



Impact of Mobile Phone on Livelihood of Rural People

Balwant Singh Mehta *

Affiliations

Institute for Human Development, New Delhi, India

Abstract

The rural area, where nearly 69 per cent of the total Indian population lives still faces several challenges, such as low literacy, poor healthcare facilities, low income, high poverty, low access to formal employment and poor infrastructure. The mobile phones can facilitate to get out of these constraints by providing need-based and user-centric information and services at an affordable cost which is hitherto unreachable. In this context, this paper explores the impact of mobile phone usage on livelihood of rural people in India through a primary survey conducted in one of the underdeveloped States viz. Bihar. In total, 418 mobile phone users were interviewed in 12 villages in six districts of the State. The survey found that mobile phone users were able to gather information on agricultural and non-agricultural purposes and they were in touch with their relatives and migrant family members. They were obtaining timely information on employment, education, health, business, transferring funds and contacting their family members during emergencies. But there are still many limitations in rural areas such as lack of electricity for charging phones, lack of knowledge of value added services, high-cost of mobile hand set, local content mobile applications, call drop or poor signals and fraudulent money deduction by the operators without any call or message. These issues need urgent attention, so that rural people can fully exploit the use of mobile phone for the betterment of their livelihood.

Full Text:

[Full Text : PDF](#) | (PDF views: 98)

References

1. Abraham, R. (2006), "Mobile Phones and Economic Development: Evidence from the Fishing Industry in India", Proceedings of the International Conference on Information and Communication Technologies and Development, Berkeley, CA. 25-26 May.
2. Aker, J. C. and Mbiti, I.B. (2010), "Mobile Phones and Economic Development in Africa", *Journal of Economic Perspectives*, 24(3), pp. 207-232.
3. Bihar Economic Survey, 2014-15, Ministry of Finance, Government of Bihar, 2015.
4. Islam, S. (2011), "Evaluation of an M-Service for Farmers in a Developing Region - A Case Study from Rural Bangladesh", *Media Asia* 38(1), pp. 41-51.
5. Jeffrey, R. and Doron, A. (2013), "Cell Phone Nation: How Mobile Phones Have Revolutionized Business, Politics and Ordinary Life in India", Gurgaon, Hachette.
6. Jensen, R. (2007), "The Digital Divide: Information (Technology), Market Performance, and Welfare in the South Indian Fisheries Sector", *Quarterly Journal of Economics*, 122(1), pp. 879924.
7. Meera, S. N., Jhamtani, A. and Rao, D. U. M. (2006), "Information and Communication Technology in Agricultural Development: A Comparative Analysis of Three Projects from India", Network Paper 135, London, ODI.
8. Mittal, S., Gandhi, S. and Tripathi, G. (2010), "Socio-Economic Impact of Mobile Phones on Indian Agriculture", Working Paper 246, New Delhi, ICRIER.
9. Rodgers, G, Datta, A, Rodgers, J, Mishra, S, Sharma, A. (2013), "The Challenge of Inclusive Development in Rural Bihar", Institute for Human Development, Manak Publications, New Delhi.
10. Souter, D., Garforth, C., Jain, R., Mascarenhas, O. and McKemey, K. (2005), "The Economic Impact of Telecommunications on Rural Livelihoods and Poverty Reduction: A Study of Rural Communities in India (Gujarat), Mozambique and Tanzania", KAR Project 8347, London, DFID.
11. TRAI (Telecom Regulatory Authority of India) (2015), "Telecom Subscription Data 31st March, 2015", Available at <http://www.trai.gov.in> (accessed on 15 July, 2015).



USER

Username

Password

 Remember me

QUICK LINKS

	Author Instruction
	Advanced Search
	Author Index
	Notification
	Title Index
	Subscription
	Editorial Board
	Gallery
	Contact Us

INFORMATION

[For Readers](#)
[For Authors](#)
[For Reviewers](#)

Journal of Rural Development

