



There are many professionals in India working in the space of Business Communication. They range from in-house trainers at large multinationals to those operating in remote, rural pockets of India. The needs vary and consequently the curriculum, course content and mode of delivery. But the objective is common - train learners in English to help improve job prospects and galvanize career paths.

[BCFAI](#) would provide the platform for all Business Communication trainers and facilitators operating in the Indian market to share, interact, upskill, stay connected with peers and latest developments in the field.

So, of the areas where BCFAI wants to build connects, the first is between professionals working in this space. Most trainers or facilitators, operating in India, work alone. Building a support network to reach out, share and learn from each other would be a core objective.

The next area that BCFAI wants to focus on is the gap between those preparing pre-service candidates and those training in-service learners. The campus to corporate divide is wide. There is often a disconnect between the two; those engaged with pre-service candidates may have limited knowledge of what companies really need and ask for. Engaging the two groups in a common dialogue would be key.

Next, we would like trainers and facilitators in India to be connected with their counterparts from other parts of the world. Additionally, we would want the uniqueness of Indian market realities to be represented in international forums. BCFAI would partner with business communication training professionals' bodies in the world to build this connect.

A distinctive feature of India is its socio-economic diversity. Realities of rural India, semi-rural towns as well as pockets of need in urban India showcase the wide scope of business communication requirements in the country. The scope is huge, but baby steps will begin. In the long run, addressing this diversity would be a milestone.

