

India: the next Decade Communication Challenges in Multicultural Organization

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Abstract: The world is changing at a fast pace and so does the country is adopting the change in itself, we can say that may it be a developing or an underdeveloped country both are striding very hard to compete with the changing scenario. Our honourable Prime Minister Mr Narendra Modi, calls for the process of Make in India, We can say with this move of his India is definitely will become a super power one day, but before that we have to focus upon a prime issue of a challenge, being posed by a trivial but a big issue, i.e. the issue of Communication Challenges in Multicultural Organisation. Though a very small issue but is posing a real problem to multicultural organisation at large. Being a certified communication and professional skills expert & an Asst Prof at an esteem University, often a times face an issue of communicational gap between people of various culture. My paper will focus upon this issue only, it will include my experiences that might be hilarious but ought to be troublesome. My purpose is not to bring out the grievances of any culture, but to tell my readers that in an organisation or multicultural organisation, the issue of misunderstanding and quarrel occur due to this.

Key Words: Communication Challenges, Multicultural Organisation, Multiculturalism, Culture, Conflict.

INTRODUCTION:

India a country with wide range of culture, a place where many people live, and apart from this there are many religions and cultural norms being followed, it is a place where in the people are very much peculiar about their culture, and it is this problem only that has created a kind of challenge, every now and then you can hear in the news paper that the two communities were engage in a vocal war due to the communicational gap. But often those who enter into the quarrel say that due to cultural exchange of words they had a fight. If we go by the definition of communication, we can say a process with the help of which whatever you want to say or have in your mind that could be easily been expressed and understood in the same way you want it to be. Sometimes it is seen that due to the cultural aspect to which we belong, we behave accordingly, without out actually naming the culture specific I would say some of the Indian culture are still being ruled off by same old norms of female infanticide, Sati path and much more, teeing of the tyre and canning him with old rotten rod, to scrap off the evil. I deviated from the topic to show my readers that at one place we are modern celebrate almost all the rituals of the various religions; on the other hand we still draw the daggers in name of our culture

In this paper of mine i have tried my best to bring about what is culture, what according to the people is not good for their culture, how we can communicate so that it would not be a hindrance for the communication , and what all should the people keep in mind while actually conversing with the people of other culture . My paper will focus upon some of the issue which though look very trivial but in reality was not good at all, say for example the bashing of the people of Uttar Pradesh by the Mumbai people , being non Maratha, the ill treatment of the girls of other community and culture at Delhi , who are Bahia Jies and why they are called as such in the multicultural organisation , and finally my paper will be giving what government has done till so far and what it can do , to mitigate the challenge of communication and only medium of exchange of feelings, in a multicultural organisation , because for nay organisation it the people who flourish first , and then the organisation, secondly for the multicultural organisation to be the best ,it is required that the challenge of multicultural communication should be mitigated

OBJECTIVE OF THE PAPER: The paper focuses upon the following things; let’s have a look at them:

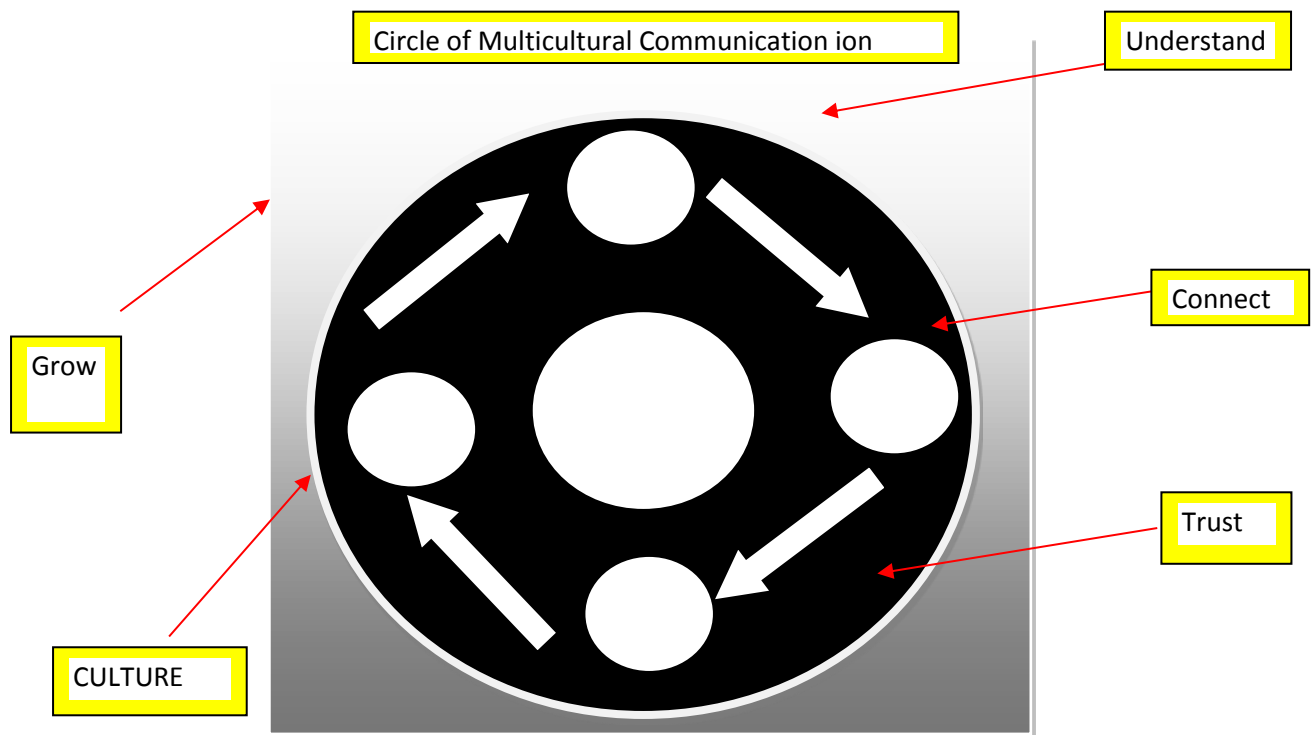
- Communication, pertaining to the multicultural organisation.
- What is multiculturalism, Multicultural organisation, why do we need them?
- How has the communication been the challenge for multicultural organisation?
- How can we solve the untamed problem of such communication
- The final verdict

COMMUNICATION, PERTAINING TO MULTICULTURAL ORGANISATION:

A process by which we are in a position to express what we really want to say or feeling, and if the same thing is received, in the same way as we want it to be , it’s a process of communication . But if the words flow in the opposite direction of the understanding then what becomes is the challenge, and this type of challenge is most often in the multicultural organisation, what is multicultural organisation, we can say a place where the people of all the culture combine together and work in harmony.

Talking about the culture we can say that the Indian culture can be best expressed, which comprise of humanity , tolerance unity and secularism , close knit system , despite of all tees good words , still in the name of culture still the people of other state doesn’t feel safe in many of the state , say in many parts of India , the people of Bihar , UP are treated like dogs , I am really sorry to use such a word , but they are beaten , threatened, , if this would be the position , how can we really off for the development and making India powerful . Let us now have a look that how the communication does takes place in a Multicultural organisation.

In order to get into the dynamics of how does the multicultural organisation communicate or how does the process of multicultural organisation takes place, can be studied by first understanding the Circle of multicultural communication .the circle of multicultural organisation focuses on the four major aspects understand, connect, trust, and grow this could be better represented with a help of a diagram that goes as under:



Now as we can see in this diagram that the it is the process how exactly the communication in a multicultural organisation takes place, to begin with we can say that the process of Understandably has been given a prime focus on the slot, which means we have to understand the things first that is the communication part and after that goes on further, now here is where the real problem lies, say for example a south Indian has the culture of eating rice and things made in coconut oil , and he offers you (north Indian) his food , despite of the

good taste we still will criticize, saying *Rice kitna heavy hota hai* and here were the quarrel will begin, that is the clash of culture, many of us a grown up, but physically, mentally still we are naive. We are very much particular about few of the communities say for instance Sikh, making at them, making jokes on them, sometimes its tolerated, for other it becomes really a scene, I remember while giving a presentation on how can we create a healthy ambiguous environment in multicultural organisation. Now in many of my presentation or lectures during the interaction, with multicultural organisation, I have really found it difficult to mitigate, this multicultural communication challenge.

In communication we say that the communication is not complete unless the spoken words are not being interpreted in same manner as told, but in the Multicultural organisation, the picture is different, here there is a process, of communication, which has been shown as per the diagram, but there are so many loop holes that we cannot really mitigate, despite of giving a clear process of multicultural communication, we still do not have a solution to the problem, in order to get into the real trouble my next topic will focus upon what is multicultural organisation, and why do we actually need it. And also after that there will be discussion on what is the role of multicultural organisation in the development of India, or how can it be a useful thing for India.

MULTICULTURALISM, MULTICULTURAL ORGANISATION, AND NEED OF IT:

We can term the multiculturalism as evolution of cultural diversity, that means it is selecting the policies that is within and as per the demography of the place, many of the expert term it as Salad Bowl or a Cultural Mosaic, and the reason being, it is like a palate, in which colours of various culture is engrossed, with the help of Multiculturalism we can promote cultural diversity. And this will give birth to places like Multicultural organisation.

If we go by the literal terms a multicultural organisation is such which has the flavour of many dishes, or to be more precise an organisation with colourful ideas, as it combines the people of all horizons, which means may it be of any religion, caste, creed of gender, all working together only for the development of organisation.. Let us now have a look at some of the advantages and disadvantages of Multicultural organisation. More of the organisation people are trying to overcome the challenges of managing a multicultural organisation that can reap benefit, it is of importance for it has many brain working together for the attainment of common goal. Sometimes it is often seen that in many company what was discussed as a benefit, was a threat for multicultural organisation, it is discussed in detail as under

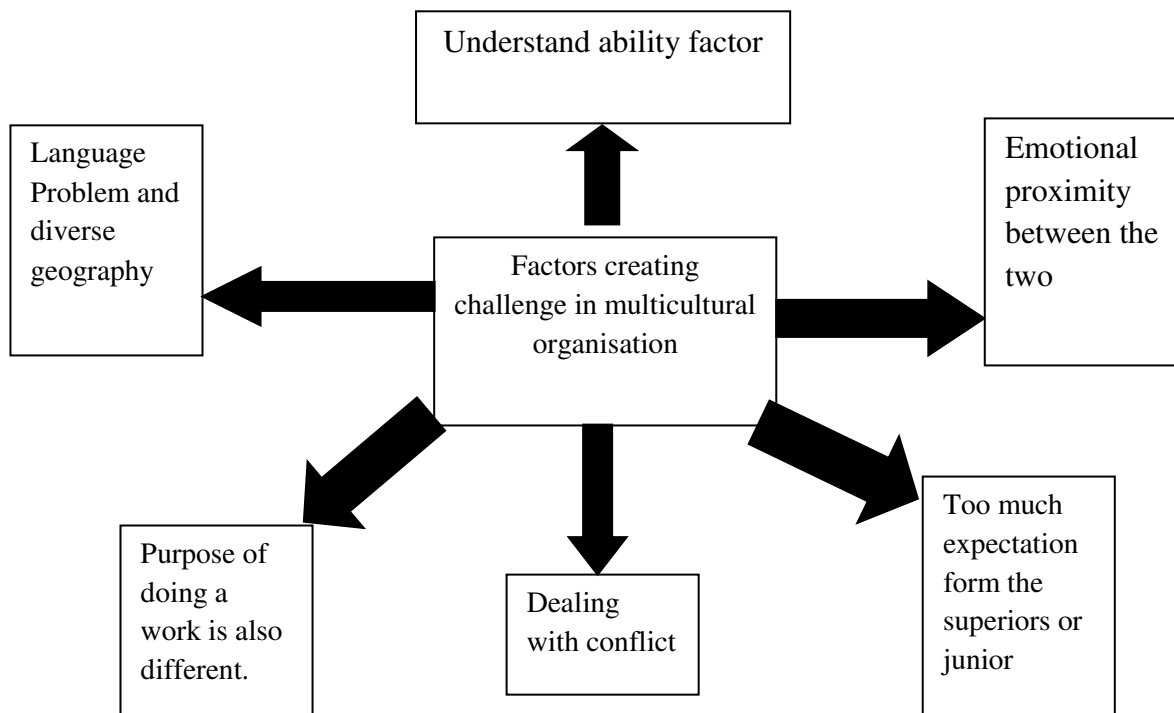
- A study of Fortune supported a fact that people with diverse background, since bring along with them the unique cultural experience to face the situation of the company and hence can be a advantage, but then as it is previously discussed in the paper that you ought to have the knowledge of the concern person to understand his experience
- Employees with diverse background can also provide broader coverage in global market place, say the people of UP, Bihar, Bangalore, Hyderabad can tap and understand the market of their region, say you are of UP and has gone to market products of Amway to Hyderabad, you will need the assistance of your Hyderabad collage. But there are disadvantage too of a multicultural organization that goes under:
- The diverse workforce presents increased people for discrimination on the basis of the pride and prejudice, we often find people engaging themselves in war like thing. Companies can provide cultural and sensitivity training to help creating a favourable environment
- Internal communication is good, but lobbying is bad, most often it is seen, in big organisation. In one of the article of Joseph Greenberg Diversity in Workplace, he wrote, that people of many culture can give many good idea, but at the same time clot tighter, and create a proxymics.

We have discussed upon the fact of what exactly is multiculturalism, and have also looked upon the reason why do we actually need it and what are the repercussion, it's really a wonderful concept, with the help of it we can make up for all the losses as we have the brain of almost all variety. But then as far as the challenge is concern we will now have a clean look at what are those challenges in real that have made the communication a tedious task in a multicultural organisation.

How has the communication been challenge to multicultural organisation?

Communication has been of utmost importance in any sphere of life, as we have already explained that , it is the only means by which we will be in position to express what we want to communicate to the receiver , but like for instance when the two people are conversing of two different culture , the scene is much more complex , as both of them will try to convince each of the other , and at last enter into an argument , and this becomes really troublesome .In this context I would like to cite few things cited by Jeanne Brett, Kristin Behar and Mary C Kern people from Harvard business review , the people who work from United sates never agree by the Indian people as there was a project team which had a conflict on the issue of time , now the US people wanted to do things in day or two , on the other hand Indian in two to three months , and the second issue was that the communication was mundane ,when the manager tried to intervene , he wasn't able to solve it..

These were some of the aspects presented when these people at Harvard studied what was the problem about which dint let the manager, work or attain the result as it had to, I would like to make a clear point to my readers that the conflict can be resolved, but cannot be eliminated and it is for this we need to uproot it completely, let us now have a look at some of the problem which is faced by the companies of multicultural dimension in context of India , in my opinion what I found out to be some major elements , which might be discussed by others also, particularly in context of Challenge of Multicultural Organisation include :



Therefore these are some of the basic reason or the element on the base of which we can say that the communication challenge do come into the play, in a multicultural organisation like Tata we often find these problems, which has given birth too many discrepancies, I would like to discuss each one of them in detail.

Understand ability Factor : In the country like India we have already discussed upon the fact , of its multicultural aspect , I have already told you about the fact that in India the Multicultural firms are not much in abundances, but for those , who are and are sailing high , often suffer with these type of communicational challenges, In the previous one of mu heading have focused upon the topic of the process of communication in Multicultural organisation , the very first part is that of understanding ,and it is also explained in the communication basics , that you ought to make others understand what you want to say and in what context. Talking about the gestures and non verbal communication , one can say it tells us about the mentality of the people , but as far as your words are concerned it tells about the way you think , and you ought others to think about you .

Emotional Proximity between two : We must keep one thing in mind , that proximity , is the factor that decides the level of interaction or to what distance you want others to keep from you , in this context I would like to mention one point , that is we are very sentimental and emotional for our culture , our religion , our norms , but if we get opportunity we would love to gossip about the culture of others .

Too much expectation from juniors and seniors : We have always been taught that we Indians have a typical mentality of expectation may it be with a junior to senior or vice versa, for example you have asked your junior to keep your bag on your table , your junior very reluctantly says *I won't* , _now the problem which lies here is that off_ if you are a general and he is of lower category , you will spun him and rebuke him , it's not that you want to do so .

Dealing with conflict : Now most often say for example two people from hills that is from Uttarakhand or from any hilly areas came to the plain that is to Mumbai or Delhi and enter into a conversation with any person , our first reaction , will be who are they , they and why have they entered into a conversation with our people , now this is where the problem lies , remember my readers , where ever the feeling of I me Myself comes the situation will worsen automatically and the dealing of conflict becomes more difficult.

Purpose of doing work is different: Talking about the purpose of doing a work we can say that it is the typically mentality of the people of Bangalore or of any metro city that they are much of professional in nature, as compared to the people of Uttar Pradesh, Bihar etc, it's a general mindset, they are of opinion that the people of metros knows professionalism, which in my opinion, is not expectable at all.

Language Problem & Diverse Geography: I have mentioned this point many a times many such words and languages are there of which we are really unaware of , talking about the language in India , there are many different types of colourful languages are spoken , and with the term diverse geography.

This was something about how has been the communication a major challenge in the multicultural organisation, and we have also gone through the point of what will actually add on to the communication of multicultural organisation in context to India, let us now have a look that up to what extent we can actually uproot it, because it not to be checked, but has to be scraped off or removed completely. But the question lies that in order to remove this we need lots of efforts, let us have a deep look over it.

SOLUTION TO THE PROBLEM OF COMMUNICATION CHALLENGE IN MULTICULTURAL ORGANISATION:

We all are well versed with the kind of challenge that occur in a communication process of Multicultural Organisation, we have also seen what aggravates it, and up to what extent, now as we all are aware of the fact about how India and the people within work , for example if we lock , five people of 5 different communities form different demography, after say ten minutes you can hear a war of words , on any issue , so the problem lies the same and for actually changing it we need to change people , which is a tedious task , but necessary for the growth of a country , therefore it is suggested that it is compulsory to uproot the challenge how we will see in this part of the report .

- One has to enhance the self & the knowledge of others, as per the problem of understanding one has to enhance the knowledge about others, I am not saying that enter into the room and give high five to your unknown collage, but try to know about him , his culture , his nature , his likes and dislikes , being a professional communication and soft skills expert I myself land into a trouble , make sure that you enhance the self and knowledge of others without hurting them , and this can be done only when you converse, without interrupting , for that one has to be a good listener, the question over here lies just by being a good listener can anyone understand the culture, of others , it is proven fact, I myself have experimented may a times i would like to narrate the experiment how i did and what I found out .

Experiment	Melting the Ice of Culture
Sample Size	50
Universe	Dellite Hyderabad
Narration	<ul style="list-style-type: none"> • The experiment involved 50 people of various culture, demographics, language, religion, norms & values. these people were asked to write something about themselves without

	<p>disclosing , it to others</p> <ul style="list-style-type: none"> • On the coming day they were asked to bring the paper along with them , and exchange it to other person sitting next to them , the process was so designed that no two or four people of same culture will sit together as to form a cluster • The next day after the exchange of paper was made these people were asked to tell something about the person whose paper they have , a sort of questions were prepared on which he answers correct or incorrect say a south person has exchange the paper with a Marathi , and Martha is asked , what is the favourite food of Mr Rajgopalan this way a chain is formed and the process continue unless all the people are equipped about others • The process lasted for four days and after that all members were asked to give opinion about each other cultures without mentioning drawbacks , later on the drawbacks were asked , but the session was not of argumentative , as people were asked to open their heart but with caution of selecting right word • The venting of thoughts last for say five days , people discuss each other , in a common language English , • The process was complete and the result was mentioned as under.
Result	<p>After the day’s session of 12 to 13 days it was concluded, that people wish to know each other, and if they are given a proper direction and an environment, they love to communicate, but there has to be a compulsory mediation of use of proper language or else the things can go out of control.</p>

This experiment and the process like such can improve or can be of some sort of help for the development of multicultural organisation, where understanding the people can be of great trouble

- The true meaning of proxymics needs to be understood, by the people as I have told my reader that the people are very much peculiar about , their caste, their creed , their gender, in this context I would like to say and comment also , we live in the 21st century and talk about women liberalization , but still find many cases that shake the dignity of women , we are emotional but for our self , and this feeling will never help us to develop in any aspect , we say he is schedule cast , *I won't take it from his hand* many such things like that , remember if we decide their proximity and are very emotional for ourselves , we must also remember the dignity of other person, the best way of making the people know about proximity , is we must try a session of two or three such classes where we must only talk about the proximity and the real meaning of it and telling and making people follow the emotional quotient for other unlike for themselves. I myself have conducted many such session at Tata & Delliote where I have told the people not to love themselves only, or to be emotional about themselves , but also for others , it’s a continuous process and has to be done regularly, my classes are over , but I give my lectures sometime over here . As with the help of continuous method of teaching only we can developed the emotional contour in people.
- Understanding Expectations: Expectation are something that makes a person incline towards someone , whether it’s in India or in other countries expectation has always been a chaos reason , for the communicational challenge , say for example you expect a senior to be good to you , should be polite , and if he is opposite, your perception starts mending, as explained by me earlier , like I have already told my readers that these things are not the things that we get to read in books , but we actually feel it, and this thing needs to be checked , we all need to remember one thing may it be a person of your community or culture or form other , he or she need not to be trusted upon too much and set an expectation , because no sooner we expect , we get into the clutches of a thing that at times is the real cause of breaking of relationship, form a practical example i have seen , too much of reliance on others will not at be helpful for you
- Conflict Resolution : One of the most important aspect that really defines the challenge in the multicultural organisation , is that of conflict that arise due to the language , culture , norms , values and belief , whatever

you call it , one has to keep in mind the most important skills in different types of management is being able to interact in a positive manner , when you actually feel bad about it, if you really want to solve a problem of conflict in multicultural organisation of communication challenge , we need to follow the following :

- Try to ignore the person who is provoking you to fight and postpone all his ill gestures
 - Exchange or fight back , but not in literal sense
 - Try to find win win solution and eliminate the problem of cross culture conflict
 - Try to listen or be a good listener or listen first and then give your point, at times it happens, you speak the same content as was expressed by the other person.
- Purpose of doing work ,between or among the two person is always different , and we ought to remember we cannot fight just for the purpose of doing work , mostly it is found that in most of the multicultural organisation we find that the purpose or the willingness to do the work is quite different from each other , like I have already mentioned that the people of the metros believe the non metros people non professional , the degree or the level of work cannot be decided by the professional attitude , and its most often seen that many of us being a non professional or the purpose of work is different ,but still attain common goal and at times much better than the non professional, I found this out many a times while giving my presentations in a multicultural organisation. This could be eliminated or solved with the only medium of concentrating in your own work , here the rule of Proxymics which says not to cross the boundaries is applicable , we ought to concentrate more upon our matters and concern
 - Language Problem & Diverse Geography, can also be a problem of multicultural organisation , we have to remember , that the only solution to this problem is to learn at one foreign language , now a days in any of the management schools or Universities , it has become an obligatory part to learn Foreign language , we are familiar with two universal language , that is being spoken all round the corner of the world English and Hindi mostly English.
 - These are some of the ways by which we can actually tape the challenge of communication at the multicultural organisation, besides these there are many other things that are to be kept in mind while working in a multicultural organisation:
 - We have to learn the sense of talking , i.e. the people not only of India but also of other countries talk at times abrupt , learn and see where you are talking
 - Control your pitch , we Indian have a very course pitch and at times when we raise it we feel really awkward when other comment on it
 - Too much of flowery words are also at times a challenge of communication at multicultural organisation
 - The above point in no sense means to use hard coarse words , what I mean to say is to avoid camouflaged words
 - The body , odour your presence , your movement also speak , though it is difficult to tell what is liked by other , but in general we can say to be particular off all these things as more often your on verbal cues are also to be considered while make a converse in a multi cultural organisation

CONCLUSION:

In the today changing world , we can see that the way and the method of communication has evolved from what was there in the past, talking about the primitive era , when the means of communication were sign , symbols have been replaced with text messages , though we still use symbols ,but particularly for the purpose to denote special messages .

Communication is an effective way of not only what you want to say but also what you fell about others, in a multicultural organisation you are required to communicate or you ought to communicate with each and everybody working in the organisation, I would like to make one point very clear in the minds of my readers that it is not only the words that make the difference often it's the gestures, and I have already discussed the things in my paper. In the end I would say that communication really needs to be sorted out particularly for the country like India, if we really wish that in few decades India emerge as a super power.

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