

## MANAGEMENT

### PRINCIPLES AND APPLICATIONS

#### UNIT-1

#### PART-X

### CO-ORDINATION

#### Techniques of Co-ordination

The following are the important techniques of co-ordination which are widely used by modern management:

**1. Voluntary Co-ordination:** Co-ordination by self-co-ordination was supposed by A. Brown and Simon. Co-ordination should not be imposed from above. Ideal co-ordination is voluntary co-ordination.

**2. Co-ordination by Simplified Organisation:** Organisation is a very important device for achieving co-ordination. In modern large-scale organisations, there is a tendency towards over-specialisation. It leads to bureaucracy and division in different departments. Re-arrangement

of departments may also be considered to bring about a greater deal of harmony among the various wings of the organisation.

**3. Co-ordination through Managerial Functions:** Of the different phases of managerial functions, some aspects like communication, leadership and authority delegation also make unique contribution co-ordination.

**4. Co-ordination by Group Meetings:** Group meetings are also effective for achieving high quality of co-ordination. Such meetings bring the officials together and provide opportunity for co-ordination.

**5. Harmonised Programmes and Policies:** Excellent opportunities for coordination are provided by the process of planning. The plans prepared by different individuals and departments should be checked for consistency. The management must ensure that all plans add up to a united programme.

**6. Co-ordination through Liaison Men:** For external co-ordination, co-ordination through is very important and popular now-a-days. Mostly large organisations employ liason officers to maintain relations with government and other outside world.

**7. Co-ordination by Communication:** The oldest well as the most important device for achieving co-ordination is communication. The main duty of a supervisor is to see that his

subordinates are working in an efficient manner. He directs them, commands them and controls their efforts.

*"A manager, in managing, must co-ordinate the work for which he is accountable by balancing, timing and integrating it."*

**-L.A. Allen**

Co-ordination is Needed at All Levels of Management Co-ordination is required in all group efforts. In all organisations at every level there are group efforts. Therefore, co-ordination is needed at all levels of management due to the inter-dependent nature of activities assigned to various departments and units, and to different individuals.

This may be illustrated by reference to purchase, production and sales activities. Unless goods are produced in adequate quantities and at the proper time, supply of goods to customers cannot be undertaken by the sales department. What needs to be co-ordinated between the production department and the sales department is the adequacy as well as the timely production of goods.

Thus, the work assigned to different departments, units and individuals must be co-ordinated by all managers at various levels as a regular function. Without harmony and integration of activities, there is likely to be duplication, overlapping and even chaos in the organisation. Co-ordination is, therefore, regarded as the essence of management and is needed at all levels.