

Notice and Circular

Notices: Notices are a form of intra-departmental communication. Informational messages are transmitted to the members of an organization by putting them up as notices for everyone to read. It is generally displayed on the Notice Board of the organization and everyone is expected to go through its contents. But, in case of legal notice, it is sent by post.

They are a means of formal communication targetted at a particular person or a group of persons. It is like a news item informing such person(s) of some important event be it a meeting, an announcement, appeals etc.

Purpose / Importance of a notice: In an organization, the purpose of notice is for —

- ① Inviting everyone for a meeting.
- ② Regarding a new rule to be initiated or followed.
- ③ Regarding events to be held.
- ④ Regarding a holiday.
- ⑤ Regarding deadlines for any particular job assigned.

Circular: Circular is a written formal document used for inter-departmental communication. It serves the same purpose as a notice and may be written for the same reason. The only difference between the two is that the Notice is displayed at one place, whereas, the Circular is widely circulated among the members concerned. Usually, the signature of the reader is taken as a proof to ensure that the information has been transmitted.

Silent features of a Circular letter:

A circular letter is a type of letter that is written to share a particular piece of information with a large audience. The purpose of a circular letter is very different from a personal letter, which is only used to send a piece of information to one or maybe two people. The main purpose of a circular letter is to announce or reveal new information or perhaps to clarify

certain policies in a political situation. The following are the steps on how to write a circular letter —

Step 1: While trying to write a circular letter, one should make sure to know their target audience well. One should think about the majority of their readers, and design their letter towards them.

Step 2: One should know the difference between external and internal circular letters. An external letter would be circulated amongst clients or the general public. Whereas, an internal circular letter would be circulated amongst a larger group, however it is limited to that group.

Step 3: Exact tone and voice should be used for writing a circular letter. For example, only use a stern tone when entirely necessary such as addressing tardiness (irregularities) but not appropriate for a letter to clients.

Step 4: Content of the circular letter should be well designed. One should include information that has been authorized to be distributed. It would not be wise to disclose confidential contact information.

Objectives of a circular letter

One of the most important objectives of a circular letter is to distribute information relating to business. Circular letters are used to give information about —

- ① Launching a new business.
- ② Expansion of existing business in any new field.
- ③ Changing the nature of business.
- ④ Opening or closing branches of the business.
- ⑤ Changing the name of the business.
- ⑥ Shifting the ~~name~~^{address} of the business.
- ⑦ Discharging any officer, executive, agent or representative of the business.
- ⑧ Employing any new business executive or agent.
- ⑨ Admission of a new partner.
- ⑩ Retirement or death of any existing partner.
- ⑪ Cancellation of any business deal or contract.

(12) Entering into any new business contract.

(13) News regarding increase or decrease of price.

(14) News regarding trademarks, registered brand etc.

(15) Amalgamation of some business units.

(16) Winding up of business partly or wholly.

Sample / Layout of Circular Letter

To: All Employees

From: Dinesh Parash,
Managing Director.

Date: June 3, 2020

Our success to become a part of Altair Industries last year is something that we need to review in the hope that we can enthuse ourselves in setting our next goals in future. I, herewith, would like to share with you my thought and plans about the area I believe are important to all of us in years ahead.

Productivity

I am sure ^{that} you are all aware of the effort throughout our country to improve productivity.

Over the past year, we have made heavy capital investment to improve our position.

Productivity, however, depends not only on the acquisition of more efficient equipments but also on the commitments of each employee to see creative ways using resources most efficiently.

Marketing and Sales

You may be aware that our "Target Sales" program has helped us improve our sales by over 15 percent. Although, that result is satisfying, it is not large enough to offset the week's position in which we found ourselves two years ago. Therefore, I am setting a goal of 25 percent increase in sales for this next year.

I hope you share the excitement I feel as we implement these plans. Indeed you must actively participate if they are to have a chance for success.

((FORMAT))

Carmel School, Bhubaneswar

Notice

June 3, 2020

Annual Day Celebration 2020

This is to inform all students that Annual Day 2020 will be celebrated on June 30 from 6pm to 10pm at the school auditorium with various cultural programmes. Parlakhemundi Sub Collector, Mr Aswin Thakur (IAS) will grace the occasion as the chief Guest. Students who would like to participate in various programmes should contact their respective class teachers latest by June 20, 2020.

Jyoti Mishra
(Event in-charge)

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