

## “IMPACT OF INFORMATION AND TECHNOLOGY IN DEVELOPMENT OF RURAL AREA”

**Dr Vijay Prakash Srivastava**  
Associate Professor  
Pt. LMS Govt P G College, Rishikesh,  
Email id: vijay23praksh@gmail.com

### **ABSTRACT**

In rural India having nearly 70% peoples living in rural areas. Government of India to focus more on development of Grassroots. ICT acts been to rural Substance and imports towards relief impoverishment step-down. Productiveness of rural areas could be enhanced by development of ICT. Through various E- Governance inaugural Akashganga, Gyandoot, bhoomi, Nemmadi, Lokmitra etc., Government of India has transformed action of interaction of citizens with government on electronic devise. With this, Government can convey about more transparency and better governance.

**Keywords:**, E-governance, ICT, rural development. Rural Substance.

### **INTRODUCTION**

Today Globalization Can Give Information and Communication Technologies (ICT). It's a Singular change happening in the lives of people and also enabling government to present services of the country. Ministry of Rural Development has various initiatives at levels strengthening the ICT. Substructure to furnish Chances, information and also easy access for the rural development. Such developments have alleviative access to login services and information sparingly especially where the cost of accessing information has become largest enlistment poor farmers. Through Several ICT initiatives have been integrated proven to be a major contributor in their of lives of rural citizens.

### **OBJECTIVES OF THE STUDY:**

The main objectives in this paper is -

1. To know about E-governance
2. To understand the rural development administration.
3. To ICT initiatives at Grassroots.

**Methodology:**

This paper is mainly based on information collected from various books, journals, news paper, and magazines and internet sources. This article is mainly based on secondary data. The method of this study is mainly descriptive.

**Rural Development in India**

Government of India has made glaring efforts like Digital India campaign initiated in 2008. ICT as be a tool for its successful Execution in rural administration.

**1. Internet User base:**

Advantages about infer from the revolution of “Internet access” They will become capable to research more and get well connected with growing trends. In a village Internet percentage will rise. Mobile internet users are likely to rise by 70% of the total online population.

**2. Automated Helpline:**

Generally e-governance projects used English as the medium. But in rural areas people are cannot Knowledge about English language. Therefore The Government of India has started helpline introduced in six Indian languages of the regional languages in Indian states Ex: AGMARKNET. A speech based Machine-controlled System. In rural can inquire their own language.

**3. Digital Platform:**

Communication with the citizens has challenge for the government. The way for communicating with people by connecting at the Digital platform. Government of India has introduced improvements advanced ICT in the country.

**4. E-Services:**

The government departments will be seamlessly fused with high-speed optical fiber, planning to brand all peoples portable through cloud for easy to digital transform. The all services up doing concern in India. Also programmes utilization power of Geographic Systems for determinat ion support systems & develop ment devising fiscal transactions electronic and cashless.

**5. Digital Empowerment:**

Empower rural peoples through ICT. All needed documents or certificates to be available in Indian Regional languages. Governments of India provide platforms for digital governance. This governance can create employment opportunities. This is directly or indirectly resolution unemployment problems. Government has planned to give IT Bothe urban and rural areas.

## E-Governance Projects in Rural Governance

For the success of e-governance, Government of India enforced and set up Two E- Governance Projects initiatives.

### 1. *NIC:*

It's comes under Indian Ministry of Communications and Information Technology's. Department of Electronics & Information Technology and set up in 1976. It is a website designed for all the e-governance related. This includes blocks, districts, state government and central government.

### 2. *NeGP:*

National e-Governance Plan was initiated with the following vision "brands all public Services accessible to the citizen in his locality, through common service delivery outlets and assures efficiency, transparency and dependability of such services at Low-cost to recognize the basic needs of the peoples." NeGP was set up on May 18, 2006 by Department of Electronics and Information Technology (DEIT) and Department of Administrative Reforms and Public Grievances. It was specifically designed for rural areas. Entry the services offer by NeGP State Wide Area Network (SWAN) and Common Service Centre (CSC) was primed up.

## CONCLUSION

In the Era of Globalization E-Governance are most important avenues to span the digital growing Nations. ICT have beginning of millennium Digital India campaign will help in making the rural people to get in contact with government through just a click of button. Increasing digital literacy with the help of lead to rural development. Quickly sweeping growing activities across infinite fields of the government. Taking appropriable started to scoop up all resources from various governments stiff and pool into the development of rural areas, governments should startsome schemes to empower rural citizens in the proper use of e-governance. People can access the internet in to draw the maximum benefits. This is ambitious program the use of Electronic devices.

## REFERENCES

1. A. H.Rizvi, "A Study Of E-Governance Educational Projects In India", Global Journal For Research Analysis, 5(1), 2008, 37-38.
2. A. Shah, S. Bajpai and N. Jain, INDIA@digital.Bharat, (Boston Consulting Group, 2008).
3. CSR Prabhu, E-Governance: Concepts and Case Studies, (New Delhi: PHI Learning Private Limited, 2004).

4. H. Misra, "Managing rural citizen interfaces in e-governance systems: a study in Indian context", Proc. 3<sup>rd</sup> Int. Conf. Theory and Practice of Electronic Governance, 2009.
5. K. Singh, Rural Development: Principles, Policies and Management (2<sup>nd</sup>), (New-Delhi, India: Sage Publications, 1999).
6. R. Chambers, Rural Development - Putting The Last First. (Essex, England: Longmans Scientific and Technical Publishers; New York: John Wiley, 1983).
7. S.Kumar , "E-Governance in India", Imperial Journal of Interdisciplinary Research, 2(2), 2008, 482-491.
8. V.B. Singh and N. Yadav, "E-Governance: Past, Present and Future in India", International Journal of Computer Applications, 53(7), 2008, 36-48.