IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

THE STUDY OF AWARENESS ABOUT USAGE OF ICT AMONG RURAL PEOPLE

*** Author: Dr.S.Bhuvaneswari Assistant Professor Department of B.Com CA,Sri Krishna Adithya College of Arts and Science.**

**** Co-Author Ramya shree III B.Com CA-B Student Sri Krishna Adithya College of Arts and Science.**

1.1 INTRODUCTION

Information and Communication Technology (ICT) is an extended term for information technology (IT) which stresses the role of unified communications and the integration of telecommunications, computers as well as necessary enterprise software, middleware, storage, and audio-visual systems which enable users to access, store, transmit, and manipulate information. ICT has no universal definition, as "the concepts, methods and application involved in ICT are constantly evolving on an almost daily basis."

ICT is an integral part of the development strategy of both developed and developing countries. It is highly capable in bringing about social transformation by providing easy access to people, services, information and other desired technologies. It empowers the people by expanding the use of government services. ICT improved civil society participation in the governing process, which is also known as e-governance which opens new ways of participation of citizens and communities.

ICT helps in improving living standards in rural areas by providing important social, educational, economic and health benefits. In a developing nation like India, the role of ICT in overall development becomes more important. It can contribute in almost every area such as human rights protection, health, environment protection, education and agriculture, etc. Especially in rural context, it acts as an intermediary between the government and the people. ICT initiatives in rural India emphasize the use of a more systematic approach for liking traditional knowledge systems (TKS) and ICT to ensure sustainability of rural e-governance.

In modern society ICT is ever-present, with over three billion people having access to the internet. With approximately 8 out of 10 Internet users owning a smart phone, information and data are increasingly by leaps and bounds. This rapid growth, especially in developing countries, has led ICT to

become a keystone of everyday life, in which life without some facet of technology renders most of clerical, work and routine tasks dysfunctional.

1.2 STATEMENT OF PROBLEM

In recent years, Information and Communication Technology (ICT) has been deployed in numerous initiatives in rural communities. Information and Communication Technology (ICT) is one of the development technological fields in the global society. Among the developing countries, India reached a significant position in development of ICT. There is no doubt in the near future's development will based on ICT. However, benefits of ICT are not reached at expected level in the rural areas still the rural population living with minimum level of ICT facilities. Both Central and State Governments and NGOs are allocating huge amount for the development of ICT. However, the level of improvement in accessibility of ICT in rural areas did not reach the expected level.

1.3 OBJECTIVES OF THE STUDY

- To examine the current status of ICT in India.
- To study about the awareness and usage of ICT in rural areas.
- To study the level of satisfaction using ICT among rural people.
- To study about the problems faced by using ICT.

1.4 SCOPE OF THE STUDY

A study on rural people awareness about information and communication technology had been collected from rural people.

1.5 RESEARCH METHODOLODY

Both primary and secondary data were collected for this study.

1.5.1 TOOLS USED

- Chi-Square Value
- Simple percentage method

1.5.2 AREA OF STUDY

Area of the study covers to rural areas in Coimbatore city.

1.5.3 PRIMARY STUDY

Primary data means for the first time we collect data from the respondents. fresh data from the respondents we taken for analysis.

1.5.4 SECONDARY STUDY

Consists of information that already exists somewhere, having been collected for another purpose. Secondary data have been collected from the websites of different magazines, records and journals.

1.5.5 SAMPLE SIZE

The total number of respondents taken for research was 100.

1.6 LIMITATIONS OF THE STUDY

- Due to time constraints, I have collected only 100 responses
- Inability to cover all rural areas in Coimbatore.
- Opinion of the response may vary

ABOUT ICT

IT Services defined as any service which results from the use of any IT software over a system of IT products for realizing value addition. IT enabled Services are human intensive services that are delivered over telecom networks or the internet to a wide range of business segments such as Medical Transcription, Legal Database processing, Digital content development / animation, Remote Maintenance, Back-office operations - Accounts /Financial services, Data Processing and Call Centres etc

ICT stands for Information and Communication Technologies; ICT refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones, and other communication mediums. ICT refers to all the technology used to handle telecommunication, broadcast media, intelligent building management systems, and network-based control and monitoring functions. Although ICT is often considered an extended synonym for information technology (IT), its scope is more roads. ICT has more recently been used to describe the convergence of several technologies and the use of common transmission lines carrying very diverse data and communication types and formats.

ICT (Information and Communication Technology or Technologies) is an umbrella term that includes any communication device or application, encompassing: radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning. ICTs are often spoken of in a particular context, such as ICTs in education, health care, or libraries.

3.2 HISTORY OF ICT

The phrase information and communications technology has been used by academic researchers since the 1980s, and the abbreviation ICT became popular after it was used in are port to the UK government by Dennis Stevenson in 1997 and in the revised National Curriculum England, Wales and Northern Ireland in 2000. But in 2012, the Royal Society recommended that ICT should no longer be used in British schools "as it has attracted too many negative gonnotations", and with effect from 2014 the

National Curriculum uses the word computing. shish reflects the addition of computer programming into the curriculum.

The evolution of ICT has occurred in five stages

- Computer
- PC
- Microprocessor
- Internet and
- Wireless Link

CHI-SQUARE ANALYSIS

TABLE-4.2.1

TABLE SHOWING THE COMPARATIVE RELATIONSHIP OF OCCUPATION AND PERIOD OF USAGE

OCCUPATION		PERIOF OF USAGE			TOTAL
	LESS THAN 1 YEAR	1 TO 2 YEARS	3 TO 4 YEARS	ABOVE 4 YEARS	
AGRICULTURE	6	5	1	6	18
PRIVATE EMPLOYEE	11	11	4	17	43
GOVERNMENT EMPLOYEE	1	3	2	2	8
BUSINESS	8	5	2	16	31
TOTAL	26	24	10	41	100

Chi square value (∑)=

(Observed value-expected value)^2/expected value

=254.105/99.56

=2.55228

Degree of freedom=(Row-1) *(column-1)

= (4-1) *(4-1)

=3*3=9

Calculated value of x^2=2.55228 Table value=16.92

HYPOTHESIS

H0: There is a no significant relationship between dependent variable and independent variable

Level of significance=5%

Degree of freedom= 9

Chi square x^2=2.55228

Table value=16.92

INTERPRETATION:

In the above comparative analysis, the calculated value (2.55228) is less than table value (16.92) at 5% level of significance. Hence null hypothesis is accepted. Thus, there is no significant relationship between occupation and period of usage by respondents.

TABLE N0 4.2.2

TABLE SHOWING COMPARATIVE RELATIONSHIP OF GENDER AND LEARNING OF ICT

Gender		Learning of ICT			
	Friends&relatives	spouse	Parents	Personal interest	
Female	28	2	10	4	44
Male	31	3	21	1	56
Total	59	5	31	4	100

Chi square value (∑)=

(Observed value-expected value)^2/expected value

=41.4576/99

=0.418764

Degree of freedom=(Row-1) *(column-1)

= (2-1) *(4-1)

=1*3=3

Calculated value of x^2=0.418764 Table value=7.81

HYPOTHESIS

H0: There is no significant relationship between dependent variable and independent variable

Level of significance=5%

Degree of freedom= 3

Chi square x^2=0.418764

Table value=7.81

INTERPRETATION:

In the above comparative analysis, the calculated value (0.418764) is less than table value (7.81) at 5% level of significance. Hence null hypothesis is accepted. Thus, there is no significant relationship between occupation and period of usage by respondents.

TABLE NO 4.2.3

TABLE SHOWING COMPARATIVE RELATIONSHIP BETWEEN MONTHLY EXPENDITURE AND PREFERNCE OF ICT

ICT preference		Monthly expenditure			Total
	500	1000	1001-1500	Above 1500	
Time saving	9	7	3	1	20
Convenient	12	5	3	1	21
24/7 saving	17	7	2	1	27
Easy to use	23	5	3	1	32
Total	61	24	11	4	100

Chi square value (∑)=

(Observed value-expected value)^2/expected value

=36.7396/100

=0.367396

Degree of freedom=(Row-1) *(column-1)

= (4-1) *(4-1)

=3*3=9

Calculated value of x^2=0.367396 Table value=16.92

HYPOTHESIS

H0: There is no significant relationship between dependent variable and independent variable

Level of significance=5% or 0.05

Degree of freedom= 9

Chi square x^2=0.367396

Table value=16.92

INTERPRETATION:

In the above comparative analysis, the calculated value (0.367396) is less than table value (16.92) at 5% level of significance. Hence null hypothesis is accepted. Thus, there is no significant relationship between occupation and period of usage by respondents

FINDINGS, SUGGESTIONS AND CONCLUSIONS

Findings

1.Majority (56%) of the respondents are male.

2.Majority (39%) of the respondents are in the age group of 21-30 years.

3.Majority (44%) of the respondents are qualified up to undergraduate level.

4.Majority (43%) are private employee.

5.Majority (50%) of the respondent's monthly income is below 20000.

6.Majority (53%) of the respondents have 4 members in their family.

7.Majority (69%) of respondents are using regular dial up connection.

8.Majority (61%) of respondents are spending 500 for the month.

9.Majority (54%) of respondents are aware through friends' relatives.

10.Majority (40%) are using ICT for less than 1 year.

11.Majority (85%) are aware of using smart phones.

12.Majority (59%) of respondents are recommended by friends&realtives.

13.Majority (54%) are using ICT daily.

14.Majority (32%) are preferring ICT for time saving.

15.Majority (56%) of respondents are influenced by to update with technology.

16.Majority (55%) of respondents are preferring for online purchase.

17.Majority (94%) of the respondents are satisfied with using of ICT.

18.Majority (53%) of respondents are facing problems while using ICT.

19.Majority (57%) of percentage of respondents are facing network problem while using ICT.

Suggestions

Improving access

One of the ways of improving access to ICT in the rural areas in Coimbatore is through the promotion of community ICT Centres. This helps to improve access of ICT in rural areas in Coimbatore.

Awareness programme

Individuals should be assisted to build their own knowledge through conducting ICT awareness programmes. Awareness programmes help to know the importance of ICT among rural people.

Improve network connectivity

By this study, we came to know that many of the ICT users in rural areas are suffering from network problem. So, the Government of India should take necessary steps to avoid that inconveniency.

Cost of network

Most of the respondents are feeling that cost of network is high. Therefore, the rate for using the network should be reduced in order to attract more users for ICT

Conclusion

Information and Communication Technology has great relevance in today's world. Creating information-rich societies is a key element of poverty alleviation and sustainable development. If implemented properly ICT can surely bridge the gap between economically and technology. backward and forward classes. Proper training and implementation of ICT programmes in simple. way and language which is easily understandable by the rural people can surely bring about revolution in rural development.

The government alone cannot carry out this programme. Support is needed from various nongovernmental organizations, corporate bodies and individuals in this area. The private sector should also realize its social responsibility and target the rural poor. The communities on their part should come together to vociferously raise their concern on issues pertaining to impact of ICT on education, health and infrastructure. In all these, the urban-rural disparity in the distribution of ICTs which has created a localized digital and information divide must be tackled and dealt with decisively if the rural areas are to take full advantage of these technologies to enhance their socio-economic development.