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'A Study Of Internet Users In Rural Area Of Jalna District'

Pravin N.Totala and Sunil U. Surywanshi

Swami Vivekanand B.C.A. College Mantha Tq. Mantha Dist Jalna
Dept. of Commerce, Swami Vivekanand Arts, Commerce & Science College Mantha
Tq. Mantha Dist Jalna

Abstract:

The Internet is one of the most important and complex innovations of mankind. It is a powerful means of communication, dissemination and retrieval of information. The internet is a worldwide network of networks. It has become the world's fastest growing media worldwide and it has spread its wings in most of the sectors. It has opened number of possibilities and opportunities to our young generations.

KEYWORDS:

Internet, Rural, networks, Sectors.

INTRODUCTION:

Now the facility of Internet has been increasingly used for development of rural people. The Internet holds the greatest promise humanity has known for long-distance learning and universal access to quality education. It offers the best chance yet for developing countries to take their rightful place in the global economy. And so our mission must be to ensure access as widely as possible.

OBJECTIVES OF THE PAPER:

The following are the objectives of the present papers:

- 1 To examine the various purpose of the uses of internet.
- 2 To study the impact of internet uses on the rural people.
- 3 To examine the socio-economic status of the internet users in rural area of Jalna district
- 4 To analyze the difficulties in connections of internet in rural area

RESEARCH METHODOLOGY:

The research methodology for the present paper has been formulated on the basis of the aims and objectives of the study. The study is based on both primary and secondary data. The secondary data was collected from related books, Website, Reports, Research Journals, Magazines, News papers, etc. The primary data was collected from various options i.e. observations, surveys, questionnaire and interview schedules. A questionnaire is prepared for this purpose. The questionnaire dealing with the relevant information required for the study. The collected data is tabulated and analyze with the help of simple statistical tools and computer software like Microsoft Excel.

SAMPLE SIZE:

There were number of internet users located in rural area of Jalna district. It is very large to carry

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out for the study. Among 8 Talukas in Jalna district, the researcher has chosen 100 samples (respondents) from internet users.

INTERNET:

The Internet is a global system of interconnected [computer networks](#) that use the standard [Internet protocol suite](#) (often called TCP/IP, although not all applications use TCP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked [hypertext](#) documents of the [World Wide Web](#) (WWW) and the [infrastructure](#) to support email.

The origins of the Internet reach back to research of the 1960s, commissioned by the [United States government](#) in collaboration with private commercial interests to build robust, fault-tolerant, and distributed computer networks. The funding of a new U.S. [backbone](#) by the [National Science Foundation](#) in the 1980s, as well as private funding for other commercial backbones, led to worldwide participation in the development of new networking technologies, and the merger of many networks. The [commercialization](#) of what was by the 1990s an international network resulted in its popularization and incorporation into virtually every aspect of modern human life. As of 2011, more than 2.2 billion people – nearly a third of [Earth's population](#) — use the services of the Internet. Following table shows the internet users statistics in the last 12 years of India

Table No. 01 : Internet Usage and Population Statistics in India.

Year	Internet Users	Population	% to population.
1998	1,400,000	1,094,870,677	0.1 %
1999	2,800,000	1,094,870,677	0.3 %
2000	5,500,000	1,094,870,677	0.5 %
2001	7,000,000	1,094,870,677	0.7 %
2002	16,500,000	1,094,870,677	1.6 %
2003	22,500,000	1,094,870,677	2.1 %
2004	39,200,000	1,094,870,677	3.6 %
2005	50,600,000	1,112,225,812	4.5 %
2006	40,000,000	1,112,225,812	3.6 %
2007	42,000,000	1,129,667,528	3.7 %
2009	81,000,000	1,156,897,766	7.0 %
2010	100,000,000	1,173,108,018	8.5 %

Source: <http://www.internetworldstats.com>

PRIMARY DATA ANALYSIS :

There were number of internet users located in rural area of Jalna district. It is very large to carry out for the study. Among 8 Talukas in Jalna district, the researcher has chosen 100 samples (respondents). The selection of samples is based on simple random sampling method to ensure a representative picture from rural area of Jalna district.

Table No 02: General Profile of Respondents.

Sr. No.	Characteristic	No. of Respondents	% to Total
<i>1</i>	<i>Age Group:</i>		
	Below 20	35	35
	20 to 40	42	42
	Above 40	23	23
<i>2</i>	<i>Gender:</i>		
	Male	81	81
	Female	19	19
<i>3</i>	<i>Educational Status:</i>		
	Secondary	12	12
	Higher Secondary	21	21
	Graduate.	42	42
	Post Graduate	25	25
<i>4</i>	<i>Occupation</i>		
	Student	57	57
	Businessmen	11	11
	Servicemen	23	23
	Unemployed	09	09
<i>5</i>	<i>Income level</i>		
	No Income	66	66
	Up to Rs. 1,00,000	05	05
	1,00,001 to 2,00,000	08	08
	2,00,001 to 3,00,000	12	12
	Above 3,00,000	09	09

Source: Primary Data Analysis.

Graph No. 01: General Profile of Respondents.

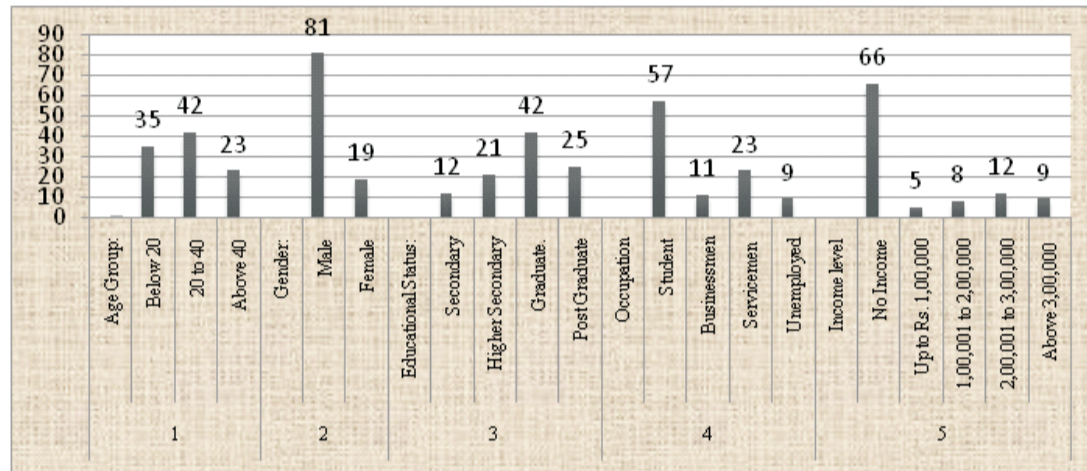


Table No. 03: Distribution of Respondents as per their uses of internet.

Sr. No.	Uses of in Internet	No. of Respondents	% to Total
1	Checking email	88	88
2	Social Networking	71	71
3	Online form filling	68	68
4	Business purpose	08	08
5	Net banking & Shopping	23	23
6	Collecting Information	56	56
7	Job Searching	18	18
8	Syllabus Related Search	48	48
9	For Fun, Music & Video	78	78

Source: Primary Data Analysis.

Graph No. 01:
Distribution of Respondents as per their uses of internet

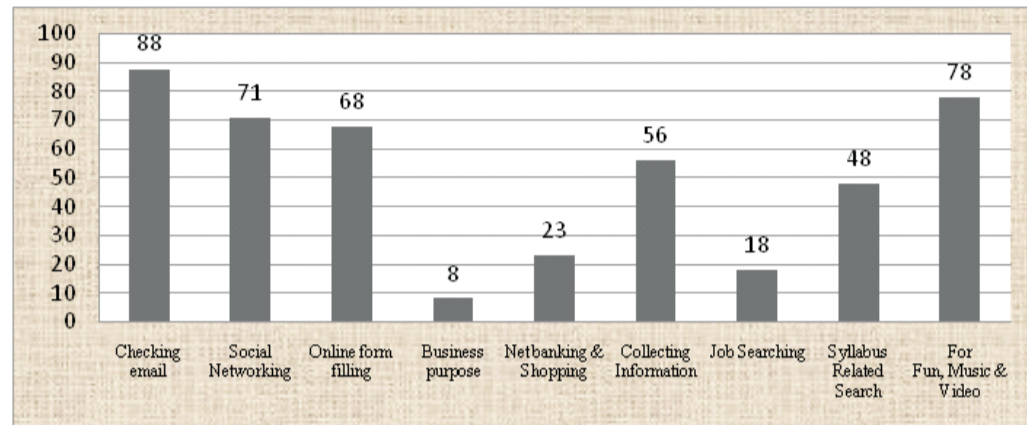


Table No. 04:
Distribution of Respondents as per where they use the internet.:

Sr. No.	Business Types	No. of Respondents	% to Total
1	Own Personal Computer	14	14
2	Cyber café	17	17
3	Mobile phone	34	34
4	College & Institution	09	09
5	Office	18	18
6	Friends home & Other	08	08
	Total:	100	100

Source: Primary Data Analysis.

Graph No. 02:
Distribution of Respondents as per where they use the of internet:

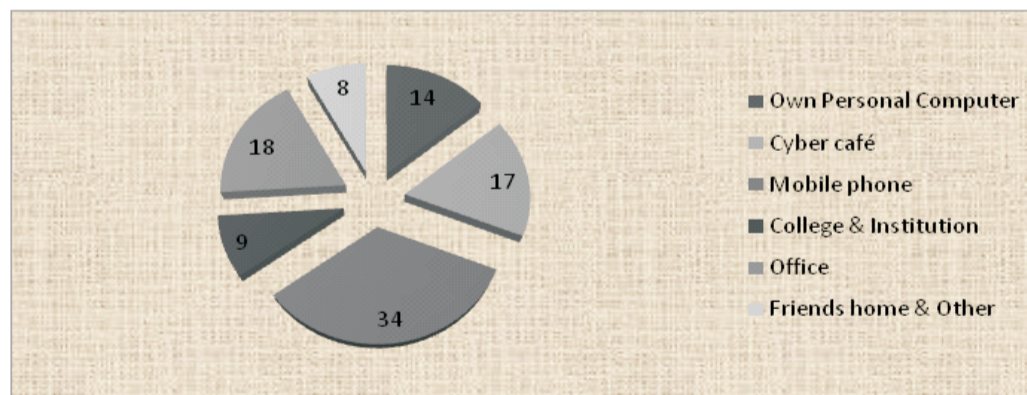
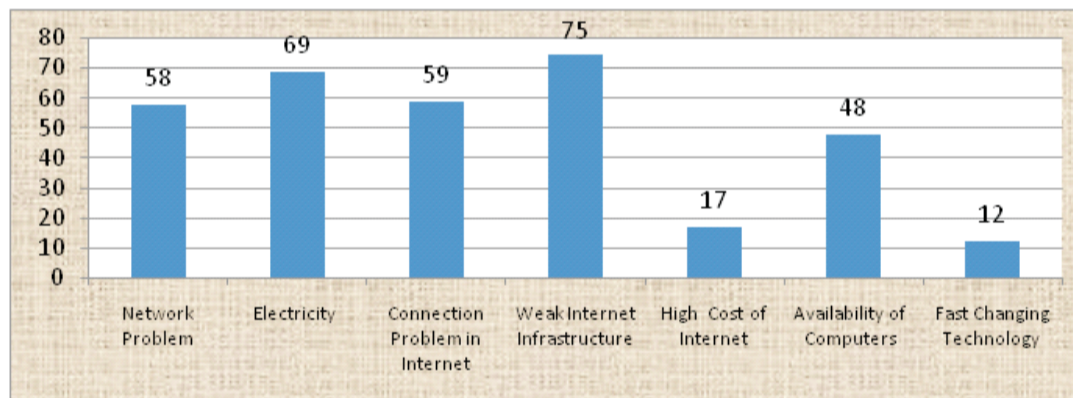


Table No. 05: Problems of internet Connection & Using Internet

Sr. No.	Problems	No. of Respondents	% to Total
1	Network Problem	58	58
2	Electricity	69	69
3	Connection Problem in Internet	59	59
4	Weak Internet Infrastructure	75	75
5	High Cost of Internet	17	17
6	Availability of Computers	48	48
7	Fast Changing Technology	12	12

Source: Primary Data Analysis

Graph No. 03: Problems of internet Connection & Using Internet



CONCLUSION:

The following conclusions were drawn from the study.

- The awareness of internet users in rural area of Jalna district is good
- The number of internet users are young that mean below 40 years
- Most of users are male but female also starting the use of internet
- Most of users are well qualified & Educated
- Most users are college student.
- Very less user having their own income.
- Most of users are using internet for email, social networking, Collecting information and for fun, and also use for business purpose, online form filling & subject related search
- Maximum users use the internet on their mobile phone, and very less number of users having their own personal computer.
- The maximum internet user compliant that weak Internet Infrastructure is the major problem and also

Network Problem, Electricity, Connection Problem in Internet, High Cost of Internet, Availability of Computers & Fast Changing Technology are the problem faced by users
It is also concluded that the upcoming years are the known as the 'Internet Yug' for rural people.

SUGGESTION:

The following suggestions are given on the basis of conclusions and finding of the study.

There is need to provide better Internet Infrastructure to the people
There is need to give the training, how to use the internet
Mobile Companies also provide the internet on low cost
It is necessary to provide the better internet connection on low cost
It is also suggested that cyber café have tremendous scope in future so young entrepreneur have to provide there interest toward to open the same

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Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005,Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
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