

## ROLE OF ICT IN EFFECTIVE LEARNING PROCESS: A PERCEPTION STUDY OF JAIPUR BASED COLLEGE STUDENTS

*Rajesh Sharma<sup>1</sup> & Tanushri Mukherjee<sup>2</sup>*

*<sup>1</sup>Assistant Professor & Ph. D Scholar, Amity School of Communication, Amity University, Jaipur, Rajasthan, India*

*<sup>2</sup>Associate Professor, Amity School of Communication, Amity University, Jaipur, Rajasthan, India*

---

**Received: 02 Apr 2018**

**Accepted: 06 Apr 2018**

**Published: 25 Apr 2018**

---

### **ABSTRACT**

*Information Communication Technology is playing a very vital role in higher education in the current era. Information means modified data which we can share with each other to increase our knowledge & awareness among people. Whatever we want to share or communicate to students, our friends in the positive sense is called information. Communication means conveying our messages by establishing a two-way channel. Whatever we are planning to communicate or exchange knowledge between two people or more is called communication. Communication technology is a process of sending, receiving and exchanging information. Technology means techniques/mechanism which we use for the entire process of communication with the help of new technology and various tools & medium such as Radio, Television, computer, hardware, internet, satellite, application software, DVD, Telephone, Video-conferencing and multimedia. In current scenario ICT is enhancing effective teaching-learning process day by day.*

*This study will also focus on effective teaching-learning process of the higher education institutes & their effectiveness of on the student's growth.*

**KEYWORDS:** *Video Conferencing, Teaching-Learning Process, Information Communication Technologies, Modern Classroom, New Technologies in Class Room, Effective Teaching*