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Impact of Information and Communication Technology on Rural India

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ABSTRACT

The number of countries especially those in the developed world and some in developing countries are putting in place policies and plans designed to transform their economies into an information and knowledge economy. In present days developed countries like USA, Canada, and a number of European countries, as well as Asian countries like India, Singapore, Malaysia, South Korea, Japan, and South American countries like Brazil, Chile, and Mexico among others, and Australia and Mauritius either already have in place comprehensive ICTs policies and plans or are at an advanced stage of implementing these programmes across their economies and societies. Some of these countries implementing ICTs and their deployment for socio-economic development as one area where they can quickly establish global dominance and reap tremendous payoff in terms of wealth creation and generation of high quality employment to strengthen their lively hood. On the other aspect, some other countries regard the development and utilization of ICTs within their economy and society as a key component of their national vision to improve the quality of life, knowledge and international competitiveness.

I. INTRODUCTION

Over the past two decades, India's information and communication technology industry (ICT) has been among the fastest growing in the world. From 2000 to 2004, the Indian economy grew at a staggering rate of 6.2 per cent, and has since grown at an average annual rate of 8 per cent (Dahlman 2007), becoming "the world's leading exporter of software services" (Gregory, Nollen, and Tenev 2009). Developed countries exhibit this growth but lag behind India, still a developing country, in job creation. The 2013 Global Information Technology Report cited 1,117,753 jobs created in South Asia by digitization with India responsible for the larger portion of that. However, these substantial monetary and job growth numbers do not necessarily correlate to improvements in socioeconomic wellbeing in India.

II. OBJECTIVE

- To understand the rural development knowledge improvement to the society.
- To know the study new technology innovation utilized to the people.

III. METHODOLOGY

The study is based on secondary data. They require data has been collected from various library, research paper, various Bulletins IT sector private company, that are available on internet.

ICT in Rural Areas

According to the 2011 Indian Census (Mehta 2013), sixty-nine percent of India's population lives in rural areas; meaning, the majority of India functions with substantial barriers to education attainment and social mobility, and work in an unorganized, casual labor market which yields very little income. The rural population is at an inherent disadvantage in India as they lack the pre-requisites to participating in their country's economic growth in the tertiary, modern services sector. The rural populations are mainly capable of working in the primary and secondary sectors, which largely consists of agriculture and manufacturing.

Undeveloped economies are typically driven by their primary and secondary sectors as they gradually build up towards the tertiary, high-skill demanding sector. It seems, for the most part, India has skipped this intermediary step of emphasis on manufacturing before modernization resulting in a failure to give the unskilled and uneducated a chance to learn and adapt over time. Eichengreen and Gupta (2011) confirm that "it is no longer obvious therefore that manufacturing is the main destination… we conclude that sustaining economic growth and raising living standards will require shifting labor into both manufacturing and services." India's quick shift after the 1990 reforms into specializing in ICT has excluded the uneducated and unskilled.

On the Other hand, the growth of Telecommunications is also alarming. In recent times, country has emerged as one of the fastest growing telecom markets in the world. Indian telecom has become the second largest wireless network in the world after China. The future progress of telecom in our country is very encouraging. The current addition of about 15 million connections per month puts the telecom sector on strong footing. The target of 500 million connections by 2010 has been achieved in September 2009 itself.

Measuring the impact of ICT is critical to better understanding the role of ICT for economic and social development. With the rapid growth of the ICT sector in India, there is an important demand from the research community and policy makers for better data to ensure that research findings are representative for the entire country or the state in order to inform policy makers about ICT developments and its impact and have meaningful interpretations of policies. In particular, there is a real need to measure the digital divide in the country, including the urban-rural and gender divides, and the use of community Internet access centers and mobile phone applications by low -income users.

In India, much work on measuring the impact of the IT industry on economic growth and employment has been carried out. The Government of India has been making sustained efforts to improve the availability of ICT data for policy making and research. Certain data in particular data on the telecommunication sector, the IT industry and business process outsourcing (BPO), data on the information society at large, are produced on a regular basis, A significant amount of data exists on the ICT service industry, collected by National Association of Software and Services Companies (NASSCOM), reflecting their members' data. Similarly, data on ICT manufacturing is captured by another private body, the Communication and Manufacturing Association of India (CMAI).

Rural Development and ICTS

In developing countries like India the concept of development linked up with the rural development. Most of the Asian countries are depended in rural areas. The Governments of those countries concentrated to develop or uplift the rural areas for strengthen their economical and social development. The specific concern here is the potential role and importance of ICTs in support of rural development. Current ICT initiatives tend to focus on infrastructure development and the extension of information and communication services from the centre to the periphery (World Bank, 1999). In this context, visions of a network age of integrated information systems on a global scale seem far removed from the reality of rural areas in most developing countries which are far from becoming fully integrated in „global information networks". Particularly how far ICTs offer any new solutions to long-standing rural development problems and whether they can make a significant contribution to enhancing existing and ongoing initiatives. The context of rural development has changed rapidly in recent years but some three-quarters of the world's poor still live in rural areas. Furthermore, although in decline, agriculture remains the direct and indirect base for the economic livelihoods of the majority of the world's population (IFAD, 2001). One of the most impacts of backwardness is poverty. ICT can play an important role in many aspects of rural development. It can also help to better govern various aspects of rural development. The working definition (used by the British Council) emphasizes that Governance involves interaction between the formal institutions and those in civil society. Governance refers to a process whereby elements in society wield power, authority and influence and enact policies and decisions concerning public life and social upliftment. ICT can strengthen the role of each governance pillar in rural development and poverty reduction and also it can facilitate speedy, transparent, accountable, efficient and effective interaction between the public, citizens, business and other agencies. This not only promotes better administration and better business environment, but also saves time and money in transactions costs of government operations (IICD 2001).

The ICT is the main factor for the recent changes of the rural face. There is an extensive literature on the benefits of recent changes for rural areas (Kellick 2000). Narratives of change range from extreme optimism to extreme pessimism, while on the one hand processes of globalization imply potential increased growth, opportunities and income; on the other they imply potential increased inequality, risk, vulnerability and social instability. Managing processes of transition in rural areas to ensure these risks are minimized and potential benefits maximized, represents a huge challenge for rural development. It is clear however those successful future strategies must be characterized by greater flexibility and adaptability than those of the past (Ellis and Biggs, 2001). ICTs have a potential for economic growth and social empowerment. Using direct or indirect application of ICT, in rural development sector has also been referred to as "Rural Informatics". Rural economies can be benefited from ICT by focusing on social production, social consumption and social services in the rural areas. Sustained development using rural informatics is possible, only if ICT interventions are able to respond to the local needs and re-adjust as per the prevailing knowledge of the rural areas. To understand the needs and local knowledge prevalent at the grassroots, these interventions should preferably have an effective bi-directional link. In any kind of development citizens of their society is the most important aspect of the Government. The inculcation of a Citizen-to-Government (C2G) and Citizen-to-Citizen (C2C) interface would provide this link that would also lead to community participation in design and implementation of ICT interventions. This in return could promise better economic opportunities as well as social inclusion of rural people in the processes of governance. Such attributes in the social set up are essential prerequisites for good governance and rural development.

Impact of E-Governance India

When India turns to globalization route, by adopting ICT in early 1990s, public sector underwent a major transformation. Application of ICT in processes of governance can be considered in two categories viz. for improving government processes and secondly for building interaction with and within civil society. The examples of the former category are: dissemination of public information grievance redressed mechanisms, utility payments and billing services. This intervention of ICT in public domain, managed by Government, is referred as e-Government. Secondly, ICT improves civil society participation in the governing process, which is also referred as e-Governance. E-Governance has a greater scope and connotation than e-Government, even though ordinarily the terms are used interchangeably. E-Governance permits new ways of participation of citizens and communities for debating. Such interactions facilitate provision of accurate information about social problems and their possible solutions. It empowers communities to determine their own future by developing self-efficacy and collective efficacy. Indeed if Good Governance leading to Development is the goal of governance, then e-Governance serves as a means to attain this goal. When the importance of e-governance increased in the society the rural India connected with ICTs within a short period. Rural e-Governance can provide timely information to the citizens and have the potential to spawn innovative means of wealth generation in rural context. It leads to improve the standards of the people. ICT can improve living standards in remote and rural areas by providing important commercial, social and educational benefits. Electronic service centres have a pivotal role to play, especially in reaching out to the marginalized sections living in remote areas. A study by Wilson (2000) concludes that in a developing economy like India, ICT has development applications in education, governance, environmental monitoring, health, human rights promotion, economic growth and other areas. The study underscores that a purely technology centric approach widens the digital divide between developed and underdeveloped. An earlier research confirms that transaction costs have substantially reduced by adopting automated supply chain management models for selling agriculture produce. Other studies show that e-government projects are successful in rural India as it acts as an intermediary between government and recipients, while pursuing commercially sustainable objectives.

In the process of eradication of poverty in rural India, e-Governance implementation to cover 135 million rural poor is an increasingly complex process. Many studies states that success stories of e-Governance in rural India are isolated cases, and says that "sum total of the Indian experience in terms of two important parameters viz. villages connected and lives transformed are yet too minimal". Although there are more than fifty grassroots projects currently using modern ICT for development in India, Kinston (2002) despairingly notes that since no systematic study or evaluation has been conducted on ICT based projects so "opportunities to learn the diverse creative Indian experience so far remain almost entirely wasted". This indicates how the Indian government has concentrated to utilize the ICT for upliftment of the poor people with its e-governance.

IV. CONCLUSION

In recent past few years the governments adopting Information and Communication Technologies (ICT) initiatives in rural areas are capable of enabling the governance to achieve rural development and their integration with the grassroots is critical for sustainability. An integrated framework for ICT interventions in rural areas is required that could amicably blend community needs, knowledge and inputs along with inputs of other stakeholders. In the process of development the Governments concentrating on the eradication of poverty, in this connection they are completely concentrated in rural areas. With the impact of the Information Technology, the whole world became global village. It is very clear that ICT can contribute to poverty reduction, if it is tailored to the needs of the poor and if it is used in the right way for right purposes and complemented with required reforms.

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