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Digitalization of Rural India: Digital Village

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Abstract: ***Digitalization of rural part of India is one of the most important factors to create opportunities in India. The number of internet users are rapidly increasing in the country this leads to making India digitally active. Indian Government playing vital role by proposing crucial projects like Smart City, Make in India and Digital India. The speed of increasing number of internet user in rural part of India is less than the urban areas. The purpose of this paper is that how to make aware people living in rural area about internet. The paper explores the Digital village scheme and Digital Village 3.0 campaign and its impact on villagers after its application in selected villages. There is need of digitalization as the rural part of India lagging behind as compared to urban areas. The paper also explores about the scope and applications of digitalization in the rural areas.***
Keywords: Digital village; Digital India; Internet; Digitalization

I. INTRODUCTION

India has faced the continuous innovations and information and communication technologies revolution. India has witnessed an annual growth of 18% in the number of internet users in 2018 and expected to grow by 11% in 2021.People are using the digital media like smart phones and laptops for complete their day-to-day work. People are using the internet through smart phones and laptops which leads to grow of digital marketing and the e commerce sector. In last few years number of internet users are increasing rapidly which result in development of the E-commerce and the Digital Marketing sector. In India people are living in urban as well as in rural areas.

In India 65% of. total population of India is living in rural areas. To increase growth of India it is necessary to introduce rural area people to the concept of the digitalization. As the number of internet users in rural area is increasing need of awareness about digitalization increases. There is different standard of living, Internet self-efficiency level, economic growth level, Education level in urban and rural areas. Urban areas people are updating with new technology but the rural area people does not aware about it. Indian government proposing a crucial project like Digital India, make in India to reach the rural area's people.

Digitalization means the digital technology to change the business models and provide new revenue and value producing opportunities. It is the process of moving to make a business digitally active. In Urban areas, People are comfortable with online transaction process and they are aware about many things related to digitalization but the picture is different in rural areas they are not aware about digitalization terms and not know how to operate internet for various online activities. There is strong need to introduce plans and schemes for digitalization of rural areas.

II. DIGITAL VILLAGE

Indian government proposes digital village scheme. Under this initiative government makes villages digitally active. In this scheme the people of village are encouraging to use less cash and use online transaction mode only. The main objective of Digital Village scheme is to make village people aware about the online transactions and Internet. The target of this scheme is that every rural person will become digitally educated.

III. DIGITAL VILLAGE SCHEME

A. Services-

The main goal of Digital Village programmed is to support the people of rural areas and to introduce the projects for efficient applications in rural areas and capacity building activities on information technology systems. CSC e-Governance Service India ltd has started working for this Digital Village schemes.

B. Solar Power

Installation of solar plant in the village.

C. Education Schemes

The trained people give training of basic of computers to people living in village.

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D. Digital Health Services

Villagers can seek the doctor's advice at digital village centres, veterinary tele-communication centres are also provided in the villages so that villagers can come with their cattle/pet in the CSC Centre (Common Service Centre), here doctor connected with the owner through video conferencing and medicine are prescribed by the doctors through video conferencing only and prescribed medicines are easily available in the centres.

E. Awareness Campaigning and Training Programs

Different training programs are provided to the rural India for making them digitally active. These programs help them to use the internet in day-to-day life. More than 400 awareness programs conducted in the digital village and approx. 80,000 villagers attended these programs.

IV. FOCUS ON DIGITAL VILLAGE SCHEME

The main focus of digital scheme is that to connect the rural area to the digital world. This scheme mainly focuses on the improving the rural infrastructure. The effect of this is in following sector:

1) *Agriculture:* In rural area most of the population is depend on the agriculture. In this scheme rural area people can get the information about weather, agricultural equipment, agricultural inputs.
2) *Education:* The main advantage of this scheme is that the student in rural areas can get access to lot of resources over the internet. They are getting chance to elaborate and learn new technology by connecting to digital world. Teachers are also got chance to elaborate new resources so that they can teach more efficiently.
3) *Health:* Digital village scheme also helps to villagers to discuss their health issue to the expert doctor over the video call. It will also help to discussing cow or other domestic animal's health issue with expert doctors.

V. APPLICATION

The "Pradhan Mantri Jan-Dhan Yojana" is an influencing step taken by Government of India to uplift the financial connectivity of the rural India with the digital world. The main objective of this scheme is to connect every house in India with the bank. Only 84,000 CSCs were available in 2014 but these centres increased and reached up-to more than 3 Lakhs. Majority of the centres have been set up in village panchayats (Gupta, 2019). Google India signed a Memorandum of Understanding (MoU) with the Telangana Government on 21, August, 2019 for making the Telangana digitally active, get more local language content online using Googles digital publishing tool, Navlakha. Google will provide services like digitalize the governments content in Telugu and services on government sites in their local languages. Google will also work with the government to increase the digital literacy in the Telangana state (IANS, 2019).

VI. FUTURE SCOPE

In India most of the people living in the rural area are not aware of the digital world. This scheme will help the rural are people to increase their standard of living and literate rate will increase. As there is lots of opportunity in the digital marketing will help the people to secure good job. It is highly profitable for the country if the rural India connected with the digital world and utilized the various services online only.

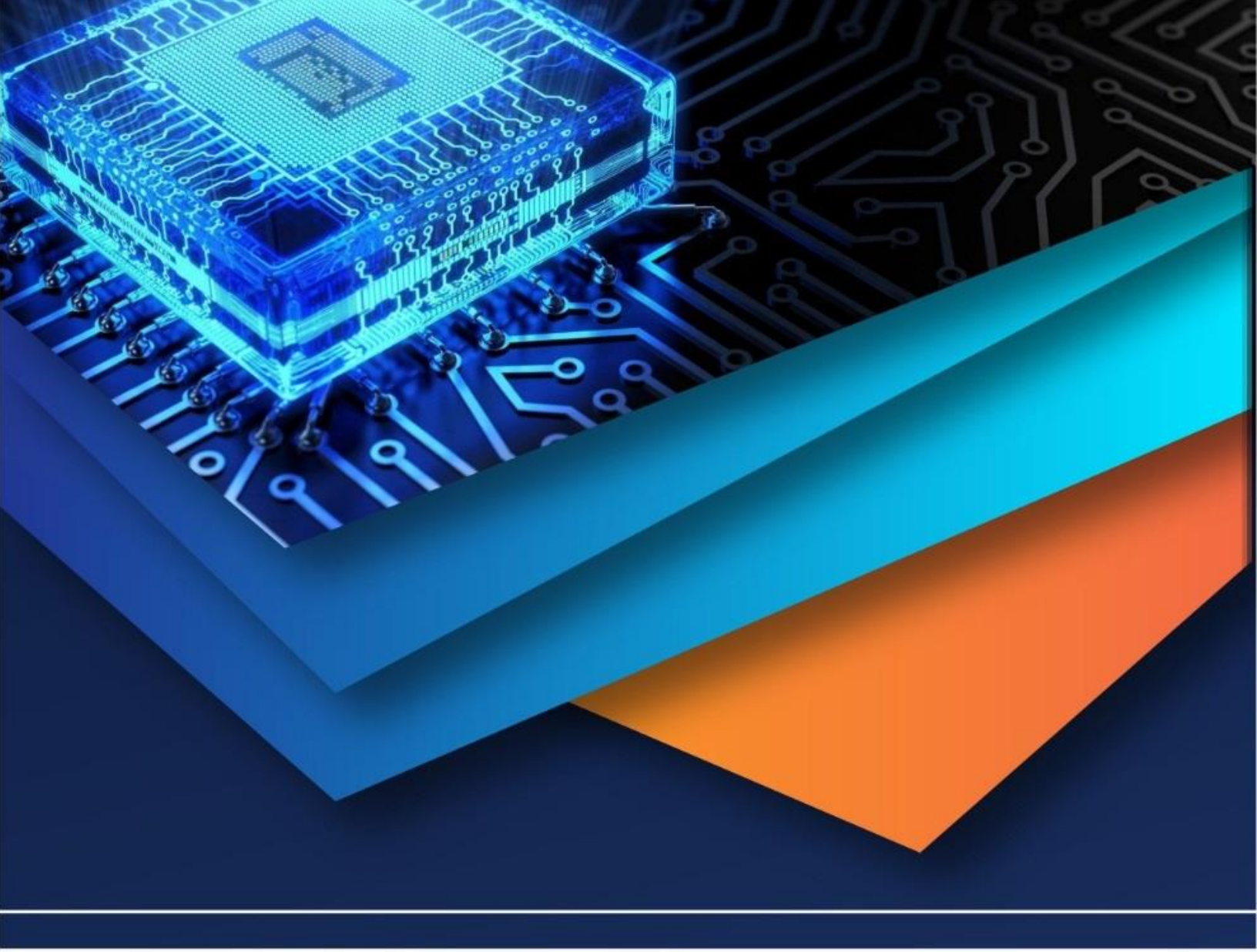
VII. CONCLUSIONS

Digitalization of village will create the balance between rural India and urban India. The majority of people are living in rural areas so it is required to make rural India digitally equipped. The knowledge of internet for processing different services online will proved highly beneficial for the villagers. Digitalization of village can create employment opportunities, increase the standard of living, ease the work and increase the knowledge regarding internet. Through internet, rural India can connect with urban areas of India/world. Digitalization of village will prove highly beneficial for the farmers.

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