IMPACT OF DIGITALIZATION ON RURAL INDIA – A STUDY

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Abstract

The concept of Digital India has to make every household digitally literate. The Government of India basic aim to transform the nation towards digitalizatio with providing government services to be available to their citizens electronically and providing digital empowerment of the society and knowledge economy. This initiation will prepare India for knowledge based transformation and be available of good governance to citizens. Even though 70 percent people living the rural area the Government of India hopes to achieve growth on multiple dimensions with this much publicized program. The present study is focused on public response to accept digitalization process in the country initiated by the union government..

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1. Introduction

Since last three decades India has showing a tremendous grown in the field of Information and Technology (IT). The traditional India turned as a Technological India. Rapid advances have been taken place in the field of Communication and Technology. IT has become one of the strongest industries in the world. The newly launched "Digital India" has given to our technological progress is noteworthy indeed. With the Make in India campaign and Digital India, the nation is planning to achieve rural literacy and improve their communication skills to reach the international standards in field of information and communication technologies. This ensures their citizens overall development in all aspects. With the introduction of mobile connectivity in all villages, unique single portal can be maintained for all government related services. This ensures that all databases and information should be in electronic form and not manual. Since India is a service based country and till now we have focused urban areas, with the advent of Digital India, with its stress on making India the services will reach to every corner of the country.

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1.1 Concept of Digital India

After 25 years of initiation towards digital India, in 2015 a new era has been taken shape in India. The Digital India campaign has been launched by the Prime Minister Naredndra Modi on 2 July 2015. This campaign mainly concentrated on rural areas. The basic concept of the three crore components digital India is to connect rural areas with high speed internet networks. The basic aim of the digital India is to creation of digital infrastructure, delivery of services digitally to their citizens; create digital literacy in the people.

1.2 Digital revolution

The Digital Revolution refers to the advancement of technology from analog electronic and mechanical devices to the digital technology available today. Digital technology includes cloud computing and mobile applications which are helpful for rapid economic growth and citizen empowerment. Recently mobile applications in smart market chaired top slot in last two years. The government aims to target 'Nine Pillars of the Digital India'. Those are broadband highway, universal access to internet, public internet access program, e-Governance, e-Kranti - electronic delivery of services, information for all, electronics manufacturing, IT for jobs, early harvest programs. Department of Electronics and Information Technology and will impart ministry of communication, ministry of rural development, ministry of human resource development and ministry of health and others have been taken initiation to promote this program for four years ie., 2014-2018.

With this great initiation, Indians life style has been changed. Government has provided many facilities to their citizens. Some of prominent in those facilities are digital locker, e-education, e-health, e-sign and national scholarship portal. These facilities are helps many ways to their citizens to provide secure lifestyle. Digital Locker facilitates secure documentation to the citizens. Three key stakeholders of Digi lockers are citizens, issuer and requester. Digital locker facilitates citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates in safe custody. Apart of these facilities it will also gives secure access to Government issued documents. It gives authenticity services provided by Aadhaar the much popularized unique identification number.

The central government provided a special platform www.mygov.in to share inputs and on all issues related to policies carried out by various departments and governance. Using by Aadhaar authentication, e-Sign framework allows citizens to digitally sign a document online itself. Another much popularized program is e-hospital. With this facility, citizens those who are getting hospital facilities they can get all facilities through online. Those facilities are online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc. In this digitalization process the governments another major initiative is student centric National Scholarships Portal. It paved way in one-step solution for every student. End to end scholarship process will be available to the student's right from submission of application to sanction and disbursal to beneficiary of all scholarships provided by the government of India. The verification process will be done online itself. The most important service is based on e-mail, SMS oriented e-sampark. Citizens can send information and get public services through e-mails and short messaging services (SMS) and outbound dialing. With these services citizens can get any information by using their mobile or e-mail.

The initiative taken by the government is completely depends on the internet facilities. To make this movement successful, government of India has taken initiation to high speed internet facility will be available in grass root level. Gram panchayts to be link up with internet along with mobile and bank account would enable participation in digital and financial space at individual level. Apart of this, government authorities has to respond to their citizens requirements as early as possible without any delay. With this digital empowerment transparency, accountability will be plays a key role in the entire process. However security measures need to be taken by the citizens to protect their password in safe and secure.

1.3 Literature survey

Mishra (2015) began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of "Digital India" initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labor laws of India to make it a successful campaign.

Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India.

Satya Nadella intends to become India's partner in Digital India program. He said that his company will set up low cost broadband technology services to 5lakhs villages across the country.

Arvind Gupta (2014) intends to say that Digital India movement will play an important role in effective delivery of services, monitoring performance managing projects, and improving governance. An Integrated Office of Innovation & Technology to achieve the same, and for problem solving, sharing applications and knowledge management will be the key to rapid results, given that most departments work on their own silos. Tracking and managing the projects assume significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached its implementation stage. Sharing learning's and best practices across departments needs to be driven by this Office of Technology.

Gupta and Arora (2015) studied the impact of digital India project on India's rural sector. The study found that many schemes have been 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.

Rani (2016) concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. It also pointed out that many projects may require some transformational process, reengineering, refinements to achieve the desired service level objectives.

Midha (2016) concluded that digital India is a great plan to develop India for knowledge future but its improper implementation due to inaccessibility and inflexibility to requisite can lead to its failure. Though digital India programme is facing number of challenges yet if properly implemented it can make the best future of every citizen. So we Indians should work together to shape the knowledge economy.

2. Research Method

For this study, the researcher the researcher depended on primary and secondary data. Secondary data was collected from various National & International Journals, articles, government reports, books, newspapers and magazines covering wide collection of academic literature on 'Digital India'. Available secondary data was extensively used for the study. Further, the researcher applied descriptive survey method. 500 respondents of age group between 21-50 years were taken as sample from rural 250 male, 250 female were randomly selected for this study. Response was divided into three categories such as positive, negative and no response. Data has been collected by self-prepared questionnaire on digitalization and tested for response in context of matter. Feedback was tabulated and comparatively analyzed using percentile tool.

3. Analysis and Intrepretation

Table 1: Gender wise classification of respondents

Gender	No. of respondents	Percentage of
Male	250	100
Female	250	100
Total	**500**	**100**

Source: Primary Data

The above table represents that gender wise classification of the respondents, 250 represent are male and 250 are female has been taken for this study.

Table 2: Education Qualification of the respondents

Educational qualifications	No. of Respondents	Percentage
10+2 level/Intermediate	60	12
Under Graduation	250	50
Post Graduation	110	22
Professional Degree	80	16
Total	**500**	**100**

Source: Primary Data

The above table represents the educational qualification of respondents. It clearly showing that 50 percent respondents are graduates, 22 percent of respondents is Post Graduates. Only 12 percent of respondents are completed their Plus Two education. Remaining 16 percent of the respondents are professional graduates.

Table 3: Income level of the respondents

Income in Rupees	No. of Respondents	Percentage
Below 10,000	235	47
10,000-20,000	195	39
20.000 and above	70	14
Total	**500**	**100**

Source: Primary Data

The above table clearly had shown that income wise classification of the respondents. 47 percent of respondents are having below Rs. 10000 of monthly income. 39 percent of respondents having monthly income between Rs. 10,000 to 20,000 and remaining 14 percent of the respondents are between Rs. 20,000 and above income per month.

Table 4: Gender wise response on awareness of Digitalization of India

Gender	Yes	No	Total respondents	Percentage of respondents
Male	180	70	250	250
Female	92	158	250	250
Total			**500**	**100**

Source: Primary Data

The above table indicates that awareness of the respondents on Digital India programs carried out by the Indian Government. 55 percent of the respondents are aware about the digital India program. They are having well knowledge about major initiatives carried out by the government. 45 percent of the respondents are not aware about the program. They have no knowledge about the digital India program.

4. Conclusion

The main aim of the digital India programme is to educate people towards electronic gadgets usage in their daily life. This is a progressive movement initiated by the union government, but there are some hurdles reflecting with this study. Lack of infrastructure is the main hurdle to reach the target. As digital literacy, slow internet connectivity, approach of internet, network

discontinuity, irregular power supply, and conventional working habits etc. are not showing much positive impact on digital usage. This is the basic reason why the people are unable to welcome this movement. Despite the successful implementation of many e-Governance projects across the country, e-Governance as a whole has not been able to make the desired impact and fulfill its objectives. The government has to take initiation to use mass media to promote digital literacy as well as create awareness in people on various programs carried out by the government.

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