GIVING GLOBAL LOOK TO THE UNREACHED EFFICIENTLY
(ENSURING EFFECTIVE ROLE OF ICT IN PROMOTING
SUSTAINABLE RURAL DEVELOPMENT)

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ABSTRACT:
Communication is the base of Education. The most suitable and common method of communication adopting for giving education is the word of mouth. Communication can take place through written words, electronic media, and audio-visual material. This realization has led to the development of distance education and e-learning through correspondence or electronic media.

The twenty first century is also known as the era of information technology. In this technological age, the world is fully equipped with electronic devices which have opened new avenues for the people and impart steps for upward growth. It has squeezed the whole world and has created a single world culture. Due to this, people are now able to share information through linked system without barrier and boundaries of countries. ICT exemplified by internet and interactive multimedia is obviously of very much important for the growth of education. Its effects and impact are easily seen at formal and informal system of education.

ICT is a powerful device for providing positive basic changes in all the spheres of life take for example knowledge dissemination, social interaction, economic and business practice, political engagement, media education, health leisure time entertainment, communication, transport amenities.

ICT provides an opportunity to introduce new activities, new service, new ways of living and application into rural areas and to enhance existing services. With more than 60% of the Indian population living in rural areas and earn its livelihood by agriculture and allied means of income.

KEY WORDS: Communication, ICT.

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