

# Whatsapp!

## Misuse of a boon.



issue a statement that read, “We have been getting strong reactions from many of our members regarding non-serious messages and politically sarcastic messages in this group. All are requested to please refrain from posting messages unrelated to the transport trade. Kindly cooperate to make this group more vibrant and fruitful failing which the admin will be constrained to remove such members from the group.”

The above message was followed by a series of messages from

Since the last few years social media has taken over our lives. The impact of social media has been so strong that we have started living our lives for the social media. In the good old days we used to visit a place to enjoy the same. However now the trend is to immediately click a picture and post it on social media to inform all our friends about how we are enjoying life or rather we would like to make them believe that we are enjoying our lives. On a personal level there may not be much harm in indulging in such practices. However when it comes to work or business, there needs to be a certain amount of professionalism and discipline. I am referring here to the various Whatsapp groups that have been created by associations / individuals. The intention of forming these groups was to share issues related to the trade. However the groups were doing everything else except dealing with issues related to the road transport business. In fact an overdose of this unwanted activity forced AIMTC and another association groups to



members who agreed to the above message. So far so good – but within a few minutes we had a barrage of unrelated messages once again ruining the entire purpose of forming this group. In fact such activity was rampant on

other association groups as well, with the admin literally pleading with the members to stop posting irrelevant messages. However there were transporters who continued posting useless forwards and their persona photographs. Is this of any help to the industry, especially at a time when we are undergoing a lot of changes in terms of business as well as rules/laws.

A couple of days later G R Shanmugappa posted another appeal to the members to restrict their messages to transport related news. Surprisingly instead of taking heed of the request, there was a series of messages praising the message and intent of GRS. This was something like going to a place and appreciating its beauty and at the same time doing things that spoil the same beauty!

Social media is a very good platform to communicate with members of the same trade.

However when a professional group becomes more of a social group with people waking up and even before getting out of bed start posting a Good Morning on every group that they belong to, simply spoils the decorum of a professional group. What happens in the process is that people start skipping the messages and often miss out on important ones.

There are ways where we can make these groups more useful and interactive. We cannot be having fresh news to circulate every day. However we can make use of these groups to have a moderated discussion on a new topic every day, The admin can announce the topic for discussion in the morning and all day long the members can contribute their thoughts to the related subject. I am sure we can get a lot of fresh ideas that would help us in dealing with the subject. There have been

occasions in the past where the groups have come handy in helping members with their problems and that is how the group should be used. It is unfortunate that some members have been posting religious messages and other offending pictures. And then there are members who can't stop posting pictures of themselves with people who are not even remotely associated with the trade.

Social media has become a very effective tool for communication and we have to start using the same sensibly as it can be very handy in spreading important messages across the country in very quick time. At the same time many problems can be taken up and discussed with members sharing their ideas that can be implemented. We hope that transport related groups start using the same more effectively and efficiently.

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