Modernism of Rural Development in India-Sustainability towards the Digital Transformation

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ABSTRACT

Digital conversance has become important to India's economic growth and the civilizing of economic and social impartiality among the diverse demographic landscape. To bridge the vantage the Indian government has launched the 'Digital India' program. One of the key purposes of the program is to improve the digital infrastructure in rural India. To promote the digitalization process in rural development, e-panchayats are a way to promote all the services that are needed by the local residents. Automation of gram panchayat functions is an e-panchayat initiative for the rural division, providing an extensive software solution. E-governance systems aim to bring out the local voices and share social, cultural, and economic exercises, stories, and dissents.

Keywords: *Sustainability; NPP; NAD; LGD; GIS*

Introduction

Digital technologies are keys to making rural communities more smart, attractive, and sustainable, as well as decreasing puzzles in services related to remoteness and progressing access. Digital transformation is a continuous process throughout India. It is increasing the pressure on villages and their citizens, businesses, and public bodies to barter a new thing. Panchayats need to become smart players in their own digital transformation. In villages, managing authorities need to ensure that several conditions are in place throughout their territory to support their digital transformation. In rural regions, technological progress can mitigate some of the challenges caused by structural changes, including shrinking local economies, demographic changes, and a shortage of skilled labour and entrepreneurs (OECD, n.d.). The COVID-19 pandemic has highlighted the importance of clasping technology for economic spring and well-being. Confinement measures during the emergency fomented the use of teleworking, remote learning, and e-services, which are particularly important for rural territories given their long distances and interchange times. India is one of the greatest and fastest-growing countries for digital transformation. Modernism refers to a global movement in society and culture. In the twenty-first century, there will be a huge change in infrastructure development; rural local bodies will become more advanced as they shift towards digitalization. The modern world mainly focuses on its infrastructure development, which depends on digital equipment. In order to strengthen the rural social fabric, digitalization involves using advanced digital technologies. Technology can lead to better services for the rural population and economic strength, ultimately providing them with more opportunities to lead connected lives.

Literature Review

Verma (2015) revealed that agricultural and allied activities are still major vocations. India cannot emerge as a developed economy without rural upliftment. He also explained how information and communication technology has become a key factor in rural transformation in modern times.

As per Kumaiyon and Padalia (2017), the e-governance of PRI can play an expanded role in the implementation of development and planning programs. They shed light on how the digitization process met the needs of citizens in rural areas.

Bhatt (2020) observed that the digital revolution has created numerous opportunities in India. He highlighted several policies launched by the GOI to increase the internet self-efficacy level of people in rural areas. This article also discusses digital village schemes and their impact on villages.

As per Sahu, Prajapati and Upadhyay (2020), rural areas in India struggle to maintain social services like employment, education, and other services. The urban community had more advantages compared to the rural community. They found that digital possibilities can not only shape change but may even generate a future leapfrog effect for rural communities.

Objectives

The main objectives are:

1) To review the role of technology in the employment scheme.
2) To review the role technology can play in promoting livelihood in villages.
3) To analyze the role of e-panchayat in rural development.

Methodology

A systematic review was conducted to address the research objectives mentioned above. As the nature of the present study was largely exploratory, data were collected from secondary sources. Different reports of the government and bodies of the UN, journal articles, and views of the experts were incorporated in the study.

Results and Discussion

E-Panchayat Systems:

Under the Mission Mode Project Various programs being employed which have been discussed below:

Priasoft – Priasoft is centralized accounting software aimed at the maintenance of accounts by all three elevations of the panchayat, viz., block, district, and village panchayat. PRIASOFT is highly user-friendly and soft to use. The main advantages of this system are:

1) It is accounting software that is simple and user-friendly.
2) It is transparent.
3) This software has a strong authentication mechanism.
4) It is open-access software where all transactions are tracked in the proper format.

National Panchayat Portal (NPP) – Under the e-panchayat mission mode project (MMP), NPP is one of the applications developed as part of the panchayat enterprise suite (PES). It is designed to be a versatile front end for local self-government that supports seamless access to the services provided by the local body. The main features of NPP are:

1) Facilitates easy management of content.
2) Facilitates communication among PRIs, state PR and MoPR through content transfer.
3) Allows organization of content for easy and simple access.

National Asset Directory (NAD) – The National Asset Directory is a portal that is controlled by urban local bodies, rural local bodies, and concern departments, where each asset code has to be maintained. The main purpose of this system is the effective utilization of the assets.

Local Government Directory (LGD) – The Local Government Directory is an information desk that facilitates every state government to update and maintain the name of every panchayat or local body and also the record of conversion from rural to urban areas, etc. LGD provides the information in the public domain.

Social Audit and Meeting Management (SAMM) – At the panchayat level, Social Audit and Meeting Management is a tool to facilitate the social audit process and the management of meetings to enable transparency and accountability.

Geographic Information System (GIS) – Geographic Information System is a digital mechanism which visualize the geographic content. It is systems that create, manage analyzed maps and all types of data. It improves the mapping system in remote area.

Success of Digitization

The broadband connectivity system in the Indian government had taken the initiative, through the Digital India program, to connect all the panchayats. The center has laid out a design to ensure that modern panchayats use digital services for various activities. According to the central government's data, 238,000 gram panchayats have already adopted e-gram swaraj for the purpose of the accounting system. 219000-gram panchayats have taken steps to carry out payments via the public finance management system (PFMS), and 181000-gram panchayats have made online payments.

Pradhan Mantri Adarsh Gram Yojana (PMAGY) – The central government of India has taken various initiatives for the development of the scheduled caste population. The Pradhan Mantri Adarsh Gram Yojana was one of the programs for the development of the SC population. This program was launched in the year 2009-10. It was one of the successive projects as per village concern.

Mahatma Gandhi National Rural Employment Gurantee Act (MGNREGA) – MGNREGA was previously known as the National Rural Employment Guarantee Act or NREGA. It is a social security scheme that targets the rural population for employment purposes. This scheme in remote areas provides at least 100 days of wage employment to every rural household in each fiscal year.

Swachh Bharat Mission Grameen (SBMG) – Swachh Bharat Mission is a campaign taken by the central government of India to improve the system of solid waste management. It is an universal program for all rural or urban area to clean the locality as much as can. It is not only a policy it makes more renewable energy for future aspect.

Jal Jeevan Mission (JJM) – In rural area JJM aims to serve drinking water supply in adequate quantity of prescribed quality on regular and long term basis at affordable service delivery charges leading to elevation in living standards of rural communities.

Gram Panchayat Management System (GPMS) – in e-governance GPMS is a part which initiatives of the panchayats and rural development department of the West Bengal Government. Accounting system of the panchayats makes account helping comfortable, transparent and easy to the users. It is not only a accounting software it also used by the citizens for the purpose of emission of birth and death certificates, emission of trade certificates, assessment of tax etc. Software is regular used in all gram panchayats of West Bengal. Accounting of an organization is a most critical and also a controversial subject, but after the implementation of GPMS, accounting in gram panchayats even more consistent, at the websites monthly statement of accounts also been made available.

Conclusion

In its broadest sense, sustainability refers to the ability to continuously maintain or change a process over time. In this era, digitalization is the process of overcoming the hurdle of insufficient data or communication. The implementation of ICT in the area of government is considered to have a metamorphosis impact on the existing structure of the state, the other systems, and the operation of local government in general. The integration of information technology into governance has vouched for improved connectivity, better customer inclination, and swifter transactions.

After the digitalization process in the governance system, various e-services have been functioning within panchayat systems, such as the following:

1. Emission of birth and death certificates
2. Emission of trade licenses
3. Receipts of funds/progress reports
4. Various data on BPL (Below Poverty Line)
5. Various house-related services
6. E-tendering
7. Various reports related to public works, etc.

Rural development is experiencing a rapid cultural transformation of socio-economics with improved information technology-enabled surface connectivity communication services, and community-centric infrastructure.

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