A STUDY ON THE PERSPECTIVE OF MANAGEMENT GRADUATES IN IMPROVISING ORAL COMMUNICATION SKILLS (OCS) THROUGH SELF-MOTIVATIONAL APPROACH IN CONTEXT TO RURAL INDIA

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ABSTRACT
There is an emerging need of young management graduates and professionals by the corporate sector which has stipulated the management institutes to inculcate both technical and communication skills amongst their students so as to fit in the working culture of the corporate sector. A startling fact is that over 840 million populations in developing countries live in the rural areas. One of the major intricacies affecting the rural mass is their unequal access to quality education which is vital for economic development. Education and training are two of the most powerful elements for rural development. Today, there are many management institutions which play a significant contributory role in upgrading the quality of rural higher educational system by providing a resourceful environment. Despite of the fact, there is a deficiency among the rural educated mass regarding the employability skills, (comprise both technical and communication skills) which are insisted by corporate sectors. One of the major challenges which hinder the growth of employability skills in rural young mass is the lack of their self- initiation & self-participatory attitude towards the optimum utilization of available educational resources being provided to them. The present study attempted to identify major challenges which drag behind the rural management graduates for improving their oral communication skills with a self- participation and self-involvement approach. Also, study tried to recommend a model which may help the rural management institutions to overcome the issues relevant to effective oral communication skills among the management students.

KEYWORDS: Enhancing Oral Communication Skills (OCS), Management graduates, Control System, Rural Development.
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