



Socio-Economic Impact of Digital Transformation on Rural Society: A Sociological Study

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Abstract: Indian society is a large community with a unique social system. The Bara community is the largest sub-community of Indian society. To understand Indian society, it is essential to understand rural society. After independence, significant changes have been seen in the Indian rural community. In modern times, there have been revolutionary changes in the ideas, beliefs, beliefs and cultural, political and economic life of rural society. The concept of social change was used in the field within the field of sociology. Digital media and projects have played a significant role among the various factors responsible for social change in rural communities. Social scientists have tried to start using them in social, economic and political fields. Transformation is made up of two words: Form + Transformation = transformation. When something completely changes its shape, form, etc., we call it transformation. Digital Transformation Despite the global focus on researching and understanding DT, authors are trying to define the subject precisely, there is no established definition of DT, and any boundaries that could help define it remain unclear. Existing definitions describe a wide range of business contexts and digital technologies, among other things. The main objectives of the present study are: to gain knowledge about digital media found in rural communities. To examine the changes in rural social system through digital media. To study the economic transformation in rural communities through digital transformation. To learn about the transformation and empowerment of rural society through digital transformation. The present study has been conducted focusing on the rural community of Bhavnagar district. Non-random purposive sampling method has been used for the present study. Interview schedule has been used for data collection.

Keywords: Rural Society, Digital Media, Digital Transformation, Socio-Economic Impact

Received : 09 April 2025

Revised : 15 May 2025

Accepted : 22 May 2025

Published : 23 June 2025

TO CITE THIS ARTICLE:

Rajesh Kumar M. (2025). Socio-Economic Impact of Digital Transformation on Rural Society: A Sociological Study, *Society and Culture Development in India*, 5: 1, pp. 117-124. <https://doi.org/10.47509/SCDI.2025.v05i01.08>

Introduction

Indian society is a large community with a unique social system. The Bara community is the largest sub-community of Indian society. To understand Indian society, it is essential to understand rural society. After independence, significant changes have been seen in the Indian rural community. In modern times, there have been revolutionary changes in the ideas, beliefs, and cultural, political and economic life of rural society. The concept of social change was used in the field within the field of sociology. Among the various factors responsible for social change in the rural community, digital media and schemes have played an important role. Before the arrival of the British, Indian society was a completely self-sufficient community, but after the arrival of the British, the rural community started becoming dependent on the urban community. At present, there has been a significant change in the social, economic, political and cultural fields in Indian society. The process of modernization and Sanskritization in the rural community has changed the rural social system. The most effective factor of social change is digital media. Due to the development of communication media and the communication revolution, the rural community is moving towards becoming a digital community. In the rural economy, digital transactions are being widely used instead of cash transactions, not only this, most of the government's work is being done in digital form. But in this entire process, many hindering factors are hindering this process. The present study has been conducted focusing on how the social, economic, political, and cultural systems of the rural community have changed due to the digital system that has developed in the rural community.

Social Change

The concept of social change is seen in the context of changes in society. Generally, the structure and changes made in society are known as social change. According to MacIver and Page, the changes in the structure of social relations are known as social change. The changes in social organization, i.e. the structure and functioning of society, are called social change. Social change is seen as a process. Which is universally seen in society. Social change is seen in society in spontaneous and planned forms.

Digital Transformation

Digital Transformation is seen in the context of Transforming into digital form. The system of exchanging social services in immaterial form instead of in physical form is known as digital transformation. While digitization refers to the conversion of

information from analog to digital form and the automation of processes through information technologies. The term “transformation” includes the understanding of taking the necessary steps when organizations encounter new technologies; it should not be confused with simple change. On 1 July 2015, the central government launched a nationwide campaign. Its main objective is to make government services available to the people of the country without the use of paper. The digital campaign was implemented with the aim of creating a secure digital system in the country, making government services available to the people through online means and promoting digital literacy. Schemes like: Bharat Net, Make in India, Standup India, Industrial Corridor, Bharatmala, Sagarmala are related to digital transformation.

Study Problem

The present study is a sociological study of the socio-economic transformation in rural communities through digital transformation in rural society, in which the socio-economic transformation in rural society after independence has been analyzed. Lack of awareness in rural society, low level of literacy and economic dependence, lack of effective leadership and decision-making capacity are problems that make them unable to fulfill their rights and responsibilities. However, as a result of government and non-government efforts, a new change is being seen in the rural social structure, due to which the village society is also affected. The present study examines the problems that have arisen in the Bara community due to the digital services implemented by the government.

Review of Literature

If we discuss the research review of the present study, it is based on the following literature. While discussing the development of education in Gujarat, it has been clarified that economic factors have contributed more in ensuring high progress in education of the society. Due to social changes, the outlook of the society towards education has also changed and the society is moving away from many traditional roles and ensuring their entry into new professions.

Urmila Jain (2002) has found in her study that literacy of the society is also important for rural development and she has also found in her study that the active power of the representatives of the society in the Panchayat is negligible, instead of them the male members of the community are active. Most of the societies feel unable to do the work of Panchayat and rural development independently and voluntarily.

Girish Chandra Pandey (2008) made it clear in his study that the participation of society in the political sphere can be possible only when they are educated and the most important thing is that men should change their mindset and remove this misconception that society has access to politics. Politics will interfere in their sphere of work. It is not impossible.

Navalkishore (2013) has given the efficiency of providing efficiency in the country, in the heart of the country, in the heart of the country, in the world, there is a lot of efficiency, the school and the school of the farmers, the university, the university form. Due to the increase in the possibility of employment in the non-agricultural sector, the demand for labor has increased, but the labor price of the society is still much lower than that of men. To improve the condition of the society, labor laws, property rights, the invention of technology according to their convenience, the increase in cooperative savings of the workers of the society, the empowerment of their education and institutions have been talked about.

Singh (2015) has found in his study that undoubtedly today the social, economic and political status of the society is changing in the Indian society and the potential of the society is being accepted at every level, in which the role of statutory acts is also important. The positive impact of the change in the values of social life is being seen on the society.

Thus, the review of the literature shows that studies have been conducted on various aspects related to society, but there is a lack of studies related to socio-economic transformation of rural society. The present research study is in this direction. In the present research article, an attempt has been made to know where the position of rural society can be meaningful and successful in the process of socio-economic transformation, what obstacles still remain and how it can be made more capable.

Digital Transformation in India

During the British rule, the process of transformation in Indian society was seen to have come into existence at a slow pace. Which has become widespread after independence. The greatest impact of digitalization implemented in independent India is seen on the rural community. In July 2015, the central government made this campaign nationwide. Its tagline was “Power to Empower”. By creating a digital system in the country, various government services should be reached to the rural community through digital means and digital literacy should be increased. Since the inception of Digital India, 50% of the people in rural areas have been getting online services of government schemes. 2.50

lakh villages have been connected to broadband. More than 4 lakh internet centers have been started.

Objectives

The objective of the present study can be seen as follows:

1. To analyze the socio-economic condition of rural society.
2. To discuss about the digital services in rural communities.
3. To examine the social transformation brought about by digital services in rural communities.
4. To assess the economic transformation due to the digital transformation of rural society.
5. To know about the transformation and empowerment of rural society through digital transformation.

Research Methodology

- **Sample:** Bhavnagar taluka has been selected on the basis of purposive sampling, these five villages include: 1. Fariadka 2. Koliyak 3. Sanes 4. Bhandaria and 5. Khetkhatli. In which the families as the audience have been selected on the Nonrandom Sampling method of purposive sampling method have been selected from each family as the Sample. A sample of 100 descendants was made by selecting 20 families from each village.
- **Data Collection:** In this study has been compiled from primary sources such as observations, interview schedules and secondary sources such as articles, books, magazines, district archives, etc., which have been used in the present study.

Economic Background of Rural Society

The respondents of the present study were found to be a maximum of 98 percent Hindus out of which a majority of 62 percent were from families belonging to Other Backward Caste groups. The literacy rate was found to be 84 percent among the respondents in the lower age group and 31 percent among the respondents in the upper age group. Most of the respondents in the lower age group, being literate, are engaged in jobs or other professional occupations, while most of the respondents in the upper age group are contributing to the economic status of the family by working as agricultural labourers as the average monthly income of the respondents in the lower age group is found to be significantly higher. Most

of the respondents included in the study belong to joint families. 88 percent of the families are found to be headed, indicating male dominance in rural areas. In modern times, most of the families in rural areas marry girls above the age of 18 years. Therefore, it can be said that the tendency to practice discrimination has been found to be significantly less in the present time as compared to the previous one. Similarly, maximum 72 percent of the respondents from the younger age group and 28 percent from the older age group agreed that they are treated with utmost respect by the family members in their in-laws' house. 68 percent of the cards are made below the poverty line, which clearly shows that despite the economic transformation in rural areas, most of the families are living below the poverty line. 79 percent of the respondents have an account in any bank, which may be the reason for linking with the bank for various schemes currently being run by the government such as Jan Dhan Yojana gas subsidy.

Digital Transformation in Rural Communities

The present study is seen in the context of the socio-economic changes due to digital transformation taking place in the rural community. In the present study, 91% of the respondents say that they have an idea of what digital means. While 92 have a smart mobile. 82% of the present study have a bank account. And take advantage of the digital services of the bank. In the present study, 96% of the respondents say that they receive their ration based on the digital process in the ration card. 93% of the respondents say that they are aware of the digital services of the government, while 58% of the respondents themselves use the digital services, while 42% of the respondents use the digital services through agents. 98% of the rural community is aware of the services related to the government's digital services e-Dhara, ration services, e-stamps, documents, income proof, election card, Aadhaar card, etc. and uses them. Currently, the medium of information access in most families from rural areas is found to be television (87%), mobile (91%), newspaper (63%) and internet (32%). Due to the availability of communication resources and their use, there has been a positive change in the thinking of children regarding the need for education of children, educating daughters at the right level in the family, becoming self-reliant. Learning about various types of measures to increase employment, which is an indicator of positive change.

Socio-economic Transformation through Digital Transformation

Any system implemented in the society brings about positive and negative changes. The present study has examined the socio-economic changes that have arisen due to

digital transformation in the rural community. 67% of the respondents say that digital media has changed the social relations of the individual. The means of contacting individuals in the rural community has changed due to digital transformation. 87% of the respondents say that due to digital media in the ration shop, ration has started being available in sufficient quantity, which has partially improved their financial condition. While 75% of the respondents say that there is often a problem with the internet to get coupons online in the ration card. Due to which the fingerprint does not come and they have to stay without ration. Due to the digital services launched by the government, the impact of negative changes is seen more than positive changes in the rural community. Due to the government's e-ration service, e-gram service, e-Dhara program, instead of increasing the services provided to the people of the rural community, it is seen that the difficulties have increased. 87% of the respondents say that when the digital service was not launched, the work was done easily in the government office, but due to the digital process, the difficulties of the people in the rural community have increased because the digital service is not permanently working, most of the time the internet is down in the rural community, the operators of the digital service do not behave properly. 62% of the respondents say that they have to go to people working privately to use all these services, where on average 200 to 300 Rs. have to be spent.

Conclusion

Based on the above discussion, it can be said that the present study has studied the socio-economic changes due to digital transformation in the rural community. The objective of the digital system implemented by the government is positive, but the impact of the change in the rural community due to the chaos in its implementation seems to be more negative than positive. Due to lack of digital literacy, the dependence of the people of the rural community has increased and they have to suffer from exploitation. If the government arranges a systematic and simple system for digital services, the digital transformation process will be seen to become easier in the rural community.

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