



Impact of Technology On Rural Livelihood

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Abstract

Technology has played an important role in strengthening the inner potential power of rural by enhancing their level of literacy and by imparting knowledge of latest technology for rural livelihood. The major objectives of the study are to appraise the obtainability and practice of technology (mobile, internet) for rural's, to examine the challenges faced by rural's in adopting new technology, to analyse the factors that influence technology regarding adoption rates and to find out the advantages for adopting new technology. The data has been collected and analyse systematically. Though rural facing lot of challenges still they try to upgrade their life by using latest technology. It shows the positive impact of technology on rural livelihood.

Introduction:

Rural livelihoods encompass the diverse activities and strategies that rural households use to earn a living and meet their needs. Rural livelihoods are crucial for the economic and social well-being of rural communities. Rural livelihoods often face challenges such as limited access to resources, markets, and financial services, as well as vulnerability to climate change and other shocks. In most rural areas, 90% of the people are involved in farming as a way of earning a livelihood.

Technology significantly impacts rural areas, offering opportunities for economic empowerment, improved education and healthcare access, and enhanced agricultural productivity, while also presenting challenges like digital divides and potential environmental impacts. The increased penetration of the internet and the availability of affordable smartphones have revolutionized the lives of rural residents, granting them access to online services and significantly improving their quality of life.

Objectives:

1. To appraise the obtainability and practice of technology (mobile, internet) for rural's.
2. To examine the challenges faced by rural's in adopting new technology.
3. To analyse the factors that influence technology regarding adoption rates.

4. To find out the advantages for adopting new technology.

Research Methodology:

Research methodology provides a strategy by which the researcher can plot out a systemic process to understand a phenomenon. A research is the procedure selected by the researcher to collect, analyse and interpret data. The study was conducted in bhanegaon village of parsheoni tehsil of Nagpur district. Research is based on qualitative data and the study of 242 samples has been considered. The primary data was collected by an interview schedule. Survey aspect was the major method used for the study.

Result and Discussion:

Table 1.1 Distribution of respondents on the basis of age

Sr. No.	Age	No. of Respondents	Percentage
1	Upto 30 years	28	11.57
2	31- 35 years	26	10.74
3	36 – 40 years	27	11.15
4	41- 45 years	111	45.86
5	46- 50 years	34	14.07
6	51- 55 years	16	6.61
		242	100.0

The above table reveals that most of the respondents belongs to the age group of 41 to 45 years i.e. 45.86% whereas 14.07% having age group of 46-50 years and the rest of the respondents belongs to the various age group which ranges from 30 to 40 years and negligible i.e. 6.61% belongs to the age group of 51-55 years respectively.

Table 1.2 Distribution of respondents on the basis of education

Sr. No.	Education	No. of Respondents	Percentage
1	Illiterate	32	13.22
2	Upto IV Std.	29	11.98

3	Std. V – VIII	28	11.57
4	Std. IX - XII	116	47.93
5	Graduation	30	12.39
6	Post Graduation	21	8.67
		242	100.0

The above table indicates that mostly the 47.93% respondents had educated from std. IX to XII, 13.22% found to be illiterate and nearly 11.00% to 13.22 % had taken education of Std. IV, V-VIII, and graduation. Only 8.67% had done Post graduation in various subjects as per their choice of interest in education.

Table 1.3 Distribution of respondents on obtainability and practice of technology

Sr. No.	Technology devices	No. of Respondents	Rank Order
1	Mobile	238	I
2	Internet	211	II
3	Facebook	117	III
4	Instagram	36	IV

The above table shows that mobile phones, internet, facebook and instagram access have revolutionized communication in rural areas, connecting people with markets, services, and information. As the frequencies are more for each technology devices the rank order has been considered and accorded I, II, III and IV rank order.

Table 1.4 Distribution of respondents on challenges faced in rural areas:

Sr. No.	Challenges	No. of Respondents	Rank Order
1	Limited access of internet	195	VI
2	Low digital literacy	199	V
3	Limited access of electricity	217	III
4	High Cost	66	IX
5	Limited network coverage	201	IV

6	Lack of towers	111	VIII
7	Lack of emergency services	211	II
8	No information about Government services	232	I
9	Social isolation	187	VII

The above table identifies that as the multiple answers for each statement has been responded so the rank order has been taken into consideration. The most of the respondents replied that as there are more politics found everywhere the respondents had no information about Government services and hence accorded I rank order and it's a really big challenge faced by the respondents in rural areas. Whenever there is emergency they lack that services and accorded II rank order. Limited access of electricity is observed, limited network coverage has been found and low digital literacy seen, limited access of internet facility avail and hence accorded III, IV, V, VI rank order. Social isolation is also a major challenges faced in rural areas and found VII rank order, Lack of towers and high cost of devices is also a challenge which they face and accorded VII, VIII, IX rank order respectively.

Table 1.5 Factors that influence technology regarding adoption rates

Sr. No.	Factors	No. of Respondents	Percentage
1	Relative advantage	113	46.69
2	Compatibility	61	25.22
3	Complexity	28	11.57
4	Triability	23	9.50
5	Observability	17	7.02
		242	100.0

The above table indicates that 46.69% had relative advantage is the major factor which influence technology for adoption whereas 25.22% compatibility is also important factor regarding adoption rate, Complexity (11.57%) is a factor which influences technology, Triability (9.50%) and Observability (7.02%) factor affects in rurales life.

Table 1.6 Advantages for adopting new technology

Sr. No.	Advantages	No. of Respondents	Rank Order
1	Improvement in quality of life	232	I
2	Information dissemination	221	II
3	Access to communication	219	III
4	Effective way of entertainment	217	IV
5	Increased efficiency	213	V
6	Distance education	113	VII
7	Social interaction	197	VI

The above table follows that an adopting of new technology is a great advantage which improves the quality of life and hence accorded I rank order. Information dissemination is much significance and access to information is an asset and accorded II and III rank order whereas effective way of entertainment has an opportunity which they considered and increased efficiency is benefit for respondents and since given IV and V rank order. Social interaction is an easiest method by which people can grasp the golden chance and distance education is a major advantage and hence given VII and VII rank order subsequently.

Conclusion:

Technology offers significant positive impacts on rural areas, including improved access to information, enhanced communication, challenges and opportunities for economic growth, ultimately leading to a higher quality of life. Mobile phones and internet access have revolutionized communication in rural areas, connecting people with services, and information. Technology can empower people by providing them with access to education, information, and economic opportunities. Technology can provide access to entertainment, social media, and other forms of social interaction, reducing isolation and improving the quality of life in rural areas.

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