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# IMPORTANCE OF INTERNET CONNECTIVITY FOR RURAL DEVELOPMENT

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**ABSTRACT**

*India is even today known as an agriculture country having almost majority of villagers. In India, the population of the villagers is about 83 crores(68.84%) out of 121 crores population. So in this reference, there is enough importance to the development of the villages in the progress of the country. Alike cities, the rapidly growing network of information technology in the rural area became the infrastructural need of the social, economic development. In today reference, the neo-transformational and technology- equipped rural society in the field of the telecommunication in the country is the integral part of the development. The research report shows that there is correlation of the internet and mobile services in the GDP progress of the country.*

**KEY WORDS**-*Efforts, suggestions, issues, agriculture*

## INTRODUCTION

Under digital India scheme, 2.5 lacs villages have been declared for broad-band internet connections services. Having the internet facilities, the villagers may be directly connected to the education, insurance and bank sectors. There is possibility of digital India's leading role in its revolutionary form in the changing social scenario of the rural India. There is possibility of the far-reaching changes in the fields of communication, finance incorporation. This programme that is decently balanced itself, may elevate to the direction of positive rural change in the long-time, is firmly designed as per the present requirements and on the base of far-reaching approaches eying the future aspects.

## THE CHANGING APPEARANCE OF THE RURAL INDIA BY DIGITAL INDIA

Digital India is getting successful in the revolutionary form in the context of the changing appearance of rural India. The digital India that is started from 1st July 2015 has the capacity of connecting the citizens through the medium of IT (information technology.) It means, there is the target of provision of the government information and services to each citizen in the medium of E-facilities.

### Digital India's nine pillars are given below:-

- Broadband highways
- Phone at everybody.
- Public internet access programme.
- Development and transparency in government techniques with the help of E-governance.
- Electronic delivery of the E-*Kranti* services.
- Suggestions for everybody.
- Zero import in electronic manufacturing.

- For jobs.
- Early harvesting programme.

The broadband highways is the most important out of the nine pillars of the digital India. Generally the broadband is related to the telecommunication in which broadband are exclusively made available for information broadcast. As the result, information broadcasting grows in many folds. The work of connecting 2.5 lacs *pachayati* is in progress. So, the common rural people will avail of the public services. The success of the digital India depends on the complete benefits used by rural people. And to reach this target, the people in 200000 villages will be provided the mobile and internet communications services within five years. As the result, rural people will get avail of the internet and mobile-banking services.

The E-governance process has been in implementation through on the behalf of digital India. E-governance is a mean for providing government information upto the people and getting help of the citizens in government works. Agriculture-extension and market services will be available to the rural people on mobiles through M-governance, M-service, M-agriculture, M-*gram bazaar*. For the goal, the target of educating the ten millions people means each member per family is to be achieved under the national digital literacy mission in the next five years. The following facilities to be available to the farmers from the programme....

- Mobile and internet connections to 250000 villages by broadband.
- To boost the efficiency of the time-to-time services given the farmers by information technology.
- To transform the rural India into technological economy.
- To provide the farmers the information technology services time to time.

As the result of digital India programme, rural India is growing at much higher rate around 26% as compared to the urban areas in terms of mobile internet users. There will be 420 millions mobile internet users by June 2017 with rural India that means 'Bharat is getting online faster than India'.

## TELECOMMUNICATION, INFORMATION TECHNOLOGY AND FARMERS

Now a day, there is a use of computer and internet technology in every field and as a result of this we observe speed, accuracy and work-efficiency in life. There is an exclusive use of computer, mobile, internet facility in education, banking ,health, industry, government business. Nevertheless, the use of this fast technology in agro sector and rural development at farmers' doors is common. It's much necessary to grow efficiency, to bring speed in different works of the farmers by using telecommunication and information technology. So, government and non government organisations have been working to achieve all these on large scale.

### E-Governance:-

E-governance has made easy the work to prevent the procrastination and the blunders in the official business. It leads the speed and transparency in the work. The government has started to reach this service to the villages through the medium of various public and private institutes. In this respect, the national information centre has the vital role. This system is being implemented in each state of India .

### Smart Work Better Than Hard Work:-

The Maharashtra state government has decided to encourage the information technology and declared the free E-governance policy on 23rd September 2011 on the basis of the Dr. Vijay Bhatkar committee. The E-governance policy emphasizes on growing the accessibility for having information and transparency in administration.

Giving priority to the smart work than hard work in all fields, The government has prioritised to make all the services available to the people into reasonable rates and rapidly through the medium of information technology. Due to this, the official business will be paperless, efficient and transparent. Under the national E-governance action programme of central government, total 34623 Maha-E-Seva Kendras have been started to reach the government, semi-government and private services to the people in the rural and urban areas.

### Formation of websites of all departments:-

The websites of all the departments have been created with an intention of getting easy to reach all the departments of the Maharashtra state government. The first page on this website has been decided carefully to be in Marathi while alternative of English is also available there.

### M-kisan SMS service:-

On 16th July 2013, the central government has activated SMS facility through M-kisan portal under NEGPA project. This facility is made available to all states free of cost. Under the said project ,the farmers are given guidance on agro-climate by kisan-SMS service. Under this facility, the registered farmers are provided free cost consultation on emergency conditions like hailstorms, cyclone, large scale infestation of cankerworms, heavy rainfall, etc. In Maharashtra state, there are 50.58 lacks registered farmers using these services upto 2016 and Maharashtra has been on top position.

### Registration by *kisan* call centres:-

The farmers can dial the *kisan* call centres on 'farmer toll free no.1800 180 1551'. They can ask any information about farming, weather in their own languages. For SMS service registration, farmers' personal profile data is registered in *kisan* knowledge management system(KKMS) of *Kisan* call centre.

### Registration on web:-

The farmers can register their names through M-*kisan* portal if they have internet facility

and knowledge of use it or they can avail of the nearby internet cafe for registration in the village. The fee Rs.8/- is charged for its registration at one time. For web registration, the link http://Mkisan.fov.in/wberg;aspex. is advised. After selecting the mode of language for registration, The farmers can select the medium of communication and crop/farming method as per their choice.

**Computerised *saatbara:-***

The govt.of Maharashtra has computerised the *saatbaras* of all village and made them available for a quick- recovery at *Tahsildar* office. The fee Rs.20/- is charged for a single copy of the *saatbara.* Alike *saatbara,* the mutation of farming is being computerised. The saatbara of any place in the state is now available on website www.mahabhulekh.mumbai.nic.in. The laptops have been provided to the *talathis* of the state for the immediate availability of the *saatbara.* Thus the facility of information technology has proved as the great help to the farmers.

**Maha E-Seva Kendra:-**

The Maha E-seva Kendra has proved useful for making the online *saatbara* and copies of mutation available to the farmers. Under E-governance action plan, 34623 Maha E-Seva *Kendras* have been set up, through these centres, *saatbara*, mutation certificate ,income certificate, residential and domicile certificate ,senior citizen certificate, nationality certificate, marriage certificate, agro-goods market rate are provided along with the other services like mobile recharges, computer hardware repairing, pan card, personality development syllabus, bus' tickets booking, DTH service, etc. Along with these facilities, aadhar card registration, bank account linking services are provided well.

**Remote communication or telecommunication technology:-**

The telecommunication technology means the information acquired from the long distance of the earth's sphere. The satellites used for remote communication move around the earth near the polar regions or in orbits adapting the images of the objects on the earth. And this information from the adapted images by the satellites is transferred to the centre on the earth and this information is processed for the various business uses.

**The study of waste and marshy land:-**

The telecommunication satellite having the capacity of trapping the large regions in its camera can provide the details for the deep study of marshy lands, sea-shore assets and salty land spread on large scale in the creek.

**The study of biodiversity:-**

It's a very risky work to have a survey in the deep jungle and unknown hilly area. Now it's very easy to keep a vigilance watch by studying the received images of the forests with the help of satellite technology in specially detecting the axing, animal's movements, jungle fire and forest-smuggling. the fully developed system having the complete information of the biodiversity in the eastern states , Himalayan and western embankments, Adman-Nicobar islands.

**Geohydro survey:-**

The drinking water and water for irrigation has been the issue of crisis for many states. By using the satellite images for drafting the maps of Geohydro, the projects for surveying the Geohydro level and dispute solution have been prepared under Rajiv Gandhi drinking water movement.

## CROP SURVEY AND PLANNING

The satellite images clearly show the various crops and their conditions (specially showing , ready crops for harvesting scorched crops.) By using satellite images , the study crops planning and farm products estimation is focused on the issue as how much land which sector for what crop used and for the alteration of crop cultivation.

The agro -related institutes like ICRESAT in Hyderabad and ICR, The National Level Institute have started the projects by using the satellite images for crop-planning , farm works schedule, crop cultivation per weather, use of manures , fertilizers and pesticides.

## FISHING

The satellite images are used for the benefit of the fishermen for having the detection of fishing zones and for its forecast. For this purpose the work of preparing the map are in progress by the national centre for ocean information service and PEZ(potential fishery zone.)

## CONCLUSION

From the above study, it is cleared that there is much importance of the infrastructure facilities, education, health, agriculture development along with telecommunication technology in the rural development. Thus, the rural areas are getting the valuable help from the telecommunication sources , information technology and remote communication.

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