

The expansion in ICT and rural development

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ABSTRACT

Realizing the importance of the modern ICT in the transformation of the world society, the General Assembly of the United National in 1958 called for a “programme of concrete action” to build the press, the radio, the film, and the telephone facilities in the developing countries. The first Indian languages in which some news was published was Gujarati and the information published was of commercial interests. However the birth of Indian journalism was in Bengali. In 1816, Gangadhar Bhattacharya published the Bengal Gazette. While the newspapers and magazines owe their existence to the development in printing technology and paper production which started nearly 200 years ago, the three other mass media namely, the cinema, the radio, and the television, are due to the technological development in the twentieth century. The general public as well as the vested interests of radio dealers brought pressure on the Government of India to buy up the transmitters. In the Sixth Five - year Plan, television coverage is expected to be expanded through satellite system. It is proposed to provide direct reception of programmes through satellite by installing direct reception sets in the village areas where electrification of villages is low and by installing transmitters at suitable locations in areas of high density of electrified villages. Broadcast reforms appeared to have the potential of building into something much more substantial. The system of public interest’ regulation through the Federal Communications Commission (FCC) had been acceptable as long as it did not truly threaten the dominance of private - enterprise, market - driven broadcasting. Hyderabad is an example of a city that recently expropriated a lot of land on which to build information and communication Technology (ICT) parks and an airport. In 1998, it was decided to create a high - tech city in order to provide space for the rapidly growing ICT sector. The land can make a contribution by lining the national treasury and providing extra financial resources. The local population can profit from new employment (e.g. jobs in the food and / or tourist sector, the setting up of ICT businesses), new markets (American tourists, particularly the retired, are big spenders), and improvement in amenities and infrastructure.

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The introduction of modern education, the improvement in the means of transportation and communication, and the establishment of a central political authority, have all been helping in the process of nation building. Contact with the West and transformation of the country from the subsistence agriculture, handicraft and commerce to modern industry and transportation have been accelerating the change from tribal and village outlook to a national outlook. This building of a national outlook is a long and difficult process which takes several generation, Education and mass media help in accelerating the pace

of change.

It is in the nineteenth century that a revolution took place in the world with respect to ICT of communication with the application of science and technology. It is also in the nineteenth century that there was a transformation in the political and economic structure in India giving rise to new attitudes, new outlook, and new behavior from one end of the country to the other. This to a great extent has helped in the unification of the people with diverse outlook and interests on account of rural - urban differences, caste, religion, and languages differences, all of which tend to disintegrate the society. Unless the mass are exposed to the new ways of thinking and developing new attitudes, there is little hope of economic development, social equality, social mobility, and political maturity. These changes are now possible because of the development in the modern media of communication. To put it in other words, without adequate and effective

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