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ROLE OF DIGITAL INDIAN RURAL AREA

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ABSTRACT

India is a land of villages with 68% of individuals living in around six lakh villages. Without prospering our villages India cannot progress. Since independence various programmes are initiated to develop Indian villages but failed. Indian villages look far behind compared to urban India. The approaching age is of data economy. With increasing use of smart phone, it's possible now to produce different services with one click. To bridge the gap of digital divide between rural and concrete India, Digital India launched on Independence Day, 2015 which is a dream project of Indian government to remodel rural India into a knowledgeable and digitally empowered society where all information and government services are available to them on one click. It's a step of the government to motivate and connect rural India to a knowledgeable world. The time to come is the digital time, and perhaps the right time to develop more rural areas, because now it has become easy to reach them and educate them through digital medium. The reach of the government has now become better than the first years. It has been possible to provide all types of services on one click with the growing use of smart phones. The vision aims to rework India into a digitally empowered society and knowledge economy through infrastructural reforms like high -speed internet to all Gram Panchayats, lifelong digital identification of all citizens by linking them with AADHAR, mobile banking to any or all, easy accessibility to common services centres (CSCs) etc. The programme is to wipe out the digital divide between rural and urban India, connecting and empowering 130 crores Indians with offering them variety of digital solutions in almost every sector whether it's education, health, agriculture, administration so on while generating huge employment through CSCs and IT jobs.

Keywords: *Digital India, Empowered Economy, Internet, Digital Literacy, Rural Development.*

Introduction

We live in arena of technologies and digital world. Digital India is an innovative thought of Mr. Narendra Modi's government. It's an initiative of presidency of India to integrate the government Departments and also the people of India. It's an initiative to remodel the country into digitally empowers knowledge economy. The motive behind the concept is to attach rural areas with high speed internet network and improving digital literacy. The programme weaves together an outsized number of ideas and thought into one, comprehensive vision in order that each of them is seen a component of larger goal. It's coordinated by Department of Electronics and Information Technology (DeitY), implemented by the whole government- both at the centre and state. Electronic commerce refers to wide selection of online business activities for products and services. The programme offers variety of digital solutions in the majority sectors education, health, agriculture, administration, financial inclusion etc. This paper may be a modest try to see the impact of Digital India in empowering rural India, its challenges and what other initiatives will be taken in it to form it simpler in order that urban-rural digital divide could also be filled and our villages can also develop and reap the advantages of digital revolution that's going down all round the world. This paper attempts to focus on the various challenges faced by the Digital India Programme. It also describes the various opportunities of the programme for the people of the country.

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Key Projects under Digital India

The basic aim of all the pillars of digital india is to make knowledgeable society that have access to each information and to form jobs for giant number of unemployed youths by upgrading their skills. To empower rural India Many key projects are started till now under Digital India.

- **Digital Locker System:** for paperless governance to minimise the usage of physical documents and enable sharing of e-documents across agencies Digi Locker facility has been launched to store crucial documents like Voter ID Card, Pan Card, BPL card, driver's licence, education certificates etc. This may also help to test fraud or duplicate documents.
- **MyGov Platform:** It acts as a medium for citizens to exchange ideas/ suggestions with the government Through this platform, the government of India gets feedback, inputs, advice and ideas from citizens for policy decisions, new initiatives like Digital India, Swachch Bharat, Clean Ganga, Make in India, Skill Development, etc.
- **e-Books Platform (eBasta):** is an electronic platform of e- Books for schools.
- **E-sign Framework:** to permit people to digitally sign documents online using AADHAR authentication.
- **Common Service Centres (CSCs):** are information and communication technology enabled service delivery points at every place for delivery of presidency financial, social and personal services like applying online passports, land record, digital locker, Aadhar Card, health and financial services to rural India. Like-wise Internet Kiosk may be a kiosk with one or more computers, a tablet, internet reference to an internet cam that may be founded in villages to be used because the hub of rural connectivity for providing education and training, information about agriculture, health care, employment news and market information.
- **e-Greetings Portal:** it's being employed to send e-Greetings by Government departments on various occasions like Gandhi Jayanti, Diwali, Teacher Day, legal holiday, etc.
- **National Scholarship Portal:** It is a one step solution for all scholarships provided by government of India right from submission of student application, verification, sanction and disbursal to finish beneficiary for all the scholarships provided by the governmen of India. Over 67 lakh applications are submitted on this portal for 19 registered scholarship schemes of seven Ministries / Departments.
- **E-hospital:** online registration under e-hospital initiative enables people to avail services like online registration, payment of fees and appointment, online diagnostic reports, consultation with doctors etc. AROGYASHAKTI a mobile application that helps rural women entrepreneurs deliver preventive healthcare at rural doorsteps. Women equipped with tablets and mobile healthcare services like Glucometer, BP checking machine visit homes and collect data from village women. This data may be accessed by doctors at any location who could provide relevant advice to the patients remotely.
- **Digital Agriculture:** Farmers can interact with agriculture experts on digital platform and study new techniques and methods. For e.g. Digital Green uses participatory videos to elucidate farmer's best management practices under similar circumstances. A virtual platform called NAM (National Agriculture Market) is launched to inter connects Mandis in various states electronically to confirm maximum price for farmers for his or her produce.
- **Digitize India Platform (DIP):** undertaken by Deity for big scale digitisation of records within the country to facilitate easy and efficient delivery of services to citizens.
- **Direct Benefit Transfer (DBT):** scheme to deposit money on to beneficiary account for all government schemes.

Objective of Study

With the net zero import target, India will be an electronic manufacturing centre which specialize in the manufacture of set-top boxes, mobile, consumer and medical electronics, smart energy meters, smart cards, micro ATMs etc. incubators, clusters to market innovation and entrepreneurship. Government procurement from local manufacturers and skill development is imperative to meet the industry's human resource development requirement. In many developing countries, the government has been separated from the poor because there is no short or any contact between the government and them. It is important that the government should join people in the development process and share

knowledge with them. The Madhya Pradesh government attempts to succeed in making pressure on poor people through their primary powered kiosk in their initiative of E-Governance (GYAANDOOT), where they can file a complaint, can get information about the cost of agricultural items, or some applications can apply for services. The aim of the study is to find the world's overall efforts to make the digital India program successful and especially in rural areas. The objective of the study is to find out the overall attempts of the government in making the Digital India program a success and its reach especially in the village areas.

Review of Literature

Boateng, M.S. (2012), said that using the theoretical sampling method, this paper gives more deeply on the ICT scene in Ghana from 2000 to 2011, with emphasis on considering the role of information technology in the development of rural areas. Paper was also designed and written to focus on different attempts by the country's governments to solve the crucial problems in use of information technology for rural growth.

Patel, Sami and Sayyed, I.U. (2014) studied that, some ways that will not be able to exchange information technology data, effective information about how educated emails or people or medical services for example, such as information that are not only required services, but also in the agriculture and affiliate services and most important line trading services, crop management system for various crops, form-level intelligent decision network, for the form of the formal-class system, to help optimal machinery management practices were developed. Leaf protein studies help a very important study which helps protect the protein deficiency and malnutrition.

Matto, Asra (2015) studied that data technology is the one which is the technology discussed nowadays and helps to exchange knowledge in a faster and easier way at the appropriate time. Information technology is leading national agricultural activities and has changed the whole world with a world economy in a world village. Information technology has played a major role in improving the life level in rural areas and an average Indian farmer has helped to get relevant information about agricultural input, market support.

Siriginidi Subba Rao (2004) discusses the role of knowledge and communication technologies for rural communities. Those factors have been highlighted, which prevent rural communities from the benefits of technical innovations to reach data and communication technologies and access them. Despite the obstacles of the border in the infrastructure and the low level of data technology in India, 50 ground level projects are the modern ICT for the benefit of rural communities. Describes selected community projects in India. Also find the potential methods of their solution for the development of rural areas with the obstacles and rural projects in it. He also concluded that the construction of the rich society can be a major element of lack of poverty and sustainable development. Community Network Centres can play a vital role in meeting the socio-economic aspirations of rural communities by successfully addressing the" Eight Cs "of success by the digital age, connectivity, materials, communities, commerce, capacity, culture, collaboration and capital.

P. Adinarayana Reddy, D.Uma Devi & E. Mahadeva Reddy (2009) In the research studies, there are conclusions of research in science and technology among the industries, so that their participation can be promoted to adopt them for the benefit of the common people. At the same time, efforts made a high-end institution in this effort. The present study is the result of such a test done on the experiences of individuals and institutions in the field of rural development areas in the field of rural growth.

Why we Need Digital India

The success of any scheme depends on how tip users are using it. Most Govt. plans fail due to poor internet connectivity. Therefore, to provide smooth and fast service in rural India, the villages need to provide reasonable contacts. In addition to connectivity, awareness and application are the main reasons for the slow motion of the Internet in rural India. It is important to understand the importance of high speed internet infrastructure. The strong Internet infrastructure does not extend connectivity to the ground level, but also develops confidence and skills to use the tool with the help of technology. It is a very large need to recognize that the digitalization has achieved its purpose to specifically in rural areas. There are undoubtedly various research on the curtains subject to the object, although there has been no research on the quoted case, considering its impact on the aspects of the development of rural areas and its impact on rustic economic growth. Therefore, a research was required to analyse that digitization has also entered the economic structure of village areas. Each year the government starts many plans

for poor people as well as rustic areas. Some of them failed to monitor and lack of proper data collection. Recently, the government has started the MNREGA, which provides the right to ask and receive registered families for a day for 100 days. MNREGA has been listed as one of the leading programs for the review and is reviewed at the highest level in the government. The discussion is undoubtedly that the digital India program will not only increase the life level of the population of rural areas, but also help in poverty eradication. Use of ICT for various programs required to increase, reduce processing costs and reduce corruption. However, India has achieved the target of the Sarva Shiksha Abhiyan, but the adult literacy rate is very bad. According to the report of the World Economic Forum, almost one-third of the Indian population does not participate in secondary education, so it is necessary that how such a functional illiterate is digital India with adult population. The third problem is that the maximum information or internet is in English or Hindi and very low content available in regional languages, while rural people use maximum of their local language which is almost difficult to be in the internet. Eventually seventy years of independence is not too far in many villages and how to use the electricity without electricity.

Conclusion

No doubt Digital India is progressing excellent in India and each day more excellent news are coming from different parts of the country especially villages as kerela first fully digital state. Not only in empowering rural India but also empowering rural women who can access new opportunities, new markets through it and may get platform for his or her ideas and work it even the Microsoft IDC Asia-Pacific recent study titled Unlocking the economic impact of Digital transformation in Asia-Pacific said that Digital transformation in India is anticipated to contribute about US$ 154 billion to India‘s GDP by 2021and increase the expansion rate by 1% annual. India’s government has done much to encourage digital progress, from rationalizing regulations to improving infrastructure to launching Digital India, an ambitious initiative to double the scale of the country’s digital economy. However, much must be in deep trouble India to comprehend its full potential. This helps by providing a marketplace for digital solutions, which generates revenue for providers, encourages digital start-ups, and offers individuals more reasons to travel online whether to receive a cooking-gas subsidy, register a property purchase, or access the other government service. Governments can also help by creating and administering public data sources that entrepreneurs can use to boost existing products and services and build new ones; by fostering a regulatory

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