

INFORMATION: BY THE PEOPLE, FOR THE PEOPLE, FOR DEVELOPMENT

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Abstract— In this growing world everything existing in it grows and same change is offered to the information. It is totally dependent on human and human are similarly dependent on the information for their existence. This paper shows the co relation of human and information and their struggle for development.

Information can be given name of Adam of knowledge. Adam being the first human of the universe can be called as first human information of the universe. This first four word information of the universe in the history of centuries had taken so immense shape due to the reason that though it can be structured, sized, shaped but cannot deleted. It is the only natural object of the universe where live and dies concept fails and treasury of such gathering is multiplying with time. This is due to the reason of its originator i.e. human itself. The nature of the human development never follows death though it can be modified. This is the most prominent reason of information's unnatural behavior of life. Further it can be explained as a tree that had its existence due to the seed naming Adam which year by year gained the age circle in its bark with the development of branches, leaves, flowers, fruits and seeds. This single tree had built a jungle of information surrounding the world spreading the gas of knowledge in which whole world is breathing .Knowledge in today world is a gas essentially used in the atmosphere of 'development' and work as an oxygen to live in the commercial world.

Therefore this is the only thing that helps human to live, grow and mature with their thoughts, imagination and helps them in being more and more social.

I.IMPACT OF INFORMATION IN SOCIAL BEING

Information is being practiced by the humans right beginning from their birth onwards. Take an example of a birth

of human which starts with a unique identification termed as name with addition of surname. Why is this name given? And very obvious answer is for the fulfillment of information of unique identity, to be recognized in the crowd. The addition of surname support the permutation and combination of words for unique identification and further various psychological facts (information) can be formed from this combination that can give details about past and present only.

This shows that information is only about the gathering of facts occurred in past and present but it has no proof about future apart it can help to predict it.

II.INFORMATION ROLE IN FRAMING HUMANS

A. In Individuals grooming

No sooner a child take birth in this world it is been taught words and language so as to communicate through it. It is the way in which information is been feed to its memory and the day they starts to respond by speech and words, they seems to have learn using information stored so far. The communication of a child in their language is the proof of its information storage and retrieval capability on the basis of which they are admitted to school.

Once they learn to use information they are sent to the school, the place working on describing and delivering proper information at proper age. The school is working on giving appropriate information to a person at appropriate age and determining the capability of people to handle and use this information by grading through examination. For example say the grading of people of tenth level in India is done in following way:

Indian Scale	Capability to handle information through examination marks.									
Percent→	10	20	30	40	50	60	70	80	90	100
Boards↓										
ICSE										
CBSE										
State Board										
Capability of use of information	Incapable of using information		Capable of Use of information		Fine in using info.	Good in using info.	Very good in using information		Excellent in use of info.	
Selection criteria by the universities for higher level of information usage	Not Eligible		Good for the theoretical information usage(Arts)							
			Good for the commercial information usage (Commerce)							
			Good for the scientific information usage							
			Better for the engineering information usage							

This shows how information is used to justify the human capability, future and what is the purpose of examination in school? This information grading helps to determine the future of a person. This shows the information itself is used to grade the quality and future of information. Here we place a very minor example of information herarchical to determine the development of a person on the basis of which one can justify its role in other sectors of development area.

B. In individuals development

When a person completes its studies i.e. had learnt to use the appropriate information and also to use it in effective manner he/she is placed broadly with two options for the individual development in society. One is by service/jobbing and other by business.. That is they start with their struggle of social being.

In today's world the social being of a person is determined by its development in society. Now the problem rise that at this age everyone is having information and everyone is capable to use it . Than what is that, puts benchmark in the selection of particular in particular area. The question is same that if for any job the entry condition is same then what is the milestone that decides for the particular selection for the particular position. We first take here the case of job for any position. Though all applicants are having the information desired for the position but the selection is made on the basis of the capability of a person to use the stored information. There are several modes and methods to determine this capability of a person but the final selection is made on the basis of information itself. For this I will again cote an example of Indian selection scheme for respective positions on the basis of stored information.

Indian Scale		Marks = #			Marks = *		Selection	
Boards	Pre	Mains			Interview			
UPSE	Common Aptitude Test (Objective Type)		Subjective way of answer			Capability to respond to job profile related quaries + Awareness	#+*=Highest Selected	
	Subjective	GK	Language	GK	Sub. Selected (Specialized Area)			
SSC	Common Aptitude Test (Objective Type) for GK		Subjective way of answer			-do-	#+*=Highest Selected	
			Language	GK				
Boards of Affiliated Organisation	Common Aptitude Test (Objective Type)		Subjective Test or Skip on the quantity of qualifiers			-do-	*=Highest Selected	
	Subjective	GK						
IIM's	Common Aptitude Test (CAT)		Skip			-do-(!) + Group Discussion(GD=@) + Personality Development(PD=\$)	*=Highest Selected	
Marks (*) =! +@+\$%+?+&								
MNC's	Skip		Skip			-do-(!) + GD=@ + PD=\$ + Practical Knowledge (Demo) (PK= %) + Package (Salary) Barging (PB=?)+ Relevant Experience (RE=&)	*=Highest Selected	
Marks (*) =! +@+\$%+?+&								
BPO's	Skip		Skip			-do-(!) + GD=@ + PD=\$ + Practical Knowledge (Demo) (PK= %) + Package (Salary) Barging (PB=?)+ Relevant Experience (RE=&) + Working Hours(WH=^)	*=Highest Selected	
Marks (*) =! +@+\$%+?+&+^								
	Benchmark to qualify for next step		Benchmark to qualify for next step			Benchmark to qualify for next step		Keeping Reservation for the Post away from the procedure

This shows how the capability of an individual is determined on the basis of its information use and on the basis of information gathered by several resources. This was the case of selection for the particular position if a person selects a service style for its development but if it selects second option that is business, it is ocean of information gathering and use. The development of one depends on the capability of a person to permutate and combinate the several resources in a profitable manner.

Let us begin with the use of information by any businessman, to position its business in the national as well as international market. Business is all a game of information usage that makes the flow and the quantity of flow of economy form the worldwide stream towards a single sector of its processor. We all are aware of the economy flow being

common in national and international market, only the game lies with its strength of flow towards its different tributaries that decides the development status of any business. Now to rise or shrink these tributaries strength, is the game of information. The clear business funda sticks to the rule which states that the development of business is decided by the economy flow towards business. The economy flow depends on the basis of information use of any business for its development in following areas: Production , Customers, Process, Services , Marketing, Sales, Quality, Time, Technology & Management kind of factors. The below mentioned table shows the dependency of one business information to other and a formula derived by these dependent information (of business) is used to determine the level of success of business in percent.

C. Factors for Business Process

Higher the Info. Level on National or International grounds better is the business process

Now here is a simple graph to determine the economical status of an organization on the basis of market information.



Therefore the formula derived can be used by any organization to determine its market value (development/success) on not only national grounds but also in international grounds by determining the level of information acquired by the organization from the market in respective fields in percents. Though the graph determines the formula for the totally developed organization where development is 100% but the percent of relevant information required in diverse area of process of an organization for the 100% development should be same as it is used in formula itself. It is known that never an organization can gather world wide information and nor do all information gathered by it is relevant for a development of organization. That is why in no processing sector of the organization, information gathered is more than 95%. Most of it is 80%. But how to make the well use of this required information in diverse field of organization processing to collectively make the business development 100% (as shown in formula). Though never a development of 100% can be achieved by the organization but this formula can help an organization to determine its level of success and the requirement of information in different field of process in order to achieve required level of success. This states that neither any group nor do any organization can have all information related to it and nor do it can use all information in profitable manner but still by the appropriate use of it, this information can be used to get nearby 100% development or can be used to determine the development status of any organization.

Therefore this shows that how the information is used scholars by permutation and combination of same information to achieve different targets. Though the information is same but the experiments of its combination helps one (market to decide) the benchmark for developed and developing organizations. Though the process is quite different from those getting development in service area but the selection is through same mode i.e. the way of using the information.

This was a shadow explanation of information use in our society but what is its real meaning in the theoretical as well as in practical world. The word information is itself, a world of data that if used in an appropriate combination, can lead you to the height of success but if only gathered and not used perfectly, it is nothing but garbage. In a sense the use of information is just an example of finding diamond (success) in coal mine (information storage).

III.IMPORTANCE OF INFORMATION

It starts from the perception. From the end of our hair flowing in wind to the soles of our feet feeling their way shaking grounds. We survive as an organism because we accurately record the sounds, sights, smells, taste and texture of our environment. To thrive as an organism we have to work into complex system of problem solving and decision making

and to thrive as a species we have to phase mutual benefits by answering some basic practical questions of: What is information? How well it is? How one knows of it? And answer of these questions lies with information itself. With its distribution, there is clear distinction between perception from nature and perception from human. To thrive structure made of people, they must share not only data, words, numbers, images but also interpretation from nature and analysis of data because human processed data can be wrong in a way that natural data cannot and humans can mis-interact and mis-analyze data, which makes the information bad. There are moral aspect for behavioral, good one are those that tend to help us to survive as an organism and as a species and bad one are those that don't help. That is why we find the importance of information in almost all stages of life either it is from infant to develop one and all fields of life either practical to commercial, say communication, education, competition, socialization, business, health, weather forecasting, research and development, experimentation, medication, discoveries, construction, invention, protection, prevention, forecasting, marketing, publication, security etc.

But if we talk of information in current age its definition is totally changed. It has also been modernized and now termed as data. It has not only modernized by its name but same modernity it had obtained in its processing. The smallest unit of information in recent world is termed as data similarly as atom in case of matter according to MIT's Nicholas Negroponte in his handbook for the information age, being digital.

That is why some scholars have following views about information:

"It is datafication of shared knowledge"- TOM PHILLIPS, DeJa News

"Every Year, better method are being derived to quantify information and distill it into quadrillions of atomistic packets of data"- BILL GATES

"By 2047... all information about physical objects, including humans, buildings, processes and organizations, will be online. This is both desirable and inevitable- GORDON BELL AND JIM GRAY

Information being digital is facing tremendous changes due to its technical practioners/users resultantly naming themselves as Information Technologist and its efficient using strategy is called as Information Technology. Though the name, using strategy and operations related had been technologized but the importance of the same had grew/spread just like influenza. This is because no sooner the people became technical they know the importance of knowledge or one can say person knowing about data and information itself becomes a technologist. Information is a two way sward that runs parallel for its and its user's development. Growing business of information technology in international market is example of it. Here India places a terrific example for the proof of statement.

Information Technology is the art of using data/information in a technical way. This business only deals with non real world objects to make business in real world and by this only one can determine the efficiency of data use. It has a capability to integrate, upgrade, moderated, process, access with any other business to collectively put it forward in the real world competition. One can judge by itself that if the business by proper use of data can broaden the economy flow of international market towards the business than what can its

impact be if it is integrated with some already developed business. India place a good example for the statement. India is considered as developing country in past few years with its growing business of Information Technology. The standard of quality of service provided by India in field of Information Technology is unmatched and its this quality has rose its IT service demand worldwide resulting broadening flow of international economy towards nation resulting it to be considered as developing nation and emerging economic power of future. This impact of information revolution in world wide had rose the tremendous demand of information technologist and I don't feel that in current business world there is any such organization that is not using the services of Information Technologist for its development.

IV.SOURCES OF INFORMATION GATHERING

Though the definition, processing and using style of information /data has been totally changed and World Wide Web through internet is the chief resource for information sharing, retrieving and accessing the appropriate information through world-wide but the chief information sharing resources is dependent in the old methodologies referred below. However the technique/medium of sharing had became advanced but the technology behind it is same. But the percent contribution towards each and every resource of information sharing differ nation by nation which collectively results in the developing a platform of development for a nation. Let us take here an example of Uganda:

Information Seeking Method:

- Contacting people who knows	16.4%
- Talking and testing to people	14.1%
- Asking friends, relatives and neighbors	11.9%
- Recourse to personal experience	08.5%
- Reading Newspapers	08.5%
- Radio/TV	06.2%
- Asking extension agents	05.6%
- Inquiring from educated people	03.4%
- Inquiring form area councilors	03.4%
- Using social networks	02.8%
- Asking the opinion of leaders and role models	02.2%
- Asking supervisors	01.7%
- Asking and listening to politicians	01.7%
- Others (use of library, letters, telephones & visiting customers)	13.6%

	100%

Though as said earlier the method of sharing /using appropriate method are same as orthodox one, like principle of Upanishads(Ancient Indian Vadic information for the art of living) but the mode /technique of using them varies nation by nation as per their economical states , development, technology, R&D, resources etc. And this measurement differs and defines the level of development of a nation.

Therefore each and every nation /organization dealing with information knows that the technology can be produced and purchased but the chief problem is solving the information gap.

V.SOLVING INFORMATION GAP

Though Upanishads (Information about the principles of life/India) is now a days used by the developed countries for their R&D ideas similarly the principles of information sharing resources are same but the technique varies. As mentioned above, technique can be purchased and produced but principles can not be so worked out. They can be only improvised in their lacking areas, as no one is masters in every thing. So here are some crucial areas of information sharing which if improvised can give a fabulous result despite of use of technology or techniques. Working on these gap areas is just like filling up the ditches or holes in the road before metalling it in order to have a comfortable drive despite of material used to metalize the road. Healing of the problem matters most then the resource used to modify it. Let us here again take/explain with the example of reading of the nation say Uganda with the help of solution to the gapping region:

Solution	
- Information about training	11.7%
- Information about viable business	11.7%
- Information about capital to start and sustain business	11.2%
- Information about cheaper source of market suppliers	10.6%
- Information about markets	10.1%
- Government information on business development	09.5%
- News about business trend	08.5%
- Success stories with other countries with similar business	08.0%
- Information about how to start variable business	08.0%
- Information about information centers	5.85%
- Information about banking, machinery, mobile phones	04.8
- Pricing advertising	-----
	100%

VI.TOOLS USED FOR INFORMATION EFFECTIVE USE

So far we have only discussed the mode of information gathering that varies from country to country. As the information shared is same on a subject among individuals but the things varies by the way of using and modifying the existing information. For this purpose people to people, place to place and country to country strategy differs and this difference is the map scale for the development of a nation. Since ancient times several, either technical or strategic tools are used. Leaving the discussion of the ancient tools used for the purpose are more technical then strategic and the study associated to it is called Information Studies. Business associated to it is called as Information Business and technology associated to it is called Information Technology. Let have a look of table giving the explanation of the statement.

According to Present Information Age (as every age has its own tool table which varies with time and trend) the information Tool table is as follows:

Information Technology	→ Knowledge Management	↓
	→ Management Information System	↓
	→ Artificial Intelligence	↓
	→ Expert system	↓
Database Management System		
↓	↓	↓
Personal Approach	Software approach	Hardware Approach
Professional Intelligence	Relational Data Base Packages	Manual Database Storage

Approach			
Experienced Intelligence Approach	Business Intelligence Based packages	Semiconductor based data storage	
Calculated Intelligence Approach	Data Warehousing software	External and Internal Memories	
Predicted Intelligence Approach	Data Mining software	Devices like external translators, interpreters	
Forecasting Intelligence Approach	Software working on Metadata	Portable device for manual info portability by self data handling and security	
Procedural Performance Approach	Data handling software available	Physical network for the distributed, real time and network based environment.	
Derived Intelligence Approach	Internet and its resources		Search Engines
			Browsers
			Wikipies
		Communication Mode(mail, audio, video, data based)	
	Programing languages		
	Robust, Embedded packages for the Automation		

VII. INFORMATION USING SECTORS

Each and every sector existing in this world, more or less , for some purpose, use information with the help of trendy tools and technologies as per their requirements and capabilities. This could be considered one of the chief reason of rise of demand of IT tools and technologists in current working environment , resulting a tremendous development in business of Information Technology and the countries like USA, Japan, China, India proves themselves to be an example of it.

It is impossible to mention each and every sector using it as it is used by every business existing in this world, either it is social or it is commercial. This shows that information itself and its services are highly integrate able and have embedding quality. This is the reason, that profits the business of organization using it and no one is left with its influence, now. It is used in all social sectors like education (which is more commercial now), societies, cultural bodies, social gathering, social groups, social homes (like orphanage, old age, mental asylums, mentally handicapped schools, physically handicapped schools etc.), matrimonial etc. etc. the list of commercial sectors are unlimited but if we classify them in groups some of them will be shares, R&D, Banks, Government, Games, Business Processing Services/Units, IT(itself), Medical, Education , Product Development Area, Power, Chemicals, Biotechnology, Production, Marketing, Multimedia, Show biz., Communication, Forecasting, Agriculture, Construction, Tours and Travels, Tourism etc. etc.

The more business embeds the information based services , tools and technologies more advanced and adheres it becomes in its economical status. The companies like Motor Services (Ford, Chevrolet, Hyundai, TATA, Honda), Power & Metal (Arcelor, Reliance), Show Biz(Hollywood, Bollywood(Mumbai, India)), Sahres, Banks(ICICI, HFDC) are the greatest examples of it. Not only this today the major sector of business

is captured by the organization involved in information handling. The greatest example of it is the market value of Microsoft, Yahoo, Google, DEL, HCL, TCS, Wipro, Infosys, Accenture etc. The economic status of information based business people like Bill Gates(USA, Second Richest person in the world according to March 08 grading through Fobes) , Ratan TATA(TCS), Premji L (Wipro) etc. have ranking in economical standard in world wide list of Fobes March 08 grading. The companies like NASA(USA), ISRO(India) strategies like TOT(Transfer of Technologies) etc. are totally dependent on the services of information and makes its business and popularity through it.

These economic hubs and practicenors are shining like stars in the galaxy of business /economy. The gathering of information itself is a shadow version of ocean or galaxy which has no depth, nor does it has any end. The game is all of tracking /tracing the appropriate flow of it in appropriate direction.

VIII. MAJOR DRAWBACK OF INFORMATION TECHNOLOGY

Everything that has qualities are followed by some dis-qualities too, due to the natural law of good and bad synonyms. So far by the management skills stated by management gurus state that the real achiever of the business is one who implement on the principals derived rather one who presents principles. One who implements on those is the real world achievers. Management skills of management gurus and practiceoners are satisfied with the use of more efficiency /attention towards the area having luke holes in the business. That is flow of efficiency towards the weaker section /area of the business results in a profitable manner. But in the world of Information and business of Information Technology, this principal of management has adverse effect.

Information Technology is only business where the week areas of working are always ignored. The majority of skill and

effort flows towards that area which is in demand or one can say that the beneficiary area are enforced to be joined by all its experts available in the market. Resulting, the weaker section requiring attention becomes more and more week, due to the collective flow of skill towards the demanding area. This has two major drawbacks. First is with the extinct of the technology weekly attended/practiced. Slowly –slowly, it extinguishes from the market though its demand still lies. Shortage of hard core programmer form the market (due to the invention and use of automated software for the purpose) is the proof of statement which is seen in the reputed companies like Microsoft itself. Secondly more of the flow of skill towards one area raised a level of competence in particular area. The gathering of highly efficient skill at one place will have some apex for its development. Moreover it is not easy to stand in this queue of experts in the beginning. So where will these remaining skill be neutralized. Therefore they pull each other in order to stay forward like google, yahoo, rediffmail, msn, ail etc. By this in spite of gaining business, their profit is distributed. Resultantly being technically equipped they stay back in the economical development in comparison to those organization using this effective skill with management technique in order to draw an appropriate flow of information from the ocean of it, which could be used for its overall enhanced economical performance.

IX.CONCLUSION

This states that information is that atom of the matter used by the people now a days, which is collected drop by drop, resultantly forming an ocean of it. This ocean with the passage

of time is gaining its size just lik the real world ocean. But in the case of real world global warming is the cause and existing ice is the source. Similarly in the case of information, economy love is the cause and Information Technology is the source which acts as multipliers, on existing information to form new one.

This ocean of information is used by the people as per their demand and need, like the use of real world ocean and the development of individual lies with the way of use of it, in this developing and success loving world, giving the valid justification to the statement of Information being by the people for the people for development.

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