

## **Challenges of E-Governance Implementation in Rural India: An Empirical Study**

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### **Abstract**

In rural India, many obstacles must be overcome for the widespread adoption of E-governance. First, poor infrastructure and connectivity are obstacles. Rural communities sometimes lack steady electricity and internet connectivity, making digital platforms challenging to build and maintain. E-governance benefits like online service delivery and citizen involvement are unavailable to remote communities without stable electricity and internet access. E-governance initiatives fail in rural areas due to inadequate digital literacy. Many rural individuals don't know how to use digital technologies. Digital literacy programmes that equip rural residents to use e-governance services must close this knowledge gap. E-governance implementation is further complicated by linguistic limitations. Many rural places in India speak their own languages, leading to language barriers. To reach rural communities, digital platforms and content must be multilingual. Finally, rural populations lack awareness and trust in e-governance systems. Traditional governance is strongly established in their lives, and the transfer to digital platforms may be met with hostility. This difficulty can be overcome by building trust through clear communication, providing actual benefits, and incorporating local leaders and influencers in the implementation process. Infrastructure, digital literacy, language localization, and community engagement are needed to solve these problems. E-governance can empower rural India by improving transparency, access to government services, and citizen participation by overcoming these obstacles.

**Keywords:** *E-governance, Rural India, Digital Literacy, Internet Access, Language Barriers*

### **Introduction**

The implementation of electronic governance in India's outlying regions is a difficult venture that is faced with a great degree of resistance and calls for careful thought and deliberation on the part of those involved. One of the most significant challenges is the deficient level of infrastructure and connection that is typical of rural areas. Many rural areas do not have dependable access to sources of electricity and suffer from spotty or nonexistent internet connectivity. Establishing and maintaining digital platforms for e-governance becomes a big issue in the absence of the essential infrastructure. The inability to maintain a consistent power supply makes it difficult for electronic devices to function properly, and having limited or no connection to the internet makes it difficult to utilise online services. To be successful in overcoming this challenge, large investments in rural infrastructure are required. These investments should include the provision of dependable energy and the expansion of internet connectivity. E-governance would only be able to be successfully deployed in India's rural areas if these fundamental challenges are first addressed.

The low levels of electronic literacy among rural citizens in India present yet another important obstacle in the way of the acceptance of e-governance in India's rural areas. A significant population of people living in rural areas are not conversant with digital technology and do not possess the essential abilities to successfully explore internet platforms. Because of this knowledge gap, the successful adoption and use of e-governance services are hindered. To address this challenge, comprehensive digital literacy programs need to be designed and implemented. These programs should focus on providing basic computer skills, educating citizens about the benefits of e-governance, and training them on how to effectively use digital platforms to access government services. By empowering rural communities with the knowledge and

skills needed to engage with e-governance, the barriers to implementation can be overcome, leading to increased participation and inclusivity.

The introduction of e-governance in rural India has a number of serious challenges, one of the most significant being language limitations. India is a linguistically diverse country, with each region having its own distinct language or dialect. Developing digital platforms and content in multiple languages is essential to ensure inclusivity and accessibility for rural populations. Localization efforts should be undertaken to translate e-governance platforms, documents, and services into regional languages. Additionally, efforts should be made to create user-friendly interfaces that are intuitive and easy to understand for those with limited literacy. By bridging the language gap, rural citizens will be more comfortable engaging with e-governance systems and accessing government services, thereby enhancing their overall experience and fostering a sense of ownership and participation in the governance process.

### **Literature Review**

E-governance is hardly known by any members of the population, and corruption in the public sector as well as the solicitation of bribes is on the rise. When it comes to e-governance services, poor countries need to have a strategy that is centred towards marketing in order to defend themselves against the adverse effects of the technology. (Pathak et. al., 2012). In order to ensure that governmental processes are carried out effectively, it is vital to focus one's attention not only on the competencies of the company but also on the process enablers. (Hooda & Singla, 2019).

Information and communication technology has made it possible for government policies and initiatives to be deterritorialized, networked, and borderless within the context of the global village. E-governance is a tool that can improve grassroots development by fostering more inclusive, responsive, participatory, and transparent forms of democracy. The accessibility of important social services and elected officials at the local level by local inhabitants, made possible by the availability of information and communication technology, contributes to an improvement in the efficiency of communication between the governing body and those under its authority at the local level. For this reason, it is recommended that the federal government implement policies that would promote and hasten the adoption of information and communications technology (ICT), as well as the teaching of local government workers in the fundamentals of e-governance. (Ojo, 2014). As a result of India's tremendous growth in information and communication technology, the government has instituted a number of modifications in procedures and, on occasion, policies that are information technology-based. These changes have been applied across the board. These changes are being driven principally by the imperative to make it possible for the government to provide its services to a much larger population in a country as populous as India. The goal of the Indian government's efforts to introduce e-governance is admirable; yet, the implementation of these initiatives is fraught with a number of challenges. (Khurana et. al., 2014).

The intended group's use of e-governance initiatives determines its success. A Cost Effective Framework for e-Governance and an Improved Service Delivery is created to accomplish this goal by enhancing service accessibility through the use of cloud computing, virtualization and consolidation techniques, and free and open-access software. With the use of this framework, e-governance projects and the delivery system in India will cost less overall (Kumar et. al., 2013). Rural e-governance and convergence are two key variables that contribute to sustainable development. Rural e-governance that is disruptive will emerge because of such a change, and rural convergence is also an essential factor. (Misra, 2014).

It is essential to broaden the recently authorised and put into effect government data policy and include it in the larger national ecosystem for e-governance and information policy. An expanded and integrated open government data agenda will solve the shortcomings of the national e-governance programmes. This initiative will also promote democracy. (Chattapadhyay, 2013). In order to enhance the manner in which public services are provided, it is necessary to eliminate certain obstacles that stand in the way of the adoption and implementation of e-governance. It is strongly recommended that public personnel receive training on the relevance and benefits of adopting and implementing e-governance in their operational and administrative processes. (Ajibade, 2017).

The relationship between the quality of the services provided and the readiness to adopt e-Governance in India is successively mediated by the digital divide and English proficiency. Big data businesses, policymakers, and organisations that design and execute e-Government services are all affected practically. The social ramifications include giving policymakers guidance on how to improve access to e-Government services for those who can't take advantage of them (Khanra & Joseph, 2019). Performance expectations, effort expectations, enabling circumstances, multilingual capability, computer self-efficacy, perceived awareness, social influence, perceived quality of information, perceived response, and perceived trust influence behavioural intention and actual usage of DigiLocker cloud-based E-governance service (Sivathanu, 2018).

The Indian government is making the transition from traditional administration to the use of technology in government. The government is currently investing a significant amount of money in the implementation of e-governance, although it is debatable if these efforts are effective and produce the desired results. The deployment of e-governance in India may be successful and durable with the help of a few conceivable improvements (Kumar et. al., 2014). The fact that the three distinct actor types each have their own unique perspective on how well e-governance functions has important repercussions for both scholars and practitioners (Suri & Sushil, 2011).

**Objective:**

To Find the Challenges Of E-Governance Implementation in Rural India

**Methodology:**

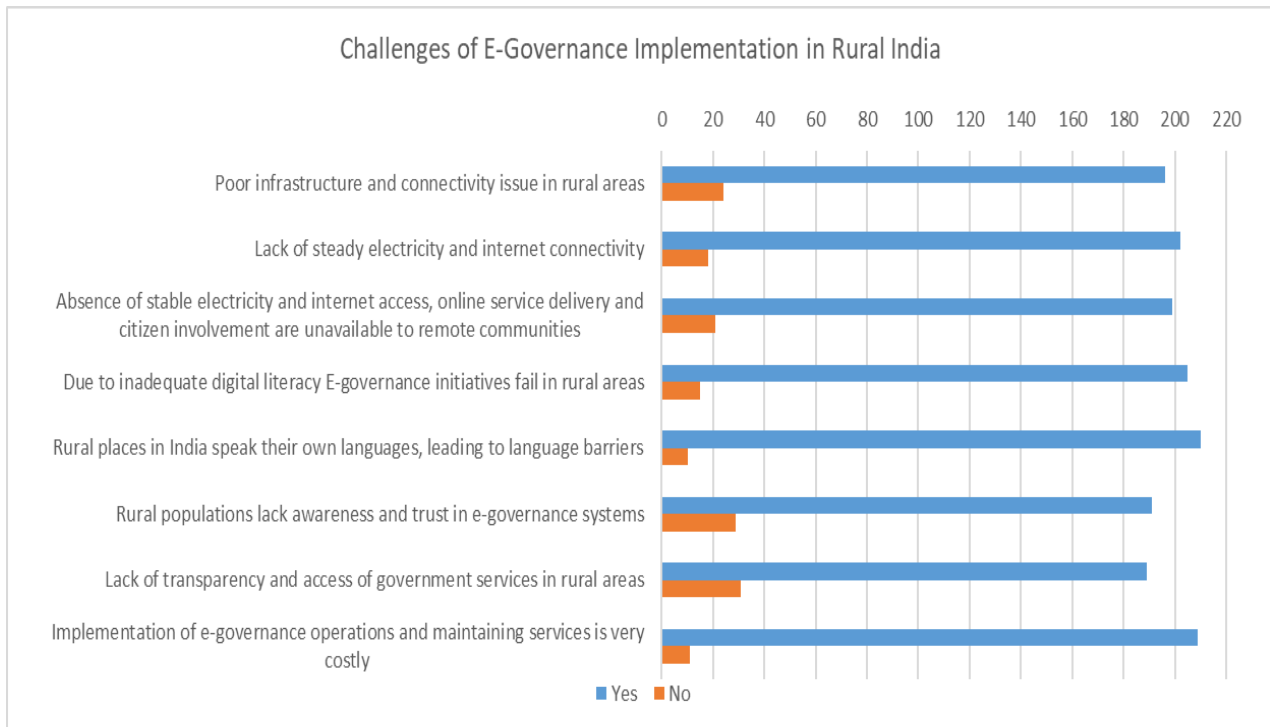
The nature of the study is descriptive where data is collected from the 220 respondents to examine the challenges of e-governance implementation in rural India. A checklist technique was used to examine and depict the data. In a checklist technique, respondents designate “Yes” or “No” for all the questions.

**Data Analysis and Interpretations:**

**Table 1 Challenges of E-Governance Implementation in Rural India**

SL No.	Challenges of E-Governance Implementation in Rural India	Yes	% Yes	No	% No	Total
1	It enables smaller enterprises to target specific demographics	196	89.09	24	10.91	220
2	Helps small companies to enter inaccessible niche markets	202	91.82	18	8.18	220
3	Helps small businesses to effectively reach their target audience and raise awareness about their brand	199	90.45	21	9.55	220
4	Helps to build trust and authenticity about the brand	205	93.18	15	6.82	220
5	It is an economical alternative to more conventional forms of promotion	210	95.45	10	4.55	220
6	It helps in increasing conversion rates	191	86.82	29	13.18	220

7	It provides value to the consumers	189	85.91	31	14.09	220
8	It is cost effective and saves time and have unlimited sharing potential	209	95.00	11	5.00	220



**Figure 1 Challenges of E-Governance Implementation in Rural India**

Table 1 and Figure 1 show the challenges of e-governance implementation in rural India. It was found that around 95.4% respondents believe that biggest challenge is that rural places in India speak their own languages, leading to language barriers, Implementation of e-governance operations and maintaining services is very costly (95.0%), Due to inadequate digital literacy E-governance initiatives fail in rural areas (93.1%), Lack of steady electricity and internet connectivity (91.8%), Absence of stable electricity and internet access, online service delivery and citizen involvement are unavailable to remote communities (90.4%), Poor infrastructure and connectivity issue in rural areas (89.0%), Rural populations lack awareness and trust in e-governance systems (86.8%) and Lack of transparency and access of government services in rural areas (85.9%).

**Conclusion**

In conclusion, the implementation of e-governance in rural India is a complex task that requires addressing multiple challenges. Limited infrastructure and connectivity, low levels of digital literacy, and language barriers pose significant hurdles to the widespread adoption of e-governance platforms and services in rural areas. To overcome these challenges, a holistic approach is needed, encompassing infrastructure development, comprehensive digital literacy programs, and language localization efforts. Investing in rural infrastructure is crucial to provide reliable electricity and internet connectivity, enabling the establishment and sustainability of digital platforms for e-governance. Without adequate infrastructure, the potential benefits of e-governance, such as online service delivery and citizen

engagement, remain out of reach for rural communities. Despite the challenges, the successful implementation of e-governance in rural India holds immense potential. It can lead to equitable access to government services, enhanced transparency, and increased citizen participation in the governance process. By overcoming the obstacles through infrastructure development, digital literacy programs, and language localization, e-governance can pave the way for a more inclusive and efficient governance system that benefits rural communities and strengthens the overall democratic fabric of the nation.

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