

Smart Gram Panchayat Make Employment Opportunities in Rural Areas

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ABSTRACT

In this article, we have focused on giving employment opportunities to the people of rural areas. Villages are slowly becoming empty and youth are migrating to the city for better jobs. By providing employment opportunities to the people through a Smart Gram Panchayat, we can provide them with all facilities along with jobs in their village by increasing Entrepreneurs in farming, manufacturing devices, and small-scale industry. Because Panchayat has the biggest role in the village. Due to this, the economy of the village will also increase and there will be a change in the living standard.

Keywords: Rural employment, Smart gram panchayat.

I. INTRODUCTION

India's future resides in the village. We all have heard about the First Smart Village of India "DHANORA", in which the main contribution has been that of the Panchayat. With the help of panchayat, we can promote entrepreneurs. An entrepreneur is an individual who creates a new business, bearing the risks and enjoying most of the rewards. 20% Entrepreneur and 20% placement can yield 100% job so focus on the entrepreneur instead of more placement. Business infrastructure plays a critical role in the economic development of any country. Presently 65% of India's population resides in its rural areas. If we want to develop rural areas, we will have to develop business infrastructure. This will help boost their quality of life.

II. Types of Employment Opportunities in Rural Communities

There are many opportunities in rural areas for the youth of the village so that they can make their career by staying in the village. There are many such works that we can start in the village keeping in mind the basic needs.

- Agriculture Sector
- Medical and Healthcare
- Handicrafts Production
- Selling of Agricultural Products
- Production and Marketing of Food Items
- Repairing Works

- Coaching centre
- Technology Centres/ Skill Development
- Other Occupations
- Tea Stalls and Restaurants
- Factories and Industries
- Cultural Performances
- Vocational Occupations
- Gym and yoga center
- Transportation in local areas
- Small scale industries for women empowerment like we can purchase to women and sales in out of the village.
 - Noodles
 - Agarbatti
 - Dhoop batti
 - Papad making
 - Aalu chips
 - Boutique
 - Parlour

III. Overview of business formula

Keeping this basic formula in mind, we can start any business. Whenever we want to start a business, its basic formula is:



Figure 1.1 Business Formulas

The success of any business depends on its cost and benefit. For business infrastructure, if we make a comparison in rural area and urban area, then the investment that will be made in cities will be less in rural areas. Because we start business according to village's production, investment in row material, employee cost, place rent will be less in rural area.

IV. Smart village initiatives in different countries

There are many countries which have announced many projects to develop rural areas through technology. This can improve the living standard of the village. Some examples are given below.

Country Name	Project	Details
India	Digital India	Digital India aims to transform India digitally empowered society by providing high-speed internet networks to rural areas

United States	Smart Rural Community Program	The National Telecommunications Cooperative Association runs this program for education, health and economics.
China	E-Commerce Villages	China launched this project to help farmers sell their products online.
Singapore	Kampung Admiralty	This housing project combines apartments for seniors with the medical center.
Germany	Digital Villages	This project aims to get many villages to adopt digital technology and use high-speed internet access.
Japan	Smart Agriculture	This project aims to use smart agriculture technology to improve crop yield and sustainability in rural areas.
Kenya	M-Pesa	This project aims to improve mobile services, financial transactions and access to banking services in remote areas.
Rwanda	Connect Rwanda	Rwanda government provide internet access to remote village.
Brazil	Telecentros	This project aims for rural areas to provide digital training to improve education and employment opportunities.
South Korea	Smart Farms	South Korea implemented smart agriculture with drones and sensors.
Malaysia	Smart Villages in Sabah	This project focused on education, health and agriculture.

Table 1.1 Different countries initiatives

V. SMART GRAM PANCHAYAT CAN CONTRIBUTE TO EMPLOYMENT OPPORTUNITIES

If we imagine a smart Gram Panchayat, then its Gram Panchayat will have to be taken towards digitalization and modernization. Due to which new technology and innovation will have to be used to overcome the challenges coming in the village like unemployment, poverty, education and most important control migration. Gram Panchayat can also give its contribution in the following ways.



Figure 1.2 grampanchayat contribution

VI. RURAL UNEMPLOYMENT CHALLENGES

Rural areas face many challenges in unemployment. There is some key points of rural unemployment challenge.

1) Lack of skill

There are still limited skills in many villages due to which it becomes very difficult to get job opportunities.

2) Infrastructure

The main issue in rural areas is the lack of development of infrastructure due to which the people of the village do not want to live there.

3) Connectivity

Villagers also have to face a lot of problems due to lack of proper connectivity between village and city. Lack of public transport or proper roads is a big challenge.

4) Limited access to Education and Training

In rural areas, there are limited resources for a quality education due to which the skills of the students are not developed enough to get a good job.

5) Limited Economic Diversification

Most of the population of rural areas depends entirely on agriculture. There is no pass or any option which has increased unemployment in the village.

6) Seasonal employment

Most of the population of rural areas depends entirely on agriculture. Planting and harvesting seasons they have work but after that they have to struggle to find employment.

7) Limited Non-Agricultural Job Opportunities

Apart from agriculture, there are very few job opportunities in rural areas.

8) Migration

Youth living in villages often do not like to live in villages. Because for better education and job opportunity, they like to go from village to city.

9) Healthcare and Social Services

Healthcare is a big challenge for the people living in the village. They are not able to get proper treatment.

VII. PURPOSE OF THE SCHEME

Gram Panchayat can generate employment by opening business industries for rural development. The main purpose of implementing this system is as follows.

- This scheme to solve the unemployment problems in rural areas.
- This scheme to solve the poverty in rural areas.
- This scheme to solve control the migration of rural students for further studies.
- This scheme to employment opportunities in the village.
- This scheme to promote and support self-employment in the rural areas.
- This scheme to provide entrepreneur training to self employment.

VIII. Strategies of business infrastructure in Rural Areas:

We can create such a framework that it will be easy for any gram panchayat to build any business infrastructure in its rural area. Due to which the economy of the Rural area can increase. There is some strategies that can be implemented .

A strategy that can increase employment opportunities in rural areas by Mobile applications for rural employment

- If we make such a system that if that system is implemented in all the villages, then it will be very easy for the panchayat to create business infrastructure in their rural areas.
- First of all, we will create a framework for a smart gram panchayat. Which can be accessed only by the members of the panchayat. With the help of ID and password.
- Then click on business infrastructure and in this section we can see some options like – individual Business records, Creating your own business, Run by panchayat and product marketing.
- In the section of Create Business divided into three parts, we can add basic details about business investment and stock management.
- If any panchayat wants to create a new business this section will help to create and manage the business. And we can manage row material details, workers details, and rent and electricity bill.
- The last section is product marketing. This is important part of any business. The production of any product is not as important as its demand and sale in the market. For which it is necessary to do its marketing.
- Through this framework, we can do online and offline marketing of the product.

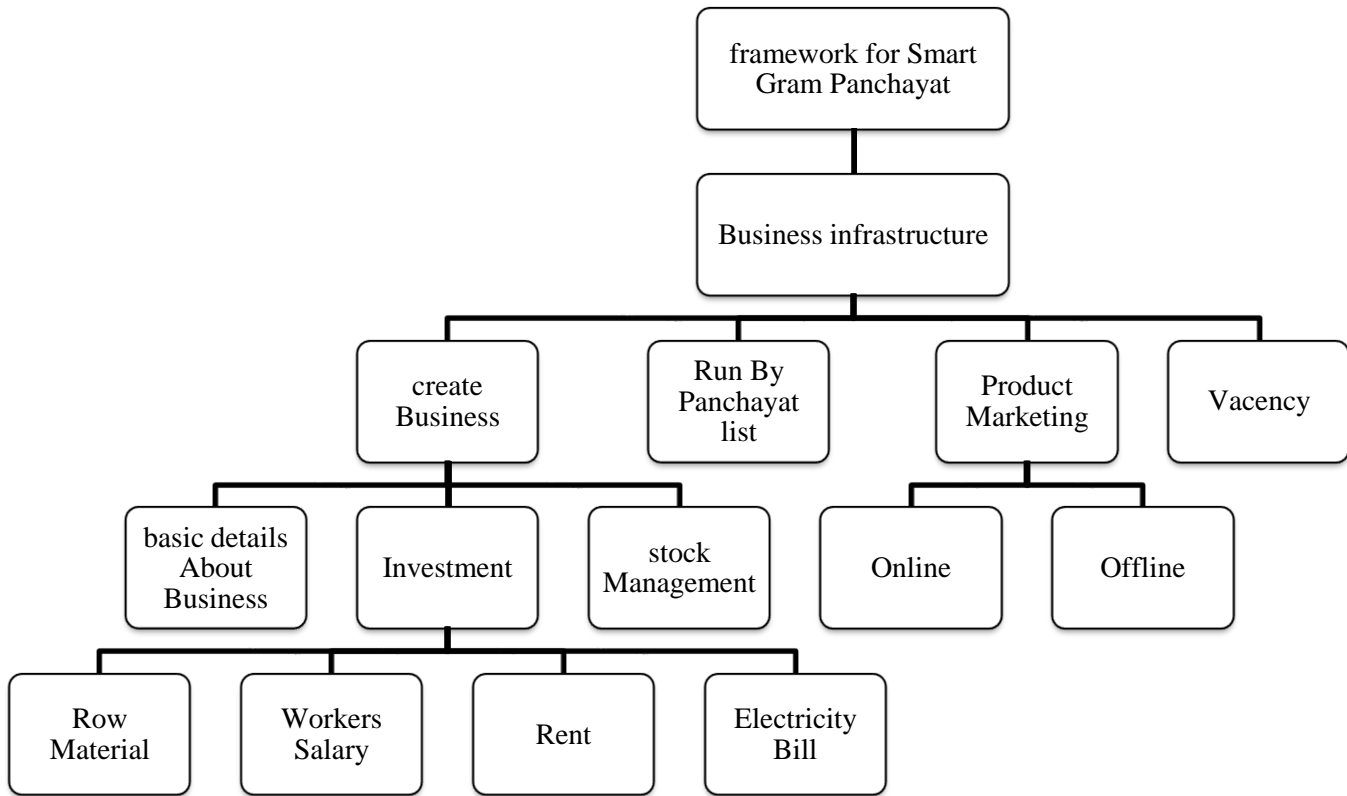


Figure 1.3 Strategies of Business infrastructure

IX. ENVIRONMENTS FOR BUSINESS INFRASTRUCTURE

With the observed results the conclusion is very clear that the we can develop the economy of rural areas and living standards by innovating in business infrastructure.

CONCLUSION

In this project, we can create such a system that computerized the business run by the panchayat in the rural area and create such an environment that can generate employment or make the government more accountable, transparent or effective. This project will be especially beneficial for youth and people who need to struggle to drive home. Corruption is the biggest problem of our country, because of which the facilities which should be sought at the ground level do not reach. That's why it is important to create a system that maintains transparency.

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