

AN OVERVIEW TO COMMUNICATION WITH SPECIAL MENTION OF RURAL COMMUNICATION

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ABSTRACT

The present paper deals with one of the most important concept of not only an organization but also of the human life called communication. According to the paper communication is exchange of ideas, opinion or information from one person to another, one group to another, one business to another. Without communication necessary ideas and information's cannot be transferred or exchanged. Effective communication is a key which can form the basis of success of a business and at the same time an ineffective communication can be responsible for the failure of a business. Communication is life blood of a business organization. The present paper also studies the various important aspects of communication. Effective Communication is necessary for better employee- employer relationship. It is also very necessary for increasing the motivation of the employees. Effective communication also helps boost up the morale of the employees. Apart from this a proper, systematic and timely communication helps increase the productivity of the employees and so of organization. The paper also takes the most recent concept of communication called rural communication. Rural communication is an emerging concept which is gaining importance in the present times. Rural communication is an interactive process in which information, knowledge and skills, relevant for development are exchanged between farmers. The concept of rural communication also helps in forming the branding strategy of various products. The present paper is, therefore, concerned with the important aspects of communication viz introduction to communication, its importance, business communication, Rural communication, challenges related to it, role of rural communication in branding products.

Keywords: *Effective Communication, Branding Products, Rural Communication, Communication Skills.*

Introduction

Communication is a process whereby meaning is defined and shared between living organisms. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space.

The first of these three definitions is the simplest, and also the broadest. Because of those qualities, it is also a little nonspecific. The second definition reminds us that information, here called a message, must be received, as well as sent, to complete the process. For example, a message launched in a bottle might achieve communication, but it also might not.

None of the above definitions requires information to flow in more than one direction (though the first two do rather imply this).

The last definition completely satisfies our purposes. That implies at least two people – one at each "end" of the process. It can involve more than two people.

Importance of Communication

Communication plays a very significant role in an organization. In fact, it is said to be the life wire of the organization. Nothing in the universe, human or otherwise, that does not communicate; though the means of communication may vary. Communication is very crucial and inevitable because we have intentions which we want to pass across to another person, group or even to the outside world. Communication in an organization is usual. No organization can succeed or progress, build up reputation, and win friends and customers without effective communication skills.

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In fact successful communication is the bed rock of ground and pleasant relationship between the seniors and sub ordinates, between the workers and the management, between the customers and the sellers good and efficient system of communication helps in better coordination and efficient control. It results in clear understanding, good production, healthy climate within the organization willing cooperation among the various levels, if businessman can communicate effectively and successfully. Profit and prosperity shall knock at the doors of firm, organization or shop keeper through effective system of communication.

Poor and ineffective communication system may result in misconduct, bad business and sure show down. Effective communication is required at various levels and for various aspects in an organization such as:

Increase Productivity

With effective communication, you can maintain a good human relation in the organization and by encouraging ideas or suggestions from employees or workers and implementing them whenever possible, you can also increase production at low cost.

Employees

It is through the communication that employees submit their work reports, comments, grievances and suggestions to their seniors or management. Organization should have effective and speedy communication policy and procedures to avoid delays, misunderstandings, confusion or distortions of facts and to establish harmony among all the concerned people and departments.

Business Communication

Business Communication is communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relaying between a supply chain, for example the consumer and manufacturer.

Business communication is somewhat different and unique rather from other type of communication since the purpose of business is to get profit. Thus to make good way for profit the communicator should develop good communication skills. Everyone knows that in the present day trends the knowledge alone won't be a fruitful one to have sustainable development. By knowing the importance of communication many organizations started training their employees in betterment of Communication techniques.

Essentially due to globalization the world has become a Global village. Thus here the importance of cross cultural communication plays a vital role. Since each and every nation has their own meaning for each and every non verbal actions.

Rural Communication

Rural communication is an interactive process in which information, knowledge and skills, relevant for development are exchanged between farmers, extension/advisory services, information providers and research either personally or through media such as radio, print and more recently the new "Information and Communication Technologies" (ICTs). The aim is to put rural people in a position to have the necessary information for informed decision-making and the relevant skills to improve their livelihoods.

Challenges to Rural Communication

The situation concerning communication in rural areas of developing countries is characterized by:

- Lack of information (absence of providers and of local communication content);
- Conflicting messages (difficult to know what is relevant or correct);
- An uneven market for information with many individual clients or client groups;
- Relatively few clients spread over a large area;
- Structural transformations leading to constantly changing channels and content;
- A lack of the necessary skills for communication; and
- A lack of well developed ICT infrastructure and low levels of ICT skills.

In rural areas, communication needs and available channels are facing tremendous changes through structural transformations: subsistence oriented farming remains the basis for food security especially in deprived areas, while there is a general shift to move intermediate farmers into market-oriented production. Market-oriented farmers need to stay competitive in an increasingly global business

environment. While agriculture remains the foundation for rural people, information and skills for substitute livelihoods gain in importance, not only as an exit strategy, but also for the increasing division of labour. Each of these groups of farmers has specific communication needs and capacities for innovation, management and finance. However, client/demand-oriented service provision for innovation, information, qualification and local organizational development remains the key driver. Continuing delegation of government functions and services improve the prospects of local political decision making. These reform processes and their opportunities and consequences need to be communicated properly to rural people. Lobbying by organized groups, as a form of communication to politicians, becomes a necessary activity to voice rural interests. On the other side, efforts to close the information gap and, in particular, the digital divide in rural areas, have been supported by the wider availability and openness of communication technologies and infrastructures, like internet, rural radio and mobile phones.

Role of Rural Communication in Branding Products

Branding involves a lot of activities. Its sum total lead to the creation of the brand. But when the scenario is looked under the sense of rural market, the variables and dynamics of marketing and communication need to be redefined. Consider the case of India, a country which is witnessing tremendous growth and a booming economy. The growth rate of India is steady as foreign funds flow to fund infrastructure and consumer markets that seek to tap the rural domains in an extensive manner. So, how do the dynamics change with the change of settings i.e. from an urban market towards rural markets? Are the rules different in this case? Well, the rules may be the same but the perspective of approaching things might be different. In other words, it calls for looking at the scenario with a rural and pragmatic sense.

There are many unsaid dictums of rural communication which are being used effectively by leading advertising houses like O&M to market brands. Most of these are subject to terrain, demographics, & psycho graphics of the different rural regions in the country.

So, devising an effective rural communication campaign calls for few caveats and imperatives that cannot be ignored. A few measures which could prove effective in rural communications are:

Understanding the Audience

The psyche of the audience is of foremost importance when it comes to communicating messages related to brands. People or consumers in each region have their own set of ideas which are deeply rooted to their rituals and customs. So, what would apply to one would in all certainty not apply to another set of consumers in a different rural region.

Branding Objects

Advertising firms could resort to visible means of communication that percolates into the daily lives of the community by branding objects used by the community people. This could range from their buckets to painting wells, both of which could lead to high brand recall value.

These were just a few thoughts which could go a long way when it came to effective communication aimed at a rural audience and these are not the only ones. While devising the communication strategy for an audience that has a different way of viewing and perceiving things, it is the behavior that need to be addressed and not just mere superficial needs.

Conclusion

Communication is the sharing of information, giving and receiving of message and it is also transfer of information from one or more people to one or more other people. Communication is very crucial and inevitable because we have intentions which we want to pass across to another person, group or even to the outside world. Communication in an organization is common and very important. Departments within the organization communicate from time to time in respect to daily activities and the organization's relationship with the external world.

The term "rural communications" is generally associated with the provision of services in rural areas, defined in terms of population densities. Such a definition may suit the developed countries of the first world, but is rarely applicable in third world countries. Many other criteria should be used to define rural areas and thus rural communications. There are some criteria that should be used to define communication requirements in such areas and suggests a model that could be used to establish adequate and applicable rural communication networks. It is concluded that it is essential that planners become sensitive to sociological, environmental, political, and economic issues to adequately address the provision of rural communications. Once these issues have been correctly addressed, the planner

should begin to consider the profile of the client requiring services. A detailed market research study of the area is then required to determine precisely who the client is and what services he desires. However there are certain challenges that rural communication has to face but there are lot many benefits of it. Therefore the problems related to rural communication should be overcome and its advantages should be considered.

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