

Chapter I

Personal and Secretarial Correspondence

✚ Meaning and Definition of Corporate Communication

Corporate Communication refers to the system and process through which an organization communicates with its internal and external stakeholders. It includes all communication activities that help build, maintain, and protect the organization's image, reputation, and relationships. In simple words, corporate communication is the way a company presents itself to employees, customers, investors, government, media, and the general public.

According to **Paul A. Argenti**, corporate communication is the way organizations communicate with internal and external audiences to achieve strategic objectives.

The Chartered Institute of Public Relations describes it as the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics.

✚ Nature of Corporate Communication

- 1. Strategic in Nature:** Corporate communication is aligned with the organization's mission, vision, and objectives. It supports long-term goals and strengthens the company's image and reputation. Every message is designed to achieve specific business outcomes.
- 2. Planned and Organized:** It is systematic and well-structured rather than random. Messages are carefully drafted, approved, and delivered through proper channels. This ensures consistency and professionalism.
- 3. Continuous Process:** Corporate communication is an ongoing activity carried out daily through meetings, emails, reports, and media interactions. It does not stop after one message but continues with feedback and follow-up.
- 4. Two-Way Communication:** It involves interaction between the organization and its stakeholders. Feedback from employees, customers, and investors helps improve decisions and build trust.
- 5. Integrated Approach:** Corporate communication combines public relations, advertising, internal communication, and digital media. All departments work together to deliver a consistent and unified message.

✚ Objectives of Corporate Communication

- 1. To Build and Maintain a Positive Corporate Image:** Corporate communication helps create a strong and favorable image of the organization in the minds of the public. Consistent and clear messaging enhances reputation and brand value. A positive image builds goodwill and long-term credibility.
- 2. To Establish Strong Relationships with Stakeholders:** It strengthens relationships with employees, customers, investors, suppliers, government, and society. Effective communication promotes mutual understanding and cooperation. Strong relationships ensure long-term organizational success.
- 3. To Enhance Employee Engagement and Morale:** Clear internal communication keeps employees informed, motivated, and involved in organizational goals. It builds trust between management and staff. Engaged employees contribute more effectively to productivity and growth.
- 4. To Support Marketing and Business Growth:** Corporate communication promotes products, services, and brand identity. It supports marketing strategies by creating awareness and influencing customer perception. This ultimately contributes to increased sales and business expansion.
- 5. To Manage Crisis Situations Effectively:** During crises, timely and transparent communication helps control rumors and reduces damage to reputation. It provides accurate information to stakeholders. Proper crisis communication maintains public confidence.
- 6. To Ensure Transparency and Trust:** Open and honest communication builds trust among stakeholders. Sharing accurate information about policies, performance, and decisions ensures accountability. Transparency strengthens credibility and long-term relationships.
- 7. To Communicate Organizational Values and Ethics:** Corporate communication conveys the company's mission, vision, values, and ethical standards. It ensures that employees and stakeholders understand the organization's principles. This promotes a strong and responsible corporate culture.

Importance of Corporate Communication

1. **Builds Brand Reputation:** Corporate communication shapes how the public perceives the organization. Consistent and positive messaging enhances credibility and goodwill. A strong reputation gives the company a competitive advantage.
2. **Improves Customer Confidence:** Clear and honest communication increases customer trust in products and services. When customers feel informed and valued, their confidence and loyalty grow.
3. **Strengthens Employee Loyalty:** Effective internal communication makes employees feel involved and respected. This improves job satisfaction, commitment, and long-term loyalty to the organization.
4. **Helps in Attracting Investors:** Transparent communication about financial performance and future plans attracts potential investors. It builds confidence in the company's stability and growth prospects.
5. **Supports Corporate Governance:** Corporate communication ensures accountability, transparency, and ethical practices. It helps organizations comply with legal and regulatory requirements.
6. **Helps in Handling Public Criticism and Crises:** Timely and accurate communication reduces misunderstandings and protects reputation. Proper crisis communication helps control damage and restores public trust.

Types of Corporate Communication

A. Internal Communication

This refers to communication within the organization among employees and management. It includes emails, circulars, meetings, newsletters, and intranet portals.

Purpose: To inform, motivate, guide, and coordinate employees for achieving organizational goals.

B. External Communication

This involves communication with external stakeholders such as customers, investors, media, and government. It includes press releases, annual reports, advertisements, social media posts, and investor presentations.

Purpose: To build corporate image, maintain public relations, and strengthen stakeholder trust.

Components of Corporate Communication

1. **Public Relations (PR):** PR focuses on building and maintaining a positive relationship between the organization and the public. It manages publicity, events, and media interactions to enhance reputation.
2. **Corporate Advertising:** Corporate advertising promotes the company's image rather than specific products. It highlights values, achievements, and social responsibility initiatives.
3. **Investor Relations:** This component communicates financial performance and future strategies to shareholders and investors. It ensures transparency and builds investor confidence.
4. **Media Relations:** Media relations involve maintaining a good relationship with journalists and media houses. It ensures accurate and favorable coverage of the organization.
5. **Crisis Communication:** Crisis communication deals with unexpected events that may harm the organization's image. It focuses on timely, clear, and transparent messaging to minimize damage.
6. **Corporate Social Responsibility (CSR) Communication:** CSR communication highlights the company's social, environmental, and community initiatives. It demonstrates ethical responsibility and strengthens public trust.
7. **Digital and Social Media Communication:** This involves using websites, emails, and social media platforms to communicate with stakeholders. It enables instant interaction and wider reach in the digital age.

Personal and Secretarial Correspondence

1. Personal Correspondence: Personal correspondence refers to communication exchanged between individuals for personal, social, or informal purposes. It is not strictly related to official business but may sometimes be connected indirectly to professional life.

Definition: A written or digital exchange of messages between individuals for personal communication, relationship-building, or informal purposes. It focuses on building relationships, expressing feelings, sharing information, or maintaining social contact.

1. Characteristics of Personal Correspondence

- 1. Informal in Tone:** Personal correspondence uses simple and friendly language. It avoids strict grammar and formal words, making communication natural and easy. The tone reflects closeness and comfort between the sender and receiver.
- 2. Personal Nature:** It deals with individual matters like feelings, experiences, and daily life. The content is private and meaningful to the people involved. It helps in expressing personal thoughts and strengthening relationships.
- 3. Flexible Format:** There are no fixed rules or structure in personal correspondence. The writer has freedom to write in any style or format. This flexibility makes communication more creative and expressive.
- 4. Emotional Expression:** Personal correspondence allows open expression of feelings such as happiness, sadness, or gratitude. It helps convey true emotions effectively. This builds emotional connection between individuals.
- 5. Direct Communication:** It is a one-to-one communication between individuals. Messages are sent directly to a specific person. This ensures clarity and strengthens personal bonding.

2. Types of Personal Correspondence

- 1. Friendly Letters:** These are written to friends to share experiences and thoughts. The tone is casual and relaxed. They help maintain friendships and emotional connection.
- 2. Invitation Letters:** Used to invite someone to events like parties or functions. They include important details like date, time, and place. They show warmth and respect towards the invitee.
- 3. Thank You Letters:** Written to express gratitude for help or gifts. They show appreciation and good manners. Such letters help build goodwill and positive relationships.
- 4. Congratulatory Letters:** These are written to praise someone's success or achievement. They express happiness and encouragement. They strengthen social bonds and motivation.
- 5. Condolence Letters:** Written to express sympathy during loss or sorrow. The tone is polite and comforting. They provide emotional support to the receiver.
- 6. Apology Letters:** Used to say sorry for mistakes or misunderstandings. They should be sincere and honest. They help in resolving conflicts and rebuilding trust.
- 7. Email or Social Media Messages:** These are modern forms of personal communication. They are quick and convenient. They help people stay connected in today's digital world.

3. Importance of Personal Correspondence

- 1. Strengthens Relationships:** Regular communication helps maintain closeness between people. It builds strong emotional bonds. It keeps relationships active and meaningful.
- 2. Builds Trust and Goodwill:** Honest communication creates trust between individuals. It shows care and understanding. This leads to healthy and long-lasting relationships.

3. **Expresses Emotions Effectively:** It allows clear expression of feelings and thoughts. Writing helps in sharing emotions better. It improves emotional understanding.
4. **Maintains Social Connections:** Helps people stay connected despite distance. It keeps relationships alive over time. It is important in today's busy lifestyle.
5. **Enhances Communication Skills:** Improves writing and expression skills. It helps in using language effectively. This builds overall communication ability.

II. Secretarial Correspondence: Secretarial correspondence refers to official communication handled by a secretary or administrative assistant on behalf of an executive or organization.

Definition: *The formal and systematic communication prepared and managed by a secretary on behalf of an organization or executive for official purposes*

It involves drafting, typing, sending, receiving, and maintaining records of business communications.

❖ Nature of Secretarial Correspondence

1. **Formal in Style:** Secretarial correspondence is always written in a formal and professional manner. It uses polite language, proper grammar, and standard business expressions. Informal words or casual tone are avoided. This ensures respect and professionalism in communication.
2. **Official Purpose:** It is mainly related to business or organizational matters. The communication is made for official reasons such as instructions, decisions, or information sharing. Personal matters are not included. This keeps the communication focused and relevant.
3. **Structured Format:** Secretarial correspondence follows a fixed business letter format. It includes elements like date, address, subject, salutation, body, and signature. This structure ensures uniformity and clarity. It also makes the document easy to understand and reference.
4. **Accurate and Clear:** Accuracy and clarity are very important in official communication. Information must be correct, precise, and free from errors. Ambiguous or confusing statements are avoided. This helps in preventing misunderstandings and ensures effective communication.
5. **Confidentiality:** Many secretarial communications involve sensitive or confidential information. Such information must be handled carefully and not disclosed to unauthorized persons. Maintaining secrecy is essential for trust and security. It also protects the organization's interests.

❖ Types of Secretarial Correspondence

1. **Business Letters:** These are general official letters used for communication with clients, suppliers, or other organizations. They convey information, requests, or decisions. They follow a formal structure and tone. They are the most common form of business communication.
2. **Memorandum (Memo):** A memo is used for internal communication within an organization. It is short, precise, and used to share information or instructions. It helps in quick communication among employees. It is less formal than a business letter but still official.
3. **Circular Letters:** Circular letters are sent to multiple recipients at the same time. They convey the same message to a large group, such as customers or employees. They are used for announcements or general information. This saves time and ensures consistency.
4. **Minutes of Meetings:** These are written records of discussions and decisions made during meetings. They include key points, resolutions, and actions to be taken. They serve as official proof of what was discussed. They are important for future reference.
5. **Notices and Agendas:** Notices inform members about upcoming meetings, while agendas list the topics to be discussed. They help participants prepare in advance. They ensure that meetings are organized and effective. They are essential for proper meeting management.
6. **Reports:** Reports provide detailed information or analysis on specific topics. They may include facts, findings, and recommendations. They help management in decision-making. Reports are usually well-structured and formal.
7. **Email Correspondence:** Emails are modern forms of official communication. They are fast, convenient, and widely used in organizations. They follow a formal tone similar to business letters. Emails help in quick exchange of information.

8. **Appointment Letters:** These letters are issued to confirm employment of a candidate. They include details like position, salary, and terms of employment. They serve as official proof of appointment. They are important for both employer and employee.
9. **Reminder Letters:** Reminder letters are sent to follow up on pending matters. They gently remind the receiver about actions to be taken. They help in maintaining continuity in business communication. They should be polite and professional.

❖ Duties of a Secretary in Correspondence

1. **Drafting Letters and Emails:** The secretary is responsible for preparing official letters and emails. They must ensure proper format, tone, and clarity. Drafting should be accurate and professional. This reflects the organization's image.
2. **Maintaining Proper Records:** The secretary keeps records of all incoming and outgoing correspondence. Proper filing and documentation are essential. This helps in easy retrieval of information. It also ensures accountability.
3. **Ensuring Clarity and Correctness:** The secretary must check all communication for errors. Messages should be clear, precise, and easy to understand. Mistakes can lead to confusion or legal issues. Therefore, careful proofreading is necessary.
4. **Handling Confidential Information Carefully:** Secretaries often deal with sensitive information. They must maintain confidentiality and avoid unauthorized disclosure. This builds trust within the organization. It also protects important data.
5. **Responding Promptly to Communication:** Timely replies are important in business communication. The secretary ensures that all messages are responded to quickly. This improves efficiency and professionalism. It also maintains good relationships.
6. **Coordinating Between Departments:** The secretary acts as a link between different departments. They ensure smooth flow of information. This helps in better coordination and teamwork. It supports efficient functioning of the organization.
7. **Preparing Meeting Documents:** The secretary prepares notices, agendas, and minutes of meetings. They ensure all documents are accurate and well-organized. This helps meetings run smoothly. It also provides proper records for future use.

❖ Importance of Secretarial Correspondence

1. **Maintains Professional Image:** Proper communication reflects the professionalism of an organization. Well-written correspondence creates a positive impression. It shows discipline and efficiency. This enhances the organization's image.
2. **Ensures Smooth Business Operations:** Effective correspondence helps in smooth flow of information. It ensures that tasks and instructions are clearly communicated. This reduces confusion and delays. It improves overall efficiency.
3. **Builds Corporate Reputation:** Good communication helps in building trust with clients and stakeholders. It shows reliability and professionalism. This enhances the organization's reputation. It also helps in long-term success.
4. **Provides Legal Documentation:** Secretarial correspondence serves as official records. These documents can be used as legal evidence if required. They provide proof of communication and decisions. This is important for legal safety.
5. **Enhances Coordination:** Correspondence helps in sharing information between departments and individuals. It ensures everyone is informed and aligned. This improves teamwork and coordination. It leads to better results.
6. **Maintains Official Records:** All correspondence is recorded and preserved for future reference. This helps in tracking past decisions and communications. It ensures transparency and accountability. It is essential for organizational management.

❖ Difference Between Personal and Secretarial Correspondence

Basis	Personal Correspondence	Secretarial Correspondence
Meaning	Communication between individuals for personal matters.	Communication used for official or business purposes.
Nature	Informal and friendly in nature.	Formal and professional in nature.
Purpose	To share feelings, experiences, or personal information.	To convey official information, instructions, or decisions.
Language	Simple, casual, and conversational language.	Polite, precise, and professional language.
Format	No fixed format; flexible style.	Follows a structured business format.
Tone	Emotional and expressive.	Objective and formal tone.
Content	Includes personal matters like family, friends, events.	Includes business matters like reports, meetings, and instructions.
Confidentiality	Usually less formal, but may be private.	Often confidential and must be handled carefully.
Examples	Friendly letters, invitations, thank-you notes.	Business letters, memos, reports, minutes.
Speed/Medium	Can be letters, chats, or social media.	Includes formal letters, emails, official documents.

✚ Letter Calling Candidates for Written Test

A letter calling candidates for a written test is an **official communication** sent by an organization to shortlisted applicants, inviting them to appear for a written examination as part of the recruitment process.

This type of letter comes under **secretarial or recruitment correspondence** and must be clear, formal, and professional.

Purpose of the Letter (main objectives)

- To inform the candidate about short listing.
- To provide details of the written test (date, time, venue).
- To mention documents to be carried.
- To give instructions and guidelines.
- To request confirmation of attendance.

Important Points to Include in Letter

- ✓ Post applied for
- ✓ Date and time of test
- ✓ Venue address
- ✓ Reporting time
- ✓ Documents to bring
- ✓ Contact details for queries
- ✓ Confirmation request

Important Points to be Consider while Writing Letter

- ✓ Mention reference to application.
- ✓ Clearly state interview details (date, time, and venue).
- ✓ Mention documents to bring.
- ✓ Ask for confirmation.
- ✓ Maintain professional tone and format.

❖ Standard Format of Letter Calling Candidates for Written Test

- (1) **Sender's Address:** Company name and address at the top.
- (2) **Date:** The date of issuing the letter.
- (3) **Reference Number (if any):** Used for official record keeping.
- (4) **Receiver's Address:** Candidate's name and address.
- (5) **Subject Line:** Clearly states the purpose of the letter.
- (6) **Salutation:** Respected Sir/Madam or Dear Mr./Ms.
- (7) **Body of the Letter:** Divided into three paragraphs
 - **Opening Paragraph** – Inform about shortlisting.
 - **Middle Paragraph** – Provide test details.
 - **Closing Paragraph** – Mention instructions and confirmation.
- (8) **Complimentary Close:** Yours sincerely / Yours faithfully.
- (9) **Signature:** Name and designation of the authorized person.

Standard Format (Template)

[Company Letterhead]

Ref No: _____

Date: _____

To,
[Candidate Name]
[Address]

Subject: Call Letter for Written Test for the Post of _____

Dear Mr./Ms. _____,

We are pleased to inform you that you have been shortlisted for the written test for the post of _____ in our organization.

You are requested to appear for the written test scheduled as follows:

Date:

Time:

Venue:

Reporting Time:

Kindly bring a copy of this letter, your updated resume, and original certificates for verification. Please ensure you reach the venue at least 30 minutes before the scheduled time.

Kindly confirm your availability by email/phone on or before _____.

We wish you the very best for the examination.

Yours sincerely,

[Signature]

[Name]

[Designation]

[Company Name]

[Contact Details]

❖ Example of Letter Calling Candidate for Written Test

Question:1

Draft a call letter on behalf of **ABC Technologies Pvt. Ltd., Mumbai**, inviting **Mr. Ravi Kumar, and Bangalore**, to appear for a **written test for the post of Junior Accountant**.

Include the following details:

- Date of test: 25 February 2026
- Time: 10:00 AM (Reporting Time: 9:30 AM)
- Venue: Company office at MG Road, Andheri East, Mumbai
- Ask the candidate to bring resume, photographs, and original certificates
- Request confirmation of attendance by 22 February 2026
- Provide HR contact details for queries

Answer:

ABC Technologies Pvt. Ltd.

MG Road, Andheri East
Mumbai – 400069

OR Institution/Company Letter head

Ref No: HR/2026/45

Date: 18 February 2026

To,
Mr. Ravi Kumar
45, Park Street
Bangalore – 560001

Subject: Call Letter for Written Test for the Post of Junior Accountant

Dear Mr. Ravi Kumar,

We are pleased to inform you that you have been shortlisted for the written test for the post of Junior Accountant at ABC Technologies Pvt. Ltd.

You are requested to appear for the written test as per the details given below:

Date: 25 February 2026

Time: 10:00 AM

Venue: ABC Technologies Pvt. Ltd., MG Road, Andheri East, Mumbai

Reporting Time: 9:30 AM

Kindly bring a copy of this call letter, your updated resume, passport-size photographs, and original educational certificates for verification purposes.

Please confirm your attendance by replying to this email on or before 22 February 2026. For any queries, you may contact our HR department at hr@abctech.com or call 022-45678900.

We wish you success in the written test.

Yours sincerely,

(Signature)

Anita Sharma

HR Manager

ABC Technologies Pvt. Ltd.

Question:2

You are the HR Manager of XYZ Solutions Pvt. Ltd., Pune. Draft a call letter to Ms. Neha Sharma, Hyderabad, inviting her to attend a written test for the post of Accounts Executive.

Include the following details:

- Reference number and date
- Date of test: 10 March 2026
- Time: 11:00 AM (Reporting Time: 10:30 AM)
- Venue: XYZ Solutions Pvt. Ltd., Hinjewadi Phase 1, Pune
- Instructions to bring resume, passport-size photographs, and original documents
- Ask the candidate to confirm attendance by 5 March 2026
- Provide contact details of the HR department

Drafting interview letters

An Interview Letter (also called Interview Call Letter) is a formal letter sent by an organization to a candidate who has been shortlisted for a personal interview. It is an important part of recruitment correspondence and reflects the professional image of the organization.

Meaning of Interview Letter: An interview letter is an official communication informing a candidate about the date, time, and venue of an interview for a particular job position.

Objectives of an Interview Letter

- To inform the candidate about shortlisting.
- To provide interview details.
- To mention required documents.
- To request confirmation.
- To maintain professional communication.

Important Tips for Drafting Interview Letters

- ✓ Use clear and professional language.
- ✓ Avoid spelling or grammatical errors.
- ✓ Mention complete address and contact details.
- ✓ Ensure correct date and time.
- ✓ Maintain polite tone.
- ✓ Keep the letter concise but informative.

Important Points to be Consider while Writing Letter

1. Use formal and professional language.
2. Clearly mention date, time, and venue.
3. Ask the candidate to bring necessary documents.
4. Request confirmation of attendance.
5. Maintain proper format (address, subject, signature).

Standard Format of Drafting an Interview Letter

1. Company Letterhead: Includes company name, address, and contact details.
2. Reference Number: Used for official record keeping.
3. Date: Date on which the letter is issued.
4. Candidate's Address: Full name and address of the candidate.
5. Subject Line: Clearly states the purpose of the letter.

Example: *Subject: Interview Call for the Post of _____*

6. Salutation: Dear Mr./Ms. _____

7. Body of the Letter: The body should be divided into three paragraphs:

(a) Opening Paragraph

- Refer to candidate's application.

- Inform about short listing.

(b) Middle Paragraph

- Mention date, time, venue.
- Reporting time.
- Interview panel (optional).

(c) Closing Paragraph

- Documents to bring.
- Confirmation request.
- Contact details for queries.

8. Complimentary Close: Yours sincerely / Yours faithfully

9. Signature: Authorized signatory name and designation.

[Company Letterhead]

Ref No: _____

Date: _____

To,

[Candidate Name]

[Address]

Subject: Interview Call for the Post of _____

Dear Mr./Ms. _____,

With reference to your application for the post of _____, we are pleased to inform you that you have been shortlisted for a personal interview at our organization.

You are requested to attend the interview as per the following details:

Date:

Time:

Venue:

Reporting Time:

Kindly bring your updated resume, passport-size photograph, and original educational and experience certificates for verification. Please confirm your availability by email/phone on or before _____.

We look forward to meeting you.

Yours sincerely,

[Signature]

[Name]

[Designation]

[Company Name]

[Contact Details]

Question:1

Draft an interview call letter to Mr. Rohit Verma, who has applied for the post of *Sales Executive* at Global Traders Pvt. Ltd., New Delhi. The interview is scheduled on 15th March 2026 at 10:30 AM at the company's head office. Ask the candidate to bring original certificates and confirm his attendance. Also draft an email informing him about the interview.

Solution – 1: Interview Call Letter

Global Traders Pvt. Ltd.
Plot No. 22, Industrial Area
Nehru Place
New Delhi – 110019

OR [Company Letterhead]

Ref No: HR/INT/2026/210

Date: 18 February 2026

To,
Mr. Rohit Verma
H.No. 45, Sector 8
Dwarka
New Delhi – 110075

Subject: Interview Call for the Post of Sales Executive

Dear Mr. Verma,

With reference to your application for the post of Sales Executive, we are pleased to inform you that you have been shortlisted for a personal interview at Global Traders Pvt. Ltd.

You are requested to attend the interview as per the details given below:

Date: 15th March 2026

Time: 10:30 AM

Venue: Global Traders Pvt. Ltd., Plot No. 22, Industrial Area, Nehru Place, New Delhi – 110019

Reporting Time: 10:00 AM

Kindly bring your updated resume, passport-size photographs, original educational certificates, experience certificates, and a valid photo identity proof for verification.

Please confirm your attendance by email or phone on or before 12th March 2026. In case you are unable to attend on the scheduled date, kindly inform us at the earliest.

We look forward to meeting you and wish you success in the interview.

Yours sincerely,

(Signature)
Anjali Mehra
HR Manager
Global Traders Pvt. Ltd.
Contact: 011-45678900
Email: hr@globaltraders.com

Solution – 2: Email Draft for Interview**Subject: Interview Invitation – Sales Executive Position**

Dear Mr. Verma,

Greetings from Global Traders Pvt. Ltd.

We are pleased to inform you that you have been shortlisted for an interview for the position of Sales Executive.

The interview details are as follows:

Date: 15th March 2026

Time: 10:30 AM

Reporting Time: 10:00 AM

Venue: Head Office, Global Traders Pvt. Ltd., Nehru Place, New Delhi

Kindly bring your updated resume, passport-size photographs, original certificates, and a valid photo ID for verification.

Please confirm your availability by replying to this email on or before 12th March 2026.

We look forward to meeting you.

Best regards,

Anjali Mehra

HR Manager

Global Traders Pvt. Ltd.

hr@globaltraders.com

011-45678900

 Order of appointment

- + Show cause notices
- + Letter of dismissal and discharge.
- + Correspondence with shareholders holders relating to
Dividends
- + Correspondence debenture holders relating to Interest – Transfer and
transmission of shares.