

SCHOOL OF PHARMACY

REPORT

A SKILL DEVELOPMENT PROGRAM ON “COMMUNICATION SKILLS”

School of Pharmacy and Training and Placement cell, NNRG have organized a Skill Development Program on “Communication Skills” for the students of B.Pharmacy I year on 2nd March 2022 in association with Telangana Academy for Skill and Knowledge (TASK) at Nalla Narasimha Reddy Education Society’s Group of Institutions, Hyderabad.

TASK is a not for profit organization created by Government of Telangana for bringing synergy among institutions of Government, Industry & Academia with an objective of offering quality human resources and services to the industry. It is also involved in Granting access to modules for enhancing their technology, personal and organization skills at highly subsidized rates.

Speaker: Mr. Mark Lousi Horne

Summary of the program

The trainer started with the meaning of communication skills and said that being able to communicate effectively is perhaps the most important of all life skills. It is what enables us to pass information to other people, and to understand what is said to us.

Communication, at its simplest, is the act of transferring information from one place to another. It may be vocally (using voice), written (using printed or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts or graphs) or non-verbally (using body language, gestures and the tone and pitch of voice). In practice, it is often a combination of several of these. Trainer have played few videos and displayed some pictures for detailed understanding of effective communication. He also conducted few metric and number games to make the session more interesting.

The trainer concentrated more on 21st century transferable skill, he explained about them by giving suitable examples. He mentioned that 21st century skills comprise skills, abilities, and learning dispositions that have been identified as being required for success in 21st century society and workplaces. This is part of a growing international movement focusing on the skills required for students to master in preparation for success in a rapidly changing, digital society.

He mentioned about “Golden rules of Communication”, they are as follows;

- Respond quickly. Respond always.
- Let the opposite person speak.
- Ask questions. Don’t assume.
- Be empathetic but know your principles.
- Talk in a language that the opposite person understands.
- Structure your sentences right.
- Double-check everything.
- Depict your thoughts with visuals.

There is a huge difference between just saying something, and saying something with intention. Say words which are meaningful and will drive the point home.

He also added a few points on listening part in effective communication. He said that listening is the ability to accurately receive and interpret messages in the communication process. Listening is a key to all effective communication. Without the ability to listen effectively, messages are easily misunderstood. To enhance your listening skills, you need to let the other person know that you are listening to what they're saying.

The trainer concluded the session by giving a few tips for effective communication, they are as follows;

- Conversation enables people to share thoughts, opinions, and ideas, and receive them in turn. Although it may appear simple on the surface, effective conversations include a give-and-take exchange that consists of elements
- Active listening also means listening to understand rather than reply.
- Eye contact plays a crucial role in communication. Looking at another person is a way of getting feedback on particular points. It is also used as a synchronizing signal.



Trainer Mr. Mark Lousi Horne conducting the Skill Development Program on “Communication Skills” for 1 year B.Pharmacy students



Students presenting their response on the Skill Development Program



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Dr. Krishna Mohan Chinnala, Dean, School of Pharmacy and Mr. K.Sreekanth, TPO, NNRG presenting a memento to speaker Mr. Mark Louis Horne



B.Pharmacy I year student participants with Dean, Trainer and Faculty

Total **95** students of B.Pharmacy I year were present for the program.


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