Available online at www.ijpab.com

DOI: http://dx.doi.org/10.18782/2320-7051.3013

ISSN: 2320 – 7051

Int. J. Pure App. Biosci. **5 (4):** 195-198 (2017)

Research Article

International Journal of Pure & Applied Bioscience

OPEN ACCESS

Role of Information Technology in Changing the Socio-Economic and Entrepreneurship Level in Rural Areas of Gwalior District

Mukesh Singh, Ravi Singh, Sangeeta Kushwaha and Sarita Singh*

Scientist (Extension) KVK Rajgarh, Ph.D. Scholar Brauss Mhow

Technical Assitant NFSM Gwalior Research Associate CIAE Bhopal, M.P., India

*Corresponding Author E-mail: soni0751@gmail.com

Received: 24.05.2017 | Revised: 5.06.2017 | Accepted: 6.06.2017

ABSTRACT

The Present study conducted in 2013-14 at Gwalior District of Madhya Pradesh. The main objective of the study was to find out the changes made in rural society for the development, by the information technology. The study revealed that majority of the respondent had made educational changes in their knowledge, entrepreneurial changes in their knowledge, and technological changes in their respective enterprise and majority of respondents made change in their other social aspect like food habits, dressing sense, cultural activities, religious activities, purchasing power and KASA. (Knowledge, Attitude Skill, and Action) due to information technology.

Key words: *Rural Area, Change, Education, Entrepreneurship, Technology Social Aspects.*

INTRODUCTION

The dichotomy of haves and have-nots in this world is attributed to the gap or asymmetric information. In the current phase of development, ICT plays an important role in bridging the gap and eventually set for poverty alleviation to a great extent. This analysis tries to critically examine the problems and possibilities of digital development in order to reveal the larger impact that information and communication technologies could have on rural economies and societies in India. The first requisite is a major effort to transform and develop the basic infrastructure like local spoken and written languages into universally used set of computer codes, fonts, and so on. in Education the Increased and improved education through computers, internet, television, radio or about computers or both would contain the poverty in all fronts. There are several successful initiations to demonstrate the role of ICTs to promote education among poor and preventing poverty. ICTs play an important role in direct poverty alleviation by enhancing activities of poor and increasing their productivity by way of new credit and financial services, new opportunities to design, manufacture and market products through the Internet or intranet systems, etc. These interventions can be successful only when accompanied with other supporting infrastructure consisting of access roads, storage facilities, competitive markets and opportunities to global market.

Cite this article: Singh, M., Singh, R., Kushwaha, S. and Singh, S., Role of Information Technology in Changing the Socio-Economic and Entrepreneurship Level in Rural Areas of Gwalior District, *Int. J. Pure App. Biosci.* **5(4):** 195-198 (2017). doi: http://dx.doi.org/10.18782/2320-7051.3013

The impact of select projects demonstrates various levels of reducing poverty. According to dictionary of Sociology, technology is the combination of totality of techniques employed by people at a given period for the purpose of adaptations to their bio-physical environments. More broadly, it includes elements of social organizations, such as co-operation, division of labour, management, etc. This dual view of technology is supported by Herskovits, writes "men wrests from their habit by means of their technology-the food stiffs, shelter, the clothing and the implements they must have it they are to survive. The objects they make and use for these purposes are (their) material culture".

MATERIAL AND METHODS

Selection of the study area

Present study conducted in Gwalior district of Madhya Pradesh. Gwalior is the largest city in the region, and its historic center. The study was conducted in purposively selected in Gwalior district. The district comprises of 4 blocks namely- Morar, Ghatigaon, Dabra, Bhitarwar. Five villages in each block were selected randomly by using simple random sampling methods. In this context total 20 villages were selected for the study.

Selection of the respondents

For the selection of the respondents, the holistic list of rural people/farmers was obtained from the District Rural Development Agency, Panchayati Raj Institutions and village level extension workers. From the list obtained from the DRDA, PRIs and the Financing Agencies, 15 rural people/farmers were selected by using simple random sampling method. This method was applied to all selected villages. In this way, total 300 beneficiaries were selected for the collection of primary data.

Out of the 300 respondents, majority 80.33 per cent of the respondents were male while only 19.67 per cent of the respondents were females were selected for the study.

Method of data collection and Statistical tools for data calculation

For study the data were collected through pre tested interview schedule by the researcher. statistical tools used for the analysis of data were frequencies and percentage.

RESULT AND DISCUSSION

Table 1: Distribution of the respondents regarding the changes made in their education due to information communication technology

S. No.	Particulars	Nos.	Percentage
1	Educational changes made	248	82.67
2	No changes were made	52	17.33
Total		300	100:00

The data (Table 1) in the above table indicates that due to the knowledge and skill received under information communication technology a significant majority (82.67%) of the respondents had made educational changes in their knowledge while only 17.33 per cent stated that they had made no changes.

Table 2: Distribution of the respondents regarding the changes made in their entrepreneurship due to information communication technology

S. No.	Particulars	Nos.	Percentage
1	Entrepreneurial changes made	226	75.33
2	No changes were made	74	24.67
Total		300	100:00

The above (Table 2) table revealed that due to the enterprise and monetary received under information communication technology a significant majority (75.33%) of the respondents had made entrepreneurial changes in their knowledge while only (24.67) per cent stated that they had made no changes.

Table 3: Distribution of the respondents regarding the technological changes made in their respective enterprises

S. No.	Particulars	Nos.	Percentage
1	Technologies changes made	268	89.33
2	No changes were made	32	10.67
Total		300	100:00

The data (Table 3) in the above table indicates that due to the monetary benefits received under information technology a significant majority (89.33%) of the respondents had made technological changes in their respective enterprise while only 10.67 per cent stated that they had made no changes.

It may be concluded that they were well aware about the benefits of improved technology and the economic help in the form of information technology has induced the process of technological changes.

Table 4: Responses of the respondents regarding the impact of technological changes due to information communication technology

S. No.	Particulars	Nos.	Percentage
1.	Increase in output	274	91.33
2.	Increase in income	268	89.33
3.	Improvement in the level of living	266	88.66
4.	Increase in contact with urban areas	266	88.66

From the above (Table 4) data it is clear that 91.33 per cent of respondents had stated "increase in output; 89.33 per cent of the respondents had increase in income, and 88.66 per cent of the respondents had improvement in the level of living and same per cent of the respondents in the case of contact with urban areas as a result of technological changes effected due to information technology.

Table 5: Responses of the respondents regarding the other social aspects change due to information communication technology

S. No.	Particulars	Nos.	Percentage
1.	Changing in food habits	221	73.67
2.	Changing in dressing sense	168	56.00
3.	Changing in cultural activities	166	55.33
4.	Changing in religious activities	104	34.66
5	Changing in purchasing power	155	51.66
6	Changing in KASA	170	56.66

From the above (Table 5) data it is clear that 73.67 per cent of respondents stated "Changing in food habits; 56.00 per cent of the respondents had changed their dressing sense, 55.33 per cent of the respondents had changed their cultural activities, 34.66 per cent of the respondents changed their religious activities, 51.66 per cent of the respondents changed their purchasing power and 56.66 per cent of the respondents changed their KASA (Knowledge, Attitude ,Skill, and Action) due to information technology.

CONCLUSION

The present study conclude that information technology play an important role in changing the Education, Enterprises, Technological and other social aspects of rural society .it is conclude that a significant majority (82.67%) of the respondents had made educational changes in their knowledge while only 17.33 per cent stated that they had made no changes. In Entrepreneurship a significant majority (75.33%) of the respondents had made entrepreneurial changes in their knowledge while only (24.67) per cent stated that they had made no changes. It is also concluding that a significant majority (89.33%) of the respondents had made technological changes in their respective enterprise while only (10.67%) stated that they had made no changes. It is also concluding that majority of respondents made change in their other social aspect like food habits, dressing sense, cultural activities, religious activities, purchasing power and KASA. (Knowledge, Skill, Attitude and action) due to information technology.

REFERENCES

1. Devi Urmila, and Verma Shashi, Farm women preferences of communication sources for farm information. *Ind. Res. J. Ext. Edu*., **11(2):** 3-5 (2011).
2. Goswami Rupak, and Basu Debabrata, Influence of information Network of farmer's decision - Making in West Bengal. *Indian Res.J. Ext.Edu*., **11(2):** 50-58 (2011).
3. Marrow, K., The ICT agenda global action plans and local solutions. *LEISA*, **18:** 9-10 (2002).
4. Parihar Subhash Singh, Bharat Mishra, and Rai, D.P., Sustainable Models of Information Technology forAgriculture and Rural Development. *Indian Res.J. Ext.Edu*., **10(1):** 20-23 (2010).
5. Pravin, C. Gedamand, and Padariya, R.N., Information Needs of orange growers of Maharashtra. *Indian Res.J. Ext.Edu*., **14(1):** 99-101 (2014).
6. Sharma, R.N. Sharma, S.K. and Sharma, B.L., Communication mechanisms of extension personnel are for acquisition of farm technology in Rajasthan. *Indian Res.J. Ext.Edu*., **13(2):** (2013).