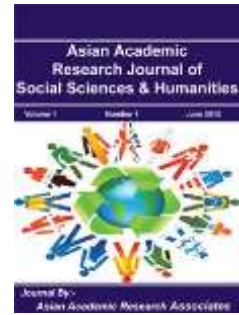




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**EFFECTIVE DETERMINANTS OF ORGANIZATIONAL COMMUNICATION
SYSTEM IN MANAGEMENT OF DAIRY CO-OPERATIVES**

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ABSTRACT

Organizational Communication system has increasingly powerful determinants for the effectiveness of the organization and it may have a inflating effect on the ability of the organization to grow, to perform efficiently or to service (Farance, 1974). All the organizations have communication system as inseparable components because communication and developmental management are directly related to each other for achieving the goals of the organization. Dairy co-operatives represent a complex social system of the several processes involved in its organization, management and functioning. All these functional areas and various department or divisions are interlinked and therefore, various determinants of the organizational communication play important roles in achieving the management goals of the organization.
