

**To: Dr. Erika Paterson**  
**From: Siddhartha Gupta**  
**Date: June 19, 2020**  
**Subject: Proposal for Formal report**

My proposal includes the following ;

- Introduction of Topic- Background information on ACC
- Statement of the problem- Drawbacks of multiple communication channels
- The proposed solution- Unifying communication app
- Scope of questions--Areas for communication and resource assessment
- Forms of Primary and secondary sources- Survey, phone interview
- Qualification- Communication app background
- Conclusion- Summarize

## **Introduction**

### **Background Information on ACC Limited**

ACC Limited formed in 1936. It is a cement company that aims at providing for the Indian market. The company has 17 cement factories updated with modern technology, 90 concrete plants, and over 10000 distribution channels(Our Network). Due to its size, the company maintains a large number of communication channels. The ACC office in Mumbai is the central hub and is responsible for the coordination for the rest of India. All of which requires clear communication. The company has a variety of communication channels due to its high communication load. However, more does not always entail better.

### **Statement of Problem**

For formal communication, employees most frequently use Gmail. When on an informal discussion, WhatsApp is the preference. Mostly Hangout and Zoom are the preferred mediums of communication for video-conferencing. However, for larger conferences, Cisco is used. For daily verbal communication, mobile calls the modus operandi. Having a variety of communication channels can create multiple problems. It might be hard for an employee to track down all the messages that he or she has from the various lines of communication. Secondly, it may be hard for a person to separate his office communication from personal communication easily. This style is making it difficult to know which notifications or apps to which one must pay attention.

### **Proposed Solution**

One of the possible solutions is that ACC invests in its application for its employees that allows them to communicate in a variety of ways. In doing so, ACC will be able to

oversee the security of the application and ensure it has the correct security measures in place. Furthermore, this will also help improve productivity. Since only employees will have access to the app, it is a guarantee that when using the app, any messages or calls coming from it will most likely be work-related.

### **Scope**

- To best understand the problem and evaluate the feasibility of the proposed solution, I would first answer these eight questions:
- What are the top 2 communication systems that people use? What functionalities do these communication systems fulfill for them?
- To what extent does getting up-to-date with lines of communication interrupt with the daily work of an employee?
- How hard is it for an employee to separate his work communication and personal communication on services such as WhatsApp and Hangout?
- How has this impacted the speed and quality of their work?
- To what extent would the communication requirements of an employee be improved if all the services they need can integrate through one interface?
- What would be the estimated cost in terms of time and money for building such an application?
- What are the risks if such an application fails or has security leaks?
- How much time do employees spend on communication?

### **Forms of Primary and secondary sources**

My main method of gathering data will be primary research in the form of surveys and phone interviews. I will ask the office employees to volunteer to take a survey to decide to understand the extent of the problem. Then I will be interviewing the Vice President of Project Management, to understand team dynamics better when a group works in a project and what aspects would my proposed application need to have,

### **Qualifications**

I am a Computer Science Major. I have done three software engineering courses; CS110, CS210, and CS310. Besides this, I am currently doing a Web Development course and an A+ security certificate. For my capstone project, I had to work with Associated Engineering to develop an in-house hiring and availability system. From this experience, I know how to build an App. I have also used various communication channels actively in our groups; Discord, Slack, and Email to make sure that our communication was thorough.

### **Conclusion**

Modern communication systems have helped in improving the speed of communication delivery. It has made the world is indeed a global village. However, communication channels can, at times, hamper human productivity and interrupt their work. Over time this can cost a company tremendously, which is why it is essential to understand and act

to streamline communication channels. For this purpose, research is vital to acquire to create an effective solution. With your approval, I hope to begin that essential research.

### **Works Cited**

ACC Limited. "Our Network: Cement & Ready Mixed Concrete Manufacturer." *Our Network* |

*Cement & Ready Mixed Concrete Manufacturer*, ACC Limited,

[www.acclimited.com/about/network](http://www.acclimited.com/about/network).