Role of it in Rural Development

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Abstract

Information is power and power is information. Without information, there can be no growth. Now information is penetrating into rural India as well, because, without its presence there, we can not think about the development of the entire country.For making India a developed country, we will have to propagate Information Technology (IT) in rural India, because 70 percent of India's people still reside in the rural areas.The 21st century is era of Information and new technologies so Information Technology is playing a remarkable role in each and every area today. It is affecting urban life completely but on the other hand, it is true that India still breathes in villages, so a crucial question arises. Has IT been performing its Role in Rural areas also? Yes, true it is acting as a tool to bring shine in Rural areas also . Although it has some limitations also but still it has brought many transformations in rural areas. In this paper, I am discussing about the roles of IT performed in changing rural development and what more

people still reside in the rural areas.

Keywords

E-governance, IT tools, rural citizen.

Introduction

Information is power and power is information. Without information, there can be no growth. Now information is penetrating into rural India as well, because, without its presence there, we can not think about the development of the entire country.For making <u>India</u> a developed country, we will have to propagate Information Technology (IT) in rural India, because 70 percent of India's people still reside in the rural areas.The 21st century is era of Information and new technologies so Information Technology is playing a remarkable role in each and every area today. It is affecting urban life completely but on the other hand, it is true that India still breathes in villages, so a crucial question arises. Has IT been performing its Role in Rural areas also? Yes, true it is acting as a tool to bring shine in Rural areas also . Although it has some limitations also but still it has brought many transformations in rural areas. In this paper, I am discussing about the roles of IT performed in changing rural development and what more needs to be done . For making India a developed country, need to propagate Information Technology in

Role of ICT

As Information and Communication technologies are transforming all human activities in all areas so ICT is a powerful and productive system that can accelerate economic and social development in rural areas also. To empower the rural

instruments. In following areas of Rural ICT are helping:

- **Strengthening rural governance**: With the introduction of ICTs in rural India, there has been a big change in rural governance. It has improved the transparency, accountability and administrative efficiency of rural institutions. This has led to not only a better participation of the rural people in the decision-making process but also to an improvement in the efficiency and responsiveness of the rural service delivery. It has facilitated a speedy, transparent, accountable, efficient and effective interaction between the rural citizens. As a consequence, it has not only promoted a better administration but has also saved time and transaction costs of government operations.
- **Encouraging social transformations:** For any kind of developmental process, access to information is of utmost importance. With the growth in ICT, the flow of information and knowledge beyond the border of economic and social status has received an impetus. In this context, ICTs are now

widely recognized as a critical tool to tackle development issues in any developing country which ultimately leads to social transformation.

- **Ensuring a better quality of life:** The application of ICTs can help to alleviate the living standards of people in remote and rural areas by providing important commercial, social and educational benefits. ICTs can strengthen the livelihood opportunities for rural people by expanding the use of government services.

Where it can Play Vital Role

When we are speaking about the development of rural India, it can not be comprehensive without the development of agriculture. It may be an effective tool for the development of agricultural output. As we know, profit is the principal concern of rural people and maximization of profit may be possible through the help of IT. Farmers can equip themselves with the latest technology and better their profits. In present circumstances, there is an enormous need to know about pesticides, manures, and improved varieties of seeds. There is also a need to know about effective irrigation systems, so that the wastage of water can be minimized. Through such type of efforts, rural people can plant and harvest crops successfully. It may also lend a hand to farmers in purchasing fertilizers, seeds and irrigation equipments at cheaper prices. They can also sell their products at a profit and get loans from the right places. Through these efforts, they can save themselves from moneylenders

Current Situation

Many states of India have implemented E-governance projects. Decentralization of power through IT is a common phenomenon there. Computerization and installation of knowledge kiosks are in full swing. People, as well as local leaders, are aware of the importance of IT and are using its tools Rural healthcare is a prime source of concern, because this is the thrust area through which we can bring revolution in the social structure of rural India. IT-related tools are very successful in making linkages between rural hospitals and city hospitals but the performances of different rural programs are not as effective as they should be. Due to a lack of successful participation at the grass root level, development programs are not giving desired results. Bottom-up communication is either missing, or is very poor. In fact, there is a lack of participatory development in rural India. Rural people are not in a position to access developmental tools, because they have no computer knowledge. Though through ICT, some NGOs are helping self-help groups, yet some more hard work is also needed here. With the help of banks, these self-help groups are mounting their projects. But the progress of self-help groups alone can not lead to the development of Rural areas. In Rural areas, primary

education is still vital. Children go to schools only for getting mid-day meals as well as donations which are provided by the government. There is a lack of roles played . The government should set up information centers in every village with multimedia computers. There is also a need to educate rural youths on the subject of the latest tools of information technology, so that they can run information centers in villages properly. These information centers can serve the rural people in multiple ways. Information about market rates, agricultural know-how, and e-marketing will benefit the farmers.

A national strategy needs to be drawn. A national coordinating agency with an advisory role can act as a catalyst in the process. No one organization can succeed alone, coordination of all is required in this process. At the same time, scattered and half-hearted efforts may not be successful in meeting the objective. The following

Main Issues to be Considered
- First of all, there is a great need to make a national policy for promoting IT

  infrastructure for IT.
- Licensed software is not cost-effective. Without heavy funding, we can not provide facilities of IT to rural India. Even maintenance of hardware and software is not easy and cost-effective.
- Rural youths are not in a position to learn and get higher education, predominantly computer education.
- Lack of knowledge of English is also a big obstacle.
- The broadband facility is still nonexistent for rural people.
- Private sectors don't want to invest in the infrastructure sector.

Though many NGOs are working in rural India to minimize the present pathetic situation, complete accomplishment is still a dream. In this connection, one thing is positive that people are now realizing the importance of spreading IT in rural India. It is a very valuable tool in rural development. IIT Chennai is also involved

Conclusion

In a nutshell, the circumstances need improvement in rural areas. The government should set up information centers in every village with multimedia computers. There is also a need to educate rural youths on the subject of the latest tools of information technology, so that they can run information centres in villages

properly. These information centers can serve the rural people in multiple ways. Information about market rates, agricultural know-how, and e-marketing will unquestionably benefit the farmers. The penetration of IT is bridging the distinction between haves and have-nots. However, the latest developments in IT are still not easily accessible to a majority of the rural populace. Effective websites should be developed to enable rural youths to learn everything at the click of a mouse. Regular workshops and a multiplicity of training programs may also support the use of IT as a device for employment.NGOs and government agencies should go hand in hand in the development of computer literacy programs. Colleges can adopt villages for