



**A STUDY ON, NEED OF SOFT SKILLS IN STUDENTS, INITIATED BY VARIED EDUCATIONAL INSTITUTIONS AT UNDERGRADUATE LEVELS, THEIR RELEVANCE IN TEACHING-LEARNING PROCESS, THEIR IMPACT ON BENEFITS TO STUDENTS IN VASAI -VIRAR REGION**

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*“Thin like a wise man but communicate in the language of the people.”*

*One of the crucial components of generic talents is communication ability. The application of communication skills would have been required of the students both within and outside of the lecture halls, for example during group projects and in-class presentations. The purpose of this essay is to ascertain the students' degree of communication proficiency. A self-administered questionnaire may be used to test communication abilities. It evaluated eleven aspects of communication skills, including oral, written, and social behaviour. In general, skills refer to a person's capacity to finish a certain assignment or any other work. It can also mean having the ability to complete a task perfectly. These abilities will allow people to do the activities, which will improve one's competences at their own speed. It is the capacity to accomplish the specified goals within the allotted time. Technical, individualised, social, and life skills are the different categories of these abilities. Technical abilities are those needed to complete a task. On the other side, personal talents include things like encouraging others, organising and planning, and problem-solving.*

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*Soft skills have developed over the years as a way of identifying characteristics and skills needed to be successful in management positions. Soft skills are essentially to be categorized as interpersonal skills, communication skills, listening skills, self-development skills, interaction skills, leadership skills and organization skills. Many fresh graduates struggle to get a job. The reason for not getting through the interview is not only because of their academic deficiency, but also various employability skills such as job skills, aptitude skills, soft skills, and technical skills. Fresh graduates or candidates are expected to have certain skills during the interview. Soft skills are a cluster of productive personality traits. They are vital for personal wellbeing and also forms an important part of an individual's contribution to the success of an organisation.*

*Soft skills are increasingly sought out by employers in addition to standard qualifications. At the workplace, soft skills are considered as complement to hard skills. With the changing educational trends, versatility in educational courses, availability of masses of qualified personnel, the competition for job acquisition and job sustainability is becoming more and more tough. To get an edge over the competitors, students are left with no choice but to add values to their hard skills with soft skills to exhibit their best potential. Hard skills are academic skills, experience and level of expertise while soft skills are self-developed, interactive, communication, human and transferable skills. Literature suggests that hard skills contribute to only 15% of one's success while*



remaining 85% is made by soft skills. Most employers these days want to hire, retain and promote persons who are dependable, resourceful, ethical, self-directed, having effective communication, willing to work and learn and having positive attitude. With the onset of economic liberalization, the Indian market is also becoming global, so the attributes of soft skills are to be imbibed by Indian youth to show their real potential at intra and international levels.

Understanding the importance of this newly raised important aspect, most of the educational institutions in India have initiated programmes, projects and activities for developing soft skills in their students. It is believed in general that training begins at home. Enhancing one's knowledge, skills, talents, personality, and attitude through communication, one may improve oneself. Furthermore, education increases the options available to the unemployed. Higher education makes people more likely to get employment since it improves society and quality of life. The capacity to manage necessary abilities like speaking, listening, reading, and writing is where primary learning starts. Teachers are important players in the educational system. They are in charge of educating and moulding the pupils or learners in all respects. The generation of today struggles to manage various issues and find suitable answers. Various parameters of soft skills include negotiation, resolving conflicts, networking, communicating effectively with others, offer the best customer services, effective teamwork, problem-solving skills, managing pressure at work, and others. Several researchers have found out that there are 87 plus soft skills that are mandatory for the learners to acquire in today's world. These 87 skills are in general under seven necessary soft skills, namely communication skills, leadership skills, influencing skills, interpersonal skills, personal skills, creative skills, and professional skills. Thus, teachers need to emphasize soft skills so that the next generation easily cope up with the personality development issues and achieve success in their carrier. The present research study stresses the need for soft skills in the modern era concerning personality and professionalism.

**Keywords:** Communication Skills, Communication Process, Self-Awareness, Professionalism

### **Introduction:**

A communication skill is described as the capacity to carry out specific communication behaviours with proficiency or the capacity to accomplish one's communication goals. In other words, when pupils can generate or interpret communications in a certain environment successfully, they are said to have a communication skill. All aspects of a student's life require communication abilities, including public speaking, mass communication, professional communication, organisational communication, small group communication, interpersonal communication, and intercultural communication. Soft or social skills, often known as non-technical abilities, are the character traits and social graces that determine an individual's capacity to collaborate well with others in a project team. To interact with the outside world and cooperate with one's co-workers, one needs soft skills. These include the ability to effectively communicate, lead, and operate in a team; to show initiative, drive, and motivation; and to act honestly and with a high standard of integrity. Soft skills are essential for both academic and professional success; they enable us to succeed at work, and their significance in the developing information or knowledge society cannot be overstated. To interact with the outside world and cooperate with one's co-workers, one needs soft skills. Several approaches for operationalizing communication skills in study designs



are discussed, along with an overview of the sorts of questions that communication researchers frequently ask about communication abilities. The secret to success is effective communication. Technical specialists need to receive training in the art of successful communication.

The individual as well as an organisation cannot survive without good communication skills. The future of every organisation is also based on its communication channels. Business communication involves any kind of communication that foster strong partnerships, promote products or services, as well as relay information within a particular organization. It is imperative therefore that communications should be done clearly, efficiently, and accurately because it can have a great impact on a company's reputation and credibility, and will definitely say a lot about its level of professionalism. A form of interpersonal communication is business. Effective communication between managers, staff, vendors, and purchasers is essential for business promotion. Even a small vendor or salesperson may increase their revenue by attracting more clients with their persuasive abilities. It is essential to have theoretical and technical understanding of the subject, but for best outcomes, this knowledge should also be paired with excellent communication. Professionals should develop the abilities and information required to make the most of every chance to interact with your colleagues, superiors, clients, and consumers. For firm executives, business managers, team members, and even job candidates to know how to use communication tools and tactics to fulfil their purpose and achieve their goals, effective communication is essential. Effective communication is an essential component for organisation success, whether it is in the interpersonal intra group organisation or external levels. A recent newspaper report said that of every hundred interviews, only five qualified for employability because of lack of communication skills.

#### **Literature Review:**

Soft skills were among the skills categories resulting from such expansion. While the emergence and use of the category of "soft skills" signified an important division between those skills that were cognitive and technical in nature – now frequently referred to as hard/technical skills – and those that were not, a unified view of the term in the literature has not been achieved. the term has been expanded itself to comprise categories (in the various lists of soft skills)

Reddy and Sunethri (2013) highlight the importance of soft skills in making students employable. As the researcher mentioned that the educational trends and courses has undergone drastic changes. As the changing trends in professional world of education, there are drastic changes in the requirements of job market.

Somalingam and Shanthakumari (2013) make an attempt to examine employability skills and competencies of graduate engineers in Indian organizational context. The very purpose of graduate education is not just gaining the knowledge and skill but also to acquire employment fit to the qualification.

Vyas and Chauhan (2013) make an attempt to research and identify skill sets and their right mix needed for sustainable employability of engineering graduates as the technical institutional also have to play a key role in promoting national well-being and socio-economic prosperity of the country. Sanyal, S. (2013) makes a survey of the importance of soft skills in students' lives both at the college and after college. The researcher discusses how soft skills complement hard skills which are the technical requirements of a job the student is trained to do to put him to drivers' seat during and even after the interview.

Chadha, R. and Mishra, A.(2014) suggested that , the offer more practical training, develop their conversational skills, outsource to professional organizations specializing in improving employability skills , send their students to visit industries periodically , invite experts from industries to interact with students - take steps to train their teachers to orient them on the skills demanded by the industry , take measures to enhance students,, confidence level , organize frequent personality development workshops and encourage institute-industry interaction

**Objectives:**

1. Students will be able to communicate effectively what their exact state and level of discomfort is.
2. Understand and apply communication theory
3. Critically think about communication processes and messages
4. Write effectively for a variety of contexts and audience
5. Develop and deliver professional presentations
6. Recognize the effects of diversity, access, and power on communication

**Research Methodology:**

**Effective Communication Strategies**

- Making eye contact (like many nonverbal cues, this is culturally specific; in some cultures, direct eye contact is a sign of disrespect)
- **Use attentive body language:** sit slightly forward with a relaxed, easy posture
- Be aware of your gestures
- Stay on the topic
- Don't be phony, be yourself
- Be culturally sensitive
- Focus on the other person
- Determine what the other person already knows, then fill in the gaps
- Smile or nod
- Don't monopolize the conversation
- Establish rapport
- Arrange for privacy
- Create an atmosphere free of distractions and interruptions
- Be warm and enthusiastic
- Show interest
- Look bright and alert
- Ask open-ended questions
- Use active listening

**How Communication Skills Can Be Improved:**

The 7-Step Effective Communication Process to increase communication effectiveness. It helps for influencing, leading, and conveying ideas and concepts to people. The 7-Step Effective Communication Process allows the teacher to understand the structure of the communication that would be most beneficial for the listener. Once



this has been established, the speaker then builds rapport and begins the process of understanding the listener's paradigms. Once the listener's paradigms are understood the speaker can then send the desired message and then determine if the message was received as intended. This process is fast and can be done in the course of casual conversation, in the midst of an important meeting, or from a platform presentation. It can be performed in a large group or one-on-one. In the information age, we have to send, receive, and process huge numbers of messages every day. But effective communication is about more than just exchanging information; it's also about understanding the emotion behind the information. By strengthening your relationships with others and enhancing cooperation, decision-making, and problem-solving, effective communication may enhance relationships at home, at business, and in social settings. It helps you to convey even disagreeable or challenging messages without arousing hostility or undermining confidence. Nonverbal communication, careful listening, stress management in the present, and the ability to identify and comprehend both your own and the other person's emotions are just a few of the abilities that go into effective communication. Although it may be learnt, effective communication works best when it's spontaneous rather than predetermined. A speech that is read, for example, rarely has the same impact as a speech that's delivered (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice you put in, the more instinctive and spontaneous your communication skills will become. The discipline of communication is an elaborate one and can take many different forms. Writing, recording media, and speaking are all viable forms of communication, all of which follow different rules. The content, information, and delivery depend on the research topic, as that will directly dictate most of the behaviours you convey as well as human interactions in general. Effective communication is the most important tool to achieve the desire purpose. Each and every step of our life, wherever we are, we need communication, verbally or non-verbally on daily basis to convey our ideas, thoughts, emotions etc. It is a continuous process which begins with the cradle and goes until the grave. E-mails are now one of the fastest media of communication globally.

#### **Conclusion:**

Communication skills can improve relationships at home, work, and in social situations by deepening your connections to others and improving teamwork, decision making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. Effective communication combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognize and understand your own emotions and those of the person you're communicating with. Research has provided insight into the processes of human perception and communication. These insights have led to the development of tools and procedures that increase significantly the effectiveness of that communication significantly. Soft skills are personal attributes that enhance an individual's interactions, job performance and career prospects. Soft skills not only include personal skills but also include interpersonal skills. Communication is the process of transferring information from a sender to a receiver with the use of a medium. E-mail is one of the most popular communication methods. While using e-mails we should be careful about the subject line, content and identification. While writing e-mails we should keep in mind the cultural diversity.

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