



REFLECTIONS

In-house Newsletter of India Cements Capital Ltd

JUL '23

MIRROR 24



FFMC ANNUAL MEET



Mr. K. Suresh - President & CEO, welcoming our Director Mr. V. M. Mohan, on the eve of FFMC Annual Meet held on 22-APR-23 at Chennai.

BEST PERFORMANCE AWARD FOR 22 - 23



Mr. Raghuraman - Santhome Branch, Mr. Ankur Juneja - Delhi Branch, Mr. Saravanan - HO, Mr. Sawant - Mumbai Branch, Mr. Jinu - Trivandrum Branch, Mr. Vasanthraja - Pondicherry Branch.

KUDOS TO THE ACHEIVERS



Dear All,

It gives me an immense pleasure in bringing out “Reflections” after a gap of more than two years. Our line of business was worst affected during covid period and it is my duty to salute every employee who was with us by sacrificing a lot for the survival of the company. Post covid our business has grown much and showed positive signs of recovery. For the year 22-23 our company has made a reasonable profit.

Our annual plan meet was conducted during April 2023 and our director Sri V. M. Mohan inaugurated the same. He advised to carry out business by following rules and regulations. Also insisted to have proper Follow up on receivables because of risk involved in our line of business. We had also recognized branch Managers who performed during 22-23.

It was decided in the Annual Plan meet to achieve net profit of Rs. 120 lacs for the year 23-24 and we are marching towards target perfectly.

I request each one of you to send articles in your area of interest and also about achievements of your children to magazine team.

Wishing you all happy days ahead!

K. Suresh
President & CEO

Active Employee Communication In Organization

By: Mrs.Srividya Subramanian - Business Associate

Communication plays a fundamental role in our daily lives. And yet the [art of communication at work](#) is somewhat of a mystery to certain people. Employees contribute to organizations by acting as brand ambassadors, boundary spanners and crisis communicators. **Communication is one of the most essential factors influencing employee's behaviour.** It enables employees to understand what their organization wants them to do & helps in changing an individual's attitude and thought process.

Many of us communicate with people every day, whether in person or on digital platform. But how much of our communication actually reaches the intended person the way we expected.

For some, good communication comes naturally, but for others, it can be hard to articulate their thoughts and feelings in conversation, often leading to conflict and fundamental errors.

Missing deadlines, no idea who will be working on what, conflicts between staff, Ideas not discussed enough, delayed feedback, missing files, unplanned projects, messy mails ...doesn't sound like effective communications right?

Benefits of effective communication

There are several benefits that effective workplace communication provides an organization. These benefits include:

1. Mitigated conflict: Effective workplace communication can help reduce conflict or tension at work. Most conflicts arise due to ineffective communication tactics which lead to individuals misunderstanding what's being communicated.

2. Increased employee engagement: Effective communication does more than just ensure information is accurately received. It also works to connect others and keep open lines of communication between employees and other members of the organization.

3. Improved productivity: Employees who feel connected to their work and have a clear understanding of what's expected of them are more likely to be productive and perform efficiently.

4. Improved client relations: Good communication in the workplace isn't just relevant to employees of the organization. Effective communication also directly affects client relations. Organizations that communicate well with their customers or clients are more likely to build solid relationships and retain clients versus companies that don't prioritize client communication.

5. Healthy workplace culture: Effective communication plays an important part in maintaining a healthy workplace culture.

6. Improved direction for employees: Open communication in the workplace ensures employees understand their part in the company and have a clear direction in terms of what's expected of them. This empowers employees to take the appropriate steps needed to complete their duties and contribute to the organization as a whole.

7. Boosted employee job satisfaction: Employees who are part of an organization that practices good communication in the workplace are more likely to experience increased job satisfaction.








8. Strengthened team building: In order to work effectively together, team members must know they can trust the other members of their team. Communication is a major component of trust and ensures everyone is of the same understanding in terms of the expectations and duties of the team.

How to improve your communication skills

1. Consider your audience : Who are you communicating with? Make sure you are aware of your audience - those you intend to communicate with may differ from those who actually receive your messages. Knowing your audience can be key to delivering the right messages effectively.

2. Practice active listening : Its important to focus carefully on what the other party communicates to you, which may include verbal & non verbal communication. If you're unsure, ask targeted questions to improve the strength of your exchange.

3. Make your message as clear as possible: Once you have successfully identified your audience and listened to their intentions, needs, and desires, you may have something to communicate. To do this effectively, turn to the 7 C's of communication to ensure your message is:

-  **Concise**
-  **Clear**
-  **Concrete**
-  **Correct**
-  **Complete**
-  **Coherent**
-  **Considerate**

4. Use the right medium or platform: Using the right medium or platform to communicate matters. Mediums like face-to-face, video chat, phone, and email make it easy to share words but the context and nuance varies wildly. As an example, if people are upset or any sort of miscommunication is going on, face-to-face is significantly better than email or text message.

Effective communication isn't about who's right and wrong; it's about having open, honest and positive discussions to ensure everyone's needs are met!

Our Colleagues at Various Educational Venues to promote our business.



The above drawing was drawn by Mr. D. Sarvesh son of Mr. Deepak - Legal HO.

WEDDING BELLS



Ms. P. Hemalatha daughter of Mr.K.S. Palani - ICISL HO on 7th June2023. We wish her a Happy Married Life.



Mr. C. Balamurugan of Santhome Branch Celebrating first birthday of his son B. Prasoon on 18th May.



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