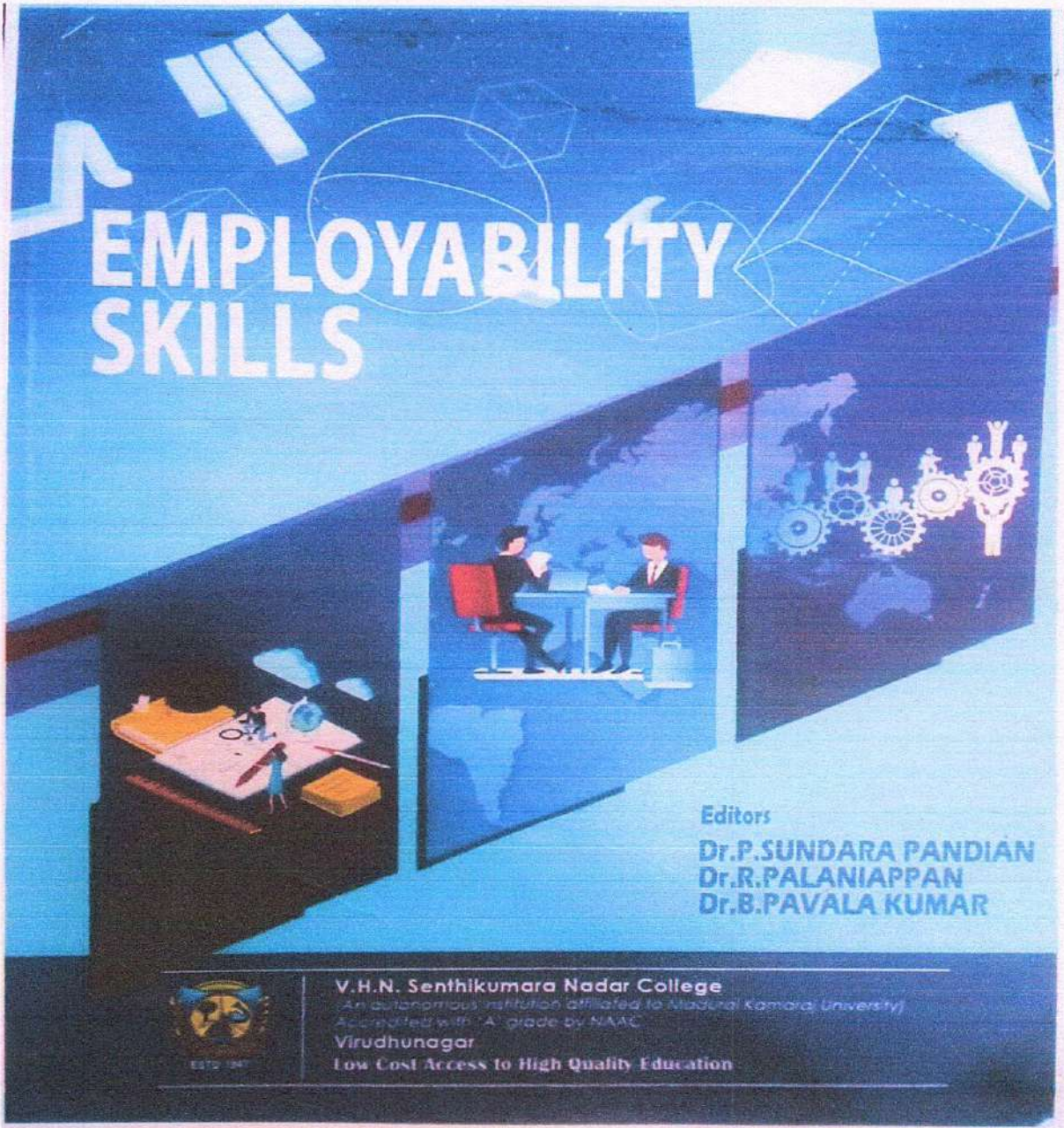


S.NAGASUDHA- COMMUNICATION SKILLS(2020)

# EMPLOYABILITY SKILLS



Editors

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**V.H.N. Senthikumara Nadar College**

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CHAPTER – VI  
COMMUNICATION SKILLS

RISE OF LEGENDS

**Sunil Bharti Mittal**

23 October 1957

**Bharti Enterprises**

**Achievements**

- Padma Bhushan, 2007
- Asia Businessman of the Year, Fortune Magazine, 2006
- Telecom Person of the Year, Voice & Data magazine (India), 2006
- Business Leader of the Year, Economic Times, 2005
- INSEAD Business Leader Award - 2011



He started his first business in April 1976 at the age of 18, His first business was to make crankshafts for local bicycle manufacturers. He sold his bicycle parts and yarn factories and moved to Mumbai. Then he started assembling push-button phones in India in 1984. In 1992, he successfully bid for one of the four mobile phone network licenses auctioned in India. His plans were finally approved by the Government in 1994 then he launched services in Delhi when Bharti Cellular Limited (BCL) was formed to offer cellular services under the brand name AirTel. Bharti Enterprises has diversified interests in telecom, insurance, real estate, education, malls, hospitality, Agri and food besides other ventures.

**INTRODUCTION**

Murphy, Hildebrandt, Thonas defines communication as a process of transmitting and receiving verbal and non verbal messages. It is considered effective when it achieves the desired response or reaction from the receiver.

Keith Davis states that Communication is a process of passing information and understanding from one person to another.

William Newman and Charles Summer state that communication is exchange of ideas, facts, opinions or emotion of two or more persons.

- **Medium-** The channels used for transmitting the message.
- **Message-** The information and messages should be precise for communication.
- **Feedback-** The effect of the communication should contain  
The sender and the receiver both should be appropriate in sending and receiving the information respectively for the effective communication. If a medium is used to transfer the information, the medium should be more suitable and accurate.

Communication skills are emerging as the important factors as effective communication is fundamental for the success in life. A study states that the person who has effective communication has good personal relationship and attains benefits in his Career life too.

It not only helps the receiver to receive the information but it makes them to understand the message or the information clearly. The communication should be very clear and precise. The communication has to follow more criteria's to achieve the effectiveness.

The effective communication should be in the way that

1. It must be sent by the sender without any interruptions
2. The sender must be clear with the ideas to be conveyed.
3. It should reach the receiver without any barrier.
4. The receiver should be able to understand the information.
5. The receiver should be able to act accordingly after understanding.

### **PRINCIPLES OF EFFECTIVE COMMUNICATION**

The effective communication is when a communication can be transmitted without any barriers and the premium objective of the communication can be achieved. The few principles of communication can be listed as below

- Clarity in the communication.
- Usage of Proper medium
- Adequate information.
- Consistency in ideas.
- Appropriate body language

## CONCLUSION

Communication is the thing which happens in daily life. The communication is capable of building or destroying the relationship of both personal and professional. This effective communication is vital for the success in life. The effective communication helps in employability, success in business and personal life. Hence understanding the communication types and the characteristics, barriers or hindrances to the communication and the ways to overcome it have to be implicit for the successful communication.

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