

Information Technology and Communication in Youth and Rural India: An Overview

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Abstract: *Information Technology and communication have become known as one of the fundamental components of modern society. The world's greatest resource for development is its youth. There are forty percent of people under 20 in the entire world. This study focuses on information technology and communication and their significance for young people and rural residents in our nation. IT are important because they enable better access to information and communication over long distances, rather than just being a technology in and of itself. The growth and necessity of information Technology and communication were involved. It also included the development ratings of some of the selected countries and methods for India to continue growing its ICT sector. In terms of information and communication technology growth, India is placed 121st out of 157 nations.*

Keywords: IT, ICT, Youth, Network, International Telecommunication Union (ITU)

I. INTRODUCTION

Meaning of Hardware, software, networks, and media are all part of information and communication technologies (ICTs), which are tools for gathering, storing, processing, transmitting, and presenting information (speech, data, text, and pictures) as well as associated services. A variety of communication mediums and equipment, such as print, phone, fax, radio, television, video, audio, computers, and the internet, are included in communication technologies (Neto et al., 2005). India is the country with the greatest proportion of young in the world, with 66% of the total population under 35. Approximately 40% of the Indian populace is between the ages of 13 and 35. In 2010, India's median age was merely 25.2 years, whereas China's was 34.5 years (Ghia, U.2014). The world's most valuable resource for development is its youth. Over 1 billion individuals are between the ages of 15 and 25 worldwide, making up 40% of the population under the age of twenty. In certain emerging nations, the youth comprise over two-thirds of the population. Early access to information and communications technology (ICT) has been shown to make young people more likely to be early adopters and adapters of the technologies—skills that are important for promoting innovation and economic success.

Because they have grown up with technology, understand it better than their parents, and have an advantage over others, they are at the vanguard of societal transformation through ICT. Young people have gained a potent new tool through the Internet that allows them to connect, communicate, invent, and act on issues that are important to them on a worldwide scale, transforming them into global players (Preliş, 2013). It is common to underestimate the high degree of social consciousness among young people, yet they are concerned about a wide range of issues, such as social justice, human rights, economic injustice, the environment, HIV/AIDS, and climate change. Those among them who are skilled in ICT and driven to effect change tend to associate the usage of the technology with development objectives because of their values. Without entrepreneurial abilities, nevertheless, they lack the capacity to persevere through difficulties and conquer obstacles.

Empowered youth may be a powerful force for change since they are both social entrepreneurs who wish to transform the world and facilitators of ICT-facilitated development. However, there are currently not many programme and tactics that genuinely enable youth to take the lead in generating long-lasting social, environmental, and economic effects around the globe. Few programme offer a complete support system that empowers young people to make development

impacts for both themselves and others, despite the fact that many involve youth through conferences and virtual networking (Preliis, 2013).

Young people are the future workforce, leading innovators and early adopters of ICT, and as such, they must be empowered as learners, developers, contributors, entrepreneurs, and decision-makers, according to the 2003 World Summit on the Information Society. The truth is that because of their circumstances and poverty, some young people have already entered the global labour. Many of them are in the unemployed category. According to the International Labour Organisation, 40 percent of all unemployment worldwide occurred among young people, or 76 million of them, in 2008. The status of young people in the job market has not improved much, and they continue to be disproportionately affected by a lack of good employment prospects. Furthermore, young people who work frequently put in long hours under ad hoc, precarious, and irregular employment arrangements that are marked by poor pay, low productivity, and less labour protection. When thinking about successful youth empowerment methods, the issue of young employment has been and will continue to be a significant one, which makes emphasising entrepreneurship essential (Preliis 2013).

Democracy is based on information. Empowerment via information is essential to a functioning democracy. The creation of a worldwide "information society" that is rapidly altering how people live, study, work, and interact has been facilitated by the development of information technology (IT). Despite sixty years of independence, India's most urgent issue is how to address its rural impoverished population. As shown in Table 1 (Census of India, 2001), of the 1027 million inhabitants, 742 million (72.2%) reside in rural regions and 285 million (27.8%) in urban areas.

These days, Bangalore and the IT sector spring to mind when someone mentions India. The topic of discussion is how IT is improving millions of Indians' lives and modernising the country's economy. However, the subject of this conversation is limited to urban India. The people who live in rural India make up the other India, which has been mainly excluded from the IT revolution. While employing more than 65% of the workforce, India's agriculture industry only makes up less than 25% of the country's GDP. Indian farmers continue to be among the world's poorest. In India, the average farm household earned slightly less than Rs. 20,000.00 per year, or \$4200.00 per year (NSSO, 2003 & Gollakota, 2008).

Over the past 20 years, investments in information and communication technologies (ICT) have increased dramatically on a global scale. Global spending in the information technology (IT) sector increased to approximately US\$3.5 trillion in 2011 from US\$3.4 trillion in 2010, according to industry consultant Gartner. This increase was attributed to a renewed focus on consumer mobile devices, virtualization solutions, and security software (Burt, 2010).

II. IMPORTANCE OF ICT

ICTs' Significance in Rural Development in order to attain Universal Access to ICTs, governments all over the world have put in place mechanisms like Universal Service Funds and other types of government involvement, given the significance of information and communication technologies (ICTs) in national development. Among other things, these concentrate on closing the digital gap between urban and rural people.

The value of ICTs lies not in technology per se, but rather in its enabling role in promoting better access to information and communication over long distances; better access to governmental and quasi-governmental resources and services; chances to trade or bank online through kiosks; new prospects for product design, manufacturing, and marketing through internet or intranet systems; enhanced and improved education through computers or about computers; better medical advice and diagnostic information; information about local resources; opportunities to earn a better living by learning a new skill in the knowledge-based economy, increasing agricultural productivity, etc.

ICTs are crucial to the political, economic, social, and cultural advancement of a country. The role of ICTs—both new and established—in the massive scaling up and interconnecting of development interventions and outcomes inherent in this goal has been acknowledged over time. Examples of these include wireless, internet, broadband, and established media like radio, television, video, and compact disc. ICTs have tremendous potential for reducing social and economic disparities and promoting the development of sustainable local economies by bridging the gaps in information availability. Extreme poverty, which impacts almost 1.2 billion people worldwide, is often regarded as the biggest violation of human rights in history (UNDP, 2005; United Nations, 2005).

Importance of ICTs by Hazra (2012)

- Strengthening Rural Governance.
- Enhancing people's participation in nation building process.
- Encouraging social transformation.
- Ensuring a better quality of life.
- Strengthening the Information-base of rural communities
- Intensifying Effort towards implementation of the rural development initiatives.

Strategies for Sustained ICT Growth in India (Chowdary, J.A.)

- Improving the quality of Education
- Increasing the number of Universities and colleges
- Industry Academic linkages
- Providing High bandwidth Data-com Network
- Tax incentives for R&D
- Setting-up dedicated VC funds for ICT dev
- Promotion of IP development

ICT Development Ranking of Selected Countries

An annual evaluation by the International Telecommunication Union (ITU) of 157 countries is based on a wide range of metrics and statistics, and the latest report from the ITU places India at 121st place in terms of ICT advancement out of 157 nations. Based on an ICT Development Index (IDI) benchmark consisting of 11 indicators, the ranking has been determined. It follows a recent assessment by the Broadband Commission for Digital Development that ranked India 145th out of roughly 200 nations in terms of the percentage of people using the Internet and 106th in terms of the penetration of mobile broadband. In the study "Measuring the Information Society 2013," which was issued on October 7, India's rating decreased from 120 to 121, despite the country's IDI score increasing from 2.13 in 2011 to 2.21 in 2012. (Ramachandran. T., 2013). With a score of 8.57, the Republic of Korea tops the worldwide rankings overall—a record it has maintained in previous years. According to Ramachandran T. (2013), the top 10 countries include the Netherlands, United Kingdom, Luxembourg, Hong Kong (China), and the Nordic nations of Sweden, Iceland, Denmark, Finland, and Norway.

III. CONCLUSION

This research should only be viewed as a preliminary look at how young people in rural India are utilising ICT. Studies on developing technologies are reviews of advancements made at a certain moment in time rather than forecasting usage in the future. One of the main pillars of contemporary civilization is information and communication technology, or ICT. It is crucial in rural India, where the youth are closely associated with the nation's learning for change. It is crucial to national development; to attain universal access to ICTs, nations all over the world have established programmes like Universal Service Funds and various types of government intervention. One of the primary tactics for ensuring continued ICT growth in India is to enhance the quality of education and industry academic links.

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