

Communication in Contemporary Scenario

Its Multiple Dimensions



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ANAMIKA PUBLISHERS & DISTRIBUTORS (P) LTD.

4697/3, 21A, Ansari Road, Daryaganj, New Delhi 110 002

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Email: anamikapublishers@yahoo.co.in

First Published 2017

© Editors

ISBN 978-81-7975-833-5

PRINTED IN INDIA

Published by Anamika Publishers & Distributors (P) Ltd, 4697/3, 21A, Ansari Road, Daryaganj, New Delhi 110002. Typeset by Shivani Computers, Delhi 110003 and Printed at Vikas Computer & Printers, Tronica City, Ghaziabad

Role of Interpersonal and Persuasive Communication in Self Help Groups for Social Transformation

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Introduction

For the success of every business, communication is the most vital skill these days (Poon Teng Fatt, 1996). With effective communication, the organizational goals can be achieved more easily. The foundation of a successful entrepreneurial venture is dependent upon relationship building, paying attention to the needs of the team members, giving and receiving the constructive feedback on every issue. When small groups are formed especially for attaining certain objectives, the importance of communication becomes even more important.

Lack of communication among the group members, particularly in small groups, can cause serious problems that can adversely affect the group performance and productivity. Every member of the group plays a vital role in achieving the shared objectives. Such shared objectives are based on shared vision and the strategic mission of the group. Gathering support is one of the important factors which helps to form good quality communication plan for the new vision (Mei,