

Communication and Trade

Chapter 12: Lifelines of National Economy · Topic 2

Key Concept

Traditional communication methods, like postal services, have been supplemented by modern telecommunications, including telephones and mobile networks, enabling faster information exchange.

The internet and digital communication have revolutionised trade, enabling e-commerce, online banking, and instant communication between businesses and customers across the world.

Effective communication networks support trade by allowing businesses to coordinate logistics, negotiate deals, and respond quickly to market changes and customer needs.

India's growing digital infrastructure, including expanding internet access, has significantly boosted trade opportunities, particularly benefiting small businesses and rural entrepreneurs.

Quick Revision Notes

- Communication includes postal services, telecom and internet.
- Modern telecom includes telephones and mobile networks.
- The internet enables e-commerce and online banking.
- Digital communication enables instant business communication.
- Effective communication supports trade coordination.
- It helps negotiate deals and respond to market changes.
- India's digital infrastructure is growing.
- This has boosted trade opportunities, especially for small businesses.

Practice Questions

- 1 Discuss how the internet has changed the way businesses trade.
- 2 Research an example of e-commerce in India.
- 3 Explain how mobile phones support small business trade.
- 4 Discuss how communication helps coordinate logistics.
- 5 Research India's digital infrastructure growth.
- 6 Debate how communication technology could further help rural entrepreneurs.