



# V. V. Institute of Pharmaceutical Sciences

Seshadri Rao Knowledge Village, Gudlavalleru-521356.

**Name of the Program :** “COMMUNICATING EFFECTIVELY IN THE WORK PLACE”

**Date of the Program :** 20-03-2023

**Name of the Resource Person :** Dr. Sk. Arifa Begum.



V. V. Institute of Pharmaceutical Sciences organized a program on “Communication Skills” for II B. Pharm Students on 27-03-2023 by Dr. Sk. Arifa Begum, Associate Professor, K.V.S.R. Siddhartha College of Pharmaceutical Sciences.

Workplace communication plays an important role in sharing of ideas and information inside an organisation. On the other hand, precise transmission and reception of a message results in effective communication. Success and pleasure in all facets of life either personal and professional, depends on efficient communication.

Because it increases employee morale, engagement, productivity and satisfaction, communication in the workplace is crucial. Improved team cooperation and collaboration also depend on effective communication. This type of programs improved relationships between management and staff as well as within the workforce are two advantages of good communication as it fosters employee engagement. It is simpler to persuade employees to use their skills and abilities towards a common objective when management takes into account their needs and motivations and communicates to them effectively.

All the participants felt happy and learned how to communicate effectively in their professional and personal life by this program. We got very good feedback from students and requested to conduct such type of programs in future .

The Management & Dr. A. Lakshmana Rao Principal of V. V. Institute of pharmaceutical sciences expressed gratitude for sharing her expertise with students.