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Appointment letter

Memo No:

Date:

Mr./Mrs.

(Address/Contact details).....

Appointment letter as **Contractual Basis Full Time "INSTRUCTOR"**

This is our pleasure to inform you that the Management of (**Institute/Company name**) has decided to authorize your duty to undertake as Contractual Basis Full Time "INSTRUCTOR" of the Department of Mathematics. This position will be effective from **04 August 2018**. You are advised to report to the **Principal** through the **Sr. Assistant Director** for the following responsibilities:

- ❖ Taking Subject related Theory and Practical Classes
- ❖ Must take 18-26 classes/ weekly per semester
- ❖ Prepare lesson plans, report and worksheets
- ❖ Taking required number of CT, QT & presentation
- ❖ Loving and caring the students with joyful motivation
- ❖ Make optimum utilization of class time
- ❖ Ensuring active participation of students in classes
- ❖ Should be prepared to attend workshops and meetings
- ❖ Render extra time for students need based
- ❖ Skill on record keeping both computerized and manually
- ❖ Engage with different extra-curricular activities
- ❖ Linkage and liaison with possible employees and ensure job for the passed out student
- ❖ Cooperate with the management.
- ❖ Responsible for any task assigned by the management

You will be entitled as Contractual Basis Full Time Employee and your office time will be **08:30pm to 3:00pm**. Your gross salary will be **BDT** per Month. This position valid for the period of Six Months and other benefits will be admissible as per the rules of the institute. You will be permanent and salary may be rescheduling on the basis of satisfactory completion of your performance. **Please note that you have to make your subject wise class lecture video on YouTube Channel in regular basis in every semester.** Authority believes your appointment on this position would definitely motivate and inspire you to be more dedicated and sincere about your service towards the institute. Please accept my heartiest congratulation on your appointment.

(Head of the Institute/Company)

(Institute/Company Name)

I, Mr./Mrs., assure you that I will perform all the responsibilities on time without hamper and I will follow all the rules and regulations of the Institute.

Mr./Mrs.(Name)

Cc: **Accounts Dept. & HR Personal File**

Appointment Letter for assigning new responsibilities

Memo No:

Date:

Mr./Mrs.

(Designation)..... , (Department)

(Institute/Company Name)

Appointment letter as "**Member of HR Department**"

This is our pleasure to inform you that the Management of (Institute/Company name) has decided to authorized your duty to undertake as "Member of HR Department". This position will be effective from (Date) You are advised to report to report to the **Principal** through the **Sr. Assistant Director** for the following responsibilities:

- ❖ Maintaining employees files
- ❖ Ensuring Recruitment related tasks
 - a) Taking Permission and approval for new/vacant positions
 - b) Database preparation
 - c) Phone calls to Candidate
 - d) Written Examination related tasks
 - e) Viva and Demo class performance (with video)related tasks
 - f) Prepare Google sites
- ❖ Employees' self-evaluationrelated tasks
- ❖ Yearly increment and promotion related tasks
- ❖ Communicate with CEO office regarding approval related issues as per the direction
- ❖ Communicate with skill.jobs
- ❖ Process employees different types of letter
- ❖ Email Communication
- ❖ Regular work update to Google Drive
- ❖ Prepare Budget as per equipment
- ❖ Cooperate with the management
- ❖ Responsible for any task assigned by the management

You will be entitled as **Member of HR Department until next notice** and your office time will be **8:30am to 4:30pm**. Your will get **additional remuneration of BDT** (In words: taka only) with your salary per Month. Other benefits will be admissible as per the rules of the institute. Authority believes your appointment on this position would definitely motivate and inspire you to be more dedicated and sincere about your service towards the institute. Please accept my heartiest congratulation on your appointment.

(Head of the Institute/Company)

(Institute/Company Name)

I, Mr./Mrs., assure you that I will perform all the responsibilities on time without hamper and I will follow all the rules and regulations of the Institute.

Mr./Mrs.

Cc: **Accounts Dept. & HR Personal File**

Promotion Letter

Ref:

Date:

Mr./Mrs.
(Current Designation).....
Employee ID:
(Department)
(Institute/Company Name).....

Subject: Promotion Letter

Mr./Mrs.,

It is my pleasure to inform you that you have been promoted to the position of **Instructor** in the **Department of**, **Institute/Company Name).....** which will be effective from **(Date) 01 March 2019** based on your contribution and performance. While taking the decision, the Management has placed on record their appreciations of the efficient and sincere performance of your duties at **Institute/Company Name).....** Authority believes your promotion would definitely motivate and inspire you to be more dedicated and sincere about your service at Institute. Please accept my heartiest congratulation on your promotion.

Your gross salary in the promoted position will be **BDT** (In words: Taka only) in the scale of **9,600-960 X 3-EB-1,248 X 6-19,968**. Other benefit will be admissible as per the rules of the Institute.

Please submit a joining letter through the Campus in Charge at your earliest convenience.

Thanking you,

(Head of the Institute/Company)
(Institute/Company Name)

Cc: Accounts Dept. & Personal File of Daffodil Polytechnic Institute

Promotion Appointment Letter

Ref:

Date:

Mr./Mrs.
(Current Designation).....
Employee ID:
(Department)
(Institute/Company Name).....

Appointment letter as Full Time "**Promotion to Instructor**"

This is our pleasure to inform you that the Management of (Institute/Company Name)..... has decided to authorize your duty to undertake as "INSTRUCTOR" of the Department of This position will be effective from **01March 2019**. You are advised to report to the Principal through the Sr. Assistant Director for the following responsibilities:

- ❖ Taking Subject related Theory and Practical Classes
- ❖ Must take 18-26 classes/ weekly per semester
- ❖ Prepare lesson plans, report and worksheets
- ❖ Taking required number of CT, QT & presentation
- ❖ Loving and caring the students with joyful motivation
- ❖ Make optimum utilization of class time
- ❖ Ensuring active participation of students in classes
- ❖ Should be prepared to attend workshops and meetings
- ❖ Render extra time for students need based
- ❖ Skill on record keeping both computerized and manually
- ❖ Engage with different extra-curricular activities
- ❖ Linkage and liaison with possible employees and ensure job for the passed out student
- ❖ Cooperate with the management.
- ❖ Responsible for any task assigned by the management

Your office time will be Time **08:30 AM to 03:00 PM** and your gross salary will be **BDT**
(In words: Taka only) per Month.

(Head of the Institute/Company)
(Institute/Company Name)

I, Mr./Mrs., assure you that I will perform all the responsibilities on time without hamper and I will follow all the rules and regulations of the Institute.

Mr./Mrs.

Cc: **Accounts Dept. & HR Personal File**

Joining Letter

Date:

To

(Head of the Institute/Company)

(Institute/Company Name)

Through

(Name, if required)

(Designation) or Proper Channel

(Institute/Company Name)

Subject: Joining Letter

Dear Sir,

In response to your Appointment Letter on dated **04-06-2011**, I am pleased to join as Instructor from **11-06-2011** and accepting the entire terms & condition as written in my Appointment Letter.

I would be grateful if you kindly accept my joining & oblige thereby.

Thankfully,

(Name)

(Current Designation)

(Institute/Company Name)

Job Experience Letter

Memo No:

Date:

TO WHOM IT MAY CONCERN

This is to certify that **Mr./Mrs. (Employee Name)**..... is working as an **(Designation)**..... under the **(department name)** department of (Institute/Company Name) since **(Joining Date)** to till date. He is honest, sincere and industrious in his duty. So as far as I know he bears a good moral character. The undersigned is pleased to provide further information regarding **Mr./Mrs. (Employee Name)**.....,if required.

I wish him all success in life.

(Name)

(Head of the Institute/Company)

(Institute/Company Name)

For Details:

Cell:

Email:

Release Order for a employee

Memo:

Date:

To

Mr./Mrs.

Designation

Employee ID:

Institute/Company Name:

Subject: Release Order

This is to inform you that as per your resignation letter at (date) **03 March 2019** the authority of (Institute/Company Name), has decided to release you from your service at (Institute/Company Name) on (date) **15 March 2019** in the afternoon.

(Name)

(Head of the Institute/Company)

(Institute/Company Name)

For Details:

Cell:

Email:

Show cause Letter

Memo No:

Date:

Mr. /Mrs.

(Designation)

(Institute/ Company Name)

Subject: Show Cause Letter for leave office without maintain proper protocol

Dear Mr./Mrs.

This is hereby informing you that I am very much upset to found you left office at 11:05 AM on 05 October 2019. As you know, early leave can be taken after 01:00 PM. Also, your Campus in Charge wasn't informed properly. These kinds of activities are much unexpected from your side.

You are hereby called upon to show cause, within three (03) working days of this letter for

- 1) Why you did not inform properly about your early leave before leaving office
- 2) Why management won't take any action to you.

Regards,

.....

(Name)

(Head of the Institute/Company)

(Institute/Company Name)

Cc: HR Department [send a copy for your personal filing]

Warning Letter

Memo No:

Date:

Mr. /Mrs.

(Designation)

(Institute/ Company Name)

Subject: Warning letter for violate official behavior and Office Etiquette

This is hereby informing you that the Authority of (Institute/Company name) is very much upset for violating official behavior and office etiquette during office hour. It is totally unexpected from your side being a senior person of your department. We always wanted to see you in leading position of this institute. But, every time you are falling down our hopes and expectations. Your relationship with Mr. clearly shows controversy. I along with Management team many times noticed this kind of exploits before and also verbally informed to resolve personal issues with other. Such kind of behavior hampering official work environment, speed and it is also affecting our other colleagues.

We also found that you cannot manage your department teachers properly and your way of communication is not satisfactory.

You are given written warning for this time and make sure that, this kind of activities never happen is future again.

I hope that you will happily cooperate with the management.

Regards,

.....

(Name)

(Head of the Institute/Company)

(Institute/Company Name)

Cc: HR Department [send a copy for your personal filing]

Suspension Letter

Memo No:

Date:

Mr. /Mrs.

(Designation)

(Institute/ Company Name)

Subject: Temporary Suspension for Unfair Activity.

Dear Mr./Mrs.

This is to inform you that, the institute is worried about some of your activities. You were accused of helping a staff in snitching a mobile phone of a student. In accordance with your statement the claim was found true and you were found guilty. This kind of activity is a threat for the official environment.

Therefore, in the above mentioned issues I am suspending you for **15 days (20th March to 5th April 2019)**. All your official activities will be terminated till **5th April 2019**. After that date if we realize that you have rectified yourself, you will be asked to join the office and continue your regular works. If you are found repeating these type of irresponsible works, expert decision will be taken into the matter.

Regards,

.....

(Name)

(Head of the Institute/Company)

(Institute/Company Name)

Cc: HR Department [send a copy for your personal filing]

Salary Certificate

Memo no:

Issue Date:

TO WHOM IT MAY CONCERN

This is to certify that Mr./Ms./Mrs. is a bona-fide permanent employee of the (Institute/Company Name) holding the position of (Designation), since (Joining Date)..... to till date. /Ms./Mrs. monthly salary detail is given bellow from (Joining month & year) August 2016.

Salary Component Title	Total BDT
Basic Salary	8,800.00
House Allowance (50%)	4,400.00
Medical Allowance (Fixed)	700.00
Conveyance Allowance (Fixed)	700.00
Other Allowances (Fixed)	700.00
Net Salary (Payment by- BANK, DBBL)	14,420
Contribution to Provident Fund (Payment by- BANK)	880
Gross Total BDT= (Twenty Eight Thousand & Five Hundred Taka only).	15,300

This certificate is being issued upon the request of Mr./Ms./Mrs. for any legal purpose it may serve.

.....
(Name).....
(Designation) Accounts Officer
(Institute/Company Name).....

Condolence Letter

Date:

To

Mr./Mrs.

(Designation)

(Institute/Company Name)

Subject: **Condolence Letter**

Dear Mr./Mrs.,

I am truly shocked and saddened to hear the news about your **father**. I would like to express my sincere condolences to you and your family on the recent passing of your father. I can only imagine how much of an impact your father has had on how compassionate and caring a person you are. It is obvious that you were very fortunate to have such a fine man as your father and role model as you grew into the person you are today. May your memories with your father sustain and strengthen you in future days.

I pray to the almighty Allah for the forgiveness of his rebellious souls and grants forgiveness for all his good deeds and gives place to Paradise. Please accept our heartfelt condolences at this most difficult time.

With My Sincere Sympathy,

.....
(Head of the Institute/Company)

(Institute/Company Name)

Permission Letter

Date:

To
The District Commissioner
District Commissioner Office
16 Johnson Road, Dhaka-1100

Subject: **Request for study tour permission**

Dear Sir,

I would like to draw your kind attention to the following fact that on behalf of the (Institute/Company Name)....., we are intend for a study tour with telecommunication department students for their enhancement of practical knowledge with professional environment at (Place of visit and duration) **Submarine Cable Landing Station, Maitvanga, Amkholapara, Kuakata - 8652, Patuakhali from 18-22 November 16, 2017.** Our innovative young students will be happy to learn about Submarine Cable Corporate Network Solution like Server Operation and its Networking system, Optical Fiber Communication system etc. by this visit. It will be very helpful for their both practical and theoretical subjects. (Quantity of persons) **Total 35 students and 02 Teachers (as guidance) will attend this visit.**

Under the circumstances, I am highly requesting to consider this matter and give us your valuable permission for this visit.

Enclose: 1) Bus license
2) Driving license

Regards,

.....
(Head of the Institute/Company)
(Institute/Company Name)

For Details:

Cell:

Email:

তারিখ :

বরাবর,
ভারপ্রাপ্ত কর্মকর্তা
কলাবাগান থানা, ঢাকা।

বিষয়: মহান ২১ শে ফেব্রুয়ারী এবং আন্তর্জাতিক মাতৃভাষা দিবস উদযাপন উপলক্ষ্যে রোডে আলপনা অংকন এবং র্যালি বের করা প্রসঙ্গে।

জনাব,
আপনার অবগতির জন্য জানানো যাচ্ছে যে,(প্রতিষ্ঠানের নাম) বাংলাদেশ কারিগরি শিক্ষা বোর্ডের অধীনে চার(৪) বছর মেয়াদী ডিপ্লোমা ইন ইঞ্জিনিয়ারিং এবং ডিপ্লোমা ইন টেক্সটাইল ইঞ্জিনিয়ারিং কোর্স সমূহ পরিচালনা করছে। মহান ২১ শে ফেব্রুয়ারী এবং আন্তর্জাতিক মাতৃভাষা দিবস উদযাপন উপলক্ষ্যে আগামী ২০/০২/১৮ ইং রোজ মঙ্গলবার রাত ১১ঃ০০ ঘটিকা হতে আমাদের সকল ছাত্র-ছাত্রী ও শিক্ষকবৃন্দ ক্যাম্পাস, লেক সার্কাস কলাবাগান থেকে রাসেল স্কয়ার পর্যন্ত রোডে আলপনা অংকন এবং সকাল ৫ঃ০০ ঘটিকায় র্যালি বের করার ইচ্ছা জ্ঞাপন করছি।

অতএব, জনাবের নিকট উক্ত বিষয়ে আপনার আকর্ষণ কও রোডে আলপনা অংকন এবং সকাল ৫ঃ০০ ঘটিকায় র্যালি বের করার বিষয়ে আপনার সার্বিক সহযোগিতা কামনা করছি।

নিবেদক,

.....
নাম:
পদবী:
প্রতিষ্ঠানের নাম

Recommendation letter

Memo No:

Date:

TO WHOM IT MAY CONCERN

This is hereby to certify that Ms./Mr./Mrs., Daughter of
....., **(Designation)**....., **(Department)** at
(Institute/Company Name), presently a student of Daffodil
International Academy (DIA) in the B.Sc. Hons. Course of Computer Science.
His/her ID no:, Batch no: He/She is personally known to me.

As far my knowledge goes, he/she is very decent, polite and very committed
person. He/She bears a good moral character and so far my acquaintance, didn't
take part any activity subversive of the institute as well as of the state.

I wish him/her every success in his future.

.....
(Head of the Institute/Company)
(Institute/Company Name)

For Details:

Cell:

Email:

Invitation letter

Date:

To

Mr./Mrs.

(Designation)

(Company/Institute Name)

(Address , if necessary)

Subject: Invitation letter

Dear Sir

Greetings of peace from (Your Institute/Company Name)!

It's my pleasure to write on behalf of (Your Institute/Company Name) that (Brief of your Institute/Company, so that respected guest can get some idea about its activity)

.....
.....

(Reasons of the letter and describe about the program details here)

.....

(Mention guest position (like Chief Guest/Special guest/Key note speaker etc) We are highly interested to invite you to be part and witness our joyful celebration. It will be a great pleasure for us to find you with us as the **Chief Guest** of the event.

(Mention some inspiring/motivational words for the guest) We are highly motivated to see your inspiration and cooperation for promoting Technical Education so we believe your presence will make our celebration more significant as we commemorate and make another chapter to our walk-through.

We firmly believe your presence at the event will make this event a history and motivate the young learning Students. The event schedule is given below for your kind cooperation:

(Event Details and contact person details here)

Date and Time:

Venue:

Contact Persons (For any information):

SL	Name	Designation	Cell No	Email ID
01				
02				

We would be looking forward for your kind consent here.

Sincerely,

(Head of the Institute/Company)

(Institute/Company Name)

Application for Advance Salary

Date:

To

(Head of the Institute/Company)

(Institute/Company Name)

Through

(Name, if required)

(Designation)

(Institute/Company Name)

Subject: **Application for Advance Salary.**

Dear Sir,

With due respect, I would like to draw your kind attention to the following fact that I am (Name), working here as (Designation) since (working date/period, if necessary) (Explanation of the application & needs) I want to enroll myself for a course named "Advance Javascript Computing". This will help me to improve my work and smooth performance in future to work here. Total course fee is 35,000/- (In words: Thirty five Thousand Taka only). But I am not capable of carrying the full fees of this course right now. This course is about to be started from 25 October 2020.

I have to pay the admission fee of 10,000/- within 21 October 2020. Currently, I am facing some financial problems and I am looking for some financial support right now. For this reason, **I want to apply for Advance Salary from the month October, 2020.** It will be a great help for me.

I will be very happy and delighted if I get some financial support for this course from my office.

I therefore, pray and hope that you would be kind enough to give me the permission and oblige thereby.

Yours Sincerely,

Your Name

Designation

Institute/Company Name

Application for the Salary Loan

Date:

To

(Head of the Institute/Company)

(Institute/Company Name)

Through

(Name, if required)

(Designation)

(Institute/Company Name)

Subject: **Application for the Salary Loan.**

Dear Sir,

With due respect, I would like to draw your kind attention to the following fact that I am (Name), working here as (Designation) since (working date/period, if necessary) (Explanation of the application & needs) Besides my studies, I am studying B.Sc. in ETE form Daffodil International University. Currently, I am facing some financial problem and I have to pay tuition fees to my university on 20 February 2019. For this reason, I am applying a loan Tk. 18,000/- (Eighteen Thousand Taka Only). In addition, it will be kind help if you give the permission to return the amount as 08 Installment (2,250 X 08=18,000/-) from the month of March'2019.

Under the circumstances, I pray and hope that you would be kind enough to give me the permission and oblige thereby.

Yours Sincerely,

Your Name

Designation

Institute/Company Name

Memo No:

Date:

No Objection Certificate

This is to certify that **Mr./Mrs.** has worked with this institute from **(Date)** to as **(Designation)**....., **(Department Name)** of

Mr./Mrs. besides having a pleasing personality bears a good moral character and conduct and also possesses active habits and manners.

He/She handled his/her assignments with utmost care and has shown self-initiative in discharging his/her routine responsibilities quite efficiently. He/She has proved to be a conscientious and reliable employee whose conduct has been excellent during the tenure of her services.

We have no objection, if he/she is applying to get a job in any other organization / Company or wants to go abroad.

Her performance during this period is up to the required standard. We wish hin/her luck in her future endeavors.

.....
(Head of the Institute/Company)
(Institute/Company Name)

For Details:

Cell:

Email:

Website:

Resignation letter

Date:

To

(Designation)

(Company name).....

Through: (Designation)

(Company name).....

Subject: **Request for accept resignation letter**

Dear Sir,

I am writing formally to state that I want to resign from my position as (Designation)and requesting to be effective my resignation from (Date) I am facing some family related problems. That is why, I am resigning from my position. I have joined here in (Date) Thank you very much for the opportunities for professional and personal development that you have provided me during the last years. I have enjoyed working for the organization and appreciate the support provided to me during my tenure with the company. My wholehearted request to you would be to process my all the necessary documents, such as sanctioning the Provident Fund, Job experience certificate, NOC. This will be more helpful for my future.

I pray and hope that you would be very kind enough to accept my resignation letter and oblige thereby.

Respectfully yours,

.....

(Your Name)

(Designation)

(Company name).....

Application for without pay leave

Date:

To

(Head of the Institute/Company)

(Institute/Company Name)

Through

(Name, if required)

(Designation)

Or Proper Channel

(Institute/Company Name)

Subject: Application for without pay leave

Dear Sir,

With due respect, I would like to draw your kind attention to the following fact that I am (Name), working here as (Designation) I was very sick and badly suffered from fever. In this regard, I was unable to join at office on (Absent dates at office) to (totaldays). I have attached all my medical certificates with this application.

Under the circumstances, I am requesting you to accept my leave as without pay and obliged thereby.

Sincerely yours,

Your Name

Designation

Institute/Company Name

Application for advance leave

Date:

To

(Head of the Institute/Company)

(Institute/Company Name)

Through

(Name, if required)

(Designation)

Or Proper Channel

(Institute/Company Name)

Subject: Application for advance leave

Dear Sir,

With due respect, I would like to draw your kind attention to the following fact that I am (Name), working here as (Designation)..... . (Reasons for the application) We have a land at my native village which registration date has been finalized in the next week. There is no other person in my family except me to complete this work. In this regard, I have to be present there on (date) It's very emergency issue for me.

In this regard, I need for advance leave on above mentioned dates. I will be unable to perform my official duties physically. During this period my all official responsibilities will be managed by Mr./Ms./Mrs. (Name), (Designation) Here mentioned that, I will be available via online and phone both.

I will be present at my office from (date)

Under the circumstances, I am requesting you to consider my application and grant my leave for above mention dates.

Sincerely yours,

Your Name

Designation

Institute/Company Name

Application for grace for delay in office

Date:

To

(Head of the Institute/Company)

(Institute/Company Name)

Through

(Name, if required)

(Designation)

Or Proper Channel

(Institute/Company Name)

Subject: Application for grace for delay in office.

Dear Sir,

With due respect, I would like to draw your kind attention to the following fact that (Reasons for the application) I have come late in office 03 days as because I went to Dhanmondi regarding Hall Booking purpose in the early morning in the last month as we have several programs like Skills Competition 2017 and workshop on CES. I am seeking to you grace for my delay in office of this month.

Under the circumstances, I am kindly requesting to you consider my request and oblige thereby.

Sincerely yours,

Your Name

Designation

Institute/Company Name

Company Logo

Ref:

Meeting Memo

Dear Sir/Madam,

This is to inform you that a meeting has been called by the following schedule:

Date:

Time:

Venue:

SN	Meeting Agenda
1	
2	
3	
Miscellaneous (if any):	
1	

The attendees of the meeting:

SN	Name	Designation	Department	Signature
1				
2				
3				

Prepared By

.....

Approved By

.....

Cc:

Meeting Minutes

Agenda:

Date & Time :

Meeting Type :

Reference No :

A meeting was arranged on (Date & Time). Mr. (Name & Designation of attendees) were present in the meeting. . (Name & Designation of the president of the meeting) presided over the meeting. The agenda of this meeting are as follows:

SN	Meeting Agenda
1	
2	
3	
Miscellaneous (if any):	
1	

Decisions of the meeting are given below:

- 1)
- 2)
- 3)

Attendees of the Meeting:

SL	Employee Name	Designation	Signature
01			
02			
03			

Prepared By

Approved By

.....

.....

Cc:

BUDGET APPROVAL FORM

To
Head of the Institute/Company

Through
(Designation) Or Proper Channel

PROPOSED BY

DESIGNATION

DEPARTMENT

DATE

SIGNATURE

BUDGET FOR

Dear Sir,
We are applying for the approval of expenses regarding Regional Level Skill Competition 2018 organized by STEP. Best 3 projects of Institute Level are going to compete in Regional level competition. Please sir, give us your kind approval.

BUDGET DETAIL

SL	PARTICULARS	UNIT PRICE	QTY	TK
01	Back drop Banner (8*5 feet)	18	01	720
02	Project Name Banner (3*1 feet)	18	3	54
03	Rally Banner - PVC (8*4 feet)	18	01	576
04	T-Shirt with Print (03 Color, 7 logo)	200	32	6,400
05	Cap with Print (03 Color, 2 logo)	100	32	3,200
06	Break Fast (32 person)	45	32	1,440
07	Lunch (2 person)	200	2	400
08	Conveyance (14 person)	100	14	1,400
09	Festoon - 05 Pics (Color Paper & Carton)	200	-	200
10	PVC Pipe (20 feet)	30	20 feet	60
11	Others	500	-	500
TOTAL				14,950/-
In Word: Fourteen Thousand Nine Hundred Fifty Taka only.				

I would like to request you to give us your kind consideration and approve budget and oblige thereby.

Prepared By

Checked By

Recommended By

Approved By

Institute/Company Name

Sample Proposal

Online Social Media Campaign Plan

Feature News Promotion: This feature news will be published in between Sep to Oct 2020 during the session, each month 1 in every newspaper. It gives special support for promote any department marketing campaign. Which we also boost in the social media.

Paper Name	Qty	Rate	Total	Feature News S. M. Boost	Total	Expectation	
Daily Ittefaq	1	3000	3000	7\$ for Each news link	\$10/3150	At least 60k Reach 100-120 comments in expected network	Sep – Oct
Shomokal	1	1500	1500		\$10/3150		
Shongbad	1	2000	2000		\$10/2520		
Jugantor	1	2000	2000		\$10/2520		
Noya Diganta	1	2000	2000		\$10/2520		
Total						BDT 10,500	

Campaign usual

Particular	Duration	Rate	Qty	Total	Area
Street Festoon	Sep-Oct	120	200	24000	Inside outside Dhaka
Poster with fitting		6.5	5,000	32,500	In side Dhaka
Big Street Banner		200	300	60,000	Inside Dhaka
Small Street Banner		95	200	19,000	Inside Dhaka
Common Brochure	Sep	23	1000	23000	For full session
Bill board frame & fitting		30	240sft	7200	^{1st} Campus
Total				BDT1,65,700	

Student Kit

Particular	Duration	Rate	Qty	Total
Pen	During admission time	10	700	7000
Student Hudi Bag		60	650	39,000
Pad		65	600	39,000
Total				BDT85,000

Facebook (Create and Manage Page, Group, Increase Likes/members, Boost Post Articles, Links Share Video, GIF Post, Live Streaming)					Duration
Facebook Page	Page Likes		19000/- (200\$)	50,000 Likes	Sep - Oct
Facebook Group	Members: Polytechnic Diploma Engineering Admission			1000 members	Sep - Oct
Facebook Video Sharing	Every department students video		Boost for Social Media (\$180) 16200/-	10,000 Views 500 Likes	Nov
Facebook Video Sharing	New Admitted students pic with welcome speech		Like, comment, Share	10,000 Views 500 Likes	Nov
Facebook Live	1 Live Streaming in every week with guest	Focusing on career guide & Success result	Boost for Social Media (\$2 each) 16*2=\$32 2880/-	5000 Views	Sep - Oct
Facebook Live	1 Live Streaming in every week with guest	Focusing on special facilities,(Online Admission, Free Laptop, Govt. Scholarship, Work Based Scholarship, Admission.ac, Entrepreneurship, GRA, Job Placement, Internship, Higher Study, Hostel, 1card, Campus Life, Edu tour) Dept. career scope(Tourism, Telecom, GDPM, AIDT)	Boost for Social Media (\$5each) 18*5=\$90 7650/-	10,000 Views(each) 10,000*18= 180,000	Sep - Oct
Social Media Response team	Set 15 member group of social media response team to increase share, comment and like	Role: work to increase fb group members			Sep - Oct
Total			BDT 45730		

Social Media Campaign

Digital Content management					
SMS Marketing	3 SMS Blast through our own database		16000 Headmaster Cell Numbers+1000 frequent visitor+50000 SSC candidates	25×100000 BDT 25000	For SSC pass students
Email Campaign	2 Email Blast through our own database	Special Template will be designed	50000 Email Addresses	No cost	For SSC pass students
Total				BDT 25,000	

Videography				
Videography	Special events & different promo	5000x2	BDT 10,000	2 nd week of Sep - Oct
Feedback Video	Happy parents online call	Making cost 5000/- \$2 for each video 160×60 (for boost)	BDT 14600	
Total			BDT 24,600	
Subtotal			BDT3,56,530	

In word: Three Lac Fifty Six Thousand Five Hundred Thirty Taka only.

Expected Seat 600

Expected Revenue		% of marketing budget
For 1 st years (2020-21 session)	BDT 81,00,000	4.40%

Prepared By

Checked By

Approved By
