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## ROLE OF E-GOVERNANCE IN RURAL DEVELOPMENT

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### INTRODUCTION

The world has become a smaller place, as the communication has become faster and easier. We feel happiness while connecting ourselves on Facebook, want to tell we are traveling, post a picture on Instagram. As of today, in the age of internet and social media, the means of communication has been changed. We can express our grief and happiness. In short, it has given us the power to communication in a new and better way. Be it communicating with your favorite actor/ actress, sportsperson or any other celebrity or politician, the Internet has simply made it easy for us, direct and transparent.

Emerging economy, such as India, where majority of the population still resides in the rural areas, has put the government under immense pressure to give more focus on the development. In order to eradicate the rural poverty and cater rural livelihoods, e-governance plays a major role. It integrates the development with technology. It will help us to pave a way towards a sustainable and swift growth model.

As the mobile network getting better and faster by each day, cell phones will also play a major role in providing services and other government beneficiary schemes to reach people in a much easier way.

### DIGITAL INDIA

It was launched in 2015, Digital India is a campaign launched by the Government of India in order to ensure the Government's services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or making the country digitally empowered in the field of technology.

Now to incorporate the same in rural development, listed below are the 3 major areas -

- 1) **DIGITAL INFRASTRUCTURE** - The digital infrastructure is an ability to store and exchange data through a centralised communication system which means connecting 250000 gram panchayats to high speed internet.