

Global Development and Digital India

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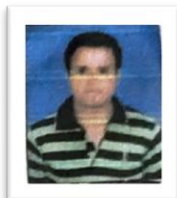
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Abstract

The present study was conducted to global Development in agriculture. Global population projected to grow from Development of individuals and communities means increased 8.6 billion in 2020 to over 12.2 billion in 2050 there will be significant benefit in the demand of food. ICT is an important pillar of agriculture extension system has been recognized as an assential mechanisim for delivering required information.know a day digital mareting is the use of electronic media to promote their product or services into the market Digital automation are used mobile divice ,app changed food system and agriculture. Agriculture Technology and knowledge largely been created and spreadd by public institutions.The challenges to technology transfer effort centre on developing indigenou capacity to generate socio-economic and adpt agricultural technology in digital India The paper envisages digital development as a way towards global growth in India.

Keywords: Socio-Economic, Development, ICT, Global, Technology

Introduction

The village will grow the country will grow like a happy village and prosperous farmer. It was a dream to be considered as a component of the development of the nation. The present government is trying to prove by scrapping various old agricultural schemes and starting new schemes. It is determined to meet the ambition goal of doubling the farmer's income by the year 2022.

For which digital India reaching rural India is not necessary but inevitable. Mahatma Gandhi had said that "the soul of India lives in the village" in the light of the statement it becomes necessary to know the benefit of an ambition scheme like Digital India reached the soul of India.India is basically an agrarian economy. According to the 2011 census, 68.8% of the total population of India lives in the village.Although the rural sector's participation in the country's GDP has decreased year after year due to increasing urbanization, yet contribution of the rural sector as a whole makes India and agricultural country even today.

Aim of Study

Aim of study is to developed a digital india in agriculture .goble development of digital india used by information communication technology to help in digital marketing. Its aimed is to transforming India into a digital economy

Table no. 1. Rural India Net domestic product

Year	Revenue share
1970-71	62.4%
1980-81	58.9%
1993-94	54.3%
2004-05	48.1%
2011-12	46.9%
2016-17	44.2%

Indian rural economy and change framework; Discussion on the impact on employment growth-letter, page no. 3, 2017

From Digital India to Digital Agriculture

The current government launched Digital India on 1 July 2015 to create a Digital infrastructure in the village for the development of rural communities and agriculture. This government effort enabled Digital delivery of services across the country and promoted Digital literacy. 68% of the country's population lives in the village and agriculture is the main source of livelihood for 58% of the population

Therefore, it is important to pay attention to the role of digital agriculture in India Digital agriculture is called using information technology i.e I.T to make farm socially, economically, environmentally profitable and sustainable, along with providing safe, nutritious and affordable food.The

Digital India program which is operational based on 9 key pillars, If we start in 2015, then the key vision

goal's with which it was launched. It can be understood from the table.

Table no. 2 Digital India programme: from the point of view of ordinary citizen in 2015.

Total investment size : 4.5 Lakh Crore (By Indian Companies) 100,000 crore working schemes 13,000 crore new schemes and works			
1.	Broadband facility in 2.5 lakh village	2.	4,00,000 public internet facility points
3.	Universal phone connectivity	4.	Wi-fi facility in 2.5 lakh schools and all universities
5.	Public hot-spots for citizens	6.	Net Zero import by the year 2020
7.	Employment generation: Directs: 1.7 crore Indirect: 8.5 crore	8.	Digital inclusion Training 1.7 crore people for information technology, telecom and electronic jobs
9.	Digitally empowered citizens	10.	E-government and e-services

The above figures have been compiled from the advertisements published in various newspapers and social media at the time of the inception of the digital program in the year 2015.

Different Information Communication Technology (ICT) automation such as radio, TV(Traditional ICT) have been largely deployed to spread information to farmers across the world. The potential application of ICTs to agricultural extension is the ability to reach a large number of people with radio, television and Internet. ICT automation can empower the farmers with capable market information and help action leading to higher productivity by minimizing the usage of resources and getting a good market price ,Delays in this information can have serious importance for farmers as it can lead to fall in supply of agricultural produce and increased transaction costs (Aditya /faraz akthar 2010) Indian rural market offers huge potential for organizations which is still unexploited and generation of income opportunities in rural areas is majorly dependent on agriculture and related activities. (Pareek,1999). Development of rural markets is majorly dependent on the progress of agriculture. Higher growth in agriculture shoulders prodigious significance and is an issue of anxiety for policy planners.

Conclusion

Accessibility to digital technology and accomplishment / impact of digital development offers the researcher a broad spectrum of methodological investigation, taking into account the critical conceptual and practical aspects therein. There is no easy route to digital development. Further the methodological approach keeps evolving and has to adapt to the changing functional, technological and human perspectives of growth in general and global growth in particular.

Therefore it is wise to blend technological and human approach that strengthen the enabling and

evaluatory mechanisms of digital development.Its should be clear that rural india net domestic product going decrease year to year(2017/1970).

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