DEPARTMENT OF MASS COMMUNICATION
ABANINDRANATH TAGORE SCHOOL OF CREATIVE
ARTS AND COMMUNICATION STUDIES
ASSAM UNIVERSITY, SILCHAR
(A Central University constituted under Act XIII of 1989)

DECLARATION BY CANDIDATE

I Vikash Kumar Chaturvedi bearing Registration No. Ph.D./1975/12 dated 01.10.2012 hereby declare that the subject matter of the thesis entitled **"Corporate Communication Strategies and Application: A Study of Post Liberalized India"** is the record of the work done by me and that contents of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University/Institute.

Date: (Vikash Kumar Chaturvedi)
Place: Research Scholar
Department of Mass Communication
Assam University, Silchar

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(*Vikash Kumar Chaturvedi*)
Research Scholar,
Assam University, Silchar

CONTENTS

		Page No.
Declaration		i
Certificate		ii-iii
Acknowledgement		iv-v
List of Table		xiv-xvi
List of Figure & Charts		xvii-xviii
Abbreviations		xix-xx
CHAPTER I	**INTRODUCTION**	**1-41**
1.1	Frame Work of Study	1
1.2	What is Corporate Communication	5
1.3	Function of Corporate Communication	9
1.3.1	Operator of Communication Activities of an organization for image promotion , to establish and sustain relationship and branding	9
1.3.2	Mobilizes Internal and External support behind Corporate Objectives	9
1.3.3	Responsible For effective and timely dissemination of information	9
1.3.4	Manager of person activities and procedures for organizational communication	9
1.3.5	User and developer of tools to communicate with the specific organizational relater	10
1.3.6	Essential Part of Corporate Management	10
1.3.7	Scope Of Corporate Communication	10
1.3.8	Media Relation	10
1.3.9	Crisis Management	11
1.3.10	Employee Communication	11
1.3.11	Online Communication	11

1.3.12	Special Event	12
1.3.13	Community Relation	12
1.3.14	Reputation Management	12
1.3.15	Product /Brand Communication	13
1.3.16	Marketing	13
1.3.17	Public Affairs /Government Relation	14
1.3.18	Annual/Quarterly Report Preparation	14
1.3.19	Financial/Investor `s Relation	15
1.4	Major Trend In Corporate Communication	15
1.4.1	Employee are Consumer too	15
1.4.2	Communication goes all ways	16
1.4.3	Attention must be attained and awarded	16
1.4.4	Authenticity trumps Ostantation	16
1.4.5	Nothing beats a good story	17
1.4.6	Relationship with a community matter a great deal	17
1.4.7	Communication is strategic now more than ever	17
1.4.8	The Age gap between you and your employees must factor into your planning	18
1.4.9	People in workforce care more about themselves than company	18
1.4.10	Your Company is expected to be a good corporate citizen as well as to make money	18
1.4.11	Media Relation is more Complex no more old boy system	18
1.4.12	Internet is just a tool, Internet is a strategy truth is on the continuum	18
1.4.13	your company will have a crisis, prepare for the ones you can`t conceive of	19
1.4.14	Writing is Still the core skill for Corporate Communication	19
1.5	Review of Literature	19-36
1.6	Objective of Study	37

1.7	Hypothesis	38
1.8	Scope of Study	38
1.9	Methodology	39
1.10	Plan of Research	40
1.11	Working definition of few Technical Term	40
1.11.1	Corporate	41
1.11.2	Communication	41
1.11.3	Corporate Communication	41
1.11.4	Strategy	41
CHAPTERII	**CORPORATE COMMUNICATION IN INDIA: A BRIEF STUDY**	**42-65**
2.1	Mean Of Corporate	42-43
2.2	Communication Management	44-46
2.3	In Indian Context	46-
2.3.1	The Press a gentry and publicity model	48
2.3.2	Public Information Model	48
2.3.3	The Two way asymmetrical Model	48
2.3.4	Propaganda Model	48
2.3.4.1	The Propaganda Period (1500BC-1800AD)	48-49
2.3.5.1	Publicity and Public Information Model	49
2.3.5.2	Publicity Era(1858-1947)	49-50
2.3.6.1	Two Way Asymmetrical Public Relation Model	50
2.3.6.2	Public Relation Period(Independence Day1947)	50-51
2.4	Public Relation Predecessor of Corporate Communication: An Overview	51
2.5	Public Relation In India-The Pre Independence Phase	52-54
2.6	Origin of Public Relation in Indian Companies	54-55

2.7	Growth of PR in the Post –Independent India	55
2.8	Practice of Public Relation in Public Sector	55-57
2.9	Era of Economic Liberalization	57-65
2.9.1	GDP Growth Rate	58
2.9.2	Industrial Growth Rate	59
2.9.3	Impact On Small Scale In India	59
2.9.4	Impact On Agriculture	60
2.9.5	Impact On Service Sector	61
2.9.6	IT Industry	61
2.9.7	Banking	61
2.9.8	Stock Market	62
2.9.9	Telecom Sector	62
2.9.10	Education And Health Sector	62
2.9.11	Impact On Corporate Sector	63-64
2.9.12	Tax Reform	65
CHAPTER III	**STRATEGIES AND APPLICATION OF CORPORATE COMMUNICATION**	**66-131**
3.1	Corporate Communication Strategy	66-67
3.2	Adaptive Strategy	67
3.3	Interpretive Strategy	67-68
3.4	An Effective Strategy Should Provide The following (Tibble1997:357)	68-74
3.4.1	Resource	73
3.4.2	Human Resource	74
3.4.3	Time	74
3.4.4	Reputation	74
3.5	Argenty Showing there Are Two Kind Of Constituency	75

3.6	Corporate Communication Strategy As Management Function	76-79
3.7	Different Type Of Strategy	79-84
3.7.1	Enterprise Strategy	80-81
3.7.2	Corporate Strategy	81
3.7.3	Business Unit Strategy	82
3.7.4	Functional Strategy	82-83
3.7.5	Operational Strategy	83-84
3.8	Profile Of Company And Their Strategy	84-103
3.8.1	Tata Motor Private Limited	84
3.8.2	Mahindra And Mahindra Limited	85
3.8.3	HDFC	85-86
3.8.4	State Bank Of India	86-87
3.8.5	Bharat Heavy Electrical Limited	87-88
3.8.6	Gas Authority Of India(GAIL)	88-89
3.8.7	Hindustan Unilever Limited	89
3.8.8	Ranbaxy Pharmaceutical Limited	90
3.8.9	Coal India Private Limited	90-91
3.8.10	Indian Oil Corporation Limited	91-92
3.8.11	Nestle Private Indian Limited	92-93
3.8.12	Apollo Hospitals	93
3.8.13	Jindal Steel And Power Limited	93-94
3.8.14	National Thermal Power Corporation Limited	94-95
3.8.15	Sesa Goa Limited	95-96
3.8.16	Bharti Airtel Communication Limited	96
3.8.17	Life Insurance Corporation Limited	96-97
3.8.18	Power Grid Corporation Indian Limited	97-98
3.8.19	Hindustan Petroleum Corporation Limited	98-99
3.8.20	MSTC	99
3.8.21	Asian Paints	99-100
3.8.22	Ambuja Cement	100-101
3.8.23	Aditya Birla Limited	101-102

3.8.24	Glaxo Pharmaceutical Limited	102-103
3.8.25	Oil Natural Gas Corporation	103
3.9	A Brief Overlook of the select companies	104-111
3.10	Corporate Communication Strategy and Objective of Select Companies	111-131
3.10.1	NTPC Corporate Objectives	111-113
3.10.1.1	Policies	112
3.10.2	BHEL Objectives	113-114
3.10.3	Power Grid Corporation Objectives	114-115
3.10.4	Hindustan Petroleum	115
3.10.5	Oil India Limited	115-119
3.10.5.1	Internal Communication	116-117
3.10.5.2	External Communication	117-119
3.10.6	Mahindra &Mahindra	119
3.10.7	Aditya Birla Cement	119
3.10.8	LIC	119-120
3.10.9	Apollo Hospitals	120
3.10.10	Asian Paints	120
3.10.11	ONGC	120-121
3.10.12	Glaxo Pharmaceutical Private Limited	121-122
3.10.13	Jindal Steel and power Limited	122-123
3.10.14	Nestle	123-124
3.10.15	Sesa Goa Limited	124
3.10.16	MSTC	125
3.10.17	Bharti Airtel Limited	125
3.10.18	Ambuja Cement	126
3.10.19	SBI	126
3.10.20	Coal India Private Limited	127
3.10.21	Ranbaxy	127-129
3.10.22	TaTa Motors	129
3.10.23	Indian Oil Corporation	129-130
3.10.24	GAIL	130
3.10.25	Hindustan Unileaver Private Limited	130-131

CHAPTER IV	**CORPORATE COMMUNICATION , CORPORATE GOVERNANCE AND CORPORATE MANAGEMENT**	**132-152**
4.1	Distribution Of Respondent On Basis Of Age	132-133
4.2	Nature Of Corporate Establishment	133-134
4.3	Layers Of Control	134-135
4.4	Distribution Of Respondent On The Basis Of Education	135-136
4.5	Distribution Of Respondent On The Basis Of Stream Of Education	136-137
4.6	Perception of Corporate Communication Function By Respondents	137-138
4.7	Opinion Of Respondents On the Nature Of Corporate Communication Work	138-139
4.8	Most Challenging for Corporate Communication	139-140
4.9	When Market Goes Down their Role Of Corporate Communication	140-141
4.10	Most Important Activity Under Corporate Communication	141-142
4.11	Important Activity Of Corporate Communication during Crisis	142-143
4.12	Which Kind Of Communication is most important Activity Of Corporate Communication	143
4.13	Role Of Corporate Communication In Marketing	144
4.14	Corporate Communication is integral Management	145
4.15	Presence of Corporate Communication Representatives in General Meetings	146

4.16	Liberty to Corporate Communication Unit For Policy Formation	147
4.17	Better Phase For Corporate Communication	148
4.18	Most Important Factor For the Growth of Corporate Communication For a Company	149
4.19	Important of Corporate Communication of Company	150
4.20	Need of Corporate Communication	151-152
CHAPTER V	**SUMMARY AND CONCLUSION**	**153-162**
5.1	Summary And Findings	153-157
5.2	Conclusion	158
5.2.1	Corporate Communication is an Established part of Large Corporate/Business Organization	158
5.2.2	Corporate Communication is Established as Strategic Management Function in India After Economic Liberalization	159
5.2.3	There is a definite co-relation between Strategy of Corporate Communication and company's Performance	159-160
5.3	Suggestions	161-162
BIBLIOGRAPHY		**163-170**
APPENDICES		**171-185**

LIST OF TABLES

	Page No.
Table 3.9.1 TATA Motor at a Glance	104
Table3.9.2 Mahindra &Mahindra Limited at a glance	104
Table3.9.3 HDFC at a glance	104
Table3.9.4 SBI at a glance	105
Table3.9.5 BHEL at a glance	105
Table 3.9.6 GAIL at a glance	105
Table3.9.7 Hindustan lever at a glance	106
Table3.9.8 Ranbaxy at a glance	106
Table 3.9.9 Coal India Limited: at a glace	106
Table3.9.10 Indian Oil Corporation at a glance	107
Table3.9.11 Nestle at a glance	107
Table3.9.12 Apollo Private Hospitals Limited	107
Table3.9.13 Jindal Steel and Power at a glance	108
Table3.9.14 NTPC at a glance	108
Table 3.9..15 Sesa Goa Limited at a glance	108
Table3.9.16 Bharti Airtel Communication Limited	108
Table3.9.17 Life Insurance Corporation at a glance	109
Table3.9.18 Power Grid Corporation at a glance	109
Table3.9.19 HPCL at a glance	109
Table3.9.20 MSTC at a glance	110

Table3.9.21 Asian Paints at a glance 110

Table3.9.22 Ambuja Cement at a glance 110

Table3.9.23 Aditya Birla at a glance 110

Table3.9.24 Glaxo Pharmaceutical Limited at a glance 111

Table 3.9.25 ONGC at a glance 111

Table 4.1 Distribution of respondents on basis of Age 132

Table 4.2 Nature the Corporate Communication Establishment 133

Table4.3Layers of Control 134

Table4.4-Distribution of Respondents on The basis of education 135

Table 4.5 Distribution of Respondents on the basis of Stream of education 136

Table 4.6- Perception of Corporate Communication function by respondents 137

Table 4.7-Opinion Of Respondents on the Nature of Corporate 138

Table4.8- Most Challenging job for Corporate Communication 139

Table 4.9When Market goes down then Corporate Communication 140

Table 4.10 Most important activity under Corporate Communication 141

Table 4.11- Important activities of Corporate Communication during Crisis 142

Table4.12- Which kind of Communication is most important activity of Corporate Communication 143

Table 4.13- Role of Corporate Communication in Marketing 144

Table 4.14 Corporate Communication is integral part of the management 145

Table 4.15- Presence of Corporate Communication representatives in general managements meeting 146

Table 4.16 Liberty to the Corporate Communication unit for policy formulation 147

Table 4.17-Better Phase for Corporate Communication Practices 148

Table 4.18- Most important factor for the growth of Corporate Communication 149

Table4.19-Importance of Corporate Communication for a Company 150

Table 4.20- Need of Corporate Communication for a Company 151

LIST OF FIGURE AND CHART

Page No.

3.1 figure Corporate Communication Strategy Framework 73

Chart 4.1 Distribution of respondents on basis of Age 133

Chart 4.2 Nature the Corporate Communication Establishment 134

Chart4.3 Layers of Control 135

Chart4.4Distribution of Respondents on The basis of education 136

Chart4.5 Distribution of Respondents on the basis of Stream of education 137

Chart4.6 Perception of Corporate Communication function by respondents 138

Chart 4.7- Opinion of Respondents on the nature of Corporate Communication work 139

Chart4.8 Most Challenging job for Corporate Communication 140

Chart 4.9 When market goes down then Corporate Communication 141

Chart 4.10 Most Important Activity under Corporate Communication 142

Chart4.11 Important Activities of Corporate Communication during crisis 143

Chart 4.12- Which kind of Communication is most important activity of Corporate Communication 144

Chart 4.13- Role of Corporate Communication in Marketing 145

Chart 4.14 Corporate Communication is integral part of the management 146

Chart 4.15- Presence of Corporate Communication representatives in general managements meeting 147

Chart 4.16 Liberty to the Corporate Communication unit for policy formulation 148

Chart 4.17-Better Phase for Corporate Communication Practices 149

Chart 4.18- Most important factor for the growth of Corporate Communication 150

Chart4.19-Importance of Corporate Communication for a Company 151

Chart 4.20- Need of Corporate Communication for a Company 153

ABBREVIATIONS

AGM	Assistant General Manager
APRO	Assistant Public Relation Officer
AR	Annual Report
BCCL	Bharat Coking Coal Limited
BHEL	Bharat Heavy Electrical Limited
BSE	Bombay Stock Exchange
BTP	Brand Trust Report
CC	Corporate Communication
CEO	Chief Executive Officer
CIPC	Coal India limited
CMAL	Coal Mines Authority Limited
CPSE	Central Public Service Enterprises
CSR	Corporate Social Responsibility
DTH	Direct To Home
FDI	Foreign direct investment
GAIL	Gas Authority Of India Limited
GDP	Gross domestic Product
GDR	Global Depository Receipts
GM	General Manager
GSM	Global System for Mobile Communication
HDFC	Housing Development Finance Corporation
HR	Human Resource
HUL	Hindustan Unilever Limited
IMF	International Monetary Fund
LPG	Liquefied Petroleum Gas

LTE	Long Term Evolution
MMTPA	Million Matric Tonne Per Annum
MNC	Multi National Company
MoA	Memo of Association
MW	Mega watt
NSE	National Stock Exchange
NWNA	Nestle Water North America
PLF	Plant Load Factory
POSOCO	Power System Operation Cooperation
PR	Public Relation
PRSI	Public Relation Society Of India
PSE	Public Sector Enterprises
PSU	Public Sector Undertaking
SBI	State Bank Of India
TISCO	Tata Iron and Steel Company
UHV	Ultra High Voltage
UK	United Kingdom
US	United States
WPP	Wire and Plastic Product
WTO	World Trade Organization