, the skills of public speaking enhance presentations.

- A Powerpoint is a combination of oral and written and technological skills. This method, being the most practical and simple, has become synonymous to presentation. Power point presentation has proven to be the most appropriate and self explanatory method for demonstration in classroom lecture, training, business meeting and project work. In addition to attracting attention of the audience, power point presentation presents matters in a more interesting manner with utmost clarity. A slide show can be prepared using appropriate text, graphics, animation, visuals and sound. A slide show can be run for an audience with the help of a projector on a large screen. The contents of the presentation can also be distributed in form of hand-outs. Preparing a PPT is an art and requires many skills.

- Presentations are of two types from the point of view of the presenter :

**Individual and Group :** Individual and Group Presentations can be made for interview, project and for marketing strategy, etc.

- From the point of view of the audience, presentations is of two types :

**Face to Face and Indirect :** For interview, project and marketing strategy discussion or presentation can be made face to face and also using technical aids like telephone or video conferencing.

- From the point of view of objectives, presentations can be of five types :

(1) Informative

- Brief and precise
- Moves from the most to the least important points
- Has minimum possibility of confusion
- Examples : Teaching, Training etc.

(2) Instructional

- To suggest or command
- Intense and requires time to understand.
- Basic evaluation possible
- Examples : Tutorials, Demonstration of safety measures etc.

(3) Awakening

- Enables unanimous decision making
- Is strengthened with apt use of language. Impressive presentation and energetic interactions.
- Becomes lively with narration of stories or real life incidents
- Examples : Educative speech of preceptors, motivational speech of mentors etc.

- (4) Persuasive
  - Discussion of advantages and disadvantages in order to achieve correctness
  - Logical movement towards solution
  - To create emotional appeal
  - Examples : Political debate, business proposal etc.
- (5) Decision Making
  - To lead towards decision making by concrete examples
  - To establish the need for decision/result
  - By way of comparing and contrasting a particular situation, detailed discussion including the probable risk factors possible.
  - Examples: Meeting of the Board of Directors, Court's verdict.

#### **6.4 Objectives of Presentation**

- (1) To provide information to people by a well-informed person.
- (2) To develop individual qualities like oratory and eloquence.
- (3) To develop technological skills to make a presentation interesting.
- (4) To develop analytical skills.
- (5) To develop logical approach in understanding.
- (6) To bring clarity of thought and understanding.
- (7) To present an argument/statement in a concrete manner and to verify props and cons.
- (8) To explain any concept topic or principle with the help of a demonstration.
- (9) To explain the relevance of a concept, topic or a plan.
- (10) To analyse in detail various aspects of a concept, topic or a plan.
- (11) To encourage the receiver/audience to reflect.
- (12) To motivate the receiver/audience to respond.

#### **6.5 Points to be Remembered in Presentation**

We study about three types of presentation - Oral, written and power point presentation. Now we shall examine matters to be taken care of in case of each one of them.

**Oral Presentation :** Oral presentation generally takes place face to face. This does not mean that it is not possible long distance or with the help of technology or gadget. Following points should be taken into consideration for both face to face and distant oral communication :

- (1) Since the listeners are at the centre (listener centric), their mental and psychological capacity and ability should be taken into consideration in oral presentation.
- (2) It can bring desired result; if made at the appropriate time.
- (3) The place is equally significant.
- (4) Since the listeners are at the centre, whether in a group or individually, oral presentation should be made keeping in mind their age, status and designation.
- (5) The arrangement of points should be logical.
- (6) Language and words should be selected properly.
- (7) The tonal quality of the presenter should be impressive.
- (8) There should be an attempt to stimulate the feelings of the listeners so that they are convinced.
- (9) The presenter should be ready for counter arguments from the listeners.
- (10) The presenter should be ready and open to accept appropriate arguments of the listener.
- (11) During the process of presentation the presenter should be able to control his feelings.

**Written Presentation :** Written presentation is generally not done face to face. That means it is also possible long distance with the help of technology or a gadget. The following points should be taken into consideration for written communication :

- (1) Since the readers are at the centre, their mental and psychological capacity and readiness should be taken into consideration for written presentation.
- (2) The readers are at the centre, whether group or individual, written presentation should be made keeping in mind their age, status and designation.
- (3) Proper care should be taken in selection of language and words.
- (4) Correctness of grammar and spelling should be observed.
- (5) The presentation should be moderate with less wordiness.
- (6) The points should be presented logically in paragraphs.
- (7) Minor points should be presented with bullets.
- (8) Arrangement of the points should match the format of the write-up.
- (9) The quality and size of paper should match the subject matter of the write-up.
- (10) The matter; hand-written or typed, should be legible.
- (11) Margins/spacing should be observed.
- (12) The write-up should be re-read and re-drafted; if needed.

**Powerpoint Presentation :** In order to use and prepare powerpoint presentation, ability, practice and presentation skills are required. Following points should be considered for preparing a slide show as part of a powerpoint presentation :

- (1) The template should be selected as per the subject matter of the presentation.
- (2) The background colour should enhance the font colour.
- (3) The layout of the slide should be selected as per the write-up.
- (4) The subject (title) of the slide show should be clearly mentioned in the first slide.
- (5) Agenda of the presentation should follow in the next slide.
- (6) Every slide should be titled.
- (7) The font size of the title should be bigger than the rest of the writeup.
- (8) Every slide should have a maximum of five lines and a maximum of seven words in each line.
- (9) The information should be presented to the point, using proper symbols (bullets) and not in form of sentences.
- (10) Graphics and animation should be used to illustrate the information.
- (11) Audio, visual, charts and dynamic effects can be included as per demand of the content.
- (12) Total number of slides should be limited, keeping in mind the content.
- (13) The last slide should thank the audience and queries should be invited with readiness to respond.

## **6.6 Characteristics of Impressive Presentation**

We have already studied the formatting specifications for writing letters, notice and memo. We shall now learn formatting specifications for proposal writing and report writing :

- (1) When an event is to be organised in future, its objective, prefixed order of execution, necessary human resource, money and time - all have to be considered in advance in order to secure permission. This process is a part/type of presentation and called proposal writing.

- (2) When a live programme/match is going on a live report is presented. For eg. Cricket match sports tournament.
- (3) Report writing also includes briefing about event, how it was conceptualized and what has been its outcome.

Formatting and specifications are characteristics of effective presentation to be kept in mind, while writing individual or committee report.

Let us discuss precise points to remember while preparing powerpoint presentation.

**Specifications for Preparing Individual Report :** When an individual is assigned to prepare a report as part of duty, in form of a proposal a letter format needs to be followed. Matters should be presented to the point and necessary documents should be enclosed.

An essay format is followed while writing a report after the completion of task/visit. (Presentation no. 4 of Examples supplied)

**Specifications for Preparing Committee Report :** Following points should be considered while preparing a committee report of a project or event :

- (1) Essay format is used.
- (2) Appropriate title must be given.
- (3) Mention objectives.
- (4) Enlist members with their designations.
- (5) As part of pre decided policy mention assigned responsibilities/duties of members.
- (6) Observations, interpretations, suggestions and conclusions derived from time to time and agreed upon unanimously should be mentioned.
- (7) Expressing thanks, the chairperson and secretary, should sign on behalf of the committee mentioning their designations on the right hand side.
- (8) On the left, place and date should be mentioned in separate lines. (Refer to Example Presentation no. 1)

**Specifications for presenting a Powerpoint Presentation :**

- (1) In a power point presentation, not only the pre-prepared slides are presented, the personality of the presenter too is presented. It means it depends much on the personality and oratorical flair of the presenter.
- (2) Presentation is meant for attendees therefore they should be at the centre.
- (3) Presentation should be gripping for the attendees.
- (4) Dynamism and enthusiasm on part of the presenter will infuse the same feelings in the attendees.
- (5) Presentation should proceed in logical manner and to the point.
- (6) The dressing and outward appearance of the presenter should match his/her dignity.
- (7) Facial expressions and eye-contact are necessary on part of the presenter.
- (8) The voice of the presenter should be audible and impressive.
- (9) With correct pronunciations, the presenter should pay attention on pauses and intonation.
- (10) Possibly all the queries should be answered.
- (11) Presentations should be rehearsed properly.



## 6.7 Examples of Presentations

### (1) Celebration of Teachers' Day :

#### Celebration of Teacher's Day

The co-curricular and intellectual activities secretary of the school students union had proposed celebrating 5th September, 2017 as Teacher's Day and this has been approved by the Principal. In accordance with his suggestion we would like to make a presentation on how to celebrate it with students ongoing classes. The presentation has been prepared by a 5 member team.

#### Members :

- (1) Mr Rutvij Purohit - Co-curricular and Intellectual Activities Secretary,  
(Chairperson, Committee) Std - XII-C
- (2) Mr Adesh Parmar - Class Representative, Std - XII-B
- (3) Ms Swarup Nandan - Ladies Representative (Secretary, Committee) Std XII-A
- (4) Ms Ujma Sheikh - Class Representative, Std - X-B
- (5) Mr David Christie - Class Representative, Std - X-C

In the first meeting the committee members distributed work to be done as part of their duty and decided to meet after two days. After meetings among themselves and with the Principal, the following suggestions were made unanimously :

- Wednesday, 5th September, 2017 should be celebrated as 'Teachers' Day' in the school.
- Keeping in mind, interest in the subject and permission from the teacher, the students will avail information in advance about the units to be taught in class and prepare them well.
- The assembly will begin with respects paid to teachers. After this, Principal Mr. Kaushal Mehta Sir will apprise the assembly of the participating students.
- All students are expected to co-operate.
- When, for a day, the student playing the role of a teacher is teaching, it is the duty of the class representative to see that discipline and decorum are maintained in the class.
- For the subjects of Science and Physical Education, instead of practical conducted in laboratory or on grounds, classroom teaching would be conducted.
- Teaching would be conducted for seven periods including recess.
- A gathering would be held after seven periods and activities of students who worked as teachers would be applauded and commended.
- They would get an opportunity to express their experience.
- Co-curricular and Intellectual Activities Secretary would prepare a report of the entire celebration and present it to the principal in five days.

The committee expects co-operation from the administrative staff and help from the support staff in decorating the school.

The committee wishes success for the celebration and thanks one and all.

On behalf of the committee,

Anandnagar  
30th August, 2017

Swarup Nandan  
(Secretary)

Rutvij Purohit  
(Chairperson)



(2) Power Point Presentation :

# UJAS

## DETERGENT POWDER LAUNCHING OUR NEW PRODUCT →

Slide Number : 1

### DETAILS OF PRODUCT

- **Name** : Ujas Detergent Powder
- **Type** : Grade 1 : Premium Quality
- **Producer** : Ujjwala Chemicals, GIDC, SANAND-382110 (Dist. : Ahmedabad)



Slide Number : 3

### CONSUMERS' TRENDS

- Gujarati Homemakers' Preference for washing Clothes Daily
- Need of Detergent for washing Clothes Manually or in Machines
- Homemakers - the Selectors
- Never prefer Low Grade Detergent for High Quality Clothes
- Should produce Foam, remove Dirt and Brighten Clothes



Slide Number : 5

### AGENDA

- Details of Product
- Speciality of Product
- Consumers and their Trend
- Business Opportunities
- Availability of Variety in Packing
- Propaganda of Product amongst Consumers
- Speciality of the Producer
- Competitive Price
- Attractive Offers
- Publicity and Advertising
- Demonstration and Sale
- Tagline

Slide Number : 2

### SPECIALITY OF PRODUCT

- Light in weight, More in Quantity
- Granules, containing Enzymes
- Containing Optical Brightening agents
- Fluorescent Whitening Agents in Proportional Quantity
- Containing Fresh floral Fragrance
- Effective on White and Colored Clothes
- Suitable for Cotton and Synthetic Clothes



Slide Number : 4

### BUSINESS OPPORTUNITIES

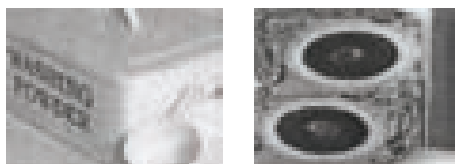
- Regularly Used Consumer Goods
- Need for Frequent Purchase
- Purchase in Various Quantities
- Direct Impact of Individual Recommendation
- Brand Changing on Experimental Basis
- Loyalty to Local Product



Slide Number : 6

### Availability of Variety in Packing

- 200 gms, 500 gms, 1 kg, 2 kg Packings
- 200 gms in Polythene Bag, 500 gms in Box and Polythene Bag Packing
- 1 kg and 2 kg in Plastic Container; that can be used for other purpose
- 25 gms Pouch Packing



Slide Number : 7

### Among Consumers

- Local Product, Local Consumers
- Sale, Limited to Gujarat
- Ahmedabad and Surrounding Area in 1st Stage
- To conquer North Gujarat, Saurashtra and Kutchh in 6 Months
- Movement towards South Gujarat after a Year

Slide Number : 8

### Speciality of the Product

- Production as a Small Scale Unit
- Sale Locally and Limited to State in Future
- Cheaper Local publicity
- Reliability by Demonstration and Use
- No Higher Expenses as Multi-National companies



Slide Number : 9

### Competitive Price

- Competitive Price in all Packings
- Advantage of Local Production
- Average 20% Low Price as compared to Multi-National Products
- Net 25% Less Price in 2 kg packing
- 25 gms Pouch Available for ₹ 2 only



Slide Number : 10

### Attractive Offers

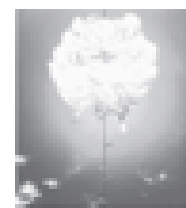
- Attractive and Useful Gift with all Packings (Excluding Pouch)
- 200 gms - Stainless Steel Spoons 6 pices
- 500 gms - Stainless Steel Tumbler
- 1 kg - Plastic Bucket - 5 Ltrs.
- 2 kg - Plastic Bucket - 12 Ltrs.
- Measuring Spoon Available with all Packings



Slide Number : 11

### Publicity and Advertisements

- Advertisements in Local Dailies
- Advertisements on City and State Transport Buses
- Advertisements on Local TV Cable Connections
- Advertisements in Local Advertising Suppliments



Slide Number : 12

## **Demonstration and Sale**

- Appointment of Agents in all areas
- Appointment of Door to Door Salespersons
- Creating Faith through Demonstration
- Sale only in Company Packings
- No loose Sale



**Slide Number : 13**

## **Tagline**

- UJAS Guarantees Glow and Brightness

For Clothes; Colored or White...



**Slide Number : 14**

**We will Achieve our Target,**

**Surely...**

**THANKS**

**Your Queries are Welcome...**

**Ujjwala Chemicals,  
G. I. D. C. SANAND-382110  
02717-2371860 [ujjalas@gmail.com](mailto:ujjalas@gmail.com)**

**Slide Number : 15**

### (3) Powerpoint Presentation :

## SAVING ENERGY ONUS ON US ONLY...



Slide Number : 1

### Understanding ENERGY ?

- Energy Illuminates our Area, Drives our Vehicles & Operates Machinery
- Absorbs Heat and Keeps our Home Cool
- Provides Food; also Entertainment
- Energy can be explained as the Strength and Productive Ability for the Driving force

Slide Number : 3

### Types of Energy

#### (Renewable Energy)

- Continuous Production Without waste or Destruction of Source
- Energy Produced by Sunlight, Air, Water, Fire and Organic Means

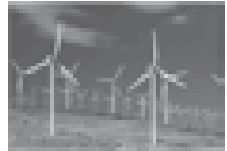
#### (Non-renewable Energy)

- Produced in Soil and Self-Generated in Longer Period
- Energy produced by Burning of Fossil Fuels, Atom, Coal, Natural Gas

Slide Number : 5

### Agenda

- Understanding Energy
- Types of Energy
- Saving-Conservation-Why ?
- Saving-Conservation-How ?
- Individual Contribution
- Group Contribution
- Social Contribution
- Technological Understanding
- Our Formula



Slide Number : 2

### What is ENERGY ?

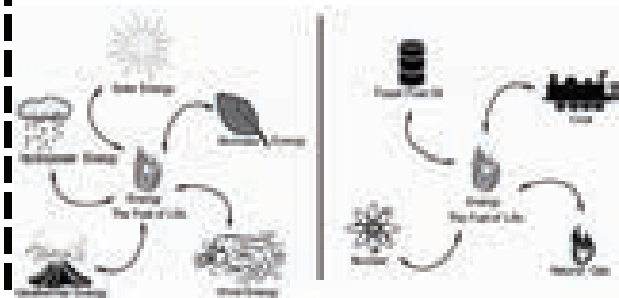
- Energy cannot be Produced or Destroyed
- It can be Converted from One Source to Another
- With Vehicles, Fuel is converted into Driving Force



Slide Number : 4

#### Renewable Energy

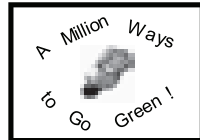
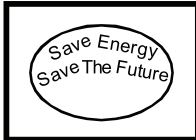
#### Non-Renewable Energy



Slide Number : 6

### **Saving/Conservation-Why ?**

- ENERGY- Constant and Limited in Universe
- Limited Fuel available on Earth
- Demand for Energy increasing Day by day
- It will be Imperative to find Alternative Fuel when all quantity will be exhausted; Saving/Conservation therefore Necessary Today



**Slide Number : 7**

### **Saving/Conservation-How ?**

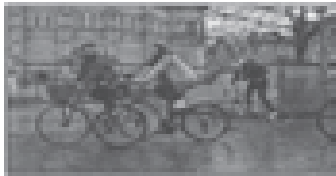
- Use of the Least, Possible Energy for Same Result
- Economical Use of Energy saves Money and Environment
- Judicial Use of Energy brightens our Future



**Slide Number : 8**

### **Individual Contribution**

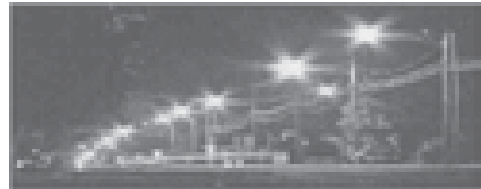
- Limited use of Energy at Home/Institution
- Being Particular about Switching off after use
- Fridge Not to be Opened Frequently and for Longer Period
- TV to be Switched off after watching Program
- Insistence for Walking rather than Using Vehicles



**Slide Number : 9**

### **Collective Contribution**

- Street Lights to be kept on Only during Darkness
- Special/Alternative Energy to be Preferred
- Two-wheelers for Limited Persons to be Advocated
- Pooling/Sharing and Use of Public Vehicles to be Promoted



**Slide Number : 10**

### **Social Contribution**

- Motivation for the Use of Solar Energy
- Use of Windmills for Flow of Energy
- Production of Energy through Wind Energy
- Construction of Dams on Rivers and Use of Water for Irrigation and Hydro-energy
- Use of Biodegradable Waste for Producing Fertilizers and Bio-gas

**Slide Number : 11**

### **Social Contribution**

- Extension of Common Understanding by way of Demonstration-Exhibition in addition to Syllabus
- Wide-spread Programs for Common People
- Compulsion for the Use of Natural Energy for Certain Applications
- Felicitation of Aware Individuals/Institutions
- Insistence for the Use of Natural Energy through Various Media
- Acceptance as Ethical-Social Duty

**Slide Number : 12**