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Rural Devolvment through E-Governance Initiatives with ICT an overview for Citizen Centric

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ABSTRACT: The notation of e-Governance has received special attention in the field of rural development and its successful implementation of various welfare programs taken for the development of rural areas. the basic objectives of e-governance programs are to provide government services to every individual. It involves a large number of confidential data and information that can be accessed by citizens in various ways., we can say that working in governmental activities or providing its services at the doorsteps to its citizens through online mode is known as e-Governance. Since mechanisms of e-governance are efficient and reliable.

KEYWORDS: E-governance, ICT, Rural development, NeGP, Digital divide.

I. INTRODUCTION

“e-Governance is the information and Communication Technologies with the aim of improving information and service delivery, encouraging citizen participation in the decision-making process and making government more accountable, transparent and effective.” India is a nation of villages. The rural mass in the nation comprises the core of Indian society and also represents the real India. According to the Census Data 2011, there are 638,387 villages in India that represent more than 72 per cent of the total population. In a participatory democratic society, ICT can be used for good governance, enhance democratization and citizen empowerment. The digital governance creates better connections between citizens and government and encourages their participation in governance. Citizen centric approach entails evolving an e-governance offering that is integrated, is citizen-driven and ethnographically sensitive, rather than a mere understanding of technology and its acceptance by users. Citizen centric approach focuses on the citizens needs from the point-of-view of citizens themselves, and therefore citizen-participation and their representatives is the core-essence of citizen centricity in e-governance. It involves a detailed “understanding of human elements” (Lee-Kelley and Kolsaker, 2004:29) (and not conventional technology or bureaucratic parameters) to determine why citizens would bolster their usage of governance initiatives over the prevailing mechanism of fulfilling their governance needs. Such a citizen-centric approach, building trust and confidence”good governance that also sets the tone for imbuing citizen centricity in rural e-governance initiatives.

ICT + GOVERNANCE = E-GOVERNANCE

II. METHODOLOGY

Secondary data and data procured from published sources like the Rural Development, e-governance, research papers, books, etc.

Digital Divide:

The digital divide is the unequal access to digital I technology, including smartphones, tablets and the internet. the infrastructure by which individuals, households, businesses, and communities connect to the Internet address the physical mediums that people use to connect to the Internet such as desktop computers, laptops, basic mobile phones or smartphones, the digital divide refers to the separation that exists between individuals, communities, and businesses that have access to information technology. Economic poverty is closely related to limited information technology resources. an individual living below poverty line does not afford a computer for him to harness the benefits of e-government and other online services. Even some of the economic stable people don't know about the scope of e-governance. awareness can only help to bring users to that service delivery channel. the digital divide adoption of e-government in the public domain becomes possible.



Rural e-government initiatives:

State Wide Network Area Project [SWAN]: This project aims at providing high speed, high connectivity network connecting offices at block level for faster access to Government services. NeGP: National e-Governance Plan was launched with the all Public Services accessible to the common man in his locality, through common service delivery outlets and ensure efficiency, transparency and reliability of such services at affordable costs to realize the basic needs of rural people. all the e-governance initiatives taken by government at one place. This includes blocks, districts, state government and central government. The ICT network of NIC is called NICNET.

National E- Governance Plan and Rural Development:

The Government of India approved the National e-Governance Plan (NeGP), on May 18, 2006 with an objective to bring public services closer home to citizens, as articulated in the Vision Statement of NeGP. "Make all Government services accessible to the common man in his locality, through common service delivery outlets, and ensure efficiency, transparency, and reliability of such services at affordable costs to realise the basic needs of the common man" NeGP comprises 31 mission mode projects (MMPs), which are further classified as state, central or integrated projects. A mission mode project (MMP) is an individual project within the National e-Governance Plan (NeGP) that focuses on one aspect of electronic governance. National e-Government Plan (NeGP) aims to accelerate rural development through 18: 1 Implement mission mode projects in key departments (that focus on development or serve rural populations) with large public interface, 2. Ensure that ICT can benefit even the remotest areas. 3 Enhance capacity building along with providing generic programme component. Four of the 31 mission mode projects under the NeGP have a direct focus on serving the rural populations. First, Common Service Centers (CSC) scheme is an initiative of the Ministry of Electronics and Information Technology Government of India. CSCs act as the access points for delivery of various digital services to villages in India. also, the scheme promotes rural entrepreneurship and building of sustainable rural livelihoods. The other two projects on e-district and e-panchayat will support computerization of the back end in local governments at the district and panchayat level to offer services to rural populations.

List of e-governance imitative in Sates

Sr.No.	Name	Type	State
1.	Akshaya	e-Governance	Kerala State Department of Information Technology
2.	Bhoomi	e-Governance	Govt. of Karnataka
3.	Computerized Panchayat in Belandur	e-Governance	Bellandur Gram Panchayat and Village Development Committee
4.	India Health Care Project	e-Governance	Govt. of Andhra Pradesh
5.	Multi-Purpose Household Survey (MPHS)	e-Governance	Govt. of Andhra Pradesh
6.	Simple, Moral, Accountable, Responsive and Transparent (SMART)	e-Governance	Govt. of Jharkhand

ICT and Rural Development:

ICT is playing a role of catalyst in rural development. It is used in every aspect of information, management and governance of development. ICT means application of innovative way to facilitate information and communication technologies in the rural domain. ICT can be utilized for providing relevant information and services to the rural



people, thereby facilitating an environment for rural development program. rural areas people can be educated through ICT Information and Communication Technologies (ICT) has brought remarkable changes in the lives of people in every respect also enabling government to deliver better services even at remotest corners of the country. Various ICT applications have been designed specifically for the people residing in rural areas of the country. Ministry of Rural Development (India) has taken various initiatives at different levels by way of strengthening the ICT infrastructure to provide opportunities, information and easy access of the rural development Schemes to all citizens in rural India. Through ICT, several e-governance initiatives have been adopted which have ultimately proved to be a major contributor in rural development. the common man.” [17] NeGP came up on May 18, 2006 by Department of Electronics an

III. CONCLUSION

As we know that Information Technology is growing rapidly, Indian government needs to increase the literacy rate and making many efforts to provide services to rural India through e-Governance. in the field of e-governance also, awareness among people from rural backgrounds about the benefits and use of e-Governance activities. e governance initiatives for rural people, if properly used and implemented will bring the desired results. the rural e- governance applications should be made citizen – centric, more participatory in nature so that people can easily access the information and get benefited from it. awareness among rural masses about various developmental schemes. Knowledge about computer and other technologies needs to be mediated through proper, didactics, which connects the illiterate rural masses living in the interiors of rural India.

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