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A STUDY OF IMPACT OF ICT ON EDUCATION, HEALTHCARE AND OTHER SELECTED SECTORS IN INDIA

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Abstract:

In this present era ICT is playing a very important impact in almost every sector of the economy. Information and Communication Technology is a powerful weapon for all of us. Due to this COVID -19 pandemic, almost everyone suffers a lot on different grounds. So, it's very much important to see how ICT help all of us to overcome this situation. Basically, we know that ICT came into existence long back but maximum utilization of it came into the picture during the lockdown period. The entire world had experienced this change and even we observed that due to this period ICT has changed the entire scenario of many things socially, economically, politically and educationally as well. Without taking huge breaks during this lockdown period, people started and continued their work from home with the help of this ICT only. As we know that skilful workforce is essential for achieving success early and it is possible through quality education and well qualified/ experienced - trained forces. So here, ICT works as a tool; if we utilize it properly then definitely we will get success early as compared to others. On this background, the researcher tried to understand the changing Impact of ICT in different selected sectors.

Keywords: ICT, Education, Health care, Banking, Automobile, FMCG, Media & Entertainment, Hospitality.

Introduction:

ICT is as if a part of the daily life of everyone because we cannot separate it from our daily needs. It is a tool with which we can enhance our quality of education, achieve new targets with lesser time, accuracy & consistency in work is also possible. So likewise we may say that with the help of ICT, the company can make their businesses easier because as per the requirements they can interact with their customers, suppliers or distributors at any time and sort out all the issues easily.

Objectives of the Study

1. To get acquainted with changing Impact of ICT in the present market.
2. To analyze the impact of ICT on the selected sectors of the economy.

Research Methodology

(A) Data Collection: The Secondary Data used in the present study. Data is collected from various websites, reports, journals and published articles.

(B) Data Analysis: Through Observation Method and Previous literature

Impact of ICT in Education Sector

The present era is of Information and Communication Technology. The education sector today comprises a large number of courses that rely on ICT for their curriculum and co-curricular activities. For instance, ICT plays an important Impact in conveying critical information, demonstration of simulations, calculation of complex mathematical models, and performing integration of various aspects aligned with sophisticated research efforts. It has contributed to making learning easy and engaging with the help of audiovisual content, interactive guest sessions across geographies, automated task assignment, submission and even evaluation in certain cases. Video conferencing technologies have largely evolved over the past few years and have made mass communication and delivery of knowledge more convenient. In the past couple of years, platforms like Zoom Meeting, Google Meet, etc. have enabled continuity in education for students throughout the pandemic. Educational seminars, symposia, conferences are being more affordable and accessible for students across the globe due to the increased penetration of ICT in different parts of the globe. This has led to the early development of essential technological skills in



children and various reforms in educational policies around the world have been centred towards the provision of better ICT knowledge and technical skills in the evolving youth. Apart from this, lowering the costs of ICT has contributed to the liberalization of education by providing equitable access to the majority of the students across various social, economic, and cultural strata of the society.

ICT has changed the nature of academic libraries as well. A new variety of terms like a hybrid, digital and virtual have been introduced in the academic library. A digital library can be defined as a “Managed collection of information with associated services where the information is stored in digital format and accessible over a network”. The virtual library has been defined as “Remote access to the content and services of libraries and other information resources, combining an on-site collection of current heavily used materials both print and in electronic form with an electronic network which provides access to and delivers from the external worldwide library and commercial information and knowledge sources. Hybrid libraries are libraries that provide access to both electronic resources and paper-based resources”. ICT made information in a more appropriate manner. Some of the things are possible like creation in digital format, online access and file transfer, networking and sharing of information resources, etc. ICT has fundamentally changed academic/college library collections. Electronic Resources E-Journals E-Books are easily available, accessible and more users friendly. Even today, the role of the librarian has changed. Such as Librarian as a leader, Librarian as a two-way communicator, as an identifier, information collector, information analyst, knowledge manager, researcher, information scientists in electronic/digital libraries, e-resource managers or sometimes even information disseminator. They are working as a multi-supplier and multiple evolvers in this dynamic ICT environment.

Impact of ICT in Health care Sector

Today’s technology is leading all of us towards a technical world. It helps in connecting with each other digitally. The emerging impact of ICT has created a huge impact on the Healthcare sector. If a doctor has the right communication channel it is easy to deliver treatment and care for the patient who is located anywhere around the world. The system helps the Doctor to continuously monitor the patient’s history, diagnostic report, and track the current health condition. The Doctor can also interact with the patient; recommend taking medical examination and prescribing medicine. It enhances the quality of care, increases patient security & data protection and also reduces operating & administrative costs. We may categorize this sector mainly in four streams such as-

- Health & Education
- Hospital Management System
- Health Research
- Health Data Management

Recently, the National Health Authority (NHA) celebrated the third anniversary of Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY). On this occasion, Ayushman Bharat Digital Mission (ABDM) was also launched to provide Health ID cards to the citizens of India. Under this Mission, every citizen will receive a digital health ID card that will consist of their health records. This card will consist of the entire health record of the patient such as his /her medical history, the diseases already had/have, the hospitals visited by him/her, doctors under whom they were treated, the medical tests they had, medicines they have used or still using, diagnosis of reports, existing test reports and x-rays, discharge summary, etc. The health records of the patient will be updated after his/ her consent and would be updated digitally with proper security. This can be very helpful when that patient goes for a second opinion or visit a new doctor for treatment. With effective medical and reliable data, medical treatment will be better and the cost will be reduced. The Health ID card will be very helpful in the current situation of the COVID-19 pandemic, as doctors will be able to check patients' earlier treatments as well as their vaccination status. Moreover, he/ she will be able to get treatment for COVID-19 anywhere in the country. In short, we may say that this card is really going to be helpful for each one of us for better treatments.

Impact of ICT in Banking Sector

Advances in technology are allowing the banking sector to deliver banking products and services more conveniently and successfully to customers. Due to technological advancements, it’s easier for bankers as well as the customer to keep track of all transactions with security. Today Banks are aware of the need of customers that demand new products and services so accordingly now they can provide prompt services to their customers easily. The bank gains a dynamic competitive advantage



due to the use of ICT. They are more familiar with the customer service environments, direct marketing, and new rationalized business processes. ICT help banks to improve the efficiency and effectiveness of services that they offered to their customers. It also helps the banks for enhancing their business growth. As we know that the banking services include: Extensive use of ATMs, Internet banking, mobile banking, smart cards, 24/7 services online services, NEFT// RTGS/ IMPS, etc. Banks that use information and communication technology include basic Web portals and electronic databases, as well as composite information management systems that seek to improve government efficiency.

Impact of ICT in Automobile Sector

The integration of ICT into this sector has added many new developments. Today's vehicles are more convenient, efficient, safer, user friendly and techno-savvy as well. GPS system inside the car has become a necessity with the growing complexity of the road network and the increasing unpredictability of the traffic conditions. Though implementation of ICT in this sector is challenging, it is necessary in this competitive world. ICT has mainly contributed to adding a huge variety of different professional functions used in the cars and makes the drivers life easier. In short, we can say that nowadays due to this ICT innovation it's possible to get smart cars very easily. The application of ICT in a luxury car has up to 100 microcomputer-based systems that control nearly all of the car's operations. Sub applications include Car GPS, Self-parking cars, augmented reality windscreens, heads up displays, self-driving cars. If we talk about safety then intelligent speed adoption technology and sleep prevention technology can also be found in such smart cars.

Impact of ICT in FMCG Sector

The fast-moving consumer goods sector is a most primary and essential market for all the countries. It deals with the production, packaging, distribution and marketing of consumer goods. With consumers inclining towards the technology day by day, it has become necessary for the FMCGs to adopt information technology to reach their targeted audience. Many IT Outsourcing companies have emerged as pioneers in providing Information technology services to the FMCG sector. They are well acquainted with the fact that consumer is going mobile and FMCGs do need their services to keep pace with the consumers. Many service providers provide their best services in this sector with the help of proper tracking of all the transactions and they can connect with the customers more easily. Here, we may take examples such as Companies like Amazon, Flipkart, Big Basket, Jio mart, etc. The most widely use of ICT in this sector is possible with the help of different software and applications like ERP software, CRM Software, Mobile apps, Sales Force Automation, etc

Impact of ICT in Media and Entertainment

In this information era, computers are integrated with new technologies. Due to this advancement media and entertainment industry is also growing fast. It's possible to manage all the records very easily. Advertising, production media printing, broadcasting, etc are highly progressive. ICT provides a variety of entertainment and leisure activities that can be accessed easily. The media and entertainment industry has multiple segments that combine into one vertical line like Movies, Television, Music, Radio, Internet, Advertising and Gaming, Publishing, etc. Moreover, trends and drivers for each of the segments vary across sub-segment such as geographic, demographic, psychographic or behavioural consumer segments. While taking review of this sector it was came to know that the world has experienced a drastic change from analogue and mechanical technology to digital technology over the years.

- In the late 1980s, less than 1% of the world's technologically stored information was in digital form while it was 94% in 2007, with more than 97% by 2014.
- In 1990, there were 12.5 million cell phone subscribers in the world and 2.8 million internet users. The figure increased to 1.5 billion cell phone subscribers and 631 million internet users by the year 2000.
- In 2010, there were 4 billion cell phone subscribers (58% of the world population in 2010) and 1.8 billion (26.6% of the world population in 2010).
- The figure took another turn in 2020 as there were 4.78 billion cell phone subscribers (62% of the world population) and 4.54 billion (59% of the world population) internet users which are on the increase due to the global pandemic that has kept people at home.

Impact of ICT in Hospitality Sector



Today, Information and communication technology and hospitality are the most dynamic drivers of the economy. ICT is reshaping industries and organizations' competitiveness by changing their business prospects. ICT enhances the ability of organizations to manage their resources, increase their productivity, communicate their policies and market their offerings, and to develop partnerships with all their stakeholders, namely consumers, suppliers, the public sector, etc. Through different websites like Trivago, Goibibo, Makemytrip, Oyo, etc the customers can do online booking and get the services more conveniently. Even customers can interact with service providers quickly. So, because of this changing technology the people are coming close with each other. This also gives the customer more choices about the selection of hotels, motels, travel agents, etc.

Conclusion

Technology is a powerful tool today. ICTs have an impact on almost everybody that has access to them and that the internet has changed society and how we live. It facilitates all sorts of users such as educators, students, customers, employees, employers and so on. It is helping society at large. ICT brings people from different parts of the world together to communicate with each other across the world. It gives an opportunity to improve communication, to meet new people online and establish a friendship, to share personal information online, increasing education opportunities. ICT gadgets have really made peoples life simple and entertaining but Information, Media, and Technology Skills are needed for the use of ICT. To make the education system more effective, easy and relevant the educator must adopt new technology tools and contribute to the betterment of the education system. There are many ways to learn such as E- learning, Blended Learning, Active Learning, Collaborative Learning, Integrated Learning, Creative and Innovation Learning, Evaluate Learning, Learning through blogging, learning through Podcast, Ubiquitous Learning, Open & Distance Learning, Web Seminar Learning, Mobile Learning, etc. With the help of these methods all the stakeholders of the society may achieve their targeted goals easily.

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