



“e -mail writing competition” - a literary club activity

Topic :	e mail writing competition for the students of MBA,MCA and BBA
Date of event :	September 20 , 2011
Aim of the Event	<p>Emails are ubiquitous. Approximately 183 billion emails are sent every day, which translates into two million every second. Not surprisingly, a large percentage of these emails are business-related. Solicitations, time confirmations, follow-ups, thank you's; the list goes on ad infinitum. However, years of experience as a discerning email sender/receiver have shown that the majority of emails, even those that are business-related, are not effectively written.</p> <p>The pitfalls vary, but the consequences are always the same: a poorly written email leaves an equally poor impression. A competition for students in this area was an effort in the direction of making them realize the importance of this skill and its improvement.</p>

Description of the event	<p>The preparation for this event progressed at a snail's pace.</p> <p>When the announcement for this activity began, there were no takers and all students were apprehensive about the consequences of a badly written mail. Slowly, the students began filtering in on the dooms day and when the competition began, there were a total of fifteen entries.</p> <p>The students were asked to log in from the college id and mail to the faculty in charge the written mail on the given topic. The time allotted for this competition was twenty minutes only.</p> <p>Granted, many students would not be able to identify strong email writing skills even if it hit them over the head with a bulldozer. But even if these people can't identify it, strong email writing will inevitably make a positive impression over time and produce meaningful results for the in the future.</p>
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