

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	CLOUD BASED TECHNO-ECONOMY MODEL FOR RURAL SECTOR <i>RUCHIR SAXENA & DR. RIPURANJAN SINHA</i>	1
2.	EVALUATION OF FINANCIAL PERFORMANCE OF STEEL INDUSTRY OF INDIA <i>V. KASTHURI & DR. R. VENKATACHAM</i>	8
3.	IMPACT OF I.T. IN HUMAN RESOURCE PRACTICES AND COMPETENCY <i>DEEPAK KUMAR, DR. NIRDOSH KUMAR AGARWAL & DR. SUBODH NALWAYA</i>	14
4.	A STUDY OF CUSTOMER PREFERENCES OF MOBILE BANKING AND BARRIERS IN ADOPTION OF MOBILE BANKING SERVICES IN SELECTED CO-OPERATIVE BANKS IN PUNE CITY <i>SHRI AMOL D LONDHE & P. CHATTOPADHYAY</i>	17
5.	DATA MINING AND IDS (INTRUSION DETECTION SYSTEM) <i>P. RAMACHANDRAN & DR. R. BALASUBRAMANIAN</i>	22
6.	IDENTIFICATION OF HIPOS AMONGST HIGH PERFORMING EMPLOYEES AND THEIR DEVELOPMENT <i>ADITH DEV AKKARA, VIDHAN SHARMA, VAISHALI RAJANI, DR. RAVINDER KAUR</i>	25
7.	DIGITAL MARKETING: THE SUCCESS MANTRA <i>V.SRAVANI CHARI</i>	30
8.	TEXTILE EXPORTERS IN INDIA: A CASE STUDY OF TIRUPUR <i>DR. G. YOGANANDAN</i>	33
9.	A STUDY ON INVESTMENT PATTERN OF GOVERNMENT EMPLOYEES AND PRIVATE EMPLOYEES IN COIMBATORE CITY <i>DR. K. KANNIAMMAL & JANNET.A</i>	37
10.	IMPACT OF TURNOVER RATIOS ON PROFITABILITY: SPECIAL REFERENCE TO TWO AND THREE WHEELERS SECTOR IN INDIA <i>V.SANGEETHA & DR. M. KRISHNAVENI</i>	41
11.	THE CAUSATIVE EFFECT OF ADVERTISEMENT ON SALES <i>JAKKIREDDY SURESH REDDY & MULINTI CHINNA PULLAIAH</i>	48
12.	DIGITAL DIVIDE: CONSEQUENCES AND REMEDIAL MEASURES <i>M MAQBOOL PALA</i>	52
13.	SCHEDULING BASED NOTIFIED TRACKING BY RAILWAY NETWORK USING MOBILE USER APPLICATION <i>S. ARUNKUMAR</i>	54
14.	THE IMPACT OF EMPLOYEE EMPOWERMENT ON JOB SATISFACTION: A COMPARATIVE STUDY BETWEEN PUBLIC AND PRIVATE SECTOR FIRMS IN KERALA <i>BINDU R</i>	56
15.	ANALYSIS AND GROWTH OF SIKKIM HANDLOOM AND HANDICRAFTS INDUSTRY <i>TENZING DORJEE BHUTIA & RISHI THAPA</i>	59
16.	ASSESSMENT OF THE IMPACT OF COMPUTERIZED ACCOUNTING INFORMATION SYSTEMS ON AUDIT RISK: THE CASE OF AUTHORIZED ACCOUNTANTS ENGAGED IN NEKEMTE TOWN <i>KENO TELILA MIJENA</i>	63
17.	BANK SELECTION CRITERIA EMPLOYED BY CORPORATE CUSTOMERS: A CASE STUDY ON TEN SELECTED COMMERCIAL BANKS IN ADDIS ABABA CITY ETHIOPIA <i>MUSE BEYENE</i>	68
18.	PANCHAYATI RAJ IN HIMACHAL PRADESH: AN INTRODUCTION <i>KHEM RAJ</i>	85
19.	A STUDY ON CONSUMERS' BEHAVIOUR IN BUYING GOODS ONLINE WITH REFERENCE TO THOOTHUKUDI DISTRICT <i>R. ANANTHA LAXMI</i>	89
20.	URBAN DEVELOPMENT WITH DIVERSIFICATION OF FUND: A CASE STUDY <i>RUPAK KARMAKAR</i>	93
	REQUEST FOR FEEDBACK & DISCLAIMER	96

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

DIGITAL DIVIDE: CONSEQUENCES AND REMEDIAL MEASURES

M MAQBOOL PALA
ASST. PROFESSOR IN COMPUTER APPLICATION
GOVERNMENT DEGREE COLLEGE
ANANTNAG

ABSTRACT

"Digital Divide" is a term that has been around for too long now. It is actually a segregation that discriminates between those who have access to the latest technological tools and those who do not. This divide exists between the developed and underdeveloped countries. But it also exists within different section of Indian society. This divide in India is even more severe. Various strategies for reducing this divide are explored. Libraries are now operating digitally, and their digital services open up a new channel to the universe of knowledge and information connecting cultures across geographical and social boundaries. This paper discusses all about digital divide and possible measures to minimize this discrimination.

KEYWORDS

ICT, ISP, digital divide.

INTRODUCTION

The digital divide is the gulf that separates individuals, communities and even nations by placing them into two different categories: Those who have access to ICT (information communication technology) and those who do not. Norris (2001) categories this divide into its three constituent elements: the global divide between advanced industrialized countries and developing countries, the social divide between information rich and information poor within advanced industrialized countries, and the democratic divide between those within the online community who do and do not use digital resources to engage, mobilize and participate in public life. The divide is primarily discussed in terms of access to ICTs, rather than in terms of the information and knowledge which is of value in the context of the information society and in terms of the social capabilities for such learning.

'Digital divide' is one of the greatest impediments to development.....and it is growing exponentially. Several influential and comprehensive studies of the global digital divide point to a significant positive relationship between levels of economic development and the global digital divide. Economic analyses portray ICT as a significant factor of growth in the context of modern competitive economies consequently the lack of ICT is an inhibiting factor for economic development. Relatively less attention has been given to non-economic indicators of digital divide, although they can potentially reveal important facets of the link between ICT and development.

India, renowned for its pre-eminence in software programming and for producing and providing the world with skilled IT professionals is still rated and ranked very low in the list of countries with highly networked communities, though poverty can be a reason.

DIGITAL DIVIDE AS A PROBLEM OF ACCESS

Among policy makers, the debate surrounding ICTs and the digital divide is typically founded upon a fundamentally technocratic optimism. The technology is simply taken as a mantra for development. Digital divide seen as an intra-alia for international development and focused on expansion of the technology from the 'haves' and 'have nots'.

So individuals having access to the most powerful computers, the best telephone service and fastest internet services with skill to use these services and the individuals lacking some or even all these facilities reflect the 'digital divide'.

DIGITAL DIVIDE AS A DISPARITY OF SKILLS

Material access to computers and networks infrastructure has long been dominant framework for international and national policy makers addressing the digital divide. Yet as the results on the ground proved unsatisfactory, the focus on access has come under increasing scrutiny, particularly in the interaction between policy makers and other actors, including representatives of the technology industries civil society and most notably the academic research community.

Most of the scholarly debate that emerged around this research focused on identifying the digital divide's component dimensions. Much of the recent work on the digital divide has been an increasingly pointed critique of the "access" view of the digital divide and the simple "haves" and "have nots" dichotomy it implies. An attempt has been made to link the digital divide to the larger forces that perpetuate resource disparities: some see the digital divide as an element of broader waves of political and economic development (Norris 2001). Many –a-times skill and the social resources that provide it has been overlooked. Access to technology can be solved by installing necessary equipments but providing a household with an Internet facility does not mean they are adequately prepared to use it, or to use it in a meaningful enough way to reap its benefits. So, ICT literacy is more important that actually going for it without ability to use it. In 2002 the UN conference on Trade and Development introduced measures of information literacy as part of their index of ICT development.

Muir and Oppenheim (2002) state that the opportunity for people to participate in economic, political and cultural life depends on their ability to access and use communication and information services. Individuals need skills and tools to locate the communication pathways, information and audience in timely fashion and in an appropriate form.

POLICY FOR ADDRESSING THE CHALLENGES IN BRIDGING THE DIGITAL DIVIDE

Despite India taking significant steps towards acquiring competence in information and technology, the country is increasingly getting divided between people who have access to technology and those who do not. India has around half a million software developers and is second to the US, but 300, 000 Indian villages do not have a phone connection, 70% of Indian population lies below poverty line and 35% illiterate. There are only 5 PCs per 1100 people, 9 mobile lines per 1000 and 37 fixed lines of Internet.

MEASURES FOR ADDRESSING THE DIVIDE

There is, however, light at the end of the tunnel. It is possible to close the gap and cross the divide. Some of these initiatives will be successful, some might fail and yet some may prove counter-productive. One example of successful initiatives is the current infusion of small businesses that are trying to both educate and enable those on the wrongside of the divide. Internet connectivity and broadband and speeds are an invaluable asset. It is this speed that has changed the markets and help ICT literate make purchases online (Flipkart, Snapdeal etc). technological advancement in manufacturing industry has made the smartphones affordable. Help on the usage of these devices is also provided.

Grameen phone demonstrates that private businesses can provide necessary services, enable the poor to reduce costs, improve their lives and financial status. Community computer centre connected to govt. offices through Internet need to be set up.

Another initiative that is a tremendous example of how innovative uses of both new technologies and broadband communications technology are helping the poor is being promoted by the partnership between Aravind Eye Clinics in India and UC Berkeley. By utilizing new software, building wi-fi network available for

free to poor rural communities and installing communication stations that include digital cameras and video conferencing, the Aravind Eye Clinics are able to reach thousands of customers located in poor rural communities.

However, defining the digital divide in terms of each person's capacity to use information technology effectively may suggest that responsibility lies in the hands of individuals and educational institutions, those who could help pursue the necessary "digital literacy". There is an important reminder that responsibility may not be a singular assignment among static players: discursive framing may itself change the degree to which different actors are opposed or pair in their efforts. People of both lower and higher socioeconomic status tended to attribute the responsibility for bridging the digital divide to individuals rather than to government or other institutions whether it was described in terms of skills or physical access.

The government has done half to bridge the divide by way of introducing schemes like "Kissan Call Centres", "Life Line India", "Mygovernance", "Grievance Cells" etc, but half remains undone where ICT literacy of the citizen is important as ICT literate alone can reap the benefits of such schemes. The result of educational institutions here, becomes very important.

ROLE OF LIBRARIES IN BRIDGING THE DIVIDE

Most of the libraries are very rich in ICT infrastructure and human resource that can help public, who lack this facility at their homes or at their work place, to reach public officials for registering their demands.

Library professionals can help working people get more comfortable and skilled with using computers and surfing the net.

Govt. should take up necessary steps for providing proper infrastructure and human resource wherever it is required.

CONCLUSION

The understanding and presentation of digital divide deserves scholarly debates as its consequences appear to have not been taken so seriously by our society. Developed countries, though have migrated from digital divide to 'digital opportunity' or 'digital inclusion', they are reluctant to share the benefits of ICT diffusion or dissemination with the developing or underdeveloped countries.

Responsibility of bridging the divide lies not only on the govt. for providing the society with basic and necessary infrastructure but also lies on the individuals for attaining the required skills.

REFERENCES

1. Brazilai- Nahon, K. 2006. gaps and bits.
2. Chomskey, N.2004. Hegemony or survival.
3. ITU.2005 world summit on information society.
4. Muir, A and C. Oppenheim 2002, journal of information sciences.
5. Norris, P. 2001. Digital divide.
6. Van Dijk, J.A.G.M. 2006.Digital divide research, achievements and short comings.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

