

Communication Challenges at Nikunj Builders

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ABSTRACT

Miscommunication can happen due to lapses on the part of the sender, the receiver, or the channel used for communicating. There are various examples of management blunders that happen as a result of miscommunication at one level or another. Despite the best intentions from sender and receiver, several barriers inhibit effective exchange of information. Where physical and other barriers related to language, etc are easy to eliminate, the challenge arises when these barriers are subjective in nature and are unintentional. The case deals with a hazardous situation that has resulted from the departmental review meetings which were done every week to take important decisions in Systems Proposal Department of a company dealing with construction biddings. It also highlights challenges which managers, especially those who lead the teams have to face in day to day work in offices.

Keywords: Interpersonal Communication, Meetings, Organisational Barriers, Perceptions, Assumptions

CASE

After working for 2 years as a Civil Engineer, Ankit Sharma chose to pursue management course from a reputed business school in India. Soon after completing his course, he was hired by a reputed company Nikunj Builders, dealing in construction at Gwalior in Madhya Pradesh (India). He was offered a senior managerial position in the Center for Proposal Selection (CPS) committee of a company dealing with the construction bidding.

Ankit Sharma was happy to be a part of a big construction company with a strong reputation in the market. Their main task was to construct structures and buildings. They were known for their good construction quality and timely delivery. Their unique selling proposition (USP) was the trust and faith which they have built with customers in the last 20 years. The company was handling lots of commercial and residential projects and were now expanding into retail, manufacturing, and industrial projects also.

During the entire expansion plan, the company's goal was very clear. They wanted to maintain their USP of delivering the best to the customers. But running a construction business cannot be

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Disclaimer: This case has been developed for classroom discussion and is not intended to illustrate either effective or ineffective handling of an administrative situation or to represent successful or unsuccessful managerial decision making or endorse the views of the management.