



IMPACT OF COMMUNICATION AND INFORMATION TECHNOLOGY ON INDIAN ECONOMY

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ABSTRACT:

"Communication means to share to give to another as the intelligence of thought, opinions or information" Without communication in any field mass destruction can occur as far as information technology is concerned, corporate sector organization which offer all consist of the human element, use information based system system like management information system (MIS), Decision support system (DSS) and strategic information system (SIS) to run IT services successfully. Today IT has advanced a lot most of the countries that have adopted IT have become hi-tech. Such as America, Australia, Europe, in India the places which have become hi-tech due to IT are Pune, Mumbai, Hyderabad.

Keywords:

Communication, Information Technology, Indian Economy

INTRODUCTION:

Now a days IT has become a very important part of our life. Every conversation, economic transaction. Reservation for Tickets etc are possible mainly due to IT. The past decade has witnessed constant growth and change in the business and operational requirements of the communication industry. An explosion of new technologies. Such as 4G/LTE, cloud, social networking, smart phones. Tablets and P.C.'s has forever changed the way we share and consume information in aggregate, these break through technologies have given rise to digital wards Communication service provides (CSPIS) have shifted their focus from technology infrastructure to value added services and the delivery of a superior customer experience. For example has tremendous experience in the communication industry that includes a thorough knowledge of





current net work technologies, IT transformation expertise and the scale required to help their customers realize significant operational efficiencies and discover new sources of revenue. They are a platform and product agnostic services company comfortable working with a wide range renders and technology environments at the heart of everything they do is a drive to deliver tangible business results to their clients. They help their clients with in a digital world by serving them as a consultant, vendor and strategic partner to Transform IT architecture and IT operation. Develop and deploy next generation MZM solutions and value added services. Build and manage complex, converged IP net works. Address the challenges and opportunities resulting from Industry, convergence and technology innovation for media and over the top (OTT) players. Adopt new technology to realize next generation communication opportunities involving data analytics.

Like Wipro all the other soft work company such as Microsoft, Apple, Adobe, Microsoft, Amdocs, TCS, Tech-Mahindra, and Patni which have their own principles of working and they all help to create jobs for the youth and boost the Indian Economy. The Salary packages offered to the employees are very high. So the youth is generally attracted towards there job. The importance of communication to an organization cannot be overemphasited. It is critical to the success of any organization and has very significant impact on the ultimate effectiveness of the whole organization. Communication is a means by which behavior is modified change is affected information is made productive and goals are achieved. Business communication can be internal when is directed to persons within the organization such as superiors co-worker and subordinates. Business communications can be external when directed to customer suppliers, Government public etc.





MATERIAL AND METHOD:

- 1) To study the contribution of IT in communications.
- 2) To study the development in India due to IT.
- 3) To study the generated by the IT sector.
- 4) To study the economy boosted due to the IT sector.
- 5) To study the development occurred in some of the cities due to IT services, Research Methodology

I have adopted analytical, descriptive and comparative methodology for this research paper and books, journals, news paper and on line databases. Development of communication & IT services The digital world has arrived, and today's consumer has grander expectations for device and network performance than at any previous time in history. Basic voice and data services such as SMS are "table stakes" to capture mind share from consumers in a digital world operators must transition into the world of advanced value-added. Services such as entertainment, finance, education, and health of equal importance they must provide a best-in-class customer experience to reduce churn and maximize ARPU. The use of communication and new media services have surged tremendously. This has resulted in break through prospects for this operator business with regards to existing and future service opportunities. But there are also many challenges including growing customer churn, flattening ARPU and rising costs and time to deploy the infrastructure that powers a digital world. At Wipro, they extend a helping hand with services that are strategically equipped to respond to these trends and challenges. They help communication service providers.

- Quickly introduce new services
- Execute complex systems integration projects.
- Test, develop and migrate services.
- Develop solutions and from works that enable next generations services with application built in our solutions can.





• Conduct effective customer segmentation and campaign management. With their comprehension suit of services designed for the consumer segment, Wipro helps our clients reduce operating costs without compromising service quality. Simply put we help our clients capture the potential of next generation networks with tactical solutions. There are many other soft work company such as, Microsoft, Tech Mahindra, Patni am docks, apple also extend helping hand with services, that are strategically equipped to respond to these trends and Challenges. This company's help communication service provider. The development of many new thing of the IT sector has decreased the work a human has to do.

RESULT AND DISCUSSION:

Present Economic Condition:- The Present economic condition of India is as follows ;-

GDP Growth Profile :- According to the first advance estimates of national income for the year 2012-13 of the Central Statistics Office (CSO), the Indian economy is expected to grow at its slowest pace in a decade at a mere 4.4 per cent in 2012-13.

Per Capita Income :- India's per capita income, a gauge for measuring living standard, Is estimated to have gone up by 11.7 per cent to Rs. 5, 729 per month in2012-13 at current prices, compared with Rs. 5,130 in the previous fiscal. The estimated rate of growth in per capita income for the current fiscal, however, is lower than the previous fiscal when it grew by 13.7 per cent.

Trade Balance :- The trade deficit for April- December, 2012-13 was estimated at US \$ 147.2 billion which was 7.2% higher than the deficit of US \$ 137.3 billion during .

Inflation :- The inflation rate in India was recorded at 5.97 percent in July 2013. Inflation Rate in India is reported by the Ministry of





Commerce and Industry. India Inflation Rate averaged 7.72 Percent from 1969 unit 2013. **Foreign Direct Investment (FDI) :-** FDI have declined during 2012-13 for the period April to December of the current fiscal, the inflows have been \$ 29,277 million during April to December 2011.

Foreign Institutional Investor (FII) :- During 2012-13 (up to January 23,2013) , FII's made net investmetns of Rs.1,190 billion in the capital market compared with that of Rs. 520 billion during the corresponding period in the previous year. Role of Communication IT services in generated of employment Communication sector is predicted to emerge as the single largest sector of Indias Economy with a 15.4% share (Equivalent to Rs. 865031 crore) of GDP by 2014-15. In India's transformation from an agrarian to a services economy, communication is recognized as the fastest growing sector, growing by 25.77 during 2001-08. The communication sector will thus be one of the major drivers of the Indian Economy in the next five years. It's ranking in terms of contribution to total GDP has mould up from # 17 in 1980-81 to #8 in 2007-08 and is further expected to surpass all other sectors by 2014-15 assuming that an other sectors grow at the average growth rates observed during 2001-08. Tele communication sector's share of total GDP has increased from just 0.7% in the 1980 and 1.00% in the 1990 to 3.6% during 2001-08. In 2007-08 the sector accounted for 5.7% of GDP. Trade communication and registered manufacturing have shown more than 10% contribution (16.7%, 12.24 and 11.68% respectively) to GDP growth during 2001-2008 however the communication sector has outperformed the other despite its share of total GDP being only 3.6% as against the shares of Trade (14.0%) and registered manufacturing (10.2%). The communication sector has a significant impact on employment in the country. The study predicts that the sector will generate an additional 8.5 million jobs by 2014-15 taking the total number of jobs in the sector to 10.3 million. Jobs are generated in





Telecommunication sector are Office Co-ordinator Leads at team of approximately 75 to 125 team members including hiring, training coaching, providing feedback and development partners with human resource are needed to develop team member.

Marketing Communication Assistant: He or she is expected to have prior experience supporting and enterprise sized application and experience preferable in same of the following areas data base system administration knowledge of job's application platform, security and authentication methodology's application performance, trouble shooting, network communication and general system administration.

Technical Support representative: The job duties of technical support representative include the following.

- Create promotional and marketing materials.
 - Conduct market research regarding products usage.
 - Generate product lists, power pain slides reaching out to potentials clients.
 - Kinds sources for client requirement
 - General follow up with clients.
- Impact of Communication and IT Services on Indian Economy Thus, the communication sector will continue to be an engine of the Indian economy over the 4 to 5 next year. The role of communication in accelerating socio-economic development should not be under estimated. Communication is having a positive impact on employment in the services and retail sector arid helping the country to emerge as a measure manufacturing power. It is critical to empower every individual to connect to people, information and services regardless of their location of income. Thus the Indian Economy is boosted by the employment provided by both the communication and IT services. So the impact of this sector is positive for the Indian Economy.





CONCLUSION:

Due to communication and IT Services jobs are generated in India on a large scale boosting the Indian economy to a far extent. In the average contribution to growth after the trade at 16.64% communication stands for 12.24% showing that communication is a important Part of growth. Average share in GDP is 3.6% which is also big part of GDP. The communication and IT. Services have depleted a major problem of our country which unemployment. IT sector has created many jobs solving this problem. Due to communication and IT sector real estate also developed increasing the infrastructural development in our country one of the examples of Pimpri-Chinchwad also this sector has increased National Income of our country. Communication and IT sector are offering attractive packages to the employees. Indian software company like infoysis, Wipro, TCS, Patni are also Multinational Corporations and which have sustained in Indian market and globally as well over all we can say that communication and IT sector catalyst in the development of Indian Economy.

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