

education system of Odisha does not have enough support staff for disable students, the organisation took the initiative by setting of eight ICRC in the project area.

To facilitate education for disabled children, Swabhiman as an institution works with different stakeholders or actors like inclusive child resource centres (ICRCs), children with disabilities (CwD), facilitators, team leader, project manager, project director, parents of children, community, school and teacher and education department.

Swabhiman is facilitating holistic education through 8 ICRCs and to function different ICRCs sixteen facilitators were employed. These facilitators basically interact with CwDs for their overall development. Other than that, they take overall responsibilities of ICRCs. To supervise all the facilitators four team leaders were employed.

2. How Swabhiman as an institution Facilitate and Empower Disable through Education

a. Prevent School Dropouts

Swabhiman attempts to prevent school dropouts, it provided continuous support throughout the year. For instance, it provided remedial tuition classes that includes subject specific classes. Different tests were also conducted at the remedial tuition classes. These tuition classes include general tuition classes and special classes on language: Hindi, Sanskrit and English. Additionally, classes on effective communication were also conducted. Other than academic exercise, some co-curricular activities were also held that include hobby, extra-curricular activity and skill activities. Hobby classes include dance, music, fine art, yoga and sign language. Extra-curricular activity includes story-telling, craft work and sports.

b. Institutional Support

Providing infrastructural facilities to disable children is one of the major challenges. Based on the survey, intervention was done in strengthening infrastructural facilities such as construction of ramps, fitting of hand rails, white washing, electricity, putting up of Signage. Synthetic flooring has been completed in six ICRCs inaugurated till March 2016.

c. Skill Training

To ensure the livelihood of school dropout (YwD) through 'Saksham' project, various skill-based training programme was conducted. In February, 2016, 2 Employment Mobilization

Drives (EMD) were conducted for YwD. Training was mostly given in the field of hotel management, LED bulb making and retail sector. Other than that, self-employment training was given to YwDs on poultry farming, juice making and cooking. Some were also provided with employment kit like sewing machine and material for stationary shop.

3. Conclusion

Swabhiman as an institution is doing different innovations in providing better life to disabled children for bringing inclusive development. From the discussion with CwD and parents, it is found that CwDs are getting benefits from the intervention. It not only prevents school dropouts but also provides gainful employment.

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CHAPTER TWENTY SIX

Insights on Modern Communication: An Allure for Entrepreneurs

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1. Introduction:

The primary factors that regulate performance of new enterprises and their success rates are usually derived from the skills possessed by individual innovators and entrepreneurs. The technical and business skill is however still visible as the primary, yet the process of how one communicates being on the front seat of innovation does really describe the potential of being a

successful communicator. It is fair to say that among the high technological works around us, the penetration of English language skills or Communication skills has been bringing a change in the way of our lives. It has made more of a critical entry than any other skill and is going to stay with us for the advantages it has. The fact remains that English not only welcomes advanced methods of communication but also is the most common language in the areas of science, innovation and business. As David Crystal quoted in his book *English as a Global Language* that historically, presently and in futuristically, English will remain as a leading international language.

The diversification and multilingualism of employees in work culture invites more bridges for business communication. The *Harvard Business Review* posted in one of their observations that English is used at a very general level by around 1.75 billion people across the globe and about 565 million people use English over the internet, which is why it is crucial to learn and maintain in order to run global business.

2. The Contrasts & Dichotomy:

To study the changing phenomena of language studies in various fields, the English for Specific Purpose (ESP) teaching plays a significant role in channelling the aims & objectives of mastering English at professional level. The main insights of such training and teaching reflects upon one's social media promotions, blogging, international client handlings, conventions & seminars, exhibitions & launches, etc. An ideal training acts like a double edged sword where professionals can deal with different aspects of communication ranging from cultural to business. However, there are huge lines of dichotomy between speaking and writing. It may not be about vocabulary or fluency but about 'saleability'. The ideas on pen and paper needs to be eligible enough for credits and profits.

For speaking, the tangent of pronunciation and diction go side by side. Its again not about proficient vocabulary or accent, it's about the 'power of persuasion, negotiation and visibility'. The added cultural element is the soft accent and trust in the voice that adds to one's language. An off-beat pronunciation or tone is a big turn off for clients and potential business leads. In one of the *Forbes Insights* study it was found that more than 65 percent of senior executives believed the fact that language barriers and accent gaps can cause major problems in enterprises. So while we actively engage in broadening our proficiency skills, it is also the collective responsibility of all sorts of speakers (native and non-native) to keep communication channels open.

In case of writing one needs to be absolutely precise with spellings, punctuations and grammar. English native speakers appreciate the use of phrasal verbs, collocations and idioms that boost up the sense of content. Business people round the world like to believe and take this for granted that building strategies are more important than building communicative bridges. The quality of a good writing is that it leads to better credibility. It guarantees that a message that you wish send is presented and accepted properly. A good writing can possess vital information, questions, clarity of opinion, valuable feedback and filtered ideas. In some data it reflects that people spend 50 percent of their time in framing what they want to write whereas the rest 50 percent time could be spent for speaking, reading, etc. We currently live in the times of 140 characters where all that matters is good writing. For an instance; if one doesn't learn the difference between *they're*, *there* and *their*, they are likely to lose a potential employer/investor. A bad or wrong grammar sense may distract your audience from taking further steps.

3. Propositions:

It is often said, "*Write to be understood, speak to be heard, read to grow*". The competitive pressure underlying in the globalization, tasks and resources stress on the attention on the importance of communication with a linguistically diverse range of people, customers, partners, etc. Using English is more of a vital skill for entrepreneurs as it helps to recognize professional opportunities, self esteem, skills and knowledge. Communication has the capability to paint the picture with words. It can initiate concepts, theories, resources and recognitions. Deborah Tannen in 1995 stated that, "*the people in positions of power and authority, such as investors and customers are more likely to reward those who have similar levels of linguistic ability, while anyone who seems uncomfortable or under-confident with their language skills is also seen as being insecure about their ideas*". With writing, one can be disguise into someone else. One day you can be the employee and the other day you could be the employer. The written pattern in English is spread across many senses and hence, the accuracy matters the most as to whether the audience perceives the correct sense or not. The mistakes can be reread; they are visible completely which results in barriers. The mistakes distract attention as a result the reader can easily form an opinion of you based on your content and presentation. Unusual grammar sense makes people think twice about your ability, both professional and personal. It dilutes down your message and its impression.