



भारत सरकार | Government of India  
संचार मंत्रालय | Ministry of Communications  
दूरसंचार विभाग | Department of Telecommunications  
राष्ट्रीय संचार अकादमी - वित्त | National Communication Academy - Finance  
महरोली-गुरुग्राम मार्ग, घिदोरनी | Mehrauli-Gurgaon Road, Ghitori  
नई दिल्ली-110047 | New Delhi - 110047

File No. 3-124/DG/NCA-F/Web.onICS-IKS/CP/2025

Dated: 09.07.2025

To

1. CGCA, DoT New Delhi
2. Director General Telecom (DGT), DoT, New Delhi
3. Advisor (F) / Advisor (O) / Advisor (T) / Wireless Advisor, DoT
4. Administrator (USOF), DoT HQ
5. DG, NCA-T
6. Sr. DDG (PAF), DoP HQ, Delhi
7. Sr. DDG, Telecommunication Eng. Center
8. All Pr. CsCA/CsCA/JtCsCA/GMs(F)/DAPs
9. All GM (PAF)/DAPs of Postal Circles
10. Director, NCA-W
11. All Heads of LSA Offices
12. CMD, BSNL/MTNL/ITI /TCIL
13. ED, C-DOT, New Delhi
14. All CTIs/ATIs, Govt. of India

**Sub: Conduction of Webinar on "The Art of Expression: Insights from Indian Knowledge Systems for Modern Communication" - reg.**

National Communications Academy - Finance (erstwhile NICF) is organizing a one-day Webinar for Group A/B/C Officers/Officials of DoT/DoP, PSUs and various organization associated with DoT/DoP. The subject and schedule of webinar is as under:

Sl. No.	Topic	Date & Time	Last date of receipt of nomination
01	'The Art of Expression: Insights from Indian Knowledge Systems for Modern Communication'	16.07.2025 11:00 AM	16.07.2025

**Introduction:**

India's rich cultural and intellectual traditions have deeply influenced its communication styles over centuries. Indian communication is not just a means of conveying information—it reflects values, relationships, and contextual understanding rooted in its civilizational ethos. The integration of **Indian Knowledge Systems (IKS)** offers valuable insights into ancient methods of dialogue, rhetoric, non-verbal expression, and ethical persuasion. Understanding these indigenous facets enhances not only interpersonal and professional interactions but also fosters a deeper appreciation for culturally rooted communication practices. This module aims to

explore the distinctive features of Indian communication, contrast them with Western paradigms, and recognize the relevance of IKS in contemporary professional settings.

### **Learning Objectives:**

- Identify key characteristics of Indian communication styles, including verbal, non-verbal, and contextual elements.
- Understand the philosophical and cultural underpinnings of communication within Indian traditions.
- Explore the role of Indian Knowledge Systems (IKS) in shaping effective and ethical communication practices.
- Compare Indian and Western communication frameworks to appreciate intercultural dynamics.
- Apply relevant elements of IKS and Indian communication skills in personal and professional interactions.

### **Competencies addressed:**


- Communication Skills (B-04)

All the units of DoT and DoP HQ viz CGCA, CCA, GMs(Finance), DAP office, SEA/DoT HQrs and PAF/DoP HQ, PSUs and various organization associated with DoT/DoP are requested to nominate suitable officers/officials for webinars within stipulated date.

While nominating officers/officials for webinar, the controlling offices are requested to provide details of nominated officers viz name, designation, mobile number, email address etc. Kindly send all the nominations vide email: [nicf.moc@gov.in](mailto:nicf.moc@gov.in).

*Nominations from all eligible officers/officials of DoT, including attached/subordinate offices, PSUs and other related offices are called through the Competency Portal of DoT only on or before the commencement of webinar. The URL for filling nominations through Competency Portal is <https://competency.dot.gov.in>. Nominations sent through this portal will only be accepted for the officers/officials working in DoT. Nominations from DoP, including related attached/subordinate and other related offices, are requested to be forwarded to the mail ID [nicf.moc@gov.in](mailto:nicf.moc@gov.in).*

In case of any query/clarification, offices may contact Sh. Ajay Kumar Sharma, AAO (OT Trg.), Mobile No. 9414901162

  
(Shailesh Bansal)  
Course Director  
NCA-F, Ghitorni

Copy to:

1. PS to DG, NCA-F
2. JS (T), DoT HQ
3. DDG (CBT), DoT HQ
4. DDG (E&TF), DoT HQ
5. Director (Trg. Fin.), DoT HQ