Abstract

Title: “Study the role of Information and Communication Technology (ICT) on organizational performance in the manufacturing industry in the rural area of Nashik district”

In recent decades there have been significant innovations in the Information and Communication Technology (ICT). In the manufacturing industry, information and communication technology plays an important role for increase in productivity. It improves organizational performance after implementing information- communication technology.

The purpose of this research is to study the role of Information and Communication Technology in the organizational performance. The main objective is to identify how the effective utilization of ICT affects the growth of manufacturing industries in rural areas of Nashik district. To do so, both primary and secondary data were collected. Primary data has been collected from the randomly selected sample manufacturing industries from the rural area of Nashik district.

The research study observed the collected data before and after use of ICT, and their results and findings indicate that ICT enhances the productivity of the manufacturing industries in the rural area of Nashik district. ICT helps to improve the organizational performance. But there are still technological shortfalls and lack of human resources due to which rural areas are facing problems in implementation and effective use of information and communication technology. To overcome the existing problems, an effective ICT setup is essential. The research shows the model of ICT setup developed through research for improving the functioning of manufacturing industries.

This study explored that, with the use of Information and communication technology, manufacturing industries enhances their performance. However there are many challenges to implement information and communication
technology in the rural areas of Nashik district such as cost of infrastructure, electricity, skilled employees etc. To overcome these challenges, government has introduced some policies for the implementation of ICT in order to develop the Industrial sector. The policy highlighted that the government will encourage the implementation and use of ICT in manufacturing industries in the rural areas.

The Research explores the various parameters of ICT which plays a vital role in the improvement of organizational performance. It shows the areas of development with the use of ICT. The study has brought in light the sectors leading to improvement of organizational performance in rural areas of Nashik district with the implementation of ICT.

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