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## CROSS CULTURAL COMMUNICATION PRACTICES OF MSMEs IN TIRUCHIRAPALLI DISTRICT

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### Abstract

This paper tries to study on the practices of cross-cultural communication of MSMEs in Tiruchirapalli district. This study aims in addressing different cross-cultural problems such as standards, practice, culture and customs of migrant workers working in MSMEs of Tiruchirapalli district. Cross-Cultural Communication is a Communication between people of different cultures. culture is the set of beliefs, values, norms, customs, traditions, habits, morals, laws, and practices commonly shared by individuals who interact in a specific area of society. A field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavour to communicate across cultures. The Micro- Small and Medium Enterprises (MSMEs) are small sized entities, defined in terms of their size of investment. The study reveals the practical cultural difficulties faced by migrant workers.

**Keywords - MSMEs, Cross cultural communication, Organizational Culture, Management Practice**

### INTRODUCTION

In a multicultural organization, how employees communicate can set the tone and foundation for a learning culture. The various types of communication challenges that arise between the employees in the company, so the practices which have been undertaken by the management to solve the communication barriers among the employees in micro small medium enterprises

Cross-cultural communication is imperative for companies that have various workforce and participate in the global economy. Workers need to know the factors that are a part of an efficient, diverse workforce.

### Objective

The main objective of the present paper is to find out the practices of cross-cultural communication of Micro Small Medium Enterprises in Tiruchirappalli district in Tamilnadu.

## Methodology

In the current study, researchers followed the narrative literature review methods for evaluating the practices of cross-cultural communication in MSMEs

## Cross-culture communication

Communication between people of various cultures is understood as cross-cultural communication. It is also termed as intercultural communication. To know the meaning of cross-cultural communication, one must understand the meaning of culture. Commonly, culture is the way of life of a gaggle of individuals. It has become strategically important to companies due to the growth of a global business, technology, and the Internet. Understanding cross-cultural communication is vital for any company that features a diverse workforce or plans on conducting global business. This type of communication involves understanding people who came from different cultures, communicating language and way of communicating, and consider the world around them. Cross-cultural communication in a corporation deals with understanding different business customs, beliefs and communication strategies. Language differences, high-context vs. low-context cultures, nonverbal differences, and power distance are major factors that will affect cross-cultural communication.

## Culture

Culture may be a way of thinking and living whereby one picks up a group of attitudes, values, norms, and beliefs that are taught and reinforced by other members within the group. This set of basic assumptions and solutions to the issues of the planet may be a shared system that's passed on from generation to generation to make sure survival. A culture consists of unwritten and written principles and laws that guide how a private interacts with the surface world. Members of a culture are often identified by the very fact that they share some similarities. They might be united by religion, by region, by race or Cultural. Our cultural understanding of the planet and everything in it ultimately affects our sort of communication as we start learning ways of one's culture at around the same time we start learning to communicate.

## MSME

According to Enterprises Development Act 2006 MSME The Micro, Small & Medium Enterprises

An enterprise is Micro Enterprise if investment in plant and machinery doesn't exceed Rs.25 lacs if engaged in manufacturing or production of products and investment in equipment doesn't exceed Rs.10 lacs, if engaged in providing of services.

Small enterprise is an enterprise having investment in plant and machinery above Rs.25 lacs but up to Rs.5 crores just in case of producing concern and investment in Equipment's above Rs.10 lacs but up to Rs.2 crores.

A medium enterprise is an enterprise having investment in plant and machinery above Rs.5 crores but up to Rs.10 crores just in case of producing concern and investment in Equipment's above Rs.2 crores but up to Rs.5 crores just in case of service enterprise.

The MSME Micro, Small and Medium Enterprises are classified into two Classes- (1) Manufacturing Units and (2) Service Units

## Trichy MSME

Entrepreneurship development and innovation institute (EDII), Chennai awarded the simplest performing Micro Small Medium Entrepreneurs (MSME) association award to the Tiny & Small-Scale Industries (TIDITSSIA), Tiruchirapalli District

## BENEFITS OF MSME REGISTRATION IN TRICHY

- **Bank loan up to 1 crore without collateral/mortgage**

The Indian Government and SIDBI have launched a Credit Guarantee Scheme (CGSME) to make available collateral-free credit to SMEs.

- **Preference in Procuring Government Tenders**

The Government of India gives special preference in buying from Micro and Small businesses through tenders of the Government.

- **1% Exemption on Rate of Interest on Bank Over Draft (Od)**

Enterprises that have MSME Registration can avail advantage of 1% exemption on the rate of interest on bank overdraft (OD).

- **Concession in Electricity Bills**

Enterprises that have MSME Registration Certificate can avail Concession on electricity bills by making an application to the electricity department.

- **Special 50% discount on government Fees for trademark & patent**

Enterprises that have an MSME Certificate can benefit a 50 percent subsidy for trademark & patent registration.

### MSME units registered in last five years in Tamilnadu

YEAR	REGISTERED MSME's
2013-14	116393
2014-15	143104
2015-16	183792
2016-17	267310
2017-18	1779704

### MSMEs in Tamil Nadu

There has been an outstanding growth of MSMEs in Tamil Nadu. MSMEs produce a good sort of products in almost every sector. The prominent among them are textile, garments, engineering products, auto ancillaries, leather products, plastics, etc. 3 Around 17.79 lakh entrepreneurs have filed the EM Acknowledgement Part-II & UAM, providing employment opportunities to about 113.57 lakh persons with a total investment of Rs.1,93,704.90 crore. Consequent to the introduction of the Udyog Aadhaar Memorandum (UAM) by the Ministry of Micro Small & Medium Enterprises of Government of India, Tamil Nadu started the UAM implementation w.e.f 21.1.2016. As on 31.03.2018, a total of 5,26,947 teams have been filed in Tamil Nadu, comprising 4,63,836 Micro enterprises, 61,613 Small Enterprises, and 1,498 Medium Enterprises.

### Problems of Cultural Differences

People in different countries or cultures or from different locations have different ways to interpret events, they have different habits, values, and ways of relating to one another. When they come across, problems pop up.

People tend to look at their cultural practices right while others as wrong or peculiar. This is called ethnocentrism.

Gestures and body movements, beliefs and practices associated with human relationships are the two main factors that impact communication.

## **PRACTICES AND TO CREATE HEALTHY CROSS-CULTURAL COMMUNICATION**

### **1. Embrace Agility**

The inability or unwillingness to adapt to vary may be a common barrier to cross-cultural communication. Often, people are reluctant to simply accept new things to an unconscious fear that doing so will change their culture or belief system in how Goodman explains. If those assumptions aren't questioned, actions are often detrimental to non-public and organizational growth. By becoming conscious of unconscious barriers or subconscious biases, people can become more hospitable adapting.

"When a corporation becomes too set in its ways, it can halt improvements because they're not hospitable trying alternative ways of doing things," Goodman says.

### **2. Be Open-Minded**

Similarly, closed-mindedness is another barrier to cross-cultural communication which will hinder the success of a corporation.

"People get caught in the trap of thinking that there is one right way to do things and everything else is wrong," Goodman points out.

On a personal level, becoming more open-minded can be as simple as learning more about an idea that you wouldn't have considered otherwise. Being exposed to new viewpoints and making the effort to understand them can have an impact on how you make decisions moving forward.

### **3. Facilitate Meaningful Conversation**

A lack of communication in a corporation can exacerbate cultural differences between individuals. In an environment that doesn't leave open communication, people tend to not speak up or share comments and feedback.

"One of the simplest ways to urge started is to attach with someone who may need a special perspective from your own," Goodman remarks. "Start a conversation with someone in another department and ask questions, and check out to realize a far better understanding of their point of view by actively listening."

### **4. Become Aware**

Another important step to improving cross-cultural communication within the workplace is to become more culturally and self-aware

On a private level, you ought to attempt to acknowledge your own implicit biases and assumptions that affect the way you interact with others. Although this might be easier said than done, you'll start by making a conscious plan to empathize together with your audience and gain a far better understanding of their point of view.

Goodman recommends at the organizational level, starting with an analysis of internal communications. Throughout this process, you ought to be asking how your mission and company values are defined, whether or not they're inclusive, and whether the team's various cultures are taken under consideration.

## **Conclusion**

The MSMEs play a key role in the development of the economy with their effective, efficient, flexible and innovative entrepreneurial spirit. To stay the momentum of growth and holistic development, the MSME sector must be empowered to satisfy challenges which that will threaten their survival and growth. The most problems or cross-cultural barriers of multicultural enterprises are standards, practice, ethics, laws, culture, customs, management systems, and socioeconomic systems. The workforce during a domestic MSME will presumably have an identical culture and therefore the management should recognize and adapt to it.

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