EXPLORING THE ROLE OF TECHNOLOGY IN ENHANCING VILLAGE LIFE

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ABSTRACT
This article is about the positive impact of technology in the rural areas in particular, in the areas of agriculture, education, health and communication. It identifies major issues of rural areas including inadequate physical infrastructure, access to services and economic stranglehold and how technology solves them. New technologies in smart farming, innovative technologies in healthcare through mobile health, advances in digital learning, and better connectivity are explained with focus on productivity enhancement, sustainable practices, and social integration. It also looks at the barriers to technology such as infrastructure constraint, skills and financial constraint that may affect technology in the rural setting. In addition, it focuses on how governments, NGOs and policy support are involved in the technological development of the mentioned communities. The article gives more understanding of how technology can further support rural development by analyzing present day efforts and examples of achievements. Finally, the article calls on people, businesses, and governments to promote and fund the continued development of digital technologies and solutions in rural areas, so that technology may be of benefit to rural populations and work to close the digital divide.

1 INTRODUCTION

Challenges affecting rural areas are many where many in the developing world are left backward in terms of development and basic needs. A basic infrastructural constraint is the absence of which is not only restricted to the economy but also in the day to day life. Lack of proper infrastructure hinders the Ind≤ rural populations from participating according to their potential in economic production; obtain proper healthcare; and access other necessities such as adequate electricity, clean water, and sanitation (Jain, 2020). These infrastructure deficiencies also hinder transport of goods and services which directly affects business and productivity (Chatterjee et al., 2021).

Another major challenge is the low usage of service sector particularly, health and education facilities. There is limited human resource in health facility, inadequate equipment, and facilities to support quality health care delivery in many rural areas across the world (Ravi & Singh, 2021). Likewise, there is a general problem of inadequate funding for rural schools, lack of adequate and quality teaching and learning resources, and lack of qualified teachers makes the quality of education that students in rural schools receive low (Kumar et al., 2022). Such a situation can keep students in poverty traps because skills acquired in rural schools cannot provide employment in advanced sectors of the economy.

These difficulties are exacerbated by the digital divide, as often, lonely workers and rural communities' members lack internet connection or digital devices. Lack of digital resources means that the rural people cannot participate in the global economy, use online markets, or even obtain distant services including online classes or online healthcare (Mishra & Pradhan, 2019). This has created a technological disconnection where the rural areas cannot chase the

technology that defines the economy of cities hence extending their isolation in a technologically inclined world.

Therefore, the rural and the urban divide is more apparent when it comes to technological adoption, which places the rural areas to the receiving end as far as economic and social development is concerned (Patel et al., 2020).

Therefore, the aim of this article is to examine how technology is disrupting the qualities of rural existence by responding to these issues. Namely, the article will be devoted to the role of the technologies in agriculture, education, healthcare, communication, which enable rural areas to compensate for infrastructural shortcomings and enhance life quality. Technological advancement in the agriculture sector including weather forecasting apps, Artificial Intelligence farming practices; farmers are getting better crop yields, less post-harvest wastage, better information on market trends (Ravindra and Chandra, 2020). In education, technology and learning resources available through e-learning are helping rural students to get access to materials that have in the past been out of their reach (Sivakumar et al., 2021). Telemedicine and mHealth are ensuring that patients receive healthcare services by using personal devices and computers, without necessarily have to physically travel long distances (Patel et al., 2020). Similarly, connectivity through the expansion of internet is assisting the people of rural areas to become informed, for their trade and to communicate, which helps in social and economical development (Mishra & Pradhan, 2019).

However, use of technology in the rural areas is not without its glitches. Some of the challenges include; infrastructure constraints, high cost, and lack of technical knowledge which must be overcome to allow technology to continue to support the growth and development of rural populations. This article will also show how governments, NGOs and private sector are trying to overcome these barriers and encourage technological uptake in rural areas.

This article seeks to show how digital innovation can be used to improve on agriculture, education, health and communication in the rural area and therefore support sustainable development.

2 THE IMPORTANCE OF TECHNOLOGY IN RURAL DEVELOPMENT

The implementation of technology in the rural regions has been a great technique to boost the economic base and enhance social issues. The improvement in agriculture, health, education and communication technology is changing the face of the rural areas. In the following section, we will discuss how this economic growth has come through technology and how it has affected the society specially the rural area.

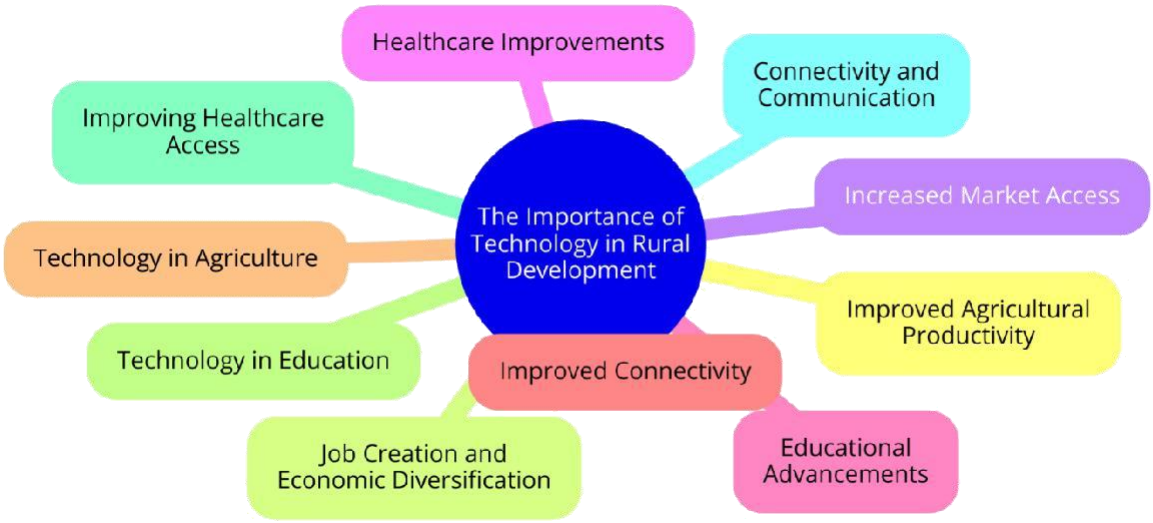

Figure 1- Technology In Rural Development

2.1 Improved Agricultural Productivity

Agriculture is the major economic activity in most rural areas, and technology has greatly transformed it. Technologies like precision farming with geographical positioning system, sensors and analytics make utilization of resources efficient and less wastage is encouraged and output improves. For example, the watering system is fully automated thus reduces wastage of water which is scarce in most rural areas while others help in monitoring the heath of the soil to enhance productivity. Also, the use of genetically modified seeds and improved fertilizers has seen crop resilience improve in food security and farmers' earnings (Liang et al., 2023). These technologies help the rural farmers to farm harder and not more hours so that the productivity per hectare is optimized and the farming is sustainable.

2.2 Job Creation and Economic Diversification

Through technology, the economics of rural areas also become more diversified eliminating dependence on farming. Through the internet and mobile networks, residents in the rural areas can also open online businesses, sell products online, do freelance jobs, or offer IT services. In some of these areas, there has been a rise in digital entrepreneurship where people are selling home-made products, or products sourced from the countryside through the international market (Kumar et al., 2022). They do not only offer farmers other sources of income but also help in alleviating rural poverty due to available job offers.

2.3 Increased Market Access

Technology has also had a positive effect in improving market access by the rural people at the national and international level. By using other applications and online platforms, farmers from rural areas can quickly sell their products directly to the customers, cutting off middlemen who take a lot of the farmers' profits. It also means that farmers have direct access to markets hence receive better prices for their crops. Furthermore, the use of digital platforms enables farmers to make informed decisions on what to cultivate and when to sell, because the platforms offers real time information on crop prices, weather among other factors (Zhang et al., 2023).

These tools also help rural businesses to reach more customer, thus promoting economic growth and development of such regions.

2.4 Healthcare Improvements

Technology has benefited healthcare specifically in the rural areas because the availability of medical services was for a long time a big problem. With the help of telemedicine platforms it became possible to consult with doctors for the rural patient population and overcome the geographic and infrastructural imperatives. By means of video calls, the usage of mobile health applications, and online consultations, the people of far-flung villages can consult the experts and get prescriptions without visiting large urban health care facilities (Cheng et al., 2021). Also, telemedicine becomes very crucial during a health calamity, including the recent COVID-19 pandemic because care delivery was not cessation despite the travel limitations. Furthermore, mobile health applications allow people to attend to their health state, the status of chronic diseases, and stay on schedule for taking pills or getting a vaccine, which contributes to enhancing health results in rural regions.

2.5 Educational Advancements

Another area where technology is helping to close huge gaps is in education. In rural areas, schools and quality teachers are rare and so the use of the digital learning platforms has been a major boost. Rural students can today enroll for online courses, attend classes, and use e-learning resources that were previously a preserve of city students. Khan Academy, Coursera and free learning government projects offer resources in the general course and in specific areas of technical and scholarly level including literacy. The adoption of online studies enables the learners especially in the rural setting to attain knowledge and skills that enhance employability of the learners in future (Sengupta et al., 2022). Also, digital learning could be helpful in the teacher shortage problem in the rural schools since it can offer the students to be taught by remote teachers who are qualified teachers.

2.6 Improved Connectivity

Probably the greatest revolution that is being experienced in rural regions due to advanced technology is the aspect of connection. The mobile networks and broadband internet accessibility have greatly eased the social exclusion that most rural areas used to experience. Internet enables people to communicate with their loved ones regardless of their geographical position; and at the same time, the internet offers a great number of information facilities available earlier for nothing. This connection has provided a way through which rural people can engage in Online classes, can work from home, and even online social services. In addition, social networks together with the messenger WhatsApp help people in rural areas to get acquainted with local and global events, feel themselves more members of the global society (Patel et al., 2021). That is why an opportunity to address government offices or gain access to services offered by the state, welfare or other programs also assists rural people to receive assistance from state or need not journey to large cities.

There is no doubt that technology plays a central role in the development of rural areas. Education, health care, agriculture, and communication technology have made new opportunities for economic growth and development, improved the quality of life and increased social participation of the rural population. In this way, technology enables agricultural and 4

other rural businesses to boost productivity, and obtain health and vocational training services to improve the overall well-being and sustainability of rural populations and make rural regions relevant in a high-tech global economy.

2.7 Technology in Agriculture

As it has been illustrated from this paper there are many improvements that technological input in farming has brought as farming undergoes a revolution to become efficient, productive, and sustainable. Precision farming, drones, artificial intelligence, and the Internet of Things are the most significant methodologies identified in this field. AI is used in precision farming where farming information from different sensors and satellites are analyzed to provide farmers with some guidelines on planting, irrigation and even harvesting. Drone technology enables the real-time acquisition of aerial images that can be valuable in crop health, pest identification and soil status. These technologies enable farmers to make decision that will increase yields and decrease resource consumption, hence cutting on costs and environmentally detrimental effects (Chung, Lee, & Kim, 2022).

Social networks and other applications on smart devices are also valuable for agriculture and its modernization. These tools help farmers to access key information including weather information, market prices and other information about farming. By getting the right weather information, farmers are in a position to schedule their work in order to avoid being adversely affected by the weather. Further, the market price apps help farmers to make right decisions on when to sell their produce hence making good profits. Other platforms that are informative also help farmers to adopt good management practices by providing them with advice on pests, water, and crop cycling among others (Khan et al., 2023).

Sustainability, and resource efficiency are one of the essential parameters in agricultural technology. These and many other questions have become crucial as climate change and resource depletion has become an ever increasing concern for the farmers and thus they have to learn to use the water, soil, and fertilizers in a more efficient manner. Smart irrigation has evolved due to advanced technology by using real-time IoT sensors to track the status of its soil moisture to irrigate accordingly. This is not only economical in the usage of water but also avoids incidences of over watering that can lead to damage of crops besides wasting water. In addition, AI and drones are applied to minimize the amount of applied fertilizers and pesticides by addressing only the necessary areas, thereby making better usage of these resources more sustainable. Consequently, technology in agriculture is not only playing a role in increasing production rates but also playing a part in sustainable farming (Zhao, Zhang, & Liu, 2023; Yang, Liu, & Wang, 2023).

In conclusion the paper has established that technology is at the center of enhancing farming through smart farming, farming applications on mobile devices and sustainable farming. All these innovations are increasing efficiency, minimizing wastage and hence the call for environmental conservation.

2.8 Technology in Education

With the incorporation of Information Communication Technologies in teaching and learning, there are now increased vistas through which students gain learning and skills especially in the rural areas where quality learning has been scarce. The use of digital media and learning 5

technologies such as e-learning, online classes and mobile applications is revolutionalising education by enhancing the availability of quality learning resources and education contents to the rural students who might not have been able to get the same. Modern e-learning tools include options for creating lessons with multimedia content that provides better learning for different types of learners. Thanks to online classes provided by universities all over the world, learners in faraway places can study various subjects, sometimes for nothing or at a cheaper price than conventional education. Moreover, using apps, the student gets an opportunity to learn anytime and anywhere; such flexibility makes the learning process convenient. These tools are particularly useful in rural areas where the development of education infrastructure may be insufficient (Gupta, 2021; Sharma & Kumar, 2022).

Literature also shows that through the application of technology, there have been improvements in extending education in rural areas because of geographical location and lack of adequate resources, and limited number of teachers. Students from the rural areas who before had to cover long distances in search of schools or had no access to qualified teachers can now enroll for distance learning, which avails to them, facilities as those in the urban areas. In the context of the current technology, the former is possible while the latter is also achievable by making use of technology to be able to monitor the learners' actual progress in the course. In addition, the students in the rural areas can also join the video conference, digital classes, group discussions and can have a feeling of oneness. This democratization of education is helpful when rural students get the quality of education and skills they could not afford before which will enhance their academic performance and future livelihood prospects (Thompson, 2020; Singh, 2021).

Apart from the scholastic attainment, technology is likewise polishing off skill development, and vocational training that plays a crucial role in raising the standard as well as probability of employment in rural regions. Many technical vocational training activities like online training and certification courses enable people to get necessary skills that employers seek in employees. These programs include information technology and digital marketing, carpentry and agricultural techniques among others and enable the learners to acquire necessary skills to get employment or engage in self employment activities. The examples are university MOBILE APPS and online platforms that engagement is especially effective where the opportunities to attend traditional vocational institutions are limited, for example, in rural areas. Due to the expansion of the skill development sector through technology, the rural people are now able to engage more effectively in the economy and are able to engage in skills development for self-employment (Kumar & Mehta, 2021; Verma & Agarwal, 2022).

In general, technology plays an important role in education in rural schools. It is offering new learning options, closing the educational gap and enabling the acquisition of skills that improve employment chances of the rural folks. The importance of technology in enhancing education and vocational training for the people in rural areas will continue to rise due to advancement in technology hence enhancing social and economical transformation.

2.9 Improving Healthcare Access

Enhancing the availability of health care in rural regions has remained a hurdle for a long time because of the following factors; remote geographic location, inadequate health facility, and a shortage of health care providers. However, through technology especially the use of telemedicine, the above challenges have been well addressed. Telemedicine, or telehealth, is

an element of the modern practice that permits patients from distant rural areas to speak with and visit physicians and other healthcare workers via digital means, without travelling long distances to weave to healthcare centers. This will allow patients to obtain diagnoses, prescriptions, and subsequent medical consultations without physically visiting healthcare facilities that will help enhance variables that characterise health care delivery systems. It also assists in reducing the pressures that are placed to the rural health centers by creating an opportunity for the Specialist to reach out many more patients even through the adoption of sophisticated technology. Telemedicine has been particularly useful in the current COVID-19 situation by enabling continued care of rural residents and lessening the dangers of physical examination (Ramaswamy & Nair, 2020; Thompson & Richards, 2021).

Alongside to telemedicine, health apps and mobile technology are now indispensable to maintain and enhance health in rural areas. These apps give people in rural areas knowledge about the diseases they can contract, the treatments available to them, and how to prevent getting sick in the first place. A number of the health apps contain modules for chronic diseases including diabetes, hypertension and asthma where patients can record their conditions and share with their doctors and other health care givers in remote locations. Furthermore, most of those apps offer additional materials including information about diet, physical activity, mood and overall wellbeing. These applications use mobile technology to raise health literacy and promote healthier behaviors in the population, especially in rural areas where access to healthcare may be scarce and the number of preventive services may be low (Berg & McDonald, 2019; Singh et al., 2022).

Another huge advancement in innovativeness in healthcare facility reach out is other major services that entails the use of movable form of clinics especially the mobile health clinics. These are well equipped medical facilities moving from one area to another, thus reaching out to the rural folks who cannot afford to travel the long distance to the nearest clinic or hospital due to lack of proper means of transport. Such clinics may provide a general package of services, which include annual examinations, immunization, and other essential services as well as some additional services including; laboratory services, maternal services, among others. Mobile health clinics are even more important in the regions where there is no well-developed permanent health care facilities system. The use of clinics in these mobile units therefore includes advanced technologies like EHRs and diagnostic tools hence making sure that patients receive proper medical attention. In addition, it is possible to monitor the state of patients' health in real-time since mobile clinics can provide healthcare services; this makes it easier to maintain a continuity of care (Kumar & Chandra, 2021; Zhang & Xu, 2020).

Through telemedicine, health apps, and mobile health clinics the healthcare system has expanded the accessibility of health care in the rural areas. Apart from offering prompt medical advice and supervision, such technologies introduce durable health care and anti-illness support. Since technology is advancing with each passing year, its contribution to the dictates of enhancing the offer of rural healthcare access will steadily improve the health status of people living in rural areas.

2.10 Connectivity and Communication

One cannot overemphasize the importance of connecting and communicating the essence of changing the lives of such rural communities as Internet access is turning out to be a central tool in education, business, and social life. In most of the developed countries, internet has been

defined as more of a rural communications infrastructure than a tool for information, services and economic opportunities. However, attempts to enhance the internet connectivity have brought about the desired changes in these societies. Enhanced internet connection helps the people in the rural areas to engage in digital education, acquire business solutions over the internet and market their products. It also has extended the access to government services, health care information, and banking. The opportunities provided by high-speed internet, including in rural areas, eliminate such barriers to access information, and increase people's inclusiveness, minimizing their isolation (Chaudhary & Mehta, 2020; Thomas et al., 2021). The enhanced usage of the internet has created opportunities for rural businesspeople to market their products online, do business electronically, and obtain more efficient market information, which contributes to economic growth.

Social media and other messaging application have also intensified the conferencing and networking systems in the rural stations. These include, WhatsApp, face book and twitter which play an important role in maintaining the family, business and community relation. For people in rural regions where individuals could be far apart, such platforms offer a cheap and more efficient way of getting in touch. They enable the rural people to pass on important information, changes, and even market products through the local and international networks. For instance, farmers are able to share on the best farming practices, weather forecasts, and prices for crops within the market through the WhatsAPP groups. These social media tools also act as social activism tools and awareness creation, and local community organization, for civic participation and sharing of information on health, education, and governance (Kumar et al., 2022; Patel et al., 2020).

Besides these global sites, the community-based digital networks have been of great importance in enhancing the local communication and cooperation. Such networks are usually intended to support connections within certain geographical regions or rural regions. Members use them to link people in order to discuss the local gossips, work on the agricultural projects, to share educational materials and to support each other. In many areas, rural people have developed their web to support community performance and improve the regional development. These networks create a feeling of ownership and participation in the community as people have a way of expressing their concerns, ideas and the general solutions to the problems. These community networks are effective in using internet and digital tools to close communication divides locally and enable people to collaborate and solve problems in real-time (Bhatia et al., 2019; Kaur et al., 2021).

As the gap between the informatized and the non-informatized regions narrows, the advancement of informatization is gradually reaching rural areas and the trend of informationization is escalating. This means that the changes are far reaching because they are revolutionizing rural economy, education, and social setting. Through development of connections, social media, and other community-based digital networks, rural people are becoming more connected to information, opportunities, development and power.

3 TECHNOLOGICAL CHALLENGES IN RURAL AREAS

Technological developments can play a major role in the development of rural areas; however, there are a number of barriers that prevent their effective implementation. They include; infrastructure barrier: there is inadequate infrastructure to support economic activities. Most of the rural areas experience some of the challenges, including erratic power supply and

inadequate internet connection that hampers the adoption and exploitation of digital technologies. Insufficient power infrastructure is an important issue, because most inventions – from online education platforms and telemedicine applications to smart agricultural technologies – need a stable power supply. Equally, there has been little improvement in the internet connection as a key barrier to access. This is especially so in rural areas where internet connection is either slow or intermittent and thus hinders the use of key online deliverables in education, health and commerce among others. These infrastructure challenges do not only limit the implementation of current technologies but also the emergence of new technologies specially designed for rural environment (Puri & Pandey, 2019; Mishra et al., 2021).

The second main problem is the lack of skills in rural populations. Though the use of technology may benefit the rural regions, it is of no avail when people there are illiterate to handle technology. Education is another barrier which is a significant number of rural inhabitants, especially those of pre-retirement and older age, as well as low literacy levels cannot operate smartphones, computers, or even the internet. This lack of digital skills keeps them out of the opportunities that technology brings into sectors like education, health, farming among others. This calls for increasing demands for digital literacy and training for the comprehensiveness of the target population, especially the rural folks. These programs should not only emphasize on simple computer knowledge but knowledge on how to perform complex operations such as; how to shop online, how to access government services online and how to practice precision farming. Lacking such training, rural communities remain in the digital divide and inequality cycle (Agarwal et al., 2020; Singh & Mehta, 2022).

The major challenge that hinders the integration of technology in the rural areas is a lack of funds to finance the technology. Accessibility remains a major problem in the rural areas because many households and businesses cannot afford to purchase devices, pay for internet subscriptions, or acquire new technologies for farming, education and other uses. But often the funding or the subsidies, which may be provided, are not enough to cover the long-term requirements of the rural communities. In the light of this, cost effective solutions are needed for the broad use of technology in the rural areas. This includes low cost smart phones, cheap internet connection, and technology solutions that are cheaper than the individual components. Multifarious partnerships involving governments, NGOs, and technological corporations need to fashion out such cheap models that would enhance the reach of the technology to the credit constrained farming communities in the developing world. However, it is also important for business and educational organizations to determine how to make technology accessible through community initiatives or partnership or through public and private companies (Verma et al., 2021; Kumar & Tiwari, 2020).

In sum, despite the huge opportunity that technology holds for the development of rural areas, solving these three issues – infrastructure limitations, lack of needed skills, and cost, will be instrumental in facilitating the use of technology in the development of rural areas.

4 GOVERNMENT AND NGO INITIATIVES

Different levels of government as well as non-governmental organizations (NGOs) have been important in removing the constraints that hinder the use of technology in the rural areas. Understanding the change that can come from technology, governments all over the world have brought different policies to ensure that everyone is connected to the internet, especially in the rural areas. Among the most important concerns of governments, the promotion and

development of policy support for closing the gap in available technologies between the rural and urban regions are among the most relevant. In many countries, this has entailed the development of campaigns that would make the rural populace learn basic skills in ICT skills so that they would be in a position to exploit modern tools and technologies. For instance, India's Digital India is a strategy that intends to improve internet connectivity, literacy rate, and e-division services in the country of India especially to the rural areas lacking sufficient resources (Bhattacharya et al., 2020). Also, the governments have been trying to facilitate the connection of the rural regions to the internet and providing subsidies for the technology and supporting technological zones which would be instrumental in the development of technologies. These activities provide overall objective requisites to enshrine technology and its assimilation into the lives of rural populations for facets such as farming, schooling, healing, and messaging.

Non-governmental organizations have also been very instrumental in ensuring that rural people embrace, and make proper use of technology. Most of the NGOs are involved in offering digital literacy, availing cheap technologies, and giving awareness on the use of such technologies for economic and social upliftment of the rural people. For instance, Grameen Foundation and Digital Green have partnered with several communities in different countries to assist them adopt the right technology that enhance farming methods and offer simple ways of accessing education and healthcare. For example, Grameen Foundation helps farmers through the m-health services and facilitating way through mobile applications that provide farming tips, weather condition, market information to increase their efficiency and income (Sanyal, 2021). Like it, Digital Green employs the use of technology to educate and teach farmers in rural areas using mobile phones hence making learning more effective. In this article, the authors explain how NGOs can facilitate large-scale technology implementation with the support of governments and businesses while ensuring that the rural population is not excluded from the digital economy.

Aside from digital literacy programs, and the provision of tools, many NGOs are also engaged in the creation and advocacy of community-centered approaches. These efforts are intended to build long-term learning, working, and technology environments in rural settings. Through the use of empowering grassroots level projects, NGOs guarantee that technology is not only available but also relevant to the rural communities in question. Moreover, they assist in raising consciousness on how technology can be of value and in making the countryside to get involved actively in the new economy (Chakraborty et al., 2020). This triangular model-involving governments, non-governmental organizations, Non-Governmental organizations, and the local community-has also been efficient in the implementation of universal access and sustainable development of the rural sectors.

In conclusion, policy support from the government side and the participation of the NGOs are important to help implement technology to the rural areas. These organizations are providing policy support, infrastructure and training, and creating awareness at the grass root level to overcome the technology divides and enabling the rural masses to explore new opportunities for development.

5 CONCLUSION

In addition, technology has played a positive role in the development of the rural regions and decreased the poverty rate by improving agriculture productivity, education health facilities

and communication. Technological features like the use of Smartphone applications, e-learning solutions, and telemedicine have closed gaps that restricted the flow of social and economic development for the rural population. Through smart farming approaches, digital health solutions and better connected solutions rural communities have been able to rise above traditional challenges in terms of infrastructure, knowledge and access to resources. Thus, neither economic independence, nor social inclusion were imperfectly provided in the rural areas, and technology has become a key to brighter and richer future for people living in those regions.

In the future, technology in the rural development process is expected to play a more important role with the enhancement of connection and new inventions. As the internet connection strengthens, and smart devices get cheaper and more accessible, the rural community will be the primary beneficiary of the advanced smart technologies, such as AI, IoT, and automation in farming. This will further lead to an effective utilization of resources, better yields and better sustainability. In addition, advancements in mHealth and virtual classroom services will open up more chances for the rural people to get engaged in worldwide digital economy systems. The key to the future of rural development is the potential of technology which should aim to erase the gap, increase the degree of independence, and make people more tolerant. By stepping up investment in infrastructure, education and digital skills, technology can be a force for good in the development of rural regions, for building the economic base and for guaranteeing that nobody is excluded from the digital world.

6 CALL TO ACTION

Lastly, and as a thought on the transformative influence that technology holds for rural advancements, a lot more can and will be done through concerted effort. In order not to lose the achieved progress, it is necessary to ensure that people, organisations and decision-makers continue to advocate for development of technologies in rural regions. A good way to engage is by funding NGOs that are already implementing projects on the ground and offering technology, expertise and equipment to the villages. These NGOs work to reduce the digital divide; your contribution through money, time, or word-of-mouth can greatly help their causes.

Another important one is to promote the policies that promote the development of the digital networks, and to guarantee that rural population is also ready to work and live in the modern high-tech society. If we encourage governments to fund and pay attention to digital literacy programs, cheaper internet, and smart farming, we are creating the foundation for sustainable rural development.

Moreover, there is an increasing demand for investment in rural technology, including products and services that address the problems of rural consumers. Whether it’s investing in local startups, getting involved in tech incubators that target rural development, or just backing up companies that are dedicated to developing affordable, sustainable technologies for agriculture, education, and health care, every dollar counts.

Therefore, technology can be seen as the great enabler that has the capacity to see rural communities overcome their history. When we join forces to foster and fund rural tech innovation, we can guarantee that technology transitions into a force that propels the improvement of everyone’s quality of life, from the bottom up.

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