

A STUDY ON: IMPACT OF SOCIAL MEDIA IN RURAL DEVELOPMENT

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Abstract:

Today is the world of technology and social media plays a very important role in developing the rural area of our country. Social media refers to the web-based tools and media that allow users to personally and informally interact, create, share, retrieve, and exchange information and ideas in virtual communities and networks. Social media includes social networking sites, blogs and micro - blogs, online forums, discussion boards and groups, wikis, socially integrated text messaging services, videos and podcasts, and many more. The focus of this paper is to describe the connection between social media and rural India, how rural development can be enhanced. Looking at a few examples where social media has benefitted rural development will serve as a positive analysis. The aim would also be too broadly define social media, and look at how media, be it any form, has a social responsibility towards the audience it's reaching.

Keywords: Social media, rural development, Information and Communication Technology (ICT), Social media networks

Introduction:

Media is undoubtedly very fast vast and powerful mode of communication. Media plays a key role in today's development of a nation. Rural areas are the most important part of India whose 70% population lives in villages.

“The true India is to be found not in its few cities, but in its seven hundred thousand villages. If the villages perish, India will perish too.”- M.K. Gandhi

The Indian society is a convoluted society with multi cultures, multi tribes and castes, multi lingual and the disparities between the urban and rural people. Since the origin of independent India, no one can deny the fact that India has grown as a nation and as economy rapidly with major growths from infrastructure to public health care, from communication sector to IT field and much more. Social media has affected all spheres of rural people's lives: right from their livelihood to their healthcare, from traditions to social campaigns etc. convoluted

Government initiatives to connect rural areas with social media:

Rural Development Ministry has decided to go the whole hog on community websites like Facebook, Twitter, LinkedIn, YouTube and Instagram to highlight its initiatives for rural India.

Role of Social Media:

New Technologies have also been put to serious use for development communication. New technologies like mobile, website and internet are interactive in nature.

Mobile Technology: This technology plays an important role in connecting people or even it may not seem wrong to say that introduction of mobile technology has lion's share in bringing the nation to an outstanding level of progress.

Mobile Banking: The main transaction, i.e., banking transaction has partly changed from paper to mobile banking or internet banking. It also benefits the environment in saving the trees. The most noticeable thing is that the users using this facility of technology are also increasing. The user can not only view his balance, he can create his own account, apply for loan, etc. that is he can do all banking transactions with the help of mobile banking. Also now there is facility of ATM in the villages. So, there is development in banking sector also. Mobile Banking has two advantages over the traditional forms of banking. First, it is available 24 hours a day and therefore meets clients' banking needs at any time. Second, it is possible wherever mobile internet is available and thus saves clients trips to banks.

Agriculture: The farmers are given proper guidance about the use of fertilizers, the amount in which the fertilizer should be added, etc. to the nature of the soil, for which crop the soil is more beneficial. The technology is too beneficial in the increment of yield of crops due to which farmers will be in profit. Developers are increasingly making use of new technology trends (Bughin et al. 2011) to develop and deliver such m-services, complementing existing mobile technologies such as SMS and voice calls. **Latest change: "KISAN TV" channel introduction**

Conclusion:

A social media network has without a doubt changed the lives of rural people. As far as agriculture is thought of, these has given many opportunities to the farmers and made the process of selling the crop easy through online programs which have resulted in the removal of middlemen. Introduction to information and communication technology has emerged as a major source for development in India. In order to accelerate rural growth, it is essential that we learn new ways of integrating social and human infrastructure development into the installation of basic information and communications infrastructure. The impact can be seen through many examples and these examples are of not just Social media like – Facebook but with the use of internet NGO's like Gram- Vaani have flourished, defining social media in a new perspective which is of development and of a social responsibility.

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