

Role of English in Business Communication Aligning with NEP 2020 Goals

Dr. Subhash Shrirang Kadam

MTES's Doshi Vakil Arts College and G.C.U.B. Science & Commerce College, Goregaon- Raigad.

Abstract: *Multilingualism, inclusivity, and the advancement of Indian languages in education and professional development are all highlighted in the National Education Policy (NEP) 2020. Local languages continue to be essential to cultural identity, consumer engagement, employee effectiveness, and community interactions in a period of globalization, even if English has historically dominated corporate communication in India. Examining how NEP 2020's language policy fits with real-world communication requirements in the corporate sector, this study investigates the function of regional languages in business communication inside Indian enterprises and educational initiatives. Using a mixed-methods approach that includes management interviews, staff surveys, and case studies of businesses using regional languages, the study concludes that local languages improve market reach, team cohesion, and customer happiness. But issues like organizational resistance, translation accuracy, and uniformity still exist. The integration of language abilities into business curriculum, policy support for multilingual communication practices, and organized language training programs are among the recommendations. The research's results show how Indian companies can achieve NEP 2020's objectives of inclusive, contextual, and culturally grounded communication competencies while embracing language variety as a strategic advantage.*

Keywords: multilingualism, communication, barrier, lingua-franca, dialect

1. Introduction

Language is essential for interpersonal interactions in the Indian corporate environment. English has long been considered the standard language for business communication, particularly in formal paperwork, consulting firms, and multinational corporations (MNCs). However, for companies interacting with a variety of stakeholders, The Government of India is happy with the National Education Policy (NEP) 2020, which emphasizes the value of multilingual education, fundamental mother-tongue teaching, and the advancement of Indian languages in higher education and the workplace. NEP 2020 has significant ramifications for professional communication even if its main concentration is on education. The policy promotes the use of regional languages for better interpersonal interaction, better cognitive development, cultural rootedness, and complete education.

Information sharing between internal and external stakeholders is a component of communication in organizations. Transparency, reliability, consumer impression, and company culture are all impacted by language choice. According to academics, communication is influenced by sociolinguistic norms, power relationships, and cultural settings rather than being in a vacuum (Hall, 1976; Gudykunst & Kim, 2017). Under colonial authority, English became the most widely used business language. Global markets, technology, and academic standardization all support its regular use. However, academics point out that depending too much on English might marginalize native speakers and limit access for employees or clients who don't speak the language well (Jenkins, 2007; Phillipson, 1992).

One of the nations with the greatest linguistic diversity in the world is India. There are numerous regional tongues prevalent in several states, and the Indian Constitution recognizes 27 scheduled languages. The argument over whether English or local (regional) languages should be used in company branding, education, and governance is still very important in today multilingual environment. Local tongues and English both have important but distinct functions in



Indian society. Designing inclusive communication and educational strategies that support national development objectives is made easier by a consciousness of how crucial they are.

The British colonial era is responsible for English's rise to popularity in India. Thomas Babington Macaulay established laws encouraging English instruction in India in 1835. English eventually evolved to be linked with science, academic treatment, and international communication. Thomas Babington Macaulay, a British politician and economist who was India's first Law Member of the Governor-General's Council in the 19th century, is directly linked to the country's English language policy. His well-known work, *Macaulay's Minute on Education* (1835), profoundly impacted both the long-term standing of English in Indian society and the course of education in colonial India. An important turning point in Indian educational history was Macaulay's English education strategy of 1835. For almost two centuries, it shaped India's linguistic and intellectual landscape by institutionalizing English as the language of higher education and governance. It established a modern educated class and offered avenues to worldwide understanding, but it also devalued ancient languages and widened sociolinguistic gaps. In addition to highlighting the necessity of a balanced, multilingual approach in modern education and business relations, a comprehension of Macaulay's philosophy helps explain the ongoing dispute between English and regional languages in India.

English was first widely used during the British colonial era, when it was brought to sections of Asia, Africa, and the Americas through trade, education, and administration. Later, the US influence in politics and commerce in the 20th century enhanced English's standing internationally. English became a widespread functional language in trade across borders, negotiations, research, aviation, and digital communication as globalization accelerated. These days, international conferences use English to promote communication between attendees from various nations, multinational firms hold discussions in English, and worldwide academic publications publish research primarily in English. English is utilized in the aviation and maritime sectors to ensure consistent communication for effectiveness and security.

English is especially important as a connecting language in a country with several languages like India. English offers a neutral medium for communication between people of various linguistic communities, despite the fact that hundreds of regional languages are spoken in various states. Higher education, business, the legal system, scientific research, and technological advancement sector all make extensive use of it. English allows Indian professionals to access global information resources, engage in international marketplaces, and seek international education. Provincial tongues, which nevertheless predominate in daily life, cultural expression, and local government, coexist with English. English has several benefits as a lingua franca. By making it possible for people to work, investigation, and engage abroad, it encourages global mobility. By promoting global trade and the outsourcing sector, it promotes economic expansion. It makes a wealth of scientific research, technology advancements, and instructional materials accessible. Additionally, it promotes cultural exchange by enabling people from many countries to communicate concepts, beliefs, and life experiences. English facilitates more effective and easily available collaboration between nations.

In order to preserve organisational consistency and global communication, India kept English as an associate official language after gaining independence. Regional languages including Hindi, Marathi, Tamil, Bengali, Kannada, and others continued to flourish in everyday life, literature, local government, and artistic expression at the same period. These languages have strong ties to community connection, convention, and identification. Local heritage, customs, folklore, and civilization are all conveyed through local languages. They safeguard cultural legacy for future generations and reinforce social ties. English serves as an intersection between various linguistic communities and links Indian businesses with international markets, making it a crucial component of commercial communication in India. English is a moderate and extensively used language in business environments, universities, multinational corporations, and diplomatic platforms in a multilingual country where hundreds of languages are spoken. When considering the National Education Policy 2020, which preserves Indian languages and cultural belonging while fostering multilingualism, skill development, employability, and global competitiveness, its significance become even more pertinent.

English is the language of choice utilized for official documents, emails, reports, presentations, negotiations, and digital communication in the modern workplace. English is crucial for seamless communication across borders for



multinational organizations and Indian businesses that interact with foreign clients. It guarantees uniformity, professionalism, and clarity across geographical boundaries. English frequently serves as a bridge language between workers from various states in India who might not speak the same regional language. In large businesses, this linguistic balance promotes effective internal communication and lessens geographic discrimination. The NEP 2020 promotes a balanced multilingual approach rather than English at the expense of Indian languages. In addition to promoting competency in English as well as other languages for worldwide involvement, it places a strong emphasis on fundamental learning in the mother tongue or regional language to improve mental growth. The demands of contemporary commercial communication are immediately met by this well-balanced paradigm. In addition to gaining corporate and functional English proficiency that improve their job prospects, students taught under NEP 2020 are required to develop strong conceptual knowledge in their mother languages. As a result, English is no longer a sign of cultural domination but rather a weapon of prosperity.

Improving employability and skill-based education is one of the NEP 2020's main objectives. Competence in English frequently affects access to corporate jobs, especially in industries like information technology, banking, aviation, hospitality, and international trade. Successful business interaction is a fundamental employability skill. Institutions can equip pupils to meet international industry requirements by enhancing English communication skills in addition to vocational training. Individuals who speak English well can work with overseas associates, attend global events, and adjust to multicultural workplaces. English helps India achieve its goal of becoming a global knowledge economy in a similar manner.

The use of English in business communication is further strengthened by digital revolution. English is the primary language used by the majority of digital platforms, software tools, coding languages, and international e-commerce systems. NEP 2020 places a strong emphasis on technology integration in the classroom and technological proficiency. Students are guaranteed to be both linguistically and technologically adept when English instruction is coordinated with electronic interaction abilities. Today's business communication includes social media marketing, online presentations, email etiquette, online conversations, and international connections, all of which call for proficient English.

NEP 2020 also promotes inclusivity and tolerance for language variety. Thus, regional languages and English should coexist in corporate communication. Local languages are still crucial for grassroots promotional efforts, consumer involvement, and organizational building, even though English may predominate in official business records and worldwide transactions. The comprehensive vision of NEP 2020 is perfectly suited to a multilingual approach: native languages guarantee local accessibility and cultural sensitivity, while English promotes global contact. Companies that use these multilingual communication techniques frequently see an increase in morale among staff members and greater relationship with clients.

Aligning with NEP 2020 Goals

Nevertheless, careful execution is needed to align English with NEP 2020 goals. English instruction should emphasize practical communication skills like presenting strategies, proficient writing, negotiating tactics, and relationship building in addition to grammar and reading. This transition from rote learning to applied communication training is supported by NEP 2020's competence-centered paradigm. English competence must be combined with ethical communication, critical thinking, and problem-solving abilities in corporate communication courses. Eliminating linguistic disparity is another crucial aspect. In the past, there has occasionally been a gap between urban and rural populations due to English proficiency. NEP 2020 seeks to lessen these inequalities and democratize schooling. This disparity can be closed by bolstering teaching of English in remote communities and governmental institutions while maintaining mother tongue instruction. Teaching English as an enabling skill instead of a cultural substitute promotes equitable prosperity and social advancement. NEP 2020 recognizes the linguistic diversity of India and suggests: Early childhood education is taught in the mother tongue or regional language; Indian languages are heavily emphasized in educational institutions; and proficiency in languages learning pertinent to local social and economic



conditions is included. The policy views language as a part of identity and cognitive development in addition to being a tool for communication.

The National Education Policy 2020 views English as a vital auxiliary language that promotes skill development, global competitiveness, and national development rather than as a substitute for Indian languages. While acknowledging the value of English competence in an increasingly interconnected world, NEP 2020 encourages multilingualism, foundational learning in the home tongue, and comprehensive instruction. The objectives of balance, inclusivity, skill development, and global integration are in line with English language instruction. Multilingualism is one of NEP 2020's fundamental tenets. According to the guideline, the mother tongue or regional language should be used as the medium of teaching until at least Grade 5. This advice is supported by studies that demonstrate how well kids pick up concepts in a language they are acquainted with. However, through a flexible three-language formula, NEP 2020 also promotes learning multiple languages, including English. English is seen as a language of opportunity rather than power in this perspective. While being true to their cultural and linguistic roots, pupils are required to become fluent in English.

English is in line with NEP 2020's objective of enhancing improving skills and sustainability. English is used extensively in higher education, commerce, science, research, internet platforms, and international trade in the contemporary global marketplace. literacy in English improves ability to access journals for academia, business networks, distance-learning environments, and worldwide sources of information. Educational institutions can prepare students for employment in fields including information technology, management, healthcare, tourism, and international business by enhancing English language proficiency in addition to professional and technical education. English thus becomes a tool for career success and financial freedom.

2. Conclusion

When applied within a well-balanced multilingual structure, English language instruction closely corresponds with the objectives of NEP 2020. It promotes business relationships, digital literacy, employment, global participation, and access to higher education. Its function must, however, support Indian languages rather than take precedence over them. According to NEP 2020, students will have a strong foundation in their mother tongue, be proficient in several languages, and be able to contribute successfully in both domestic and global contexts. Under such a framework, regional languages maintain cultural identity and inclusivity while English acts as a conduit to worldwide opportunities, guaranteeing comprehensive and sustainable growth. English is essential for business communication since it facilitates career advancement, digital connectedness, national integration, and global engagement. English becomes an integral component of a larger multilingual framework that appreciates both cultural rooting and global competency when it is in line with the goals of the National Education Policy 2020. Maintaining and advancing Indian languages for inclusiveness and distinctiveness while developing excellent English communication skills for global involvement is crucial. An integrated strategy like this guarantees that business communication in India stays egalitarian, viable, and in line with national modifications to education.

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