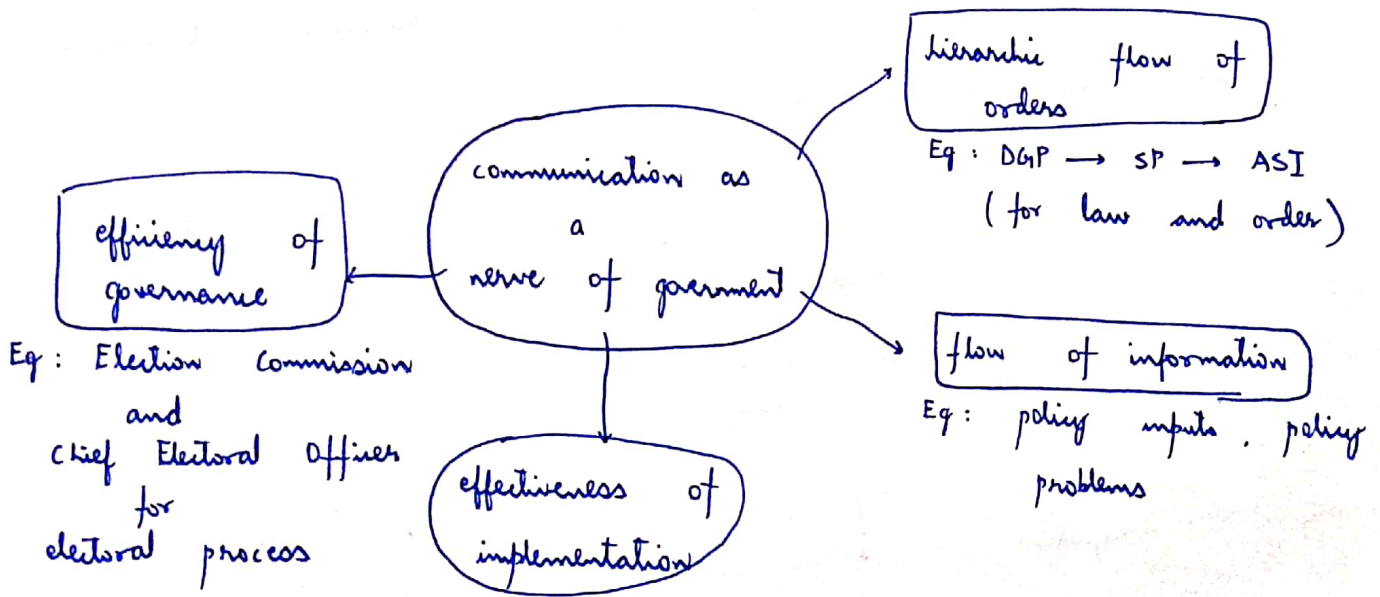
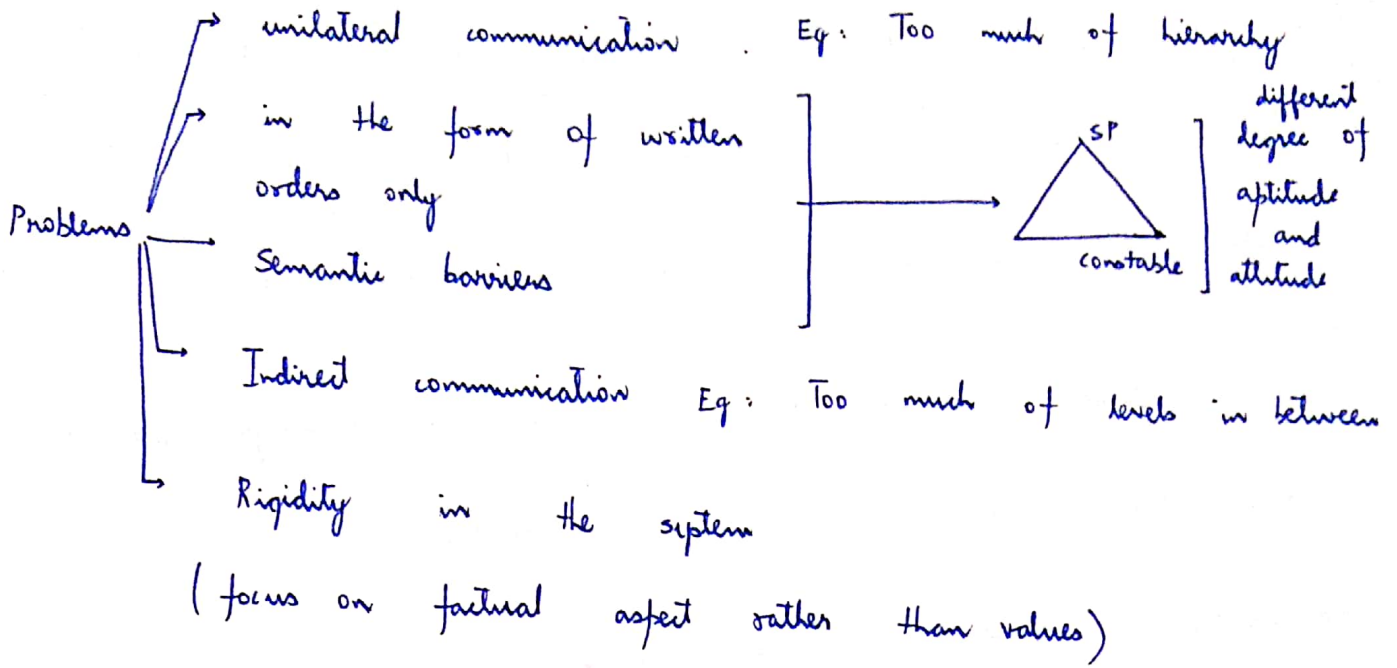


Q: 3.(a). 'Communication represents the 'Nerves of Government'. How can the communication system in the government be made more effective, responsive and motivational?

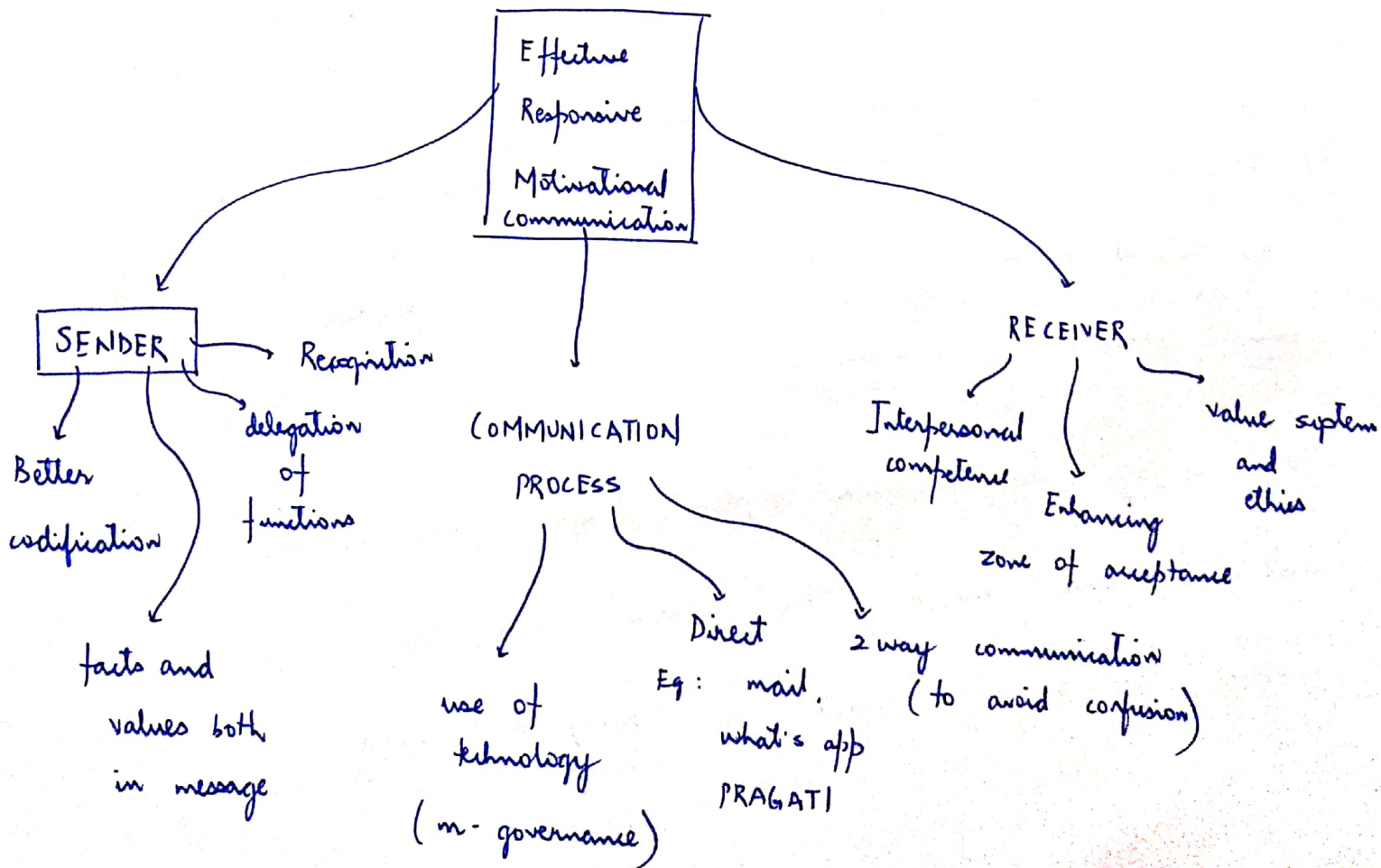
Ans. - Communication is a process of conveying message, folded within words, expression etc. The smooth flow of information, order, feedback forms the foundation of functioning of a system.



The existing communication system suffers from certain limitations and hinders the communication process. The existing process is based on Theory X largely.



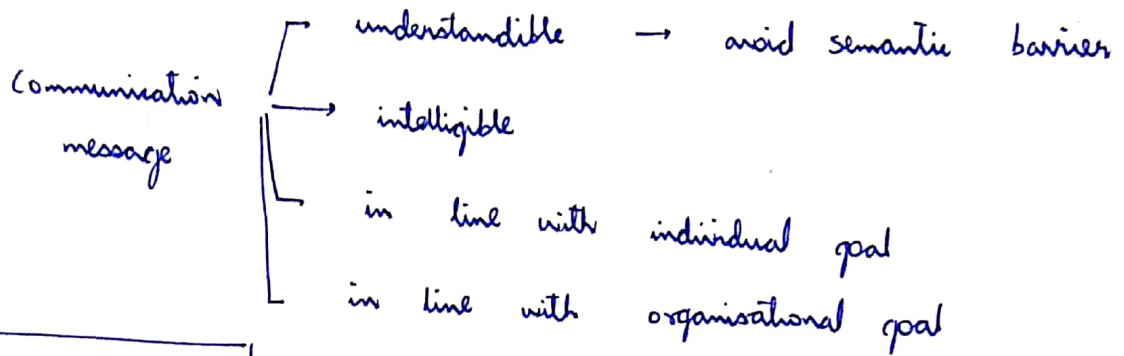
To make the process, more effective, responsive and motivational, there is a need for a systemic intervention rather than piece meal basis.



The communication process can be made so in following way :

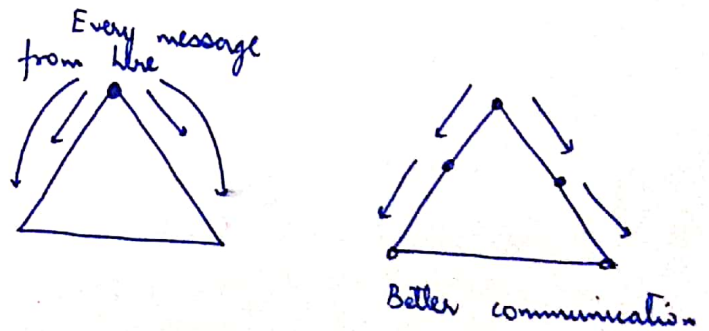
SENDER

a) Better codification - Eg: The message must follow 4 conditions of Barnard.



b) Values and facts : Communication must reflect the end goals as well. Eg: implementation of PDS for food security rather than mere allocation of food grain (Santoshi Kumari case)

c) Delegation of functions - (ARC 2 recommended this).



d) Recognition of subordinates (post implementation of message). It satisfies higher order needs.

COMMUNICATION PROCESS

a) Two way communication - Integration of technology to avoid noise and make it two way. Eg: What's App

b) Direct communication

(Eg: video conferencing in PRAGATI)

RECEIVER

a) Interpersonal competence :

Boost the subordinate's competence to avoid errors through

training . Eg: Elimination of semantic barriers - individual based

Group based training for cohabitation

b) Values and ethics :

For a better and effective interpretation of message and ensure responsiveness as well.

ARC-2 had recommended some of these in its report

Personnel Administration .

The effectiveness of governance depends upon the communication