I have been working in the field of Computer Science & Engineering and Information Technology since last 10 years. In these 10 years I understood the meaning of IT in just one word. That magical word is ‘connectivity’. Actually it defines IT completely. Even in real world wherever we go we see world is connected. Now the question comes connectivity in what terms? Connectivity means connectivity among people. World is made of people hence people are connected then it means world is connected. If we go to next level things are connected as well. We use electronic devices and these devices are used as connecting media for the people. Similar things are happening is our routing life. We see now a days information are available to us easily. Reason is we are connected with the source of information. If we need to see the availability of seats in a flight then in just one click we can get the result. It is the electronic device which enables us to reach to the information. Connectivity may be defined for one to one link. If it comes to multiple nodes then it forms a network. For a network Information Technology enhances itself to Network and Communication Technology (NCT). Connectivity deals this with heterogeneous environment ie. the degree of connectivity is not same. In this network many devices are connected with many different devices including people.

If we talk about the applications of ICT and NCT a very rich list gets come out. Primary sector like health, agriculture, secondary sector like education, real estate and commerce etc are the remarkable domains where the penetration if ICT is being observed. In this research the commerce field is considered. Specifically the penetration of ICT is observed here in the supply chain and management. I have tried to focus my research in more narrow mode like reverse logistics. Reverse Logistics or return management is the controlling, implementing and planning the efficient and feasible raw materials flow with inventory in-process for completed product and all the information which are related to product. Important point is there is no as such revenue generation for the organization in the return management even then this segment of the process cannot be ignored. Almost 30% of the product participate in the process of return management. The role of ICT is very crucial in the segment. Actually it simplifies the complete process and imparts less over head on the organization. There are many tools are deployed on the platform of reverse logistics few are DCS, HTML,GPS,GPRS, Web technology, XML, ASP, mail server etc. Main challenge is to trace the product in return
process. Demographically South East Asia has the prominence in implementation and execution of ICT in return process.

We have also tried to develop Shared mode of Transportation (SMT) and centralized product utility system (CPUS) for the return process. The shipping and utility in training centre can be done with coordination among various organizations. The reverse logistic vehicle which is carrying all the defective products can be coordinated with many organizations. This is suggested with the reason for not being available for all the time. The vehicle is well equipped with the GPRS/ GPS system. This will help all organizations to trace the entire respective product at any point of time. A. Share mode of Transportation All small/Medium organizations who share chain of Dealer-Distributor-Manufacturer or even part of it may opt for common transportation to reduce the cost in transportation. There is no as such common policy by any government which can encourage it so if it works certainly significant cost will be reduced.

Another model is CPUS(Centralized Processing Utility System). The importance of this system can be evaluated at the stage when organizations feel the returned products need major rectification. Sometimes the rectification cost may overcome the cost of product. Observation says that it is required to be established at very first stage. All the product recovery departments of concerned organizations will be registered with CPUS. The CPUS will identify the demographic locations of all such organizations so that logistics can be made optimal. Next step would be to identify the number of training institutes to set up in those demographic locations and their needs in term of infrastructure. Since this institute will run on the basis of no profit philosophy so every reused items can be utilized here and further infrastructure will never be a problem. Now after set up the training institute all the institute will be registered with the CPUS. CPUS will monitor the status of dump and non reusable items to be sent to the institute. This will encourage the technical learning rate to pull up.
ABSTRACT

Although there is no generation of revenue for the organization in the reverse logistics operation but market analysis does not allow this be ignored. ICT has been used in RL operation and penetrated into it with entropy. DSS, EDI/XML (Electronic Data interchange / Extended Markup Language), NCT (Network Communication Technology) RFID, HTML etc are the components which are governing and controlling different phases of RL. This paper highlights certain specific domain where Information and Communication Technology and Network and
Communication Technology are used optimally. It is also proposed here two distinguish working model to reduce cost and generation of revenue in RL.