

IMPACT OF DIGITALIZATION ON RURAL ECONOMY IN INDIA

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Abstract

India's population now exceeds 1.21 billion with 69% of the population located in rural areas. Internet penetration is increasing day by day and mobile phone is playing a great role in it. Studies conducted by IAMAI reflect some interesting patterns. 90% of those accessing the internet were using it for entertainment, 80% were using it for communications, 67% for online services, 65% for e-commerce and 60% for social networking. The number of Internet users in rural India is estimated to cross 85 million by June 2014 making India the world's second largest market for Internet users. All these put together is now changing attitudes, awareness and lifestyles in rural India. A decade ago, the awareness, information and knowledge gap between the rural youth and his urban youth was significant. Today, Rural Development is essential for the development of the Indian Economy. Rural economy can be developed by improving rural markets. It may seem paradoxical that modern information technology (IT), associated in our minds with developed country markets and capital intensive methods of production, has any relevance for a country where many millions still lack basic needs. Nevertheless, there are many efforts underway in India and other developing countries to demonstrate the concrete benefits of IT for rural populations, and to do so in a manner that makes economic sense. In this paper attempt to the impact of digitalization on rural economy in India.

I.Introduction

Digitalization-can be defined the process of creating the digital files by scanning or otherwise converting analogue materials. Then the resulting copy is digitalized to form digital material is known as digitalization. Digitalization is the factor which is encouraging the new age of transformation. It plays role in our daily to daily life. We can see that digitalization is making tasks faster and more accurate. This process named "Digitalization" started five decades back with the arrival of computer. Now a days digitalization plays role in our lifestyle e.g.; the way interact and conduct business in all areas like communication, manufacturing etc. digitalization increasing very rapidly. It is important to understand and appreciate this factor that how these are impacting the modern business. We can call our era by 'digital era'. It is the government program that imagines the smooth efficient network of internet technology also including the people to take part in the development of the country.

II.Review of Literature

Himakshi Goswami (2016) in the study that the aim of government is ensuring that the govt. services are made available to citizen electronically by reducing paper work.

Uma Narang said that digital technologies which include the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment.

Prof. Nirvikar Singh said that digitization of India will not only increase the efficiency of the government and public sector but also bring about huge democratization of the economy.

Microsoft CEO, Satya Nadella said that his company will set up low cost broadband technology services to 5lakhs villages across the country.

III. Objectives of the Study

- Impact of digitalization on rural economy in India

IV. Methodology of the Study

- This study focused on secondary data and totally based on various views of different authors, magazines, journals, books, government etc.

V. Impact of Digitalization on Rural Economy in India

➤ **Improve business process efficiency, quality and consistency**

The act of digitization itself will not improve your organizations Business processes. However, the introduction of digitization programs often provides an opportunity for an organization to consider its business processes and determine how digitization can be integrated into them. A digitization program may prompt a re-engineering of processes, improvement of quality and promotion of consistency. Consistent classification, security and access rules and indexing can be introduced where relevant.

➤ **Improve accessibility and facilitate better knowledge sharing**

Digital images are much more accessible than their paper counterparts. Location is no longer an impediment to access. Images can be distributed across networks and viewed concurrently, copied, disseminated to, accessed and used by multiple stakeholders quickly and easily. Having records in digital form also increases the capacity for knowledge transfer and the reuse of information, enabling staff to be more efficient with their time.

➤ **Improve response time and client service**

If a digitization program is robust, it is much easier and quicker to retrieve and view digital images rather than the original paper records, particularly for time-critical matters. This can, in turn, reduce the time taken to respond to clients. Better plan for business continuity Digital records are much easier to duplicate. Records can be backed-up using the organization's normal back-up procedures and included in disaster recovery procedures. Vital records – records essential to the functioning of the organization – can be protected from disaster and secured in different locations in digital form.

➤ **Reduce costs**

A digitization program has the potential to reduce storage, management and access costs. Storage costs can be reduced (from the point digitization is introduced) if the original paper records can be destroyed after digitization. If this is an impetus for the program, you should determine upfront whether the originals can legally be destroyed after digitization.

➤ **Increase in Employment Opportunities**

First and foremost benefit of digitalization is increase in employment opportunities in rural areas. Large numbers of small entrepreneurs have got employment in provision of Internet kiosks in rural areas.

➤ **Improvement in standard of Living**

The second benefit is the improvement in standard of living of the people by improving their income. Large numbers of people are getting benefitted by these facilities. They are using internet services and other facilities provided by various schemes like lifelines India and are getting awareness regarding various plant diseases, new methods of farming etc. They are also getting information on various diseases of farm animals and methods by which they can remain healthy and their output also increases.

➤ **Reduction in Risk and Uncertainty**

Rural community is making full use of available techniques and is reducing risk and uncertainty by getting market information online. Fishermen are checking weather conditions before venturing into the sea. They are also carrying mobile phones with them so that in case of any emergencies they can contact their relatives or authorities and they can get help.

➤ **Increasing e-literacy in rural areas**

Large number of rural youth is getting training in using computers, MS Office and Internet. Internet Kiosks are conducting educational and training programs for rural youth. Under various programs large number of rural youth is being trained through village knowledge centers. Increasing awareness about Spoken English: Rural people have become aware of importance of spoken English, since English is the main language required for Internet.

➤ **Increasing Digitalization rural and urban markets**

This substantial growth of digital economy was largely led by consumers in the urban region. However, with the government's push towards financial inclusion, rural India have also started embracing the digital economy? As per the TRAI report, rural internet subscribers' account for more than 38% of the total internet subscribers in the country as of March 2020, increasing from about 32% in March 2017. Rural India is an important part of the counter's economy and contributes about 46% of the national income. It is estimated that about 66% of India population is rural and despite the rapid rise of urbanization, rural India will continue to account for a significant portion of India's population in the next decade.

➤ **Improve the empowerment of rural women**

Empowerment of women of a nation leads to the successful growth and development of a nation. Digital India Programme has set the stage for empowering the Rural Indian Women. Following are some of the steps taken by Indian Government under Digital India programme for empowering rural women: ArogyaSakhi helps rural women developing their own personality in order to providing health care to the rural area. It's a mobile application that helps rural women entrepreneurs deliver preventive health care at rural doorsteps. Women armed with tablets and mobile healthcare devices like glucometers, blood pressure checking machine visit homes and collect data from the village women.

VI. Conclusion

There is a large gap between urban area and rural areas of India. Now, bridge the gap between the rural India. The digitalization improves the literacy level of rural areas, helps the farmers as providing online facility regarding seeds, loans, schemes, techniques etc. But still lot of problems are facing by the rural Indians

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