

“A Sociological Study of the Effect of Communication in Industry: Especially in Context of BSP”

Upendra Kumar Sharma¹, Dr. Suchitra Sharma²

1. Research Scholar

2. Assistant Professor, Govt. College, Arjunda, Balod (C.G.)

Abstract: For any organisation communication is as important as blood to the human body. Organisational aims can be achieved only through joint efforts and for that a well synchronization among the different groups is required. At one hand a communication is a process of mutual transfer of information between two groups in which orders, directions, suggestions, complaints and mutual interactions are included, on the other hand. It also includes the power of getting feedback too. The salient features of communication are, to establish the targets and aims of an organisation and the effective implementation of the targeted plans as well as, to organise human and other resources effectively. Communication is a tool to achieve coordination among the different organisational activities and at the same time it helps the managers to understand the behaviours and attitudes of the employees working in an organisation.

Thus in this age of competition every organisation has been using most advance communication techniques available and it is very essential for the success of an organisation. In the present research, it is tried to understand through the analysis of the obtained primary data that, how this advanced communication tools have affected the formal and informal relations of the people working in an organisation and whether these effects are negative or positive. It also investigates whether the understanding between the managers and workers has been affected negatively or positively and whether these communication tools have helped to increase or lessen the stress level while on work.

Keywords: Communication, Formal and Informal Relations, Human Resource.

I. Introduction

To establish an industry skilled human resource is one of the essential requirements with the other common requirement like raw material, capital and market. In human resource both management and labour are equally important. Skill is an important factor which should be there with management and labour but a good understanding between them is more important and for that a proper communication is required. There are two kinds of communication in industry- Internal communication and External communication. External communication is required when to find raw material, to keep oneself established in the market, to attract skilled human resource and to gain advance technology, on the other hand Internal communication is utilised to develop a proper understanding between labour and management and labour and labour. Internal communication is again important to sustain skill in labourers and managers, to make strategies, to obtain suggestions and in grievance related matters also. Labour welfare activities, if implemented properly, helps to avoid the discontentment among labourers which is important for healthy industrial relations and the relations are essential for production and productivity. It is needful in this competitive market situation that along with the managers, labourers also should be involved directly with the production process. For more productivity the employees of an industry should be involved directly in the process of setting targets. When the market situation is contemplated, employees should be given the chance to express their views, and present their suggestions and those suggestions and views should be respected properly while making strategies. All the above said things make the mind set of an employee that he find himself associated emotionally with the concern and uses his utmost capacity for production. To sustain the skills in employees motivational programmes and skill enhancement workshops should be organized from time-to-time.

II. Aims

In this research it is exercised to find out that how the means of communication affect the formal and informal relations in an industry and, this too, whether this effect is of positive or of negative nature and again how this communication affects the understanding between the managers and the labourers, and how it influences the behaviour of an employee, whether it helps to reduce the tension or increases it.

III. Data collection and Analysis-

This research is based on primary data obtained. One salient unit of SAIL, Bhilai, that consists of almost 29000 employees including executives. From this unit 50 samples have randomly been chosen.

Out of these 50 samples 45 (90%) married, 3 (6%) unmarried and 2 (4%) are widows. 3 (6%) matric, 8 (16%) higher secondary, 15 (30%) graduate and 34 (68%) employees are post graduate.

Table No.1 Effects on Formal Relations

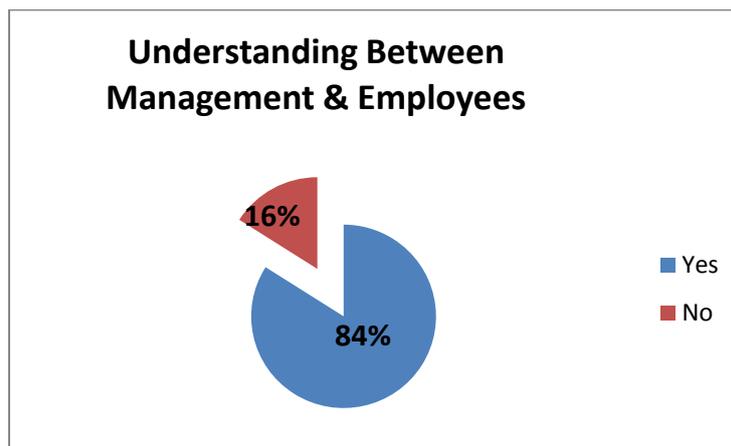
Effects	Frequency	Percent
Yes	40	80
No	10	20
Total	50	100

80% of the samples admit that the means of communication have affected their formal relations and 20% samples negate this. Those 80% who believe that they are affected, 90% out of them claim this effect to be positive and rest 10% say it negative.

Table No.2 Effects on Informal Relations

Effects	Frequency	Percent
Yes	34	68
No	16	32
Total	50	100

According to 68% of the samples, the means of communication have affected their informal relations, while 32% of them deny this fact. Those 68% samples who accept this 79.41% of them believe that the effect is positive and remaining 20.59% call it negative.



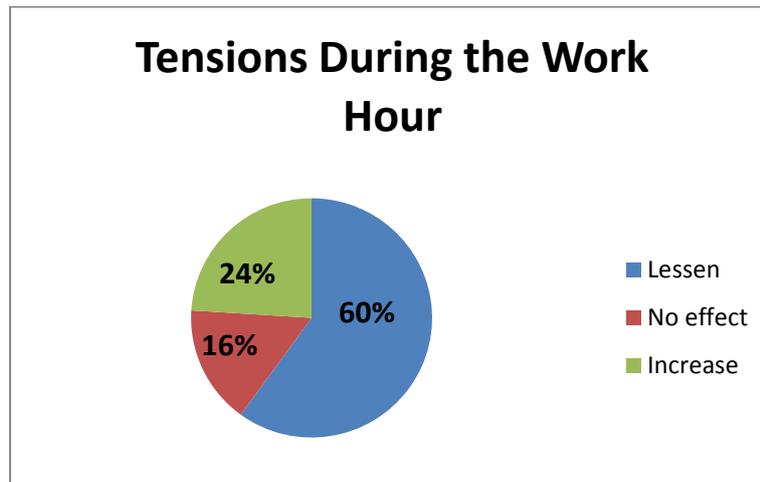
Seeing the chart it's apparent that 84% of samples believe that because of means of communication the understanding between managers and labourers has become healthier, where as 16% don't accept this. **Petronela Livita Pracsu**¹ also observed in his research that the communication process is the most effective element in managerial activities and the aim of it is to obtain integration among the employees and to maintain uniformity regarding all the other levels too.

Table No.4 Awareness among the Employees

Awareness	Frequency	Percent
Yes	42	84
No	08	16
Total	50	100

16% of the samples don't agree with the fact that the development of the communication has become helpful to enhance the awareness among the employees while 84% keep a favourable notion about it. **Philip f. Kitchen and Finbarr Daly**² has mentioned in this research that to develop the intellectual level of an employee the roll of communication is very important. Each and every employee can be elevated in terms of his mental ability regarding any future challenges by an effective communication process. Communication is the most important tool of an organizing process that equips one with an insight regarding

making managerial strategies. An organization must implement an effective communication system and sustain it



The above mentioned data tells it clearly that 60% to samples are of this view that the development of the communication system has reduced their tensions while on work and 24% believe just opposite of this and rest 16 % say that the development of communication has put no effect on their mental tension

IV. Conclusion

Conclusively it can be said that a greater part of the employees working in industrial atmosphere believe that the means of communication have affected their formal & informal relations and most of them see this effect to be positive. They again keep a view that the means of communication has been helpful to maintain a better understanding between a management and the employee. Most of the employees think that the development of communication facilities has made employees more aware, and deny of this view that because of means of communication has increased their tensions.

References

- [1] Petronela Livita Pracsu (2008) "The Role and Place of Communication in Management" Review of Research and Social Intervention .Vol 21.
- [2] Philip f. Kitchen and Finbarr Daly (2002) "Internal communication during change management" Corporate Communications: International Journal Vol.7
- [3] Keith Devis (1962) Human Relations at work" Mcgrew Hill, Tokyo.
- [4] Bhagoliwal, T.N.(1990) "Personnel Management and Industrial Relations"SahityaBhawan, Agra.
- [5] Kiyoshi Yamauchi (2001) "Corporate Communication: a powerful tool for tatting corporate missions"Corporate Communications: An international journal Vol. 6 No. 3.
- [6] Agnes Grof (2001) "Communication in the creation of corporate values" Corporate Communications: An international journal Vol. 6, No. 4.
- [7] Erin Harris (2008)"Increase Efficiency Through Communication Management" Integrated Solutions for ret@ilers.