

Digitalization's Impact on Rural India

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ABSTRACT

As 70% of Indian populations are situated in rural area therefore it can be noted that most of the Indian population is situated in underdevelopment area. The net outcome is also responsible for lack of accomplishment in resourceful marketing or limited accomplishments in marketing. Whereas key in population of any nation bears out the success or failure of any brand of commodity or service, the consequence of 'rural marketing' should not be taken too lightly. While Educational and infrastructural developments have been affecting rural India since many years, digitalization has shown marvelous impact of technology on rural marketing initiatives. The latest technology is giving a huge difference to the way we look at the earlier Rural India. The process that was started few years ago has developed more in this area. This paper observes the impact of digitalization on rural marketing and many schemes launched by the Indian government with the aim to develop rural marketing.

1. Introduction

India was earlier known as primarily an agricultural economy and nowadays it has become a fast developing and knowledge economy. As Indian economy is rapid growing economy therefore it needs financial literate people to take well judged decisions. In India round about 70% of population are living in rural area and most of the villagers are engaged in agricultural activities.

"Making India Digital" an initiative was declared on 1st July, 2015 by our honorable Prime Minister Narendra Modi. The main intention of this operation is to hook up high speed internet network with rural areas and to develop the digital literacy. Nowadays Digital connectivity has become a basic facility. The foremost goal of government's Digital India program is to positively expand the digital infrastructure to connect the whole nation and provide them a digital platform for banking, governance, healthcare and educational services and so on. The digital model progresses efficiencies, declines wastage, overhead, and allocates for effective auditing. At present, all the financial transactions are done all the way through internet after digitalization. Digitalization is also supportive for women empowerment in rural India, since some of the corporations too have social responsibility based initiatives in order to make the technology to reach the villages, with a particular focus on women. So, it is momentous for nation.

Most of the public get puzzled between rural marketing and agriculture marketing but there is enormous difference as rural marketing connects activities similar to transporting manufactured or procedure input or services in rural areas. Rural Marketing refers to development, promotion and creating awareness regarding goods and its distributions to the rural consumers. It is done to meet up and decide the rural customers requirements and also cooperative to expand the business and achieve its goals. However, the rural market is a little costly aware but it also prefers the quality.

2. Review of literature

- Punit Kumar & Amit Verma worked on the Impacts of Digital Marketing on Rural Marketing. Digital marketing in rural area was somewhat uncovered area and have lot of unused prospective. Therefore, this area was to be investigated more. From earlier to present rural market was product driven not the service driven, with details of product obtainable earlier to the consumers allowed the company to forecast the actual behavior of the product before launching it, which assisted in planning for the results.
- Pawan Kumar, Neha Dangi made their study on Rural Marketing in India: Challenges and Opportunities. The study revealed that rural India suggested massive chances which companies can tap for their expansion and enlargement. Though, Companies faced many dares in dealing with the rural markets. There was fast growth in infrastructure. So that, all those chances magnetizes companies to target rural market. The Rural market was a better upcoming prospect for the marketers and there were various chances accessible for them in rural markets.,
- Mrinalini Kaul, Purvi Mathur observed the Impacts of Digitalization on the Indian Economy and requirement of Financial Literacy. The digitalization conveys innovation, simplicity of working, latest job opportunities and economic development. It assisted to get accuracy in the system and further the flow of funds were also Clear in the economy, the crisis of tax evasion, parallel economy was Less however with all those advantages available it also made it essential for the people to have essential financial Knowledge and a push towards the importance of the financial literacy. Digitalization can also play a significant role in Accomplishment of this objective as it can have a better reach to the people.

3. Research design

Objectives

- To examine the new horizons in rural marketing.

- To understand the effect of digitalization in rural marketing.

Data Collection

This study is based on secondary data, and it is collected from many sources like research paper, articles and websites and so on.

Significance of the Study

Since, digitalization facilitates various services for both rural and urban areas of the country. It is taking care of both the areas evenly and enlarges business opportunities. This change is greeted through plentiful benefits for the all the sector of Indian economy.

Scope of the Study

The study only focuses on the effect of digitalization in rural marketing. Further study could also be done by comparative analysis after the implementation of digitalization.

4. Limitations of the study

- The study is completely based on the secondary data.
- The Study focuses only one segment i.e Rural marketing along with digitalization.

5. Latest horizons of rural marketing after digitized India

The digitization will give many transforms on the ways to the agricultural sector in a lot of ways similar to, real time data availability at a central place, weather advisory, accurate measure of plots, harvest forecast, remote sensing of plots right advisory on farms, scheduling harvest, benchmarking practices, since satellite systems along with accuracy are as close to 5X5 meter resolution can lend a hand identifying the pest or disease affected parts of the plot. For this identification massive data analytics is done with the tools such as Normalized Difference Vegetation Index (NDVI), Red Edge Index and so on. This would be significantly helpful in weed and pest management. The digitization of agricultural sector provides outline from every angle to every curve the whole supply chain.

Digital farming is supportive to have an eye on daily farming functions. From the starting process of sowing, the package to be carry out are set at a crop level on the plot and are corresponded to the farmer through digital systems and it also gives a systematic information concerning quantity of chemicals and fertilizers application as well. One extra benefit of latest technological up gradation is that it gives proper ideas about the field management in accordance with seasonal variations because seasonal variations play a huge role in impacting the outputs. In the state of crops management linking to buyers is necessary for the farmer to start sale. Linking farmer to the buyers is not the simply function of an online marketing but as well to provide freedom and choices to prefer a buyer.

6. Present scenario of Indian Top of Form Rural marketing

Through the assistance of rural connectivity the government is capable to hook up the village panchayats and as well to deliver them different services. In this whole range, it

is extra consistent to the population and faster way in contacting outside products, services, information and social linkages with the assistance of IT infrastructure. Developing contact in rural population is favorable for companies or external suppliers of products and services.

This initiative is furthermore spotlighting on the private sector which is actively occupied with rural consumers and in current the e-commerce is too supportive in expanding their markets. These days the Entrepreneurs are aggressively motivated with the rural population to together as consumers and producers throughout social and financial innovations such as micro- finance based ventures and our billion-plus population into a national asset by empowering, educating and skilling them. The infrastructure sector has well developed with the help of digitalization. Consequently, the villages came close to cities. The digitalization turned villagers' life style fairly alike to urban lifestyle, since they also use Mobile, internet, social networking sites such as Whatsapp and Facebook, Paytm and so on. The Indian government is also inspiring in the form of accessibility of easy capital by micro finances and governments' schemes supportive to rural India for starting side businesses associated with agriculture like Poultry, Milk, honey and so on. These activities start on with the link gap between per capita income of urban and rural India. So that, the disposable income in hands of rural Indians too enhanced because of increasing demand of various products which were being sold in urban India only. Currently, penetration of DTH, mobile phones and mobile internet in rural India, is also enlarged and breaking the whole traditional consumer joins models. It passes a standard transferred in rural marketing. Digital media is extremely humanizing and creating knowledge amongst rural consumers. All through, digital recognition or e-KYC, it has turned into effortless for banks and NBFCs (Non-Banking Financial Institutions) to be familiar with and finance the consumers. The Digital India programme has some particular initiatives on e-education, e-health and one more the e-participation pointer with a rank of 40, India is expected to develop its ranking further with projects such as MyGov app, and it has been planned that all the government applications will be available in the mobile version. All these schemes are speedily and effectively implemented. The government of India has commenced even a lot of others schemes under Digital India for the development of rural areas such as DIG Locker scheme, eSign providing the service of digital signature through Aadhar authentication, National Scholarship Portal and so on, all these steps are towards a new and developed rural India.

7. Growing Rural Economy

The government of India introduced "PMGSY (Pradhan Mantri Gram Sadak Yojana) to link 178,000 habitations by 2022. Through which all habitations with 500 population in plain areas and 250 population in hilly and in tribal areas will be associated with all weather roads under the scheme. It also invested Rs 1.2 lakh is being given in the plain areas while Rs 1.3 lakh in the difficult areas under Pradhan Mantri Awas Yojana -Gramin (PMAY-G) For rural housing.

In addition, with PMAY-G distributions, Rs 30,000 under Mahatma Gandhi National Rural Employment Guarantee

Scheme (MGNREGS) to build toilets along with the houses is as well being given. Along with Ujala scheme, the Government is openhanded complete package to the rural households. The Indian government also plan that "One crore houses will be made by 2019 while by 2022. The Government of India run committed rural sanitation programmers because Open defecation has been major a challenge in India. Earlier it was Nirmal Bharat Abhiyan (Total Sanitation Programme) and now its advanced form Swachh Bharat Abhiyan have been given that funds for making toilets in rural India and making people aware of cleanliness. As per latest observation it has been acknowledged that "More than 30 percent population in India does not have toilets and goes for open defecation.

8. Amplification of digital infrastructure in rural

Amongst the different schemes introduced under Digital India, the Bharat Net Program intended at launching a high-speed digital highway to join all 2,50,000 gram panchayats will undoubtedly be a key pace advance in intensification the digital infrastructure of the country, particularly in the rural areas. Moreover, the Next Generation Network project of BSNL can

be predictable to supply to the modernization of the telecom infrastructure in rural areas. The arrangement to establish WiFi hotspots in the entire nation would be exceedingly supportive to speed up condition of broadband connectivity in India. It can be hoped, however, that the locations of such WiFi hotspots would be determined keeping in mind the necessitate of the rural population of the country.

9. Conclusion

This study reveals that the impact of digitalization in India is really very beneficial for the nation and especially for the rural areas. It's gives vast services and facilities in rural areas which improve their lifestyle, economical standard and provides them best opportunities to expand their business market. It is also improves literacy in rural areas and connect all the people to digitized India. All these schemes introduced by government for rural development is happily accepted by the villagers and it gives tribute to a new era for rural marketing after digitalization. So, there are hearty blessings of the villagers with the government for availing them these services.

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