

CHAPTER 1

INTRODUCTION

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Computer and IT plays a vital role in every spheres of life. Now-a-days government also need Information and Communication Technology to provide better and efficient services to public. The online facility makes available the government services to its citizens on their footsteps. E-governance is the online communication with the people about working of the government or providing services to its citizens. India also developed the E- governance project for better online working of the government. The government of Kerala also implemented the E-governance project across the state for the efficient functioning of the government.

The government of Kerala provides many citizens a friendly technological service which helps in the transformation of the society. The demand for technological process is constantly growing. Localities are planning upgrade their telecommunications, infrastructure and are preparing to install the new infrastructure for considering the future needs of their citizens when examining the most appropriate system to install.

The previous half decade has witnessed a rapidly increasing of Information Communication Technology (ICT) centered development projects in several developing countries with the intentions of spurring rapid social and economic growth through an attempt to bridge the digital divide. Several innovative projects have taken emerged in India over this period; either initiated solely by the government or as part of a CSR initiative by large companies or research organizations. Both these stand alone models were handicapped by their respective drawbacks, and newer models of partnerships such as Public Private Partnerships (PPP) and multi stakeholder initiatives have since emerged. The Akshaya project is one such instance of a PPP with the two main actors involved being the state and the private entrepreneur. In this backdrop, an integrated project called the akshaya has been conceived by the Kerala state IT mission, which is the nodal agency for the development of information technology in the state of Kerala for bridging the digital divide. The Akshaya project is one of the e-governance programmes in Kerala. It was one of the district wise e- literacy programs with an intention to „empowering Kerala“. The Akshaya project was started with expectation

of bridging the digital gap and enabling E-governance initiatives through E- Kendra's as a channel to reach citizen located even in the remote part of the state. After the completion of the pilot phase of E-Literacy implemented in Malappuram district the envisaged benefits had not been fully achieved in the roll out phase. The topic "effectiveness of E-governance applications through akshaya centres" is chosen to study about satisfaction level of rural people in using akshaya centres with special reference to Kannur.

1.1 SIGNIFICANCE OF THE STUDY

E-governance applications can have broader socioeconomic implications in rural settings. They may contribute to economic development, job creation, and improved livelihoods. Examining the effectiveness of these applications can help gauge their impact on rural communities' overall well-being and development. Governments invest substantial resources in e-governance initiatives. A study on the effectiveness of e-governance applications through Akshaya Centers can offer valuable insights for policymakers and program managers. It can inform policy decisions, resource allocation, and the refinement of strategies to better serve rural populations. This study's rationale is rooted in the need to comprehensively evaluate the impact and effectiveness of e-governance applications in rural areas, where their role in promoting digital inclusion, rural development, and citizen empowerment is of paramount importance. The findings from this research can inform future policy and program decisions, ultimately leading to more effective and inclusive governance for rural communities served by Akshaya Centers.

1.3 STATEMENT OF THE PROBLEM

The effectiveness of e-governance applications among rural populations through Akshaya Centers poses a critical challenge that requires comprehensive examination. While these centers aim to bridge the digital divide and facilitate access to government services, there exists a gap in understanding the extent to which rural communities benefit from these initiatives. Factors such as technological literacy, infrastructure limitations, socio-economic disparities, and the complexity of government procedures may hinder the optimal utilization of e-governance applications in rural areas. Moreover, issues related to connectivity, language barriers, and the adequacy of support

services provided through Akshaya Centers further compound the challenge. Addressing these complexities is essential for enhancing the accessibility, usability, and overall effectiveness of e-governance applications among rural populations, thereby ensuring inclusive development and empowerment at the grassroots level.

1.4 OBJECTIVES OF THE STUDY

- To find out services rendered by Akshaya centres
- To identify the satisfaction of rural people in using Akshaya centres
- To find out the relationship between e-literacy among users and effectiveness of e- governance application
- To analyse major problems faced by people in akshaya centres

1.5 SCOPE OF THE STUDY

The scope of this study encompasses a thorough examination of the effectiveness of e-governance applications among rural populations specifically facilitated through Akshaya Centers. It involves assessing factors such as the accessibility, usability, and adoption rates of e-governance platforms, as well as the challenges encountered by rural users in utilizing these services. Additionally, the study aims to explore the role of Akshaya Centers in overcoming barriers to access and improving the delivery of government services to rural communities. By identifying key areas for improvement and best practices, the study seeks to contribute valuable insights that can inform policy decisions and enhance the overall effectiveness of e-governance initiatives targeting rural populations.

1.6 RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners. Both primary and secondary

SOURCES OF DATA

The sources of information to be depend upon the type of study. In general, the sources of data can be classified in to 2;

- Primary data
- Secondary data

Primary data was collected by using questionnaire method. Secondary data was collected from public sources like

- Internet
- News papers
- Journals
- Books
- Magazine
- Websites

SAMPLE SIZE

The study covers 100 respondents of Sreekandapuram Municipality. For the purpose of collecting data sampling technique has been used. Sreekandapuram Municipality was selected for the collection of primary data.

SAMPLING FRAMEWORK:

Convenience sampling method is used for collecting sample. It is a type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

TOOLS FOR DATA COLLECTION

- Internet
- Newspapers
- Journals
- Books
- Magazine
- Websites

1.7 LIMITATION OF THE STUDY

- Time is a important constraint
- Since the sample survey is adopted, all the limitations of the sampling may be occurred in the generalisation of the conclusion.
- The study was conducted under the assumption that the information given by the respondents is authentic.

1.8 CHAPTER SCHEME

The study has been arranged into 5 chapters.

- The first chapter deals with introduction, statement of the problem, objectives, scope, research methodology and limitations of the study.
- The second chapter deals with Review of literature
- The third chapter deals with theoretical frame work.
- The Forth chapter includes analysis and interpretation of collected data.
- Fifth chapter deals with summary, findings, suggestions and conclusion of the study.