

Present Situation of Information and Communication Technology in rural areas

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Abstract

The villages are in huge number as compared to urban areas. But the contradiction to this fact is that rural areas is lagging in progress as compared to the urban areas, ICT can play important role in Socio-economic development and India is no exception to this. Majority of India population resides in rural areas. Even after 60 years of independence, rural India has remained deprived by several poverty, illiteracy. Lack of health services lack of employment and overall the primary occupation of India is agriculture.

In the rapidly changing scenario, the extensive use of computers, advances in Information and Communication Technology (ICT) and the widespread introduction of infrastructure in India made it possible to consider a business model for proliferating information nodes throughout the country in a manner that is financially viable and therefore sustainable. Over the years the government has introduced several schemes that have not only helped Indian citizens improve their financial, Social situations.

Keeping this in view it is planed to conduct the aforementioned research the following specific objectives.

- To analyse the present situation of available Information and Communication Technology in rural areas.
- To converge the schemes available from the government and voluntary organizations for the rural development.

Key words:- *Information Communication, Technology, Village Knowledge Centre, Schemes of Government for rural development.*

1. Introduction

The rural ICT applications aim to present the services to citizens at their village access stepladder. The emergence of ICT has provided means for faster and better communication, effective storage, retrieval and processing of data exchange and utilization of information to its users be they individuals groups, business, organization of governments^[10]. Information and communications technology (ICT) is often used as an extended synonym for information technology (IT)^[6]. It is a more extensive term (i.e. more broad in scope) that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information^[8]. However, ICT has no universal definition, as "the concepts, methods and applications involved in ICT are constantly evolving on an almost daily basis." The broadness of ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form, e.g. personal computers, digital television, email, robots^[7].

Information and Communications technologies (ICTs) have played a major role in the

development of societies. For the past several years, India has experimented with extending the reach of ICTs to rural areas with a view to bringing development to these areas. Several projects are currently underway^[3]. Under taken research will examine implementation of Village knowledge Centers in rural area. Developmental disparity that exists between urban and rural areas in India, and justify the implementation of rural projects that extend ICTs to rural areas. It examine prior work, and then describe in detail the Village knowledge Center Project, conceived, developed and implemented by the M. S. Swaminathan Research Foundation (MSSRF)^[5], a Non-Governmental Organization (NGO) located in Chennai, India. We describe our field visits and observations, and conclude with an analysis of the role and benefits of such projects, unresolved questions and issues, and possible directions for future work in this area^[18].

ICT enabled social and economic opportunity are some sobering statistics:- one third of the world's population has yet to a make a phone call, less than one-fifty has experienced the internet and most of the information exchanged over the internet in English, the language of some 20% of the world's population (UNDP et. Al 2011)^[13]

2. Methodology

The basic knowledge about the available technology, schemes of Government and other organization will be gathered through the observation and interviewing while visiting the area and secondary data available in libraries, internet and the documents available in the several institutes of the area^[4]. The secondary sources such as internet and new articles covering almost all sections and geographic locations were used in research^[5].

The study was conducted in the selected district Satna, Madhya Pradesh and Chitrakoot, Uttar Pradesh. Because both districts are adjoining. Similar culture and practices are prevailing here. For the study two village viz. Kamta and Paldev from District Satna and Ranipur Bhatta Khohi from Chitrakootdham (Karwi) U.P. were selected randomly out of the list of villages comprehensively prepared by the researcher for the study.

3. Results and discussion

Structured questionnaire was applied on traders, people, elected public representatives, academicians and historians to find out the all required information. Out of 200 respondents 100 were selected from M.P. (traders, academicians, historians, peoples, elected public representatives, village leaders) to enlist their views on village Knowledge Center and 100 respondents were selected from Chitrakoot area of U.P. for getting the similar responses and views accordingly. Selection of respondents was based on random sampling technique from the univers which were using the ICT related tools for their up gradation as well as in other relevant areas.

The secondary data were collected from the source such as library and internet along with some meeting with subject matter experts. The primary data were collected by way of a non-disguised primary survey in the selected areas. The survey was done with help of questionnaire for fact base responses and open ended questions for opinion base response.

The data analysis was done by using the statistical tools & techniques The comparative analytical findings were reported as per chosen objectives.

Table 1 : Distribution of respondents according to their different socio economic profile.

Variable	Category	Frequency	Percentage	S.D.
Age	Young	55	27.50	11.06
	Middle	77	38.50	
	Old	68	34.00	
	Total	200	100.00	
Education	Illiterate and formal education	47	23.50	20.55
	Primary and middle education	88	44.00	

	Higher education	65	32.50	
	Total	200	100.00	
Size of family	Small	58	29.00	9.02
	Medium	66	33.00	
	Large	76	38.00	
	Total	200	100.00	
Type of family	Nuclear	75	37.50	35.36
	Joint	125	62.50	
	Total	200	100	
Housing pattern	Mud house	59	29.50	8.62
	Mud + Concrete house	65	32.50	
	Concrete house	76	38.00	
	Total	200	100	
Social participation	Low	59	29.50	17.79
	Medium	87	43.50	
	High	54	27.00	
	Total	200	100	
Source of credit	Non institutional	60	30.00	6.51
	Banks	67	33.50	
	Co-operative society	73	36.50	
	Total	200	100	
Occupation	Farming and allied activities	78	39.00	10.60
	Farming + Business	65	32.50	
	Farming+ Service/Wage earner	57	28.50	
	Total	200	100	
Mass media exposure	Low	66	33.00	4.04
	Medium	63	31.50	
	High	71	35.50	
	Total	200	100	
Level of knowledge internet/ Moblies	Low	87	43.50	17.79
	Medium	59	29.50	
	High	54	27.00	
	Total	200	100	

Table 2: Brief description of the various program implemented by different agency for the promotion of quality of life and rural development

S.No.	Scheme	Date of Launch year	Sector	Provisions
1.	<u>Aam Aadmi Bima Yojana</u> ^[16]	2007	Insurance	Scheme extends the benefit of life insurance coverage as well as coverage of partial and permanent disability to the head of the family or an earning member of the family of rural landless households and educational assistance to their children studying from 9th to 12th standard as an extended benefit.
2.	Atal Pension	2015	Pension	Social Sector Scheme pertaining to Pension Sector

	Yojana ^[17]			
3.	<u>Bachat Lamp Yojna</u> ^[17]	2009	Electrification	reduce the cost of compact fluorescent lamps
4.	Central Government Health Scheme ^[17]	1954	Health	comprehensive medical care facilities to Central Government employees and their family members
5.	Deendayal Disabled Rehabilitation Scheme ^[17]	2003	Social Justice	Create an enabling environment to ensure equal opportunities, equity, social justice and empowerment of persons with disabilities.
6.	<u>Deen Dayal Upadhyaya Gram Jyoti Yojana</u> ^[3]	2015	Rural Power Supply	It is a Government of India program aimed at providing 24x7 uninterrupted power supply to all homes in Rural India
7.	Digital India Programme ^[17]	2015	Digitally Empowered Nation	Aims to ensure that government services are available to citizens electronically and people get benefited from the latest information and communication technology
8.	Gramin Bhandaran Yojna ^[17]	2007	Agriculture	Creation of scientific storage capacity with allied facilities in rural areas to meet the requirements of farmers for storing farm produce, processed farm produce and agricultural inputs. Improve their marketability through promotion of grading, standardization and quality control of agricultural produce.
9.	<u>Indira Awaas Yojana</u> ^[17]	1985	Housing, Rural	Provides financial assistance to rural poor for constructing their houses themselves. ^[5]
10.	Indira Gandhi Matritva Sahyog Yojana	2010	Mother Care	A cash incentive of Rs. 4000 to women (19 years and above) for the first two live births ^[6]
11.	Integrated Child Development Services ^[17]	1975	Child Development	tackle <u>malnutrition</u> and health problems in children below 6 years of age and their mothers
12.	Integrated Rural Development Program	1978	Rural Development	self-employment program to raise the income-generation capacity of target groups among the poor and The scheme has been merged with another scheme named Swamajayanti Gram Swarozgar Yojana (SGSY) since 01.04 1999.
13.	<u>Kasturba Gandhi Balika Vidyalaya</u> ^[17]	2005	Education	Educational facilities (residential schools) for girls belonging to <u>SC,ST, OBC</u> , minority communities and families below the poverty line(BPL) in Educationally Backward Blocks
14.	Livestock Insurance Scheme (India)	2005	Education	Insurance to cattle and attaining qualitative improvement in livestock and their products.
15.	Mahatma Gandhi	July 2004	Rural Wage	Legal guarantee for one hundred days of

	National Rural Employment Guarantee Act ^[17]		Employment	employment in every financial year to adult members of any rural household willing to do public work-related unskilled manual work at the statutory minimum wage of Rs. 120 per day in 2009 prices.
16.	Midday Meal Scheme ^[16]		Health, Education	Lunch (free of cost) to school-children on all working days
17.	Namami Gange Programme ^[10]	1999	Clean & Protect Ganga	Integrates the efforts to clean and protect the River Ganga in a comprehensive manner
18.	National Literacy Mission Programme		Education	Make 80 million adults in the age group of 15 – 35 literate
19.	National Pension Scheme ^[16]	2006	Pension	Contribution based pension system
20.	National Scheme on Welfare of Fishermen ^[16]	1993	Agriculture	Financial assistance to fishers for construction of house, community hall for recreation and common working place and installation of tube-wells for drinking water
21.	Pradhan Mantri Adarsh Gram Yojana	2014	Model Village	Integrated development of <u>Schedule Castes</u> majority villages in four states
22.	<u>Pradhan Mantri Jeevan Jyoti Bima Yojana</u> ^[2]	1995	Insurance	Life insurance of Rs. 2 lakh with a premium of Rs. 330 per year.
23.	<u>Pradhan Mantri Jan Dhan Yojana</u> ^[17]	2015	Financial Inclusion	National Mission for Financial Inclusion to ensure access to financial services, namely Banking Savings & Deposit Accounts, Remittance, Credit, Insurance, Pension in an affordable manner
24.	Pradhan Mantri Gram Sadak Yojana ^[18]	2004	Rural Development	Good all-weather road connectivity to unconnected villages
25.	Rajiv Gandhi Grameen Vidyutikaran Yojana ^[12]	1996	Rural Electrification	Programme for creation of Rural Electricity Infrastructure & Household Electrification for providing access to electricity to rural households
26.	<u>Rashtriya Krishi Vikas Yojana</u> ^[18]	2001	Agriculture	Achieve 4% annual growth in agriculture through development of Agriculture and its allied sectors during the XI Plan period
27.	<u>Rashtriya Swasthya Bima Yojana</u> ^[17]	2010	Insurance	Health insurance to poor (BPL), Domestic workers, MGNREGA workers, Rikshawpullers, Building and other construction workers, and many other categories as may be identified by the respective states

28.	RNTCP		Health	Tuberculosis control initiative
29.	<u>Saksham</u> or Rajiv Gandhi Scheme for Empowerment of Adolescent Boys ^[17]	2010	Skill Development	Aims at all-round development of Adolescent Boys and make them self-reliant, gender-sensitive and aware citizens, when they grow up. It cover all adolescent boys (both school going and out of school) in the age-group of 11 to 18 years subdivided into two categories, viz. 11-14 & 14-18 years. In 2014-15, an allocation of Rs. 25 crore is made for the scheme.
30.	Sabla or Rajiv Gandhi Scheme for Empowerment of Adolescent Girls ^[17]	2015	Skill Development	Empowering adolescent girls (Age) of 11-18 years with focus on out-of-school girls by improvement in their nutritional and health status and upgrading various skills like home skills, life skills and vocational skills. Merged Nutrition Programme for Adolescent Girls (NPA G) and Kishori Shakti Yojana (KSY).
31.	<u>Sampoorna Grameen Rozgar Yojana</u> ^[17] July 15, 2015	2015	Rural Self Employment	Providing additional wage employment and food security, alongside creation of durable community assets in rural areas. Skill Development seeks to provide the institutional capacity to train a minimum 40 crore skilled people by 20
32.	Swabhiman	2014	Financial Inclusion	To make banking facility available to all citizens and to get 5 crore accounts opened by Mar 2012. Replaced by Pradhan Mantri Jan Dhan Yojana.
33.	<u>Swarnajayanti Gram Swarozgar Yojana</u>	2000	Rural Employment	Bring the assisted poor families above the poverty line by organising them into Self Help Groups (SHGs) through the process of social mobilisation, their training and capacity building and provision of income generating assets through a mix of bank credit and government subsidy.
34.	<u>Udisha</u>	2013	Child Care	Training Program for ICDS workers
35.	Pradhan Mantri Awas Yojana (PMA Y) ^[17]	20015	Housing	To enable better living and drive economic growth stressing on the need for people centric urban planning and development.
36.	National Child Labour Projects (NCLP)	2010		The objective of this project is to eliminate child labour in hazardous industries by 2010. Under this scheme, the target group is all children below 14 years of age who are working in occupations and processes listed in the Schedule to the Child Labour (Prohibition & Regulation) Act, 1986 or occupations and processes that are harmful to the health of the child.
37.	National Food	2007		It launched in 2007 for 5 years to increase

	Security Mission ^[18]			production and productivity of wheat, rice and pulses on a sustainable basis so as to ensure food security of the country. The aim is to bridge the yield gap in respect of these crops through dissemination of improved technologies and farm management practices.
38.	Deendyal Upadhyay Gramin Kausal Yojna ^[17]	2014	Skilled Development	It launched in 2014 this is placement linked skilled development scheme for rural poor youth its aim to target youth, under the age group of 15-35 years.
39.	Swachchha Bharat Mission	2014	Sanitary toilet	It launched in 2014 is to access for every person to sanitation facilities including the toilet, Solid and liquid waste disposal system, village cleanliness and safe and adequate drinking water supply
40.	Sansad Adarsh Gram Yojana ^[18]	2014	Village development	It launched in 2014 the parliament each members will take the responsibility for developing physical and institutional infrastructure in the tree villages by 2019
41.	Pradhan Mantri Ujjwala Yojana ^[12]	2014	Women Empowerment	Launched to provide free LPG connections to women from below poverty line families.

It is evident from table 1 that the respondent which were chosen for the study having the diverse socio economic profile it was analyzed that the respondent belonging to elite group they were in position of complacency since they are having the little bit paraphernalia of ICT only 17.79 % are uses and which is one of the imperative tools. Now a days for bringing the change in over all living pattern as well as for the quality of life. All the variable concern with this study with categorically analyzed that respondents were belong to heterogeneous groups that why impact of ICT may access clearly.

Table No. 2 is a comprehensive detail of the various programmed which were implemented for the rural domain were not effective up to the desire extent due to its user were some time not having a good acquaintance due to feeble source for accessing the information regarding the programmed.

Therefore it may clearly mention here that check out the program and implementation of the programmed is not only port innate for bringing the all kind of development as it is desirous at the end

of administrator as well policy maker. Certainly ICT is prudent tools having the grey potential to bring change in mind set of respondents. Therefore it is essential before doing further that the target should be equipped with ICT.

4. Conclusion

In this Paper we have given a statically survey of social economical status of selected areas and application of ICT in schemes run by state and central governments for rural peoples. The fist this areas Is very poverty, illiteracy, Lack of health services lack of employment and lack of ICT Knowledge so that how to implement ICT familiars and In recent past few years the government adopting Information and Communication Technology initiatives in rural area. The outcome of this research is an evident of indispensable refinement which required for entire the rural development as well as strengthening the quality of life through using the structured ICT paraphernalia at the village level. In today's time the development of any country depends on the uses of ICT and also their penetration.

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