THE IMPACT OF DIGITAL INDIA IN RURAL AREAS

Anjan aneja

Student, MDU ROHTAK

ABSTRACT:

Digital India is an initiative by the central government of India to ensure that government services are made available to everywhere electronically by increasing internet connections .Digital India is a program to prepare India for a knowledge future .The digital India was introduced by the deity and digital program is like a giant umbrella under which several big projects will run , aiming to bring broadband speeds to India's rural areas which suffer from lack of connectivity .This conceptual paper focus on the impact of digital India in rural areas also find out the pros or cons in rural areas. The digital India has one of the main aim is bridge the gap between the rural and the urban areas.

KEYWORDS:

Digital India, rural areas, internet connectivity

RESEARCH METHODOLOGY:

This paper focused on secondary data and totally based on various views of different authors, magazines, journals, books, government etc.

OBJECTIVE:

- ➢ Overview of digital India
- ➢ Role of digital India in rural areas

INTRODUCTION:

Digital India "A program to transform into a digitally empowered society and knowledge economy". The digital India initiative aims to help digitizing of all different individual projects ,of all central government and ministries like education, health services, e-governance, etc. that can be delivered to all citizens using ICT by joining all the areas of India through broadband connectivity. The vision of Digital India as
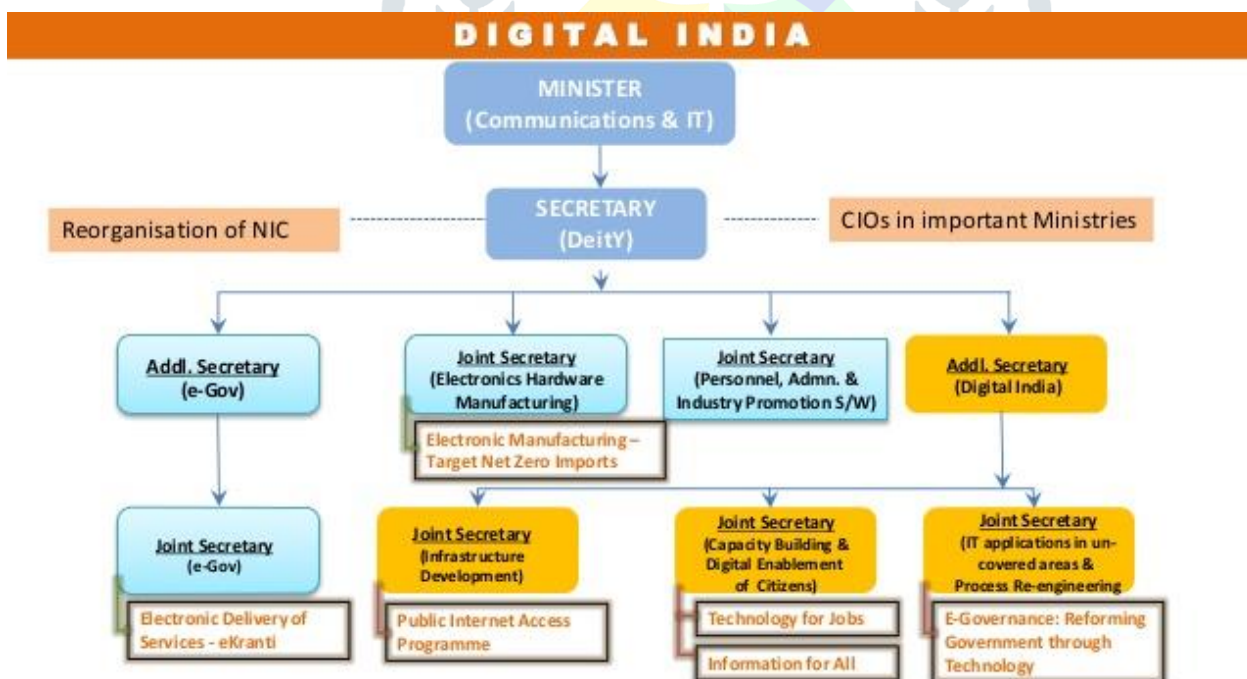
1. Digital infrastructure as a utility to every citizen

2. Governance and services on demand

3. Digital empowerment of citizens.

The PM Narender Modi says that information technology plays important role to make India a digital county "India Today + IT = INDIA TOMORROW".The nine pillars of digital India are

The composition and ministry of digital india are :

The overall costs of digital India initiative are approx rupees 1.13lakh cr. for ongoing schemes as well as new schemes and activities.

LITERATURE REVIEW:

Some of the researchers views are regarding digital India.

Himakshi Goswami said that the aim of government is ensuring that the govt. services are made available to citizen electronically by reducing paper work.

Uma Narang said that digital technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment.
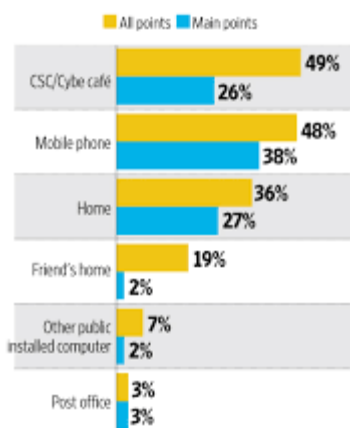
Prof. Nirvikar Singh said that digitization of India will not only increase the efficiency of the government and public sector but also bring about huge democratization of the economy.

Microsoft CEO, Satya Nadella said that his company will set up low cost broadband technology services to 5lakhs villages across the country.

IMPACT OF DIGITILIZATION IN RURAL AREAS:

India's population now exceeds 1.21 billion with 69% of the population located in rural areas. The no. of internet users in rural India is estimated to cross 85 million by June 2014 making India the world's second largest market for internet access .All these put together is now changing attitudes, awareness and lifestyles in rural India. National sample survey organization found in 2014 that 94% people in rural India do not own a computer. According, FM ARUN JAITLEY, we need to spread digital literacy in rural India. Tyagi told that 60 million people form almost 40% of our rural population. The govt. target is to make each of these 60 million rural India digitally literate in 3 years .Universal access to mobile aims to provide more than 55,600 villages that do not have mobile coverage and covered by 2019 march. 60 million population in rural India to benefit from new digital literacy mission.

RURAL INDIA INTERNET ACCESS POINTS

Legend: ■ All points ■ Main points

Access point	All points	Main points
CSC/Cybe café	49%	26%
Mobile phone	48%	38%
Home	36%	27%
Friend's home	19%	2%
Other public installed computer	7%	2%
Post office	3%	3%

Source: KPMG-Ficci M&E industry report 2014

Intel India announced 3 innovative initiatives to strengthen its support for digital India program. It launched 3 projects designed to accelerate digital literacy at the grassroots level by reaching out to the population in non-urban area. Strengthening digital infrastructure in rural areas among the various schemes launched under digital India, the Bharat net program aimed at establishing a high speed digital highway to connect all 2,50,000 gram panchayats will clearly be a major step forward in strengthening the digital infrastructure .The other following impacts as follows are:

- ➢ Increase in employment opportunities through the digitalization.
- ➢ Improvement in standard of living
- ➢ Reduction in Risk and Uncertainty
- ➢ Saved life during natural calamities like tsunami
- ➢ Increasing awareness about spoke English
- ➢ Helpful to farmers
- ➢ Improve health

Arian is a big village of Ajmer. The main occupation of the villagers is agriculture or farming. Although Arain village has many facilities such as banks, a hospital, a police station, a post office, a bus station and several government offices, in general there is no culture of digital life or the Internet. Arain Panchayat on 10 November became the first Panchayat in the country to get a 100 megabits per second (mbps) broadband optic fibre line .The plan is to make one adult per household digitally literate in each panchayat wherever the network lines exist. Arain being the first. The other two villages are Panisagar in northern Tripura and Pravada in Visakhapatnam, Andhra Pradesh.

CONCLUSION:

In decade, there is a large gap between urban area and rural areas of India. Now, bridge the gap between the rural India. The digitalization improves the literacy level of rural areas, helps the farmers as providing online facility regarding seeds, loans, schemes, techniques etc..But still lot of problems are facing by the rural Indians.

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