ROLE OF INFORMATION AND TECHNOLOGY IN MODERN TIMES

Mr. Hitesh Monga

ABSTRACT

Today the world is going through a rapid change. Globalizations made possible revolutionary changes or development in information and communications technology. In modern age, we can't think to live without information and technology. Today, computers are considered one of the important things a person / establishment can utilize. Many people have begun to depend on resources like information and technology to get things properly working on their behalf. The process of sharing the data has become a lot easier., despite the physical distance that may possibly be in between or for those who are not familiar with the function of the business that are involved in the information technology sector. In the field of engineering concentration is mainly on the use of telecommunication and computers to retrieve, store and then transmit data and information, making it a major player in the computer world. Information and technology is actually an area where innovations are managed. Technology is making the multifunctional functions to be available in a single device. Thus, we can have multifunctional usage of the single device we own. The simpler the work gets with and the more we get dependent on it. Technology makes us lethargic with little or no physical activity, in one aspect; but the same and provides a creative jobs including physical activity. Example; games like V games which are challenging video games. And at the same time, time recreational helping to spend time in a joyful way. Today, we don't find even a simple young kid without using the available and tot him /her. Technology makes us dependent on it and we can't expect or imagine a life without using the word 'technology' in it. Hence, technology plays a major role in our lives. Information and technology has a great significance in the field of communication, inventory management, data management, management informative system, education and health sectors etc.

Information and Technology plays a crucial role in every sphere of life. Modern Information and Technology has become so entrenched in the idea of a modern society that both are closely intertwined with each other. . Developing countries try to get better utilities, more vehicles, faster computers as well as internet and cell phone providers because that's what makes a society modern. Modern Technology must be implemented in order to accomplish the feats required of a modern society. Information and technology makes our age more transformative, transmitter and dominion. Our society could be imagined without new technology and their role both in society and in human life. Information technologies are tools and techniques that support and development of information system. A definition by American association, the study, design, development, implementation support or management of computers-based information systems, particularly software, applications and computer hardware.''[1]

Information and Technology become an important part of every business plan. From the multi national companies who maintain mainframe system and databases to small business that own a single computer. The reason for the daily use of computer technology in business can best be determined by looking at how it is being used across the business world .technology is building bridges between people on opposite sides of the globe, bringing people from all cultures and background into contact with each other. Modern age is totally different from the previous one. Our society could not be imagined without new technology and their role both in the society and in human life. Modern technology has revolutionized people's communication.

COMMUNICATION: for many companies, e-mail is the main means of communication between employees, suppliers and customers. E-mail was one of the early drivers of the internet providing a simple and inexpensive means to communicate. Over the years, a number of other communication tools have also evolved, allowing staff to communicate using live chat system online meeting tools and video conferencing.

System voice over internal protocol (VOIP) telephone and smart phones, offer even more high-tech ways for employees to communicate.

INVENTORY MANAGEMENT: when it comes to managing inventory, organizations, need to maintain enough stock to meet demand without investing in more than they require inventory management systems track the quantity of each item a company maintains triggering an order of additional stock when the qualities of each system a company maintains, triggering an order of additional stock when the quantities fall below a predetermined amount. These systems are best used when the inventory management system is connected to the point of sale (POS) system. The POS system ensures that each time ,an item is sold, one of those items is removed from the inventory count, creating a closed information loop between all departments.

DATA MANAGEMENT: The days of large file rooms, rows of filing cabinets and the mailing of documents is fading fast. Today, most companies store digital versions of documents on servers and storage devices. These documents become instantly available to everyone in the company regardless of their geographical location. Companies are able to store and maintain a tremendous amount of historical data economically and employees benefit from immediate access to the documents they need.

MANAGEMENT INFORMATION SYSTEMS: Storing data is only a benefit if that data can be used effectively. Progressive companies use that data as part of their strategic planning process as well as the tactical execution of that strategy. MIS (Management Information Systems) enable companies to track profitability over time, maximize return on investment and identity areas of improvement. Managers can track sales on a daily basis allowing them to immediately react to lower than expected number by boosting employee productivity or reducing the lost of an item.

CONSUMER RELATIONSHIP MANAGEMENT: companies are using information and technology to improve the way they design and manage customer relationship. Customer relationship management (CRM) systems capture every interaction a company has with a customer. So that a more enriching experience is possible if a customer calls a call centre with an issue, the customer support representative will be able to see what the customer has purchased view shipping information, call up the training manual for that item and effectively respond to the issue. The entire interaction is stored in the CRM system, ready to be recalled if the customer has a better, more focused experience and the company benefits from improved productivity. We are living in a civilized society where Information and Technology plays an impressive role. every small work we do is technology dependent. Today, every other person is recognized with the device or gadget he carries which is technically advanced. Ultimately we can say that 'living without technology is like living without air in this technical world of today. Therefore we are much dependent on technology.

EDUCATION; information and technology play a major role in the modern education. In the faster and technological developed world in traditional times, education was only in hand books but now it is more advanced and practical. Information and technology helps the students to make assignments and projects. Now days, in ordinary schools, the education is through a form named smart class. It provides help the students who are backward in their studies. The modern education system is not only hand book information but also it is a profession. Education is not only for achieving a profession but also to become a good personality. They depend more on Information and technology which may leads to them in wrong side. Some are promoted to do inventions.   Many wonders of Information and technology such as Radio, television etc. is helpful for the students. Starting with the simple example of food storage, today the shelf life of food is reduced with the help of new machines and equipments. Thus, making the consumer to have a case at its consumption and also in saving a lot of productive time ultimately, making the person dependent on it for his own benefits. This is unlike to the times of traditional cooking where people had to spare time and even do physical labour compared to the technically advanced time of today. New technology sometimes is making people dull. For example if you have to add 85+54+98+549 for something difficult like that then you will surely depend on calculators of such devices. But where's our mind mechanism? So we need technologies because they are making our life more comfortable and safely but let's not make technologies our habit. 2 computers have become an indispensable part of modern life. Change is always better. We must discard the traditional and obsolete method of teaching. Gone are the days of slates and chalks. Teaching through computers will be more effective. In the western world, we see that they have already switched over to this new way of teaching and learning. The computer is not an alternative of teaching but it is an able helper of the teachers. Teachers can teach better through the computer because it is

an audio-visual means of information. For example it is not an easy for all the buildings of the world nor is it possible to know about them through books. Here the computers will give them the best information. The internet is the gateway to each and every type of information.

Technology had made our live simple but dependent on it. We can sit in a corner and get connected to the world. Thus making the world 'Global community' communicates with a person in remote area within fraction of seconds, make a trip of the world within no time. All these are possible with the advancement and making us more dependent on its usage. Online education has set it making it possible to render knowledge to students inhabiting remote locations on earth. It is due to the World Wide Web that the information could reach one and all over the computer networks.

HEALTH SECTOR; In the health sector, technology advanced to a great extent that today a machine car assists a person in intensive care and monitor him, which was a tiresome and risky job to do manually before. In a way we are coming close with the machines developed technically. Human longevity and health have improved because of its application as understanding of the body and its functions improves. Not only does life extend but people can live more comfortably and recover from wounds and diseases. Now machines have begun executing laboratories, repetitive basis. People do not have a slog to the extent they did before the advent of technology. Automation of processes has brought about efficiency and speed. Speedy performance of tasks has saved human effort and time. How can modern technology be deployed to improve quality of health delivery at a lower cost? What are the challenges and opportunities that are ahead? It's due to today's internet connectivity and smartly mobile phone penetration. We are now living in an age of globalization. With information and technology devices available even in remote villages, there is a potential that technologies could revolutionized. Health service delivery and acts as a game charger for an effective and people centered health care system in the 21st century. India alone is being used to track distribution of bed nets by malaria programme. In the global adult tobacco surveys, hand held devices or PDA's # are used by health care workers to collect and collate survey data and to transfer data to a central location in no time. Satellite connectivity helps greatly in distance learning and in transmission of data as well as information pertaining to early warning of unusual health events. Similarly, text messaging on new cases of influenza from hospital settings as a part of online surveillance or alerting. All our Railways, Air and even Sea networks are connected with the help of information and technology. Information and communication technology bring a huge change on all over the world.[3]

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Today, computers are considered one of the most important things a person/establishment can utilize. Many people have begun to depend on resources like information and technology to get things properly working on their behalf. In this way, sharing of data has become a lot easier despite the physical distance that may possibly be in between. For those who are not familiar with the functions of the business that are involved in the information technology sector. It is a branch of engineering which mainly concentrate on the use of telecommunications and computers to retrieve, store and than transmit data and information, making it a major player in the computer world. Technology is very important with the acquisition and retrieval of numerical and textual data. Often, this is done through a micro electronic based combination where telecommunications and computing – its two main fields- are concerned. Often, the advancements and innovations that are introduced in this field are credited to the field of computer science. Then, there have been new and emerging fields in technology that have started to make their own impact with the general public. Often this includes, bio informatics, web technologies and cloud computing. [5]

Information and technology is actually an area where innovations are managed. It spans a wide range of areas which often includes info systems, computer software, programming languages and computer Hardware. However, it is not limited to such procedures as data, constructs and processes. So anything that can render and provide data, info or any type of perceived knowledge that comes in any visual format or

through a mechanism that is multimedia in function can be considered a part of the domain of information and technology. The office of the Drug Controller General of India has approved Paromomycin intramuscular injection (PIM) to treat Kala azar- the second most deadly parasitic disease in the world. [6] Over the years, they have since been considered a very important part in much business because of the assistance they provide. Information and technology system is able to equip the business sector through the core services that it provides making it easier for these establishments to execute their respective functions. Among there is an automation of the business process, providing data, connecting with the customers, as well as offering them with productivity tools. an American author has compared Indian labour with Australian and American labour system. ho can America's information and technology industry predict serious labour shortages while at the same time laying off tens of thousands of employees annually. The answer is industry's flexible labour system. [7] an Indian author has described information and technology in developing countries like India. E-government from vision to implementation information, communication and technology for development cases from 2000. Information and technology's manpower in developing countries has been discussed,. Social aspect has been analyzed. [8]Professional in the information and technology fields are asked to perform a variety of responsibilities. They may be made responsible for the installation of applications and they also are required to design complex networks that are made of numerous computers. The computers may also be responsible to build data bases and perform management of data engineering, the hardware of the computer and networking as well as administration and management of the entire system. These capabilities make information and technology personnel valuable asset to the company. Information and Technology is just like the green house technology emerged for plant life. [9]

Information and technology has a growing role in connecting friends and families, teachers and students, doctors and patients, farmers, traders and markets. [10]So, it has been seen that information and technology has a great significance in our modern life. Sometimes, information and technology, has a demerit that certainly we develop technologically faster than we develop socially. It does often not know, being free to speculate and use our imagination.

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