



“A STUDY ON DIGITALIZATION OF RURAL AREAS” (WESTERN UP, INIDIA)

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ABSTRACT

The Digital India 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 coordinated engagement of the entire government. Digital indicates to electronic technology which generates stores and processes data. It is stored in a virtual central repository that can be accessed anytime, anywhere, through established protocols. Digital Technologies include Cloud Computing and Mobile Applications. Digital India is one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world. The overall programme is focused to develop India for a knowledgeable future by developing central technology for allowing revolution which covers many departments under one umbrella programme. Realizing that technological agricultural systems are the need of the hour, the Indian government has launched the ‘Kisan Suvidha’ app which has about 100 million registered users. This app assists farmers with relevant information on the weather of the current day and next five days, market prices, dealers, agro advisories, and plant protection. Sensing the huge potential, a few start-ups like SatSure, CropIn, Niruthi, AgRisk are also entering the space. These startups along with the digital government programmes help the farmers in sowing and crop monitoring, capturing and analyzing various data points, including crop, soil, and weather data, all of which can assist in decision making and facilitate access to crop insurance and institutional credit.

KEYWORDS: Digital, Technologies ,Data, India etc.

INTRODUCTION

It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will empower the society in a better manner. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative endeavours for geNext. The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Today, every nation wants to be fully digitalized and this programme strives to provide equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India-as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.

Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. It was launched on 1 July 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components. These include: The creation of digital infrastructure, Delivery of services digitally and Digital literacy. Digital India is a large umbrella national programme that focuses at providing universal digital literacy and universal accessibility of all digital resources for citizens. The vision is centered on three key areas: creation of digital infrastructure, delivery of governance and services on demand, and digital empowerment of citizens.

Digital India program will focus on restructuring several existing schemes to bring in a transformational impact. The vision of the programme aims to transform India into a digitally-empowered society and knowledge economy through infrastructural reforms such as highspeed internet in all gram panchayats, lifelong digital identification for citizens, mobile banking for all, easy access to Common Service Centres (CSC), shareable private spaces on an easily accessible public Cloud and cyber-security.

The programme will also ensure that all government services and information are available anywhere, anytime, on any device that is easy-to-use, seamless, highly-available and secured. It is one of the step by the government to motivate and connect Indian Economy to a knowledge savvy world.

The Programme symbolizes the Government of India's vision for connecting and empowering 125 crore citizens; creating unprecedented levels of transparency and accountability in governance; and leveraging technology for quality education, health care, farming, financial inclusion and empowering citizens. Under the „Digital India“ Programme, technology will play a central role to achieve easy, effective and economical governance (Uttama Suryavanshi, 2016).

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 an overall 46% contribution to our national income. With a population of 833 million people (which incidentally is larger than rural China) residing in 640,867 villages, it is projected that, by 2050, more than half of India's population will still be rural, despite rising urbanisation. Thus, the growth and development of the rural economy is imperative for inclusive development and overall growth of the country.

OBJECTIVES: To study the impact of digital India programme on the upliftment of Indian rural economy. To study how Digital India programme will lead to empowerment of rural entrepreneurship in the country. To study the impact of digital India programme on the empowerment of rural women.

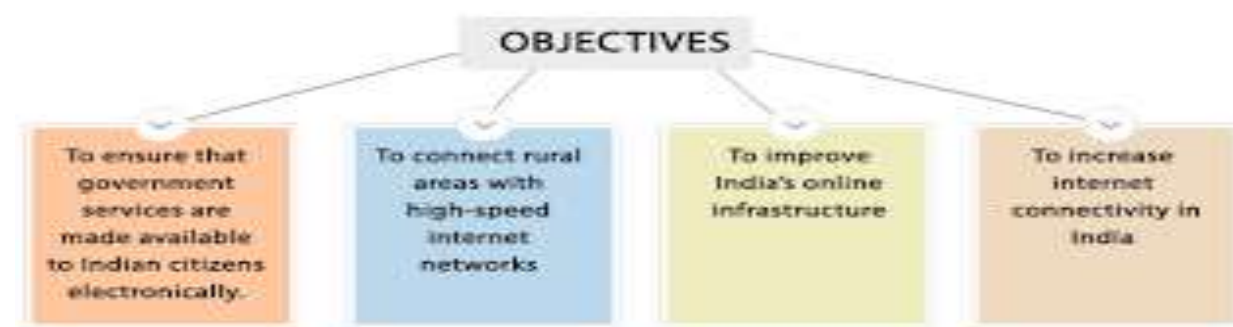


Fig-1: Objective of Digital India

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: 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. 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. Public Internet Access: The two sub components of Public Internet Access Programme are Common Service Centres and Post Offices as multi-service centres. 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 centres.

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 e-Kranti:

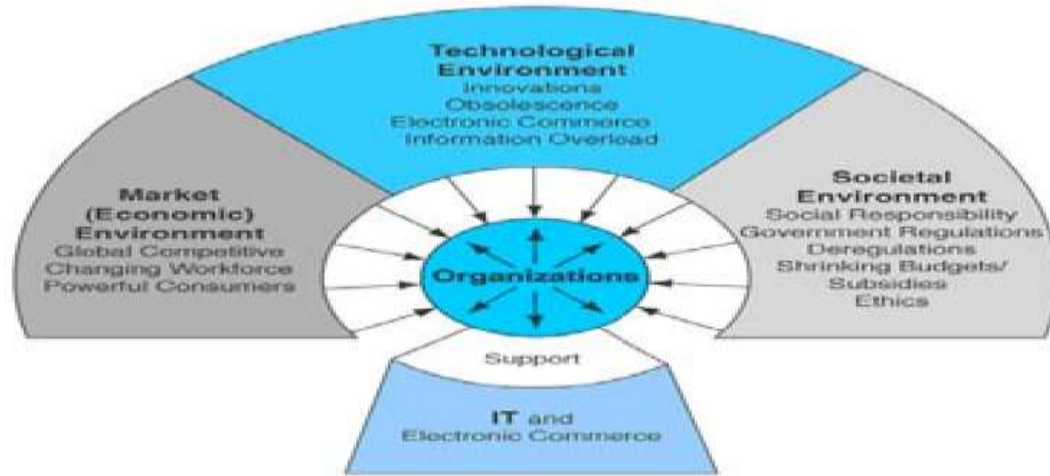


Fig-2: Target of technologies environment with Organizations support

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. 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.

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

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. 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.

SCOPE OF DIGITAL INDIA IN RURAL AREAS THE OVERALL SCOPE OF THIS PROGRAMME IS:

To prepare India for a knowledge future. On being transformative that is to realize IT (Indian Talent) + IT(Information Technology) = IT (India Tomorrow) Making technology central to enabling change. On being an Umbrella Programme - covering many departments weaves together a large number of ideas and thoughts into a single, comprehensive vision, so that each of them is seen as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. The weaving together makes the Mission transformative in totality.

1.The Digital India Programme will pull together many existing schemes which would be restructured and re-focused and implemented in a synchronized manner. The common branding of the programmes as Digital India, highlights their transformative impact.

2.A wide range of applications and content relevant for rural consumers must be accessible on mobile devices and the operators must provide service packages affordable to the target user.

3.Broad based availability of broadband services, through handheld devices, is a pre-requisite for the achievement of the goals of „Digital India“. The socio-economic potential and impact of rolling out electronic governance software and mobile applications in rural India is much more than urban India.

THE DIGITAL INDIA AGENDA HAS CREATED opportunities for many ministries and departments of the government to come together and develop integrated solutions. But many technology providers, and indeed even some policy planners, have begun to consider Digital India opportunity as synonymous to the development of smart cities and the “Internet of Everything” (Natarajan, 2014).

With more than 600 million internet users in 2019, India is one of the largest and the fastest growing markets for digital consumers. This substantial growth of digital economy was largely led by consumers in the urban region. However, with the government’s push towards financial inclusion,

RURAL INDIA have also started embracing the digital economy. As per the TRAI report, rural internet subscribers account for more than 38% of the total internet subscribers in the country as of March 2020, increasing from about 32% in March 2017.

Rural India is an important part of the country’s economy and contributes about 46% of the national income. It is estimated that about 66% of India’s population is rural and despite the rapid rise of urbanization, rural India will continue to account for a significant portion of India’s population in the next decade.

Despite the growing number of internet users in rural India, there exists a significant digital divide between urban and rural India. As per the latest TRAI report, internet penetration in rural India was only about 33% compared to 99% in Urban India. This gap mainly stems from two factors – lack of infrastructure and awareness.([IBEF, Knowledge Centre](#) , Nov 09, 2020)

BENEFITS OF DIGITAL INDIA PROGRAMME

- 1.It makes possible the implementation of digital locker system which in turn reduces paper work by minimizing the usage of physical documents as well as enabling e-sharing through registered repositories.
- 2.It ensures the achievement of various online goals set by the government.
- 3.It makes possible for people to submit their documents and certificates online anywhere which reduces physical work.
- 4.Citizens may digitally sign their documents online through e-Sign framework.
- 5.It will ease the important health care services through e-Hospital system such as online registration, taking doctor appointments, fee payment, online diagnostic tests, blood check-up, etc.
6. It provides benefits to the beneficiaries through National Scholarship Portal by allowing submission of application, verification process, sanction and then disbursal.
7. It is a huge platform which facilitates an efficient delivery of government or private services all over the country to its citizens.
- 8.Bharat Net programme (a high-speed digital highway) will connect almost 250,000 gram panchayats of country.
- 9.There is a plan of outsourcing policy also to help in the digital India initiative.

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.

AGRICULTURE SECTOR

represents about 18% of India's GDP and accounts for more than 50% of the total workforce. Despite the sector's significant contribution, India's agriculture sector is highly dependent on human labour and good rainfall unlike the agriculture sector in developed economies that rely on mechanized farming and better planning.

DIGITAL INDIA AND EMPOWERMENT OF RURAL INDIAN WOMEN

Empowerment of women of a nation leads to the successful growth and development of a nation. Digital India Programme has set the stage for empowering the Rural Indian Women. Following are some of the steps taken by Indian Government under Digital India programme for empowering rural women: **ArogyaSakhi** helps rural women developing their own personality in order to providing health care to the rural area. It's a mobile application that helps rural women entrepreneurs deliver preventive health care at rural doorsteps. Women armed with tablets and mobile healthcare devices like glucometers, blood pressure checking machine visit homes and collect data from the village women. This data can be accessed by doctors at any location who could provide treatment to the patients remotely.

CHALLENGES & CHANGES NEEDED

1. Program on this scale never conceived
2. Each Pillar/program has own challenges
3. Human Resource Issues
4. NIC - not equipped for a fraction of this task (obsolesce) - needs revamping & restructuring
5. DeitY – needs program managers – at least 4 more officers at senior levels
6. Ministries – Need a Chief Information Officer / Chief Technology Officer (CIO/CTO)
7. Could begin with CIOs 10 major Ministries 8. Can be anyone – from within or outside government
9. To be patterned as AS & FAs – dual reporting
10. Financial Resource Issues
11. Mostly structured around ongoing programs : Better focus, need some restructuring
12. Some others are process improvements or better utilisation of resources.
13. A few new programs may be needed – particularly in Electronics manufacturing and Skill Development .

- 14.Coordination Issues
- 15.Program covers many other departments
- 16.Need commitment and effort
- 17.Leadership and support critical for success

CONCLUSION

With the help of digital india programme , all the villages do the development day by day in the overall states of india but in western UP of 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. In the use of e-services it is assumed that the total cost for this it is assumed that the total cost for this development of e-services should not increase the expenditures, as compared with the traditional operation of the public administration. There is both a push and a pull side for e-government initiatives in the current development of ICT.

Accordingly, criteria for the concept of the 24/7 public agency must focus on the web service channel, while e-services included application of one or more of the following service channels: • Manned telephony services (call centres). • Unmanned telephony services (automated attendants and service telephones). • Web. • E-mail. • Public information booths

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