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Subject — Business communication
Unit - III

Topic — Use the Grapevine effectively

Some experts maintain that 'Grapevine' is not a reliable source of information. As such, it should not be encouraged much. But such is not the case. The fact is that the grapevine can neither wither nor die. Instead of curbing its growths, it should be allowed to flourish. The management can profitably utilize this system in the attainment of organisational goals. Listed below are some points which can guide the management to make best use of the 'Grapevine'.

- ① The grapevine may be used to feel the pulse of the employees. Sentiments, actions and reactions, opinions and thinking of the employees can best be judge and understood by this system.
- ② An eye should be kept on the rumour-mongers. Rumour-mongers can do a lot of

hard to the organisation. So, in case a false rumour is spread, the management should swing into action immediately and contradict it through official channels. By doing so, they will be able to dispel the fears of the employees and also force the rumour-mongers to put a check on their activities.

③ The spread of rumours in an organisation is difficult to check but something can be done to slow the pace of harmful rumours. This can be done by taking into confidence some persons from among the workers. Such leaders should be spotted by the management. They should be kept well-informed so that harmful rumours do not reach the workers.

④ The best way of frustrating the rumour-mongers is to involve the workers in the decision-making process. If the workers become aware of the steps being taken by the management, they will not be misled by the managers.