

Professional Communication – Promising Career Option



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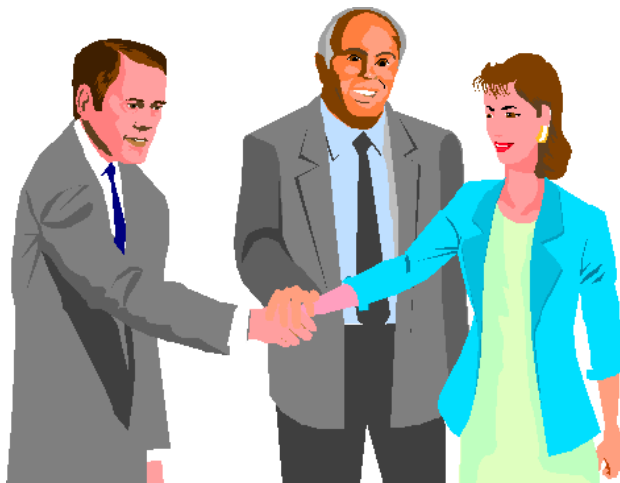
A Chinese Proverb Says: “Whenever you expect somebody to understand what you feel, always think as to how anybody can know something that you also could not express. Things left unsaid often remain unheard as well.”

1. Do your colleagues misunderstand what you say to them?
2. Do you have trouble in put across your views to your clients?
3. Do you find it tough to justify your expectations with vendors?
4. Are your novel ideas ignored because you could not elucidate them?

If answers to all these questions are negative then you are definitely in a better position to tap emerging opportunities in the field of “Professional Communication” and enrich your existing job profile.

“The World does not pay for what a person knows, but it pays for what a person does with his knowledge. Communication is the key to success...” - Laurence Lee

Professional communication comprises of written, oral, visual and digital communication within a workplace viewpoint. This discipline blends together instructive principles of rhetoric (art of discourse), technology and software to improve communication in a variety of settings ranging: from writing to its usability besides media application. It is a new discipline that focuses on the study of information to



understand the ways in which it is created, managed, distributed, and consumed. Since communication in modern society is changing rapidly, it is very crucial to be in line with the ongoing trends and fashion. However, it should also be understood that words are soul of every communication and hence, it is recommended to use them carefully.

Every word has a slightly different shade of meaning. There could be 10 synonyms though each would mean a little something different and carry an unusual emotional weight than others – even if they express roughly the same idea. That is the reason why improved vocabulary is a must to develop effective communication skills. Learning a bunch of big and fancy words may not help. To improve communication skills and never be misunderstood again, it is essential to have a large number of usable words at command and know different shades of meaning that each word carries.

Every organization has to closely work with several stakeholders viz. government authorities, investors, employees, customers, suppliers, vendors, media agencies, public, etc. All these stakeholders are very powerful and can have an impact on the operations of the company. Each of them has unique characteristics and hence, need to be tackled differently. Professional communication is indispensable in the following functions:

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- **Government Relations (GR):** Operations of every company are governed by a variety of regulations which are monitored by different local, state and central government agencies. It is essential to have cordial relationship with them by complying with the rules and providing necessary details, as required by them while executing duty.
- **Investor Relations (IR) –** Usually, organizations with quality investor base have an edge over others and hence, it is vital to have good relations with them. IR includes communicating with the investors to disseminate periodical information about the performance of the company, its financials as well as future strategies for growth. Being an IR expert, it is duty of the professional to protect interests of the company and promote it as a lucrative investment alternative.
- **Industrial Relations:** It includes dealing with employee workforce which constitutes human capital of the company. Amiable relationship with the staff is essential for steady operations of every organization and hence, it is usually combined with the Human Resources function of the Company.
- **Corporate Communications / Media Relations:** Effective media relations can help to improve brand equity of the organization and hence, corporates usually rope in professional experts to gain maximum advantage.
- **Customer Care:** Customer is the king and nobody can afford to fall out on that front. Servicing existing customers properly results into multifold growth in business due to repeat orders and new references. Usually

this function is tied up with Marketing function of the Company.

- **Public Relations (PR):** Public Relations is also very important department in the corporate houses. Every company has corporate social responsibility towards society. It is essential to communicate about various initiatives taken by the company to general public through effective mechanism.

Candidates with expertise in professional communication are expected to provide sophisticated outlook regarding economy, society, culture, science and technology to the organization. Communication professional is just like a warrior who needs to have a lot of moves in his arsenal and skills to withstand whatever his opponent throws at him. More the skills they possess, better will be the chances of successful execution.

Corporate professionals like Company Secretaries, Chartered Accountants, etc are directly associated with the top management and have generic idea about its operations. Besides formal education, they also have hands on experience in handling many complicated issues for the companies. With modest training many of the corporate professionals can as well tap this new opportunity. Needless to mention, they will certainly have a highly rewarding career option for themselves, if following principle is adopted:

“Think like a wise man, but communicate in the language of the people.” – William Butler Yeats

FEMA & RBI Updates

FDI in Single Brand Retail: As per existing policy 100% FDI is permitted in single brand retailing subject prior approval from FIPB and other conditions as stipulated in the policy. The conditions includes the proposed investor should be brand owner and atleast 30% of products should be sourced from Indian small industries. Vide Press Note No.30 dated September 20, 2012

FDI in Multi Brand Retail: As per existing provisions FDI in multi brand retailing is prohibited. The Government vide its Press Note No.5 dated September 20, 2012 has announced 51% FDI in multi brand retailing subject to the approval from FIPB.

FDI in Air Transport Services: Presently FDI in air transport services (both scheduled and non-scheduled) is permitted subject to ceilings and conditions as prescribed under FDI policy. However, foreign airline is prohibited to make investment in the Companies which is into air transport services except companies operating in Cargo airlines, helicopter and seaplane services. The Government vide its Press Note No.6 dated September 20, 2012

FDI in Broadcasting Sector: The Government of India has reviewed FDI in broadcasting sector and amended FDI limit vide Press Note No.7 dated September 20, 2012

FDI in Power Exchanges: As per existing FDI policy, FDI, up to 100%, under the automatic route, is permitted in the power sector (except atomic energy). This includes generation, transmission and distribution of electricity, as well as power trading, subject to the provisions of the Electricity Act, 2003. However, there are no specific provisions pertaining to FDI in power exchanges. Government of India vide Press Note No.8 dated September 20, 2012

FDI in Non-Banking Finance Company: As per existing FDI policy, only 100% foreign owned NBFCs with a minimum capitalisation of US\$ 50 million can set up step down subsidiaries for specific NBFC activities, without any restriction on the number of operating subsidiaries and without bringing in additional capital. The minimum capitalization condition shall not apply to downstream subsidiaries. The Government of India has reviewed FDI policy and vide Press Note No. 9 dt. 03/10/12.