ROLE OF DIGITAL INDIA IN RURAL DEVELOPMENT

Dr. M.Manivannan,

Assistant Professor of commerce,

Arignar Anna Government Arts College, Namakkal-637002, Tamil Nadu, India.

ABSTRACT

Digital India programme was introduced by our honorable Prime Minister Mr.NarendraModi. The programme comprises of various initiatives each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinate engagement of the entire Government. Digital Technologies include cloud computing and Mobile Applications. Digital India in one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world. The article discuss the steps towards digitalization of rural India and its impact is also for and wide like increase in employment opportunities, Improvement in standard of living in rural people, reduction in Risk and Uncertainty

Key words: Digital, Mobile Application and Technology.

INTRODUCTION

 Digital India is a major step that is taken by Indian Government on **2ⁿᵈ July 2015** in order to convert India economy so that every individual of country can directly come into contact of different government and non- government department and get services without standing in quos and wasting time and efforts.

Rural India Contributes a substantial part of the total net value added in many sectors, with an overall 46% contribution to our national income. The Indian economy is predominantly rural with over two thirds of its population and workforce residing in rural areas. Rural India contributes a substantial part of the total net value added in many sectors. With a population of 833 million people (which incidentally is larger than rural china) residing in 6,40,867 villages, it is projected that, by 2050, more than half of India's population will still be rural, despite rising urbanization. Thus, the growth and development of the rural economy is imperative for inclusive development and overall growthof the country.

Digitization and technology can facilitate access and availability of more and more services and products be made available to meet the rising aspirations of the underserved and unreachedrural India. This is being driven strongly through the Government's Digital India programme. One of the key enablers is the growing

internet penetration, expected to grow from 25% in 2016 to 55% by 2025. Rural India is expected to leapfrog urban India and constitute nearly half of all Indian internet users by 2020.

Digital India programme can facilities some of the key needs of rural India including e-governance services, banking and financial services, educational and healthcare services, mobile / DTH recharge, e-ticketing services, online shopping etc., Over 10 years ago, the Government, through its flagship National e- governance plan, envisaged to empower rural citizens by making available various government services to them via electronic media and created access points i.e., common service centers run by village level entrepreneurs at the village and gram panchayat level.

These brick and click' centers act as one- stop digital outlets providing both government and business services to rural citizens. Under the 'Digital India' Programme, technology will play a central role to achieve easy, effective and economical governance. (UttamaSuryavanshi, 2016)

REVIEW OF LITERATURE

Digital India is a recent initiative that is taken by Indian government to develop the country. Therefore various scholars and researchers are doing research on it as this is a topic related to current scenario of Indian economy.

Gupta and Arora (2015)[1] stated that the impact of digital India project on India's rural sector found that many schemes launched in digital India to boost agriculture sector and entrepreneurship development in rural areas. Digital India programme has also set the stage for empowerment of rural Indian women.

Gurpreet Kaur (2015)[2]in their study 'Financial inclusion and Digital India' they studied the relationship between financial inclusion and digital India. In his study he concluded that digital India process cannot be achieved in a day and it will take easy way to fulfill the objective of financial inclusion.

Midha (2016)[3]recognized digital India as a great plan to develop India knowledge future but he also expressed his doubt regarding implementation due to inaccessibility and inflexibility to requisite which can lead to its failure. He admitted that through digital India plan is facing number of challenges yes if properly implemented it can make the best future of every citizen.

MrinaliniKaul and PurviMathur (2017)[4] in their research 'Impact of digitalization on the Indian economy and requirement of financial literacy' they have analyzed about the execution of digital India programme. Their study shows that the new technology needs to harnessed well and for this it is not only the availability but also the knowledge to use it and get benefits from it.

Rani (2016)[5] concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. She also highlighted many projects which require some transformational process, reengineering, refinements to achieve the desired service level objectives.

OBJECTIVES OF THE STUDY

The main objective of the study is impact of digital India programme on the upliftment of Indian rural economy and empowerment of rural entrepreneurship in the country.

METHODOLOGY

This study attempts to explain the impact of digitization on the development of Rural India. It is based on Secondary data that is collected through different sources like newspaper, internet, government websites, journals etc.

CONCEPT OF DIGITAL INDIA IN RURAL AREAS

The purpose of Digital India is to create increased internet connectivity which means that even rural people and small scale businesses will have an outreach that surpasses limitations of every kind. The vision is to create a digitized country that welcomes a whole new world full of untapped potentials besides also making way for investments in many niche industries and furthermore possibilities for the technology sector.

Digital India Programme Is Conceptualized on the Nine Support Beams

1.Broadband Highways: Web based portals and Mobile apps will be developed to access online information while on the move. High speed broadband highways will be provided through fiber optics that connects all the remote areas, government departments, universities, R&D etc.

2.Universal Mobile Access: With Digital India programme nation is ready to be well-connected, efficient, and more productive in every aspect. Network technologies like 3G, 4G and upcoming 5G will storm the speed.

3.Public Internet Access: The two sub components of Public Internet Access Programme are Common Service Centers and Post Offices as multi-service centers. CSCs would be made viable and multi-functional end-points for delivery of government and business services. Deity would be the nodal department to implement the scheme. Post Offices are proposed to be converted into multi service centers.

4.E-Governance: This governance will transform every manual work into fully automation system. It will revolutionize the system in the following ways: • Online access to applications i.e. availability of all databases and information in electronic format. • Effortlessly tracking of assignments. • Interface between departments for superior production of work. • Quickly respond, analyze and resolve persistent problems and many more (Gupta and Arora, 2015).

Broadband highway

Universal accessibility to Phones

Public Internet Access Programme

5.e-Kranti: This e-kranti will fully focus on digital knowledge program where education, health, farming, rights, financial and many more services will be delivered on a very high bandwidth. Physical boundaries no longer are a limitation when almost everyone and everything is a digital handshake away.

6.Electronics Manufacturing: This milestone will create a huge base for electronics manufacturing in India with the aid of digital technologies and skills. The empowerment of manufacturing through the Internet of Things will enable intelligent workshops that demonstrate data driven operational excellence and decentralized production control systems within and beyond the physical factory walls.

7.IT for Jobs: The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector.

8.Early Harvest: The govt. is planning to set up Aadhaar Allowed Fingerprint Presence Program in all central government workplaces situated at Delhi. A web based application software system will allow online documenting of attendance and its watching by the involved stakeholders.

9.Information for All: Websites and mobile apps will convey data and realistic participation and through social media. Everything is connected through virtual networks. Swift work flow and no delays due to wait in queues.

BENEFIT OF DIGITALISATION ON INDIAN ECONOMY

India is on the path of implementation digital technologies in all its regions so it is not wrong to say that at present India is facing a digital revolution phase and as the result of this revolution the people of the country are empower with new technology which make their work easier and quick that too with accuracy. Some of the Main benefits of this programme are listed below:

1. The introduction of digitalisation has make India economy much advance technically as now even government sectors also provide their services through a common delivery outlets.

2. Digitalisation has led to inclusive growth in education sector; healthcare and government services as now all these services are available to all the citizens of the country online and as a result of this know people can get better advice on their health issues. Moreover those who can't afford school/ colleges can get chance to get education online.

3. Digitalisation has led to high transparency as because of digitalisation only all the data of government and non-government agencies would be made online available and accessible to citizens of the country.

4. One of major need and advantage of introducing digitalisation in Indian economy was to keep an E-Governance on working of all sectors and to reducing corruption and getting things done quickly and accurately

5. Digital locker facility is one of the key advantage that is given by digitalisation as this help citizen to digitally store their important documents like Pan card, passport, mark sheets etc. and nobody else without the accurate password can accesses it. With the help of this it becomes easy to getting things done. For example if an individual need to open an account, then he has just to give official details of his digital locker, where account makers can verify customer's documents. By this one can save his time and the pain of standing in long queues for getting his/her documents would be reduced.

6. Digitalisation has also lead to ecological betterment as only because of internet all written work is nowadays are done on word and excels formats which have lead to the decreasing in need of paper in all organisation and different sector.

7. Digitalisation has also boost up cashless transactions all over the India and worked as a helping aid during time of demonetisation.

8. Digitalisation not only give boost to large business but also have given a large opportunity to small scale business to establish their business worldwide by promoting their goods and services online that to without paying any huge cost for it. As various apps and sites are present online which provide a domain name sites to the various small scale business that to at minor cost example of it is GoDaddy.com

9. According to latest data digitalisation has played a key role in GDP growth. According to analyst and researchers in future the total Indian GDP could boost up to $1 trillion by 2025just because of use of digital methods in total production. According to World Bank report a increase of 10% in mobile and broadband penetration increases per capita GDP by 0.81% and 1.31% respectively in developing countries.

10. Digitalisation has increased the overall job opportunities for all sector along with his it has shorten the distance among rural and urban India to large extend.

STEPS TOWARDS DIGITALIZATION OF RURAL AREAS

   Cisco and BT have established Life lines India. It is a telephone-based helpline that provides advice and guidance to rural farming communities. Majorityof the rural population is illiterate and therefore a voice based programme ishighly useful to the farmers. Large number of farmers call on their helplinefor problem relating to cattle or pest infestation to their crop etc. and aregetting benefitted by it. There is one instance of a farmer whose cow wasgiving very less and poor quality of milk. He called on these help lines andfollowed their instructions meticulously and with few days found improvementin the quality and

quantity of milk given by the cow.The program, which launched in November 2006, can point to manysolid achievements:

1. Participating farmers have increased profits from 25 to 150 percentdue to a consistent

   improvement in crop quality and productivity.

2. The FAQ database now contains more than 125,000 entries.
3. The program has expanded to encompass more than 100,000 farmersin nearly 5,000

   Villages.
4. Call volume has risen from 1,100 per month at launch to more than200 calls daily.
5. The program has expanded beyond agriculture and now supportsteachers with advice on curriculum, pedagogy, policy andadministration.

EMPOWERMENT OF RURAL ENTREPRENEURS UNDER 'DIGITAL INDIA'

Digital India programme has launched many schemes that focuses on the empowerment of rural entrepreneurs of India. One of such schemes is enhancing Rural Entrepreneurship through Common Services Centres (CSCs).Rural entrepreneurs can get loan for setting up their CSCs under the Micro Units Development and Refinance Agency (MUDRA) Yojana. CSCs are information and communications technology enabled service delivery points at the village level for delivery of government, financial, social and private services such as applying online passports, land record, digital locker and Aadhaar cards. Those who want to start such service points but do not have funds can start their micro-ventures by taking loans under MUDRA Yojana. Another scheme for promoting rural entrepreneurship under Digital India Programme is through Internet Kiosks. Internet Kiosk is a kiosk with one or more computers, a tablet, Internet connection, with a web cam that can be the set up in villages to be used as the hub of rural connectivity for providing education and training, information about agriculture and health care, employment news and market information. These cyber-kiosks can be run by local entrepreneurs thereby empowering the rural entrepreneurship.

CONCLUSION

With the adoption of Digital India Project, India will have a powerful digital infrastructure. All educational institutions and government services will soon be able to provide digital services round the clock. More employment prospects will open for the youth that will boost the nation's economy. Tech giants from all over the world are willing to actively. Participate in this campaign. The outcome of Digital India is to produce Wi-Fi locations for people, creating job, universal phone connection, High speed internet, Digital Inclusion, e-Services, e-Governance, Digitally motivated people, National Scholarships Portal, Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution.

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