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GRT **ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN THE LIFE OF RURAL PEOPLE**

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Abstract:- The growth and rapid expansions of information of communication technology has affected the entire human race. Information and communication technology is related to urban and industrial area and field of organized business. It seems to be spread in a large extent. The opportunities in employment, such as computer engineering and marketing, are taken into consideration in ICT.

Out of total population of India, around 70% population is living in rural area. They play important role in economic growth of the country. Today, we see that there are lots of problem in rural area. Primary facilities like safe drinking water, sanitation, illiteracy, road, electricity, medical facilities, etc. are in worst condition. Therefore, ICT will play a prime role in solving such problems.

Keywords:Information, Rural Development, Information and Communication Technology, Population

INTRODUCTION

It is an indispensable need of information and communication technology in rural area. It is elementary to think deeply today that one has to get initial needs according to need with the help of the means of ICT. It is necessary to pay attention on inhabitant circumstances for use of ICT. The term rural is different from region to region. The depth and use of ICT will be depended on the different native circumstances. The ICT is exceptionally useful for the needs of the villagers. In the present day, information environment a rural information centre with district and national information centers become a backbone for overall development of the country. Developing countries like India should concentrate on rural development. This will be possible on the basis of information access at local levels; it is necessary for grass root level planning and prolonging societal development.

IT for the Masses

A highly trained committee has been deployed on IT for the masses by Indian government in 2000. The committee suggested to focus on following things like to study over current policy to seek how it will be expanded in future and to seek participation of common people. The committee had put opinion that village have a great lack of knowledge regarding use of ICT in their daily life. They suggested that further remedy on particular problem that to make out procession of IT from village to village to villages to make the people aware of this children.

Role of ICT in Rural India

India has a prominent place in the world in the field of Software. In India, minimum 250 projects are working on rural India. In this context, every developing country is lagging behind to India. At many places, in rural area, an experimental work is done to use ICT. It includes e-commerce, e-marketing, e-governance, e-education, e-Health, telemedicine, e-Banking, etc.

The application of ICT agriculture in India has been continuously budding and taking place in different part of the country. Prominent examples have been those of ITC e-choupal, Gyandoot project (Madhya Pradesh), Warna village project (Maharashtra), Information Village project of M S Swaminathan Research Foundation(MSSRF) Pondicherry, ikisan project of the Nagarjuna group of companies (Andhra Pradesh), etc.

NIC (National Informatics Centre)

In association with government in the area of development, informatics is particularly touching the rural field. NIC has developed more than 1500 software application for almost every sector including AGMARKNET, Land Record software, e NRICH community, ICT Reaching the Grass Root level, the village symbolize soul of India. India reflects the very essence of Indian culture and tradition.

Some Major Grass Root Level Initiative by NIC Includes

1. Land Record Computerization: The project cooperation effort with ministry of rural development providing fund to states for data collection and site preparation. NIC provides technical support, training in Tehsils. States of Karnataka ,Tamilnadu, Goa and Gujarat are fully operational.

2. e-NRICH Community Software Solution Framework: e-NRICH is another ICT solution that has been developed as community software solution framework addressing the need of rural people. The software is implemented in 487 Block in North Eastern Region and 60 Block in Jammu and Kashmir as part of community information.

3. AGMARK NET: AGMARK NET is NICNET based agricultural marketing information system that link all important Agricultural produce, market committees. Through this web based information system, farmers sell their products in the nearest market at remunerative price. 2000 market have been embarked upon during 10th plan period.

4. Rural Bazar: Rural Bazar is an e-commerce solution developed by NIC to deal with marketing needs of rural producers. The software provides provision offline payment as well as on line payment. It has been implemented state of Tripura, Goa and Tamilnadu.

5. Panchayat Informatics: NIC has also initiated effort to provide ICT solution for reforming the panchayat to enable easy access to information service to common man.

a. Priasoft (Panchayat Raj Institution Administration Software): priasoft is software catering to the administrative need of panchayati institution. Software provides the support to local language. It is put into practice in M. P, Orisa and Tamilnadu.

b. e-Panchayat: e-Panchayat is inclusive suite of panchayat application designed and developed by NIC competently solve the information management problem in village level. First time in the country e-panchayat has been introduced Andra Pradesh by NIC.

c. e-Gram Vishwa Gram: The e-Gram Vishwa Gram panchayat monitoring system maintain a records of village information of all families. The software is used in more than 600 villages in Gujarat.

d. Info Gram: Info Gram is another ICT solution planned and developed by NIC for village panchayat for automations of the function of village panchayat to maintain online records. INFO GRAM has been implemented in Goa.

6. E- Governance for rural mass: NIC has designed software to make available e-Governance service to the rural people. Some of them are as follows:

6.1 Rural Digital Services provide a single window for all government services to villagers. In this phase of the project, the service offered includes Birth/ Death registration and certificate .The software is operated in Karnataka and currently available in all language.

6.2.Lokvani: Lokvani is another e- Governance effort instigated by Sitapur, Uttar Pradesh in partnership with NIC. Service provided about various government scheme, forms etc.

6.3. Lokmitra: Lokmitra is a scheme of government of Himachal Pradesh that foresees taking the benefit of the door step of general public. The service offered through Lokmitra includes forms, job vacancies, tenders, market rate, etc.

6.4. Gyandoot: Gyandoot is an intranet in Dhar District that connects rural cyber cafes to common people. Some of the services provided using software application developed by NIC. Kiosks set up in the villagers of rural district include commodity, marketing information, income certificate, Domicile Certificate, Caste Certificate, Driving license, rural market.

6.5. e-Gram Suvidha: e Gram suvidha is GIS management Information systems that link the map of the village resolution with the associated data to be generated thematic maps based on users queries. e-Gram Suvidha is currently practiced in Madhaya Pradesh.

7. e Agriculture: e-Agriculture is all about utilizing technology to make farming easier and more efficient. Most important example includes:

1. Provides interactive demand based agricultural information through ICT helping the farmers to access information on commodity price, package of practices, crop care, etc.
2. Information technology solution facilitating automation of function such as digitalization and land record, online loan, application, farm management, agricultural statistics, etc.

The farmers not only require relevant metrological information for his area but also specific knowledge related information about the package of practice to be followed in relation to various operation such as field preparation, sowing, irrigation, fertilizer application, harvesting, market price, warehousing, etc.

7. e-Choupal: e-Choupal is first single prime information technology software ICT has developed. e-choupal delivers factual information and modified information to improve the farmer's decision making ability. The e-choupal creates direct marketing channels. The e-choupal is excessively benefiting over 3.5 million farmers. Over the next decade the e-choupal network will cover 100,000 villages representing 1/6th rural India creates more than 10 million e-farmers.

8. Telimedicine: Accessibility of health service in rural and in urban are found inequality in large extent in India. Around 75% medical experts are available in urban area and more than 70 million rural Indian are away from medical services. Even remote part of India is unable to get facilities which are given by government about 8 km distance to get the same facilities. But it will be possible to get the service easily with help of ICT. We can save money and time only because of telemedicine. Even general public can avail of an effective medicine easily. It could be possible to make available the provision of ISRO to private hospitals through satellite.

CONCLUSION

Information and communication technology which is useful in nurturing agricultural growth, poverty, reduction and invariable resources are useful in rural area. In other words, ICT has played a major role in providing information services to rural people. It is expected that in feature rural India will come on a different posture as result of continuous research and development of ICT.

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