

Sanchar Kranti Yojana : An accelerator Program to connect Rural Sector to IT/Telecom sector with reference to Chhattisgarh State

Gouri Upadhyay

Dept. of Computer Science & IT Department, Shri shankaracharya engineering college, Junwani, India

Corresponding Author: gouri.upd06@gmail.com

Available online at: www.ijcseonline.org

Abstract—The Chhattisgarh state government has launched a new scheme in the state to facilitate people with Smartphone. To remove the digital inequality among the inhabitants, the state government has decided to distribute Smartphone among the citizens of the state for free. The scheme namely Sanchar Kranti Yojna (SKY) is been implemented in august-september 2018. A new committee is formed by Chief Secretary to implement this SKY scheme across the state. The main objective of the scheme is to connect rural people through internet and also to encourage people to go cashless, make digital payments and also receive payments through net transfer. In this paper, the SKY scheme is focused which is recently launched with its positive and negative impact on people from rural area. This paper discusses the motivation, working, specification and achievements of the SKY scheme.

Keywords—Sanchar Kranti Yojna, Chhattisgarh, Rural, Urban, IT sector

I. INTRODUCTION

Agriculture and the Rural sector are the basic industry in which human beings depend for their survival and reproduction. It is also a special sector in which natural reproduction and economic reproduction intertwine with each other. With the general ownership of goods, agricultural products also possess the special nature that is seen in public social products. India is a large agricultural and developing country, and agriculture is an important issue for its national economic and social development. The key to solving these problems lies in focusing on the construction of modern agriculture and strive to promote independent innovations in Agricultural Science and Technology to comply with the global trend of science and technology development.

With a long history of agricultural production, India has a rich traditional experience in this sense. However, its agricultural economy was very late due to the fact that it was very limited by the feudal system. It was not until the beginning of the twentieth century, when they began to be some institutions specialized in experiments and research of Agricultural Sciences and Technologies. Before 1947, the development of agricultural science and technology in India was so slow that the country was far behind the developed world. After the founding of the People's Republic of India, the agricultural scientific research company in India began to grow rapidly in developing countries. Since the reform and opening up, in particular, under the wise guidance of the State Council, the broad professional agricultural sciences and technology have achieved remarkable results in the field of agricultural sciences and technology in India make

strenuous efforts tireless and practical. . The contribution of science-technology progress in agricultural development has exceeded 50%. Innovations in the field of agricultural science and technology have become an essential driver for promoting the development of agriculture and the rural economy. Innovations in agricultural sciences and technology have greatly contributed to the historic leap in people's lives, lack of food and clothing to moderate prosperity and the promotion of socialist modernization, and provided a fundamental guarantee for India builds a society moderately thrives in one.

II. IMPROVEMENT OF RURAL SECTOR THROUGH INTERNET PLUS AGRICULTURE

The central government has recently launched a rural revitalization strategy for the period 2018-2022 to promote poverty reduction, rural development and green and inclusive growth. Despite spectacular economic growth over the past 3 decades, economic, social, environmental and institutional challenges continue.

To address these outstanding problems, the rural vitalisation strategy makes the management of solid waste and waste water a priority and improves rural development through the modernization of agriculture. The application of information and communication technology (ICT), widely known as "Internet Plus agriculture", aims to increase agricultural productivity, reduce risks to food security and reduce contamination from fertilizers and pesticides. Internet Plus farming covers the use of mobile Internet, the application of

sensors connected to the network, cloud computing and big data along the value chain of agriculture and food.

The Internet is having a profound influence on the global economy and plays an important role in economic restructuring and urban-rural integration. Internet-based technologies, in particular e-commerce, have vitalized rural markets by improving the quality of agricultural products and connecting small farmers to large markets.

High-precision satellite positioning technology combined with network-connected sensor technology can accurately monitor soil moisture, fertilizer content, weeds and weeds to allow automatically driven agricultural machinery to apply fertilizers and pesticides with precision. The efficient use of fertilizers and pesticides reduces soil, water and air contamination and reduces greenhouse gas emissions. Access to this information helps increase customer confidence in product quality and safety. However, there are not sufficient incentives to apply these systems commercially, partly because national laws and regulations do not require traceability labels.

Electronic commerce has provided ways to sell agricultural products by reducing transaction costs and simplifying company procedures. He also built a bidirectional platform for the flow of consumer goods to villages and agricultural products to cities.

In order for farmers to have access to e-commerce, support for agricultural extension services is needed to standardize production, organize farmers and develop logistical capacity in remote areas affected by poverty. The private sector, mainly Alibaba and Amazon, was a pioneer in e-commerce platforms for agriculture and food trade.

These platforms will provide advice on production and management through farmers' mobile phones and can be connected directly via sensors connected to the network to agricultural machinery, warehouses and delivery vehicles. The traceability systems of the produced food products will be integrated into the platforms.

These initiatives are essential for the future prosperity of farmers in India. The combination of investment projects in the value chain with access to e-commerce will accelerate rural transformation and integrate the agricultural sector into the economy in general.



Figure 1: Connectivity of Rural to Urban Sector via Internet & Telecom [7]

III. SANCHAR KRANTI YOJANA (SKY)

A scheme has been launched by the Government present in Chhattisgarh, this scheme has been given the name “Sanchar Kranti Yojana “. Through this scheme, efforts are being made to bring digital equality in the state as well as improving communication in the state. Under this scheme, the state government has announced to distribute free smart phones in the state.



Figure 2: Sanchar Kranti Yojana: Judta Chhattisgarh-Badhta Chhattisgarh

A. Launch Details

President Shri Ramnath Kovind inaugurated the Sanchar Kranti Yojana Scheme of the State Government and under this scheme, the first Smartphone was given to Sangeeta Nishad, Bastar resident of the state. Bastar resident Sangeeta spoke to the Chief Minister of Chhattisgarh, Dr. Raman Singh from her Smartphone and conveyed the happiness of the smartphone and thanked him and also thanked the President as well.

President of India Ramnath Kovind launched the Sanchar Kranti Yojana scheme of Chhattisgarh State in village Demarpal near the headquarters of Bastar division of Chhattisgarh, and gave smartphones to the youth of the village. Under the Sanchar Kranti Yojana Scheme of Chhattisgarh State, 55 lakh women will be provided free smart phones and 500,000 smart phones will be distributed to the scheme to implement this scheme by the State Government, which will be very diligent to implement the scheme. Smartphone will be distributed in two phases. Under this scheme, the Chhattisgarh government will install the mobile tower. The objective of this scheme is to connect youth and tribal women with mobile banking and take advantage of state government schemes through smart phones [1]-[7].

B. Key Features

The main objective of this scheme is to promote mobile connectivity by reaching the poor people in the state. All information related to this scheme is given below.

- **Rural Sector:** In the first phase of this scheme, 40 lakh smart phones would be distributed to the women head of the family, who have more than 1,000 population. Beneficiaries would be selected under this scheme by the Panchayat and Rural Development Department present in the village. Through this scheme, mobile connectivity would be promoted in the villages, which is currently only 29 percent of the total area in the state. Efforts would be made to create connectivity in 13,900 districts of the state through the Sanchar Kranti Yojana scheme.
- **Urban Sector:** Under this scheme, about 5 lakh mobile phones would be distributed in the urban areas and the women of poor families would be made. Beneficiaries in cities would be selected by the Urban Development Ministry.
- **College Students:** In this, the next 5 lakh mobile phones would be given to college students, high quality smart phones would be given to these people. This scheme will be run by the education department in colleges..
- **Aadhar Linking:** Under this scheme, 50 lakh mobile phones were distributed in the first phase, which was started in May 2018. After distribution of these mobile phones, the government will ask their users to connect them with the Aadhaar number and the bank account number so that they are not misused.
- **Smartphone to All:** In the second phase of the scheme, the villages whose population is less than 1000 will be selected by the beneficiaries and will be distributed to them.
- **Government Scheme Information:** Through the mobile under this scheme, people would be able to get full details of the government scheme and use it. Apart from this digital payment and other digital currency exchange will be possible through this.

C. Eligibility Under Scheme

In order to take advantage of this scheme it is necessary that the applicant should be a BPL card holder or a part of the poor class of society. This scheme has been launched by Chhattisgarh Government, so it is necessary for the beneficiary to be Chhattisgarh citizen to take advantage of this. Apart from this, it will also be necessary for the applicant to show his Aadhaar card, which will confirm his identity and address. [1]-[7].

D. How Mobile Service Providers Works

At the time of launch of this scheme, the government has allowed various mobile service providers to stand at about 1500 mobile towers in different government buildings, offices and other places. Apart from this, it has also been decided that these mobile companies will also pay the cost of the services given to telecom companies.

IV. POSITIVE REPORTS ON SKY

(i). Student uses Mobile for knowledge: State Government is distributing smart phones under the Sanchar Kranti Yojana scheme to the nearly 5 million people of the state. It aims to deliver smart mobile phones to 5 lakh students. This will allow students to do their studies better. The last person living in the remote village will also get the benefit of this latest communication revolution scheme. The state government is concerned about every poor family and works for the welfare of people of all sections.

(ii). Information about plans from mobile: The state government has been intent on providing mobile to every poor person and it will reach public information directly to public welfare schemes and development. The Raman app My Gonth, Namu App etc. are installed on android smartphones.

(iii). Villagers will be able to connect with each other: The way villages and villages are connected under Pradhan Mantri Gram Sadak Yojana and Chief Minister's Gram Sadak Yojna, in the same way, each person will be able to connect with each other through the Sanchar Kranti Yojana scheme and get information about all the plans of the government through smart phones. There are 55 lakh smart phones under the Sanchar Kranti Yojana so that they can talk to their relatives. The beneficiaries told that the dream to run Android mobile was now complete. Talking to relatives from the mobile will help you to do video calling. This will also give us many benefits.

(iv). Third Gender will also get Smart Phone: Under the Sanchar Kranti Yojana scheme, third-generation will also get smart phones. The order of the government has been apprised to the Department of Social Welfare. The Social Welfare Department will make the Swan office available with the application from the Third Gender. [1]-[7].

V. NEGATIVE REPORTS ON SKY

(i). **Kids playing games from Mobile Phones:** Under the Sanchar Kranti Yojana scheme of the Chhattisgarh government, the children of BPL families are raising the benefits of smart phones distributed to women. Generally women in rural areas do not know how to use this mobile, they mean only by receiving call reception and call. Most women do not even open up to the message. All the kids were watching movies, playing video games, listen to the song and take photos etc.

(ii). **Consumers troubled with call drop:** Mobile service has now changed to the needs of the people. Mobile is in every hand. Without the hassle of mobile work. There is a large number of mobile consumers in the state. At the same time, under the Sanchar Kranti Yojana scheme, free mobile was distributed to women, but due to lack of network, mobile proved to be unusable. The complaints of call drop increased, while due to bad network the consumers are not able to talk properly and the malfunction in the network has left the mobile consumers' sleep. Whenever there is ever a full network, the call drop or network busy activity happened.

(iii). **Thagi in the Bank account via Aadhaar number:** Under the Sanchar Kranti Yojana scheme, a sensational case of cheating of 82 thousand rupees has been given by issuing the aadhar number of four beneficiaries of village Askal by fraying the amount of first installment of beneficiaries of newly approved Prime Minister Housing Scheme in the village during mobile distribution. Since the name of the mobile distribution agent is revealed in the case of fraud in a vicious manner, the role of the employees working in the Sanchar Kranti Yojana scheme is in the midst of questions.

(iv). **Graphite coating in mobile as ammunition:** Where villagers scratched the graphite coating on the back of the mobile as a gunpowder. It is noteworthy that under the grand scheme of governance, the smartphone head of the family is being distributed to the family but due to the rumor, the villagers are hurting the mobile. On the spot, the beneficiaries removed the battery and scratched the graphite paper, cover coating and complained of mobile heating. Like everybody took out the layer as a gunpowder. Covert is the graphite behind the mobile found in the Sanchar Kranti Yojana scheme, which protects the battery and mobile from dust and prevents it from heating. [1]-[7].

VI. CONCLUSION & DISCUSSION

The government has realized that they necessitate to put their resources in front to sustain a strategic changes happening in the economic environment. The rural development through Sanchar Kranti Yojana is a comprehensive approach which provides seamless integration of every area of rural society. The economic development touches the life of people and integrates the people, process and technology, taking advantage of the revolutionary impact of the internet. The economic development of the rural environment can be done by the government through the establishment, development, maintenance and optimization of long term mutually valuable relationships between the business and macroeconomic environmental variables.

Chhattisgarh state government has launched a new scheme in the state to facilitate people with Smartphone. To remove the digital inequality among the inhabitants, the state government has decided to distribute Smartphone among the citizens of the state for free. The main objective of the scheme is to connect rural people through internet and also to encourage people to go cashless, make digital payments and also receive payments through net transfer. In this paper, the SKY scheme is focused which is recently launched with its positive and negative impact on people from rural area.

REFERENCES

- [1] <http://cgpsc.info/chhattisgarh/chhattisgarh-current-affairs/chhattisgarh-sanchar-kranti-scheme-2018>
- [2] <https://www.deepawali.co.in/sanchar-kranti-yojana-sky-free-smartphone-scheme-hindi>
- [3] <http://pmjandhanyojana.co.in/sanchar-kranti-free-smartphone-registration-chhattisgarh/>
- [4] <https://www.yojanaschemehindi.com/sanchar-kranti-chhattisgarh-free-smartphone-bpl>
- [5] <https://www.patrika.com/dhamtari-news/women-can-t-use-the-free-smartphone-due-to-no-network-in-cg-3587310>
- [6] <https://naidunia.jagran.com>
- [7] <http://www.plainsnet.net/scout-the-coverage.php>
- [8] Pradhan, K C (2013): "Unacknowledged Urbanization: New Census Towns of India," Economic & Political Weekly, Vol 48, No 36, pp 43-51.
- [9] Chand, R and S K Srivastava (2014): "Changes in the rural labour market and their Implication for Agriculture," Economic & Political Weekly, Vol 49, No 10, pp 47-54.
- [10] Aggarwal, A and N Kumar (2012): "Structural Change, Industrialization and Poverty Reduction: The Case of India," Development Papers 1206, Economic and Social Commission for Asia and the Pacific (ESCAP), United Nations, South and South-West Asia Office, New Delhi.