

Communications Perspectives in Modern Businesses offers a range of perspectives on communication as it is understood and practiced in modern businesses. On the one hand, it deals with verbal and non-verbal, formal/informal and internal, mixed, electronic and genuine communication, and on the other, it examines business, financial, managerial, and marketing communication. Advancing as an established mode of communication has also been analyzed alongside scientific communication in the era of media multiplicity. Social media being an irrefutable presence in our life today, modern businesses cannot afford to remain aloof owing to their growing relevance alongside benefits and opportunities that these offer to businesses of all kinds. We are living in an age of post-truth which throws challenges of very different kinds concerning genuine and authentic communication in professional, business and socio-cultural arenas. The arena of false news, mis-information and distortion/ misrepresentation of facts has caused grave impairment to communication. This book offers certain guidelines to practitioners thinking, reflecting on checking truth phenomenon such as fake and along with authentic reporting. Use of ICT, virtual communication, e-commerce communication management, textual reporting and digitalized modes of communication characterize modern businesses and this book imparts such perspectives along with others with a view to make the reader familiar with the changing dynamics of communication in the present age.



# Communication Perspectives in Modern Businesses

Edited by  
**Manpreet Arora**  
**Roshan Lal Sharma**

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8	<i>Communication Perspectives in Modern Businesses</i>	
9.	Ethical Communication in a Post-Truth World — <i>Prateek Deswal &amp; Roshan Lal Sharma</i>	138
10.	Financial Communication and Modern Emergence of Financial Techno (Fintech) Bearing Companies in Global Economy: A Financial Report Communicating Its Vast and Rapid Growth — <i>Shivani Nischal</i>	147
11.	Role of Communication in Business Organizations: A Case Study Approach — <i>Sakshi Gidder &amp; Khushdil Chhabra</i>	178
12.	Business Communication: Its Ethical Dimensions — <i>Rohitashv Yadav &amp; Roshan Lal Sharma</i>	186
13.	ICT for Tribal Development in Himachal Pradesh: An Analysis — <i>Ashish Nag &amp; Shishir Sharma</i>	195
14.	Channeling Creativity into Competitiveness: A Way Ahead in Tourism — <i>Arun Bhatia</i>	206
15.	Teachings of Guru Nanak Dev: A Managerial and Communicative Perspective — <i>Manpreet Arora &amp; Sunaina Rathore</i>	216
16.	How Post-Truth has Impaired Communication in the Crisis of the Present — <i>Manish Kumar &amp; Roshan Lal Sharma</i>	226
17.	Customer Communication Management and Its Dimensions in Insurance Business — <i>Sunil Kumar</i>	238
18.	Exploring Modern Business Communication Routes to Resilience — <i>Manpreet Arora</i>	252
19.	Financial Reporting and Business Communication — <i>Sunaina Rathore</i>	260

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# ICT for Tribal Development in Himachal Pradesh: An Analysis

*Ashish Nag & Shishir Sharma*

## Introduction

The present society of which we are a part can be rightly marked as "an era of digitized world". At all levels of human activity, we find transformation and sudden shift of approach in lifestyle changes. The art of writing files has been changed into well-crafted softwares. The practice of drawing the salaries in the form of hard cash has been converted into digital transfer of salary into bank accounts. The use of credit cards, debit cards, ATMs, and online shopping are all the examples of digital technology which has eased the burden of general public and brought much required comfort in their lifestyle.

As a result, the development of an individual at the present time largely depends on how one makes use of Information and Communication Technology (ICT). However, it is equally true that the urban population of our country slowly and steadily is reaping benefits by making use of ICT into their curricula. The rural India still remains deprived of such benefits. Although the government has initiated various measures to bring such category of population into mainstream, it has yielded below par results which have posed serious concerns before our policy makers to revise the design of the model of development. The tribal people in India have been deprived of such benefits due to various factors such as issues of inequality, shortage of infrastructure; poverty,