

1.1 INTRODUCTION

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“.

1.2 SIGNIFICANCE OF THE STUDY

The significance of this study lies in understanding the impact and effectiveness of e-governance applications in rural areas through the Akshaya Centers. By focusing on these centers, which serve as key points for digital literacy and access to government services, the research aims to highlight how such initiatives improve governance, reduce the digital divide, and empower rural populations. This study will provide valuable insights into the challenges and opportunities in implementing e-governance, ultimately contributing to better policy decisions and enhancing service delivery in rural regions. Moreover, it will explore the role of Akshaya Centers in promoting digital inclusion and fostering community development, making it a crucial area of research for sustainable growth in rural India.

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 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.

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