

# **A Textbook Of Communication Skills**

**By K L Dangi**

**Agrotech Publishing Academy**

*A TEXTBOOK OF  
COMMUNICATION SKILLS*



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**AGROTECH PUBLISHING ACADEMY**  
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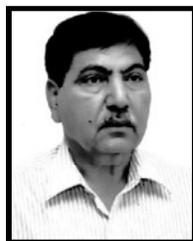
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## FOREWORD

Unemployment rate in India decreased to 3.80 per cent in 2011 from 9.40 per cent in 2010. Historically, from 1993 until 2011, India unemployment rate averaged 7.6 per cent reaching an all time high of 9.40 per cent in December of 2009 and a record of low of 3.8 per cent in December of 2011. In India, the unemployment rate measures the number of people actively looking for a job, a percentage of the labour force. Gujarat state fares much better with 9 out of 1000 being unemployed followed by Rajasthan (1.4 %), Chhattisgarh (1.0%), Uttar Pradesh (2.2%) and Punjab (1.6%). According to Labour Bureau report, the unemployment rises with education level to 10 per cent among graduates, and higher still for backward castes.



The correlation between low education and low employment also explains another finding of the Labour Bureau that the socially disadvantaged groups like Scheduled castes, Scheduled tribes and other backward classes have lower unemployment than “others”. At the aggregate level, unemployment among SCs is 3.2%, for STs it is 2.7%, and for OBCs it is 3.2% as compared to 5.4% for others. Across social groups, gradual unemployment, among women is above 25%.

Under such crucial circumstances, “Entrepreneurship development” seems to be the best possible way out to curb the unemployment in the country. Equally important for the entrepreneurs is to possess communication skills. Without these skills, there is always doubt of successful venture. Proper understanding of communication skills viz. listening, writing, oral presentation, public speaking and verbal as well as non-verbal communication are of utmost importance for not only entrepreneurs but for everybody of us. The authors have brought out two separate books, first is the present one and second one is on "Entrepreneurship

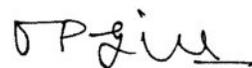
Development".

The students are needed to be made available the textbooks in accordance with their curriculum. The course on "**Communication skills and Entrepreneurship Development**" is being taught in almost all of the SAUs of the country. The course is based on the recommendations of the fourth Deans' committee of the country as a whole. The present textbook on "Communication Skills" brought out by the authors is timely and students' need based. I have seen the content of the book and found that it covers entire syllabus of the course.

I am very much confident that the present book would serve the purpose of UG, PG and Ph.D programmes. It would not only be useful for usual degree courses, but would be of great use for various competitive Examinations.

Indeed, am delighted to congratulate the authors of this prestigious book, **Dr. K.L. Dangi, Dr. S.S. Sisodia, MS Pravesh Singh Chauhan and Miss Yogita Ranawat** for fabricating such an important text material in the interest of wide concern and urge upon other scientists of the MPUAT to make their sincere efforts to publish such textbooks or reference books.

Udaipur, 7<sup>th</sup> February, 2013

  
(Prof. O.P. Gill)



## राजस्थान कृषि महाविद्यालय

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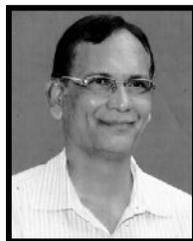
### RAJASTHAN COLLEGE OF AGRICULTURE

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Dr. S.R. Maloo  
DEAN

## FOREWORD



An entrepreneur is an economic agent who unites all means of production-land of one, the labour of another and capital of yet another and thus produces a product. The national economy demands earnestly the enterprises in huge number. From many platforms, I always personally urge upon, inspire and motivate youth to dedicate themselves towards the "Entrepreneurship Development" and "Self-Employment ventures", so that they may become job providers, rather than jobseekers.

According to the findings of unemployment survey of Labour Bureau of the Government of India, the country recorded 3.8 per cent unemployment rate in the year 2010-11. Urban unemployment and rural unemployment stood at 5.1 per cent and 3.5 per cent respectively. Women unemployment at 6.7 per cent stood significantly ahead of men unemployment (2.8 per cent). On the basis of social spectrum, the rate of employment for the SC, ST and OBC groups stood at 55.9 per cent and 53.3 per cent respectively, as compared to 48.5 per cent for the general category. From among top 15 states of the country, Maharastra stands at the top with its highest unemployment rate (21.6%), followed by Manipur (2.4%), Orissa (2.4%), Karnataka (2.4%), U.P. (2.2%), Tamilnadu (2.1%), M.P. (2.1%), Punjab (1.6), Meghalaya (1.5) and Rajasthan with 1.4% unemployment rate. Mizoram records the lowest unemployment with only 0.3 per cent.

Perhaps, with this backdrop and temptation, the ICAR along with the IV Deans' committee's recommendations launched the course on **"Communication Skills and Entrepreneurship Development."** This course is being taught in all the Universities. Along with the content of "Entrepreneurship Development" the concept of "communication skills" is also an integral part. Without these skills, I think, even a common man can hardly survive on the

earth planet. But these skills are of paramount importance for the entrepreneurs, managers, scientists as these are the lifeblood of mankind.

The authors have also brought out second textbook on "Entrepreneurship Development" through the same publisher.

In view of this the efforts made by the team of authors in the form of this textbook on "Communication Skills and Entrepreneurship Development" will prove its worth.

The book would not only be beneficial for the faculty of Agriculture but it may serve the purpose of all other disciplines. I congratulate **Professor K.L. Dangi, Professor S.S. Sisodia, Ms Pravesh Singh Chauhan & Yogita Ranawat** for their meaningful efforts.



**(Dr. S.R. Maloo)**  
**DEAN**



## PREFACE

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### **One question we may ask our self that “How Good Are Our Communication Skills”?**

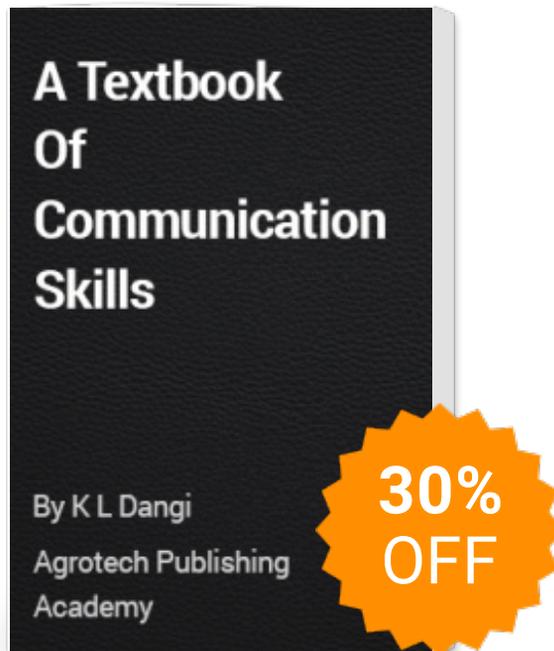
These skills are: Speaking, Listening, Writing, and Reading Effectively. Communication skills are some of the most important skills that we need to succeed in the workplace. We talk to people face- to- face and we listen when people talk to us. We write e-mails and reports, and we read the documents that are sent to us. Communication, therefore, is a process that involves at least two people – a sender and a receiver. For it to be successful, the receiver must understand the message in the way that the sender intended.

This sounds quite simple. But have you ever been in a situation where this has not happened? Misunderstanding and confusion often occur, and they can cause enormous problems. If you want to be an expert communicator, you need to be effective at all points in the communication process – and you must be comfortable with the different channels of communication. When you communicate well, you can be very successful. On the other hand, poor communicators struggle to develop their careers beyond a certain point. So are you communicating effectively? Take this short quiz to find out.

One has to have perfect communication skills in order to excel, not only in entrepreneurship Development but in every walk of life. Communication is the life blood. Communication is omnipresent; nobody can thrive in want of communication. From among all of the living beings, human being is the most perfect communicating animal.

Besides, one cannot communicate perfectly without the close knowledge and awareness of communication skills. On the part of anybody of us, be the student, Scientist, Doctor, Village Extension Worker, Lawyer, Engineer or the Entrepreneurs, the understanding of Communication skills is of crucial importance. Perhaps with this backdrop, the Indian Council of Agriculture (ICAR) New Delhi has

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