

## **DIGITALIZATION OF RURAL INDIA**

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### **ABSTRACT:-**

Govt. have Invested in a number of Initiatives throughout of India aimed at extending the benefit of the information revolution to rural areas. This article discuss the step toward digitalization in rural India large number of initiative were taken like lifelines India, e-choupal, n lounge, call centre etc. Digital India project provide a huge opportunity to use the latest technology and also can help in improving social and economic condition of people living in rural areas through e-learning, education, health and finance services.

### **KEY WORDS:-**

Development, Digital India, Education, Rural.

## **INTRODUCTION:-**

Indian economy develop at very fast rate and also become a knowledge able economy. Till few years back India's metro's were developed which had all the latest technologies. Technology of India growing fastly. The evolution of information communication technology revolution in India has created a technological divided between urban and rural areas. The role of telecommunication in transmitting information can be significant in rural areas where alternative means obtaining and conveying information such as personal, business connect and postal services are likely to be less accessible. Govt. have invested initiative throughout India for providing the benefit of information technology to rural areas. The emergence of India as a global player in software development, IT and call centre operations is one side of an information revolution that has also begun to impact on governance and development on domestic level in area such as e-governance, e-commerce and e-health. Bhoomi project in Karnataka involves the digitalization of all land records and the provision of access to these records via information kiosks and finger print authentication system in the state of Karnataka.

According to report "India @digital. bharat", India is heading toward an internet economy worth USD 200 billion by 2020, that will contribute 5 percent of the GDP in 2013 alone, it contributed USD 60 billion or 2.7% of India GDP.

### **OBJECTIVE OF THE STUDY:-**

- To study the impact of digitalization in rural areas.
- To analyze the program of digitalization in rural areas.
- To analyze the challenges of rural digitalization.

### **DIGITALIZATION & RURAL INDIA:-**

The mission for attaining a knowledge revolution in India derives strength and confidence from many outstanding initiatives underway in the country under the sponsorship of centre and state Govt, Civil society organization and corporation sector. Beneficial impact of ICT on the rural economy and quality of life is now widely recognized.

Rural India growing slowly by digitalization Cisco and BT established life line India. It is a telephone based help line that provides advice and guidance to rural people in rural areas people are not so much literate and this program is useful for them. Many farmer calls these helpline for problem related to cattle and for their crops and getting benefit by it. This program is launched in Nov 2006 and this program got many solid achievements.

1. Participated farmer have increased profit from 25 to 150% due to improvement in crop quality and productivity.
2. Call volume has risen from 1100 per month at launce to more than 200 call daily.

In Dhar district of Madhya Pradesh Govt. has launched Gyandoot project. In this project reliable intranet connect villages throughout the district. This project offered mandi information, land holder record, news

about health, employment and education etc. This project won the prestigious Stockholm challenge award for the year 2000.

In organization called n louge focused on providing commercial telecom and internet connection to every village. It was a hub to rural connectivity as well as education and training etc.

Due to digitalization the recent election were totally computerize for the first time in India and carried out on India made machine and the result were announced within three hour of beginning the software driven counting.

Indian Govt. under the leader ship of Prime Minister Narendra Modi has launched the biggest digitalization programs in Aug 2014 digital India a comprehension programme that aims to change the lop-sided scale of IT adoption in the country. The four are of the program are:

- Rural broadband for all.
- Universal mobile access.
- Wi-Fi in varsities.
- Public Wi-Fi hotspots.

Over the years, many states took a lead in these digitalization initiatives, like Karnataka, Andhra Pradesh and Gujarat.

Recently intal India has announced the launch of ‘Ek Kadam Unnati Ki Aur’ an initiative aimed at working with the Govt. to create the blue print for the digitalization of rural India. The first such digital India ‘Unnati Kendra’ has been setup at the common service centre (CSC) in Nadimpalle village of Mahabub Nagar district of Telengana.

Digital India Unnati Kendra will provide devices, relevant local content and training for citizen there by creating opportunities for development and employment. Digital India mission's main aim is to bridge the connectivity gap between rural and urban areas.

### **CHALLENGES IN RURAL DIGITALIZATION:-**

1. High cost of implementation of Digitalization program.
2. There is lack of coordination among department.
3. Participation of private institution is poor.
4. There is shortage of electricity in rural India.
5. Illiteracy of rural people is a barrier in the way of digitalization.

### **IMPACT OF DIGITALIZATION IN RURAL INDIA:-**

#### **1. Increase e-literacy in rural area:**

Large no. of rural youth is getting training in using computers, ms office and internet. Internet Kiosks are conducting educational and training programs for rural youth.

#### **2. Increase in Employment Opportunities digitalization:**

Increase in employment opportunities in rural areas. Large number of small entrepreneurs has got employment in provision of internet Kiosks in rural areas.

#### **3. Reduction in Risk and Uncertainty:**

Rural people is making full use of available technique is reducing risk and uncertainty by getting market information online.

#### **4. Improvement in Standard of Living:**

By getting employment income of people increases, they are using internet services and other facility provided by various schemes under digitalization. Digitalization program improve the standard living of people because now they start using internet services and other services which are included in digitalization program.

#### **CONCLUSION:**

In digitalization of rural India there are large number of problem and challenges ahead. But Indian farmer is no longer traditional and illiterate. It is found that whenever he got opportunity has made full use of available technology. Various programs under digitalization benefit the rural people in India.

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