


## ***SMS '80 Foundation Support, Mentor & Server Session # 010***

<b><i>Speaker</i></b>		<b><i>Smt. Vijaya Ranjit</i></b>
<b><i>Date</i></b>	<b><i>November 10, 2012</i></b>	
<b><i>Time</i></b>	<b><i>10 AM IST</i></b>	
<b><i>Location</i></b>	<b><i>Hall of Fame, SMS</i></b>	

### ***Topic: THE DNA OF REPORT WRITING***

The purpose of Report is usually to inform. However, reports may include persuasive elements, such as recommendations, suggestions, or other motivating conclusions that indicate possible future actions the report reader might take. Reports can be public or private, and often address questions posed by individuals in government, business, education, and science.

Reports often take the structure of scientific investigation: Introduction, Methods, Results and Discussion (IMRAD). They may sometimes follow a problem-solution structure based on the audience's questions or concerns. As for format, reports range from a simpler format with headings to indicate topics, to more complex formats including charts, tables, figures, pictures, tables of contents, abstracts, summaries, appendices, footnotes, hyperlinks, and references.

The purpose of a report is to show information collected to the reader about certain topics, usually to set targets or to show a general view on the subject in hand. Another purpose is to discuss and analyze ideas and thoughts on any problems or improvements to be made and to inform the audience. They can either persuade, suggest or to motivate conclusions.

A report is an extended formal document that shows different types of information with details of the findings like e.g. Methodology, findings and added Appendices. The document structure is easily navigated by using a table of contents, so the audience can easily find specific information by clear headings and a set structure of text and images.



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## ***Speaker Profile:***

Smt. Vijaya Ananda Krishnan is a Senior Manager OF Dhanlaxmi Bank who has put in 31 years of service in the Bank and has served as Branch Head for several years. According to her, the most exciting and fulfilling years of her career is her stint in the Staff Training College of the Bank as its Vice Principal and Principal. She holds the record of being the longest serving Principal in the Bank's training department.

In the course of her work she has guided several MBA students who were on summer placements in the Bank. The Dhanlaxmi Bank's internal Book of Instructions was drafted by her and is now being revised, again by her. Widely acclaimed for her drafting skills, Smt. Vijaya is associated with the drafting of several key policy documents of the Bank.

Regular updating of knowledge is her forte. She is a postgraduate in Economics, and holds a degree in law (LLB), both from the Kerala University. She holds two Diplomas, one in Journalism where she secured a gold and silver medal each; and the other in Training and Development

Vijaya dons many hats: another facet to her personality is activism and charity work. She is the first ever lady President of bank officers' trade union in India. She also is associated with charity work for cancer patients.

Smt. Vijaya was the first5 Lady (student) member to the Senate of CUSAT. She is also the present President of SMS'80 Foundation.