



INFORMATION AWARENESS STATUS AND IMPACT OF ICT IN RURAL PEOPLE

Bibekananda Das

M.sc.,MLIS, Ph. D Research Scholar

ABSTRACT :

In the changing environment of society information is most valuable and important for development of rural people as well as rural india. Information can be circulate through ICT & education about information of rural people. The study shows the present status of rural people of their usage of ICT and improvement factor. By information exchange rural people also understand how can they improve their livelihood.

KEYWORDS : Information, ICT,Rural,Development.

INTRODUCTION

Human society has always been changing and moving towards better socio-economic situation than even before .The age, in which we are living today , is the information that is presently driving all our human activities. Therefore information has become a vital resource for societal and economical development.

Today information is also a valuable commodity to everyone. The value of information is determined on the basis of providing it to the right user at the right time in the right form with precision.

In this 21st century, the European countries like France, Germany, England, etc. Are known as developed countries where India is still developing country. 70% of the Indian population lives in rural areas. Rural people in India have limited access to resources and public spheres due to their socio-economic situation. The rural people suffer from severe discrimination.

Information awareness is to revolutionize the ability of the rural people to detect, classify and identify. 4A's i.e. Attitude, Aptitude, Approach Appearance can be implemented to developed rural part of the country.

On the basis of this factor we can introduce "ICT".ICT are that potentially address their knowledge and can reach rural people and information needs. There are many aspect of ICT on which rural area can be effectively developed.

This will assure that India can 100% stand as developed country if the progress of rural areas is taken as priority.

Information that would be conveyed through face-to-face contact, post, courier, print delivery, telegraph or telephone may be communicated in digital electronic form via internet.



STATEMENT OF PROBLEM:

Our society is inherently based on social stratification. Introduction of modernization and technological change, the traditional structure got shaken and changes started taking place. Modern education played a crucial role in change although it has generated inequality since it is confined to the upper and middle classes. After attaining independence the

Govt. of India takes initiative in order to bring about social uplifting among the rural people. But due to communication gap poverty, lack of education and lack of social reform, a virtual information awareness and non awareness group created and hence digital divide sustained.

Poor family background plays background plays acrucial role in poor performance in information awareness & handling ICT which are directly linked social and economical status and development.

But during the last 71 years of independence all facilities for them have not reached the lowest strata of the community.

The progress they have made differs from state to state and from region to region. Studies have shown that a part of rural tend to utilize the benefits. This may be due to their different historical, socio – economic and cultural conditions.

Therefore, as a whole, progress made by them is unsatisfactory, marginal and mainly confined to urban areas. It has therefore created a gulf between ‘elite’ and the ‘masses’ the educated and the illiterate among the rural people. Thus it is need to study the condition of information awareness status impact of ICT in rural people.

SCOPE:

It is increasingly realized and recognised that information and communication and their application for transformation and non- resources into value added economic resources are the real driving power for human material progress.

A fusion of Science & Technology as integrated framework of reference resulted offering much greater explanatory power.

Current development in ICT have broken all bounds of cost, distance and time, especially through the interest has reduced the individual village into global village.

Information awareness and communication are the major component for rural development. The stages of communication are

SENDER-----→TRANSMISSION-----→RECEIVER

All forms of communication have dominated the rural development in which persuasive communication for rural development has been given the highest priority for bringing about desirable social and behavioural change among the most rural poor and woman.

Impact of ICT in rural people has some achievement and some failure and these failure can be eliminate only proper information awareness programme. Then from top to bottom rural people will approach a shining arena. Following are some studies taken from different sources referenced to identify role of ICTs in rural development through Information and Communication Technology and its Tools.

REVIEW OF LITERATURE:

(1) Indiresan (1989)⁶ The modern technology and computer dominated technology will rapidly replace the conventional production technologies but basically their value is as information processors and concluded that all development is rely on knowledge and as knowledge transmission and dissemination which is more difficult in rural areas as compared to cities, electronic and computer systems are a greater necessity for rural development than for urban development.

(2) Neelameghan (1998)¹⁷ published an article, “Information Technology and Rural development”. This paper focus on the scope and issues relating to rural development and use of emerging information and communication technologies to support rural development, and related policies and strategies. In this article the author noted that the rural people has a three- purposes relating to information and communication, such as to enable them become more productive and efficient in their economic activities; to enhance their capacity to disseminate the valuable native knowledge they gain ; to facilitate reliable village data collection and analysis needed for development planning. And also author suggested that the rural communities and

individuals need to be empowered by enhancing their capacity to access, select and use information as a basis for and in tandem with all other development efforts whether they relate to literacy, food, health and family welfare, population growth, environment, trade and employment.

(3) Malik and Bhardwaj (2001)¹¹ made an inquiry on the strategy of using IT for rural development. According to the authors in the nineties Indian society has been witness of transformation of from an industrial society to an information society. This change made by Information Technology, telecommunication, computing and micro electronics. Increasing deployment of IT application which determining factor in social and economic issues, the boom in satellite and cable T V channels, introduction of Mobile phones, India world on internet the large international network connecting 30 lakh computers, all these are a sign that arrive information society in the country. The authors also said that these new information technologies can provide enormous possibilities in agriculture and Rural Development sector. Moreover the use of these technologies needs to be planned very accurately at the village level.

(4) Gulati Archana (2008)⁵ published a paper entitled as "Dialing in rural prosperity through universal cellular connectivity" and concluded that mobile connectivity has tremendous potential to transform rural India. The Mobile connectivity can improve rural productivity, reduce dependence and can ensure that rural schemes actually meet to their planed benefits and thus sustainable growth for our country is possible.

(5) P. Syama Thrimurthy (2009)²⁰ published an article entitled as "Information communication technology for rural areas". In this paper, author made an attempt present the importance of ICT, initiatives of ICT for rural areas and the obstacles that are to be faced while implementing various ICT projects of different States & Union territories for enhancing employment generation, agriculture counseling, entrepreneurial activity, increase market access, education and knowledge, to addressing health challenges, rural empowerment, women empowerment of women, good governance, etc. to upward the rural live hood.

(6) Sabharwal and Sidhu (2011)¹⁸ conducted a study on "ICT IMPLEMENTATION IN RURAL INDIA". According to the authors the emergence of modern ICTs such as telephony; the Internet has tremendous opportunities for rural development. In this study the authors discussed some popular agricultural websites of the Government Departments, private profit-motivated as well as non-governmental organizations (NGOs), has information provision to serve peoples and to identify the barriers to communication

OBJECTIVE OF THE STUDY:

- A) To study the information awareness status of some villages and find out reason for non-awareness of suitable information for them.
- B) To study the ratio of ICT known people & ICT unknown people in a particular village.
- C) To find out the educational status of rural people and find out the reason of the background.
- D) To find out linkage between information awareness and rural development.
- E) To find out linkage between ICT and rural development.
- F) To suggest the policies to improve the socio economic condition through information & ICT.

REASEARCH QUESTIONNAIRE:

- A) What are the reasons of socio economic background of rural people?
- B) Which parts of rural area are not developed due to lack of proper information awareness?
- C) What are the attitudes of rural people for community development?
- D) What are the reasons of educational background of rural people?
- E) What are their responsiveness regarding development programme of Govt.?
- F) Do they leave their traditional culture for accepting modern culture?
- G) What measures should be taken to improve the socio-economic status of rural development?
- H) How they accept the new technology like ICT?

METHODOLOGY:

The present study is based on existing literature and on field survey. The primary goal of the survey is to extract maximum accurate general feedback in details from a number of rural communities. To find out information awareness status of rural people, we shall depend upon existing literature, report etc. As regards the methodology of village study, a detailed statement is made below:

Universe of the study:

For the whole study the universe of the study in India and for the field survey parts it is the districts of East Burdwan and Birbhum.

Sampling Procedure:

A multistage random sampling technique is employed to select the sample households. In the first stage two districts viz. East Burdwan and Birbhum of West Bengal will purposively be selected for the study. In second stage purposively two blocks will be selected from each district. So total four blocks from two districts will be selected. In the third stage two non educated people concentrated villages will be selected from each block. So four villages from each districts will be selected. Total eight villages will be selected from two districts. In the fourth stage a sample thirty such household from each village i.e. total 240 such households will be selected for the study. So total sample size is $2 \times 2 \times 2 \times 30 = 240$.

Tool and Technique of Data collection:

Data is collected by Questionnaire by personal interview method to the relevant respondent. We prepared two types of questionnaires for common rural people, Secondly questionnaires for scholars, educationalist, govt. Officer, leaders of particular community who have sufficient knowledge regarding this.

Data processing:

After the collection of data, this was processed statistical calculation. Tools for analyzing data will be simple average, percentage and some statistical test.

Current Statistics on ICT in West Bengal

It can't be possible to represent overall picture on the ICT usage status at household and individual levels around West Bengal rural area. But a relevant survey shows the use of ICT at the household or individual.

Yearwise data of communication system usage(in %)

YEAR	2014	2015	2016	2017	2018
TELEPHONE	60	55	30	19	15
MOBILE PHONE	63	71	77	78	83
COMPUTER	02	03	03	04	04
E-MAIL	01	02	03	03	03

Reason behind Mobile Usage(%)

AGE GROUP	SOCIOLIZING (FAMILY/RELATIVES)	BUSINESS PURPOSE	SPEND TIME	TRENDY USE	ENTERTAINMENT	OTHERS
<18	35.80	-----	41.20	16.14	-----	6.70
18-30	39.61	17.70	2.81	4.21	31.81	6.90
31-40	64.21	11.66	9.70	-----	4.31	11.20
>40	51.70	28.90	-----	-----	6.41	15.21

Preference of different device(%)

E-MAIL	CELLPHONE	INTERNET	MAIL	OTHERS	TOTAL
34	413	24	13	35	519
7.35	80.23	3.81	1.69	6.92	100

Analysis of impact on rural people

Security of people is one of the important factor . Cellphone provide the unity of family secure them from other communication system.

CONCLUSION:

Access of data services encourages local content, allowing users to learn about local services .Mobile communication provide these capabilities to all sector of Society whether the fixed service cannot.

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