
Rural Empowerment in Viksit Bharat: Role of Digital Platforms in Promoting Rural Green Products Focused on Kanchipuram District

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DOI : <https://doi.org/10.5281/zenodo.16792983>

ARTICLE DETAILS

Research Paper

Accepted: 20-07-2025

Published: 10-08-2025

Keywords:

*Consumer behaviour,
organic product*

ABSTRACT

The vision of Viksit Bharat (Developed India) hinges significantly on the inclusive growth and empowerment of rural communities. This study explores the transformative role of digital platforms in promoting rural green products, which are eco-friendly, locally produced goods that support sustainable livelihoods. By leveraging tools such as e-commerce, social media, and digital marketing, rural artisans, farmers, and entrepreneurs are gaining unprecedented access to wider markets, increased visibility, and fair pricing. These platforms not only bridge the urban-rural divide but also foster environmental awareness, skill development, and self-reliance among rural populations. The abstract highlights how digital initiatives—ranging from government schemes like Digital India to private sector innovations—are reshaping the rural economy by enhancing income generation, promoting organic and green products, and contributing to the broader goals of sustainable development and rural upliftment. Ultimately, the digital push is emerging as a powerful catalyst in realizing the objectives of Viksit Bharat through inclusive, green, and tech-enabled rural empowerment.



INTRODUCTION

India's journey toward becoming a Viksit Bharat (Developed India) by 2047 is rooted in the principle of inclusive growth, where the empowerment of rural communities plays a pivotal role. With over 65% of the population residing in rural areas, strengthening the rural economy is not only essential for national progress but also for achieving equitable and sustainable development. One promising avenue in this endeavor is the promotion of rural green products organic, eco-friendly, and locally crafted goods that support both environmental sustainability and rural livelihoods.

The advent of digital platforms has revolutionized the way rural producers interact with markets. Digital technologies—such as e-commerce websites, mobile applications, social media channels, and online payment systems—are enabling rural artisans, farmers, and self-help groups to showcase and sell their green products beyond traditional local markets. Government initiatives like Digital India, Common Service Centers (CSCs), and ONDC (Open Network for Digital Commerce), along with private platforms such as Amazon Saheli, Flipkart Samarth, and others, are playing a critical role in this transformation.

This paper examines how digital platforms are becoming powerful enablers in the promotion and marketing of rural green products. It focuses on their impact in terms of increasing income, enhancing visibility, reducing the role of middlemen, and empowering women and marginalized communities.

The study also sheds light on the challenges faced such as digital literacy, infrastructure gaps, and logistic limitations while offering suggestions to strengthen digital integration in rural value chains.

In doing so, it highlights the significant potential of digital empowerment as a driving force in realizing the dream of a sustainable and inclusive Viksit Bharat.

IMPORTANT OF THE STUDY

The study on “Rural Empowerment in Viksit Bharat: Role of Digital Platforms in Promoting Rural Green Products” holds significant importance in the current socio-economic context of India. As the nation aspires to become a Viksit Bharat by 2047, it is crucial to ensure that development reaches every corner of the country, especially rural areas which are often left behind in mainstream economic activities.

1. Bridging the Urban-Rural Divide:



The study emphasizes how digital platforms can act as bridges between rural producers and urban consumers, enabling equal access to markets, resources, and opportunities.

2. Promoting Sustainable Development:

By focusing on green products, the study aligns with India's goals for environmental sustainability, encouraging organic farming, eco-friendly practices, and sustainable rural entrepreneurship.

2. Empowering Rural Communities:

The study highlights how digital tools empower rural populations—especially women, youth, and marginalized groups—by providing them with market access, skill development, and financial independence.

3. Policy Formulation and Improvement:

Insights from the study can guide policymakers in refining existing digital initiatives like Digital India, Start-Up India, and rural e-commerce platforms, making them more inclusive and effective.

4. Boosting Rural Economy:

Understanding the role of digital platforms helps identify ways to increase rural income, reduce migration to cities, and strengthen local economies through sustainable practices.

SIGNIFICANCE OF THE STUDY

This study is important because it shows how digital platforms can help people in rural areas earn better incomes by selling eco-friendly and locally made green products. It explains how technology gives rural producers, especially women and small farmers, access to bigger markets and fair prices without relying on middlemen. The study also highlights how promoting green products supports environmental protection and sustainable living. It helps the government, policymakers, and organizations understand what steps are needed to improve digital access in villages and create better opportunities for rural development. Overall, this study supports the goal of building a strong, self-reliant, and sustainable “Viksit Bharat”.



OBJECTIVES OF THE STUDY

- To examine how digital platforms, contribute to enhancing the income and market access of rural producers involved in eco-friendly and sustainable green product creation.
- To identify the challenges and opportunities in using digital tools for promoting rural green products and suggest strategies to strengthen rural empowerment through technology.

REVIEW OF LITERATURE

Reddy, P. & Thomas, M. (2022). Sustainable Rural Livelihood through Digital Empowerment: Opportunities and Challenges, This paper discusses how digital empowerment can lead to sustainable rural livelihoods by enabling access to markets, information, and financial services. It emphasizes the importance of training and policy support to ensure effective use of digital platforms among rural populations.

Sindakis, S., & Showkat, G. (2024). *The digital revolution in India: Bridging the gap in rural technology adoption. Journal of Innovation and Entrepreneurship, 13(Article 29).* This study explores factors influencing digital adoption in rural India within the Digital India Program. Based on a survey of 400 respondents in Odisha, it highlights that younger, educated populations (especially women) are more likely to embrace mobile-based digital services, underscoring the importance of digital literacy and mobile-first strategies in rural empowerment

Reji, S. K., Moulya, B., & Rajeswari, P. S. (2024). Catalyzing digital transformation: Insights from rural India. *Academy of Marketing Studies Journal, 29(1), 1–13.* The authors analyze the impact of Digital India across education, agriculture, gender, and governance. The findings show increased digital access and usage among rural populations, enabling improved access to markets, e-governance, and information services—critical for promoting eco-friendly rural enterprises.

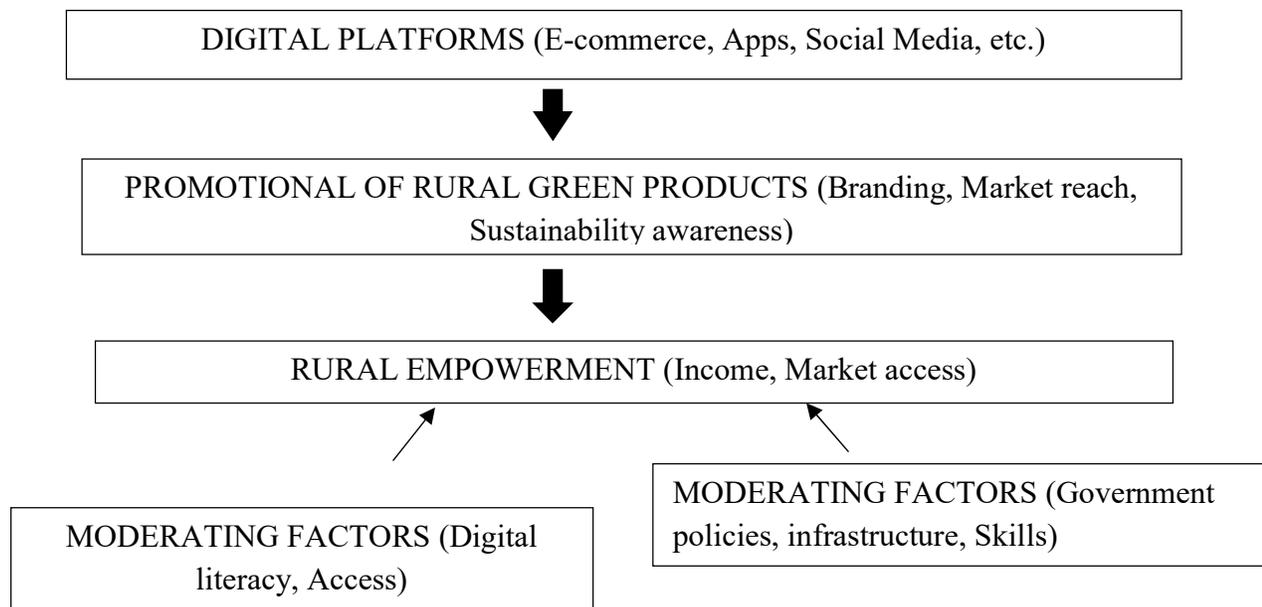
Anjali, D., & Kumar, A. (2024). Economic Opportunities and Social Media: Assessing the Impact of Online Platforms on Entrepreneurship among Tribal Women in North Gujarat. *Social Science Journal for Advanced Research, 4(6), 26–31.* This mixed-methods study involving 200 tribal women entrepreneurs shows that social media tools like WhatsApp and Facebook significantly enhance visibility and income for handicraft producers. However, digital literacy and connectivity remain key challenges that limit their full digital potential.



Pandey, V. (2024). Bridging the digital gap: Empowering rural India through transformative initiatives. *ShodhKosh: Journal of Visual and Performing Arts*, 5(6), 2826–2837. Examines public–private and community-led digital literacy and e-governance efforts in rural India. The paper highlights how integrated models in digital training, affordable connectivity, and service delivery can empower rural communities across sectors including agriculture and eco-product marketing.

Sowmya, B., & Pai, R. (2025). Digital inclusion of women entrepreneurs in the unorganized sector – A systematic review. *Advances in Consumer Research*, 2(1), 71–85. This systematic review assesses how digital financial tools, mobile banking, and e-commerce empower women entrepreneurs in rural unorganized sectors. It underscores both the opportunities (market access, financial inclusion, resilience) and barriers (digital illiteracy, policy gaps) of integrating digital platforms in rural livelihoods

CONCEPTUAL FRAMEWORK FOR THE STUDY



HYPOTHESIS OF THE STUDY

H₀₁- There is no significant relationship between the use of digital platforms and the enhancement of income and market access of rural producers of green products.

H₀₂. Challenges in using digital tools do not have a significant impact on the effectiveness of digital platforms in promoting rural green products and empowering rural producers.



Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	50	41.70%
	Female	70	58.30%
Age Group	18–30 years	30	25.00%
	31–45 years	55	45.80%
	46–60 years	25	20.80%
	Above 60 years	10	8.40%
Education Level	No formal education	12	10.00%
	Primary (up to 5th grade)	20	16.70%
	Secondary (6th–10th)	38	31.70%
	Higher secondary (11th–12th)	30	25.00%
	Graduate and above	20	16.60%
Type of Occupation	Farmer	40	33.30%
	Artisan/Handicraft Producer	25	20.80%
	Self-help Group (SHG) Member	30	25.00%
	Micro-entrepreneur	25	20.90%
Monthly Income (₹)	Less than ₹5,000	28	23.30%
	₹5,000–₹10,000	42	35.00%
	₹10,001–₹15,000	30	25.00%
	Above ₹15,000	20	16.70%

Use of Digital Platforms	Yes	90	75.00%
	No	30	25.00%
Purpose of Digital	Product promotion	35	29.20%



Use			
	Online selling (e-commerce/social)	30	25.00%
	Payments & transactions	15	12.50%
	Training/info access	10	8.30%
	Not applicable	30	25.00%

Majority are female (58.3%), reflecting high participation from women in rural green product initiatives. The **age group 31–45 years (45.8%)** is the most active in digital adoption. **75% of respondents use digital platforms**, mainly for promotion and selling of products. Many respondents earn **between ₹5,000 and ₹10,000 monthly**, showing scope for income enhancement via digital tools.

MUTIPLE LINEAR REGRESSION

1. Regression: Digital Use → Income Change

Coefficient	Estimate	Std. Error	t-value	p-value	95% CI
Intercept (β_0)	-0.7955	1.015	-0.784	0.435	[-2.805, 1.214]
Digital Use Score (β_1)	3.4448	0.305	11.305	<0.001	[2.841, 4.048]

2. Regression: Digital Use → Market Access

Coefficient	Estimate	Std. Error	t-value	p-value	95% CI
Intercept (β_0)	-0.207	0.45	-0.46	0.646	[-1.098, 0.684]
Digital Use Score (β_1)	1.9194	0.135	14.214	<0.001	[1.652, 2.187]

Both models show a **strong positive and statistically significant** relationship between digital platform usage and the enhancement of **income** and **market access**. Since **p-values are < 0.001** in both



regressions, we **reject the null hypothesis**. Digital platforms **significantly contribute** to improving income and market reach of rural green product producers.

ONE WAY ANOVA

Challenge Level	Mean Effectiveness Score	Standard Deviation
Low Challenges	7.74	1.14
Medium Challenges	6.47	1.16
High Challenges	5.01	1.03

Test	F-Statistic	p-value
One-Way ANOVA	60.0254	0

The p-value is 0.000, which is less than 0.05. This means we reject the null hypothesis (H₀). There is a statistically significant difference in effectiveness scores across different challenge levels. As challenges increase, the effectiveness of digital platforms decreases significantly.

FINDINGS:

- **58.3% were female respondents for the study.**
- The **age group 31–45 years (45.8%)** is the most active in digital adoption.
- 38 respondents (31.70%) were secondary educators.
- Many respondents earn **between ₹5,000 and ₹10,000 monthly**, showing scope for income enhancement via digital tools.
- Digital platforms **significantly contribute** to improving income and market reach of rural green product producers as per Multiple Linear Regression
- There is a statistically significant difference in effectiveness scores across different challenge levels as per One Way Anova



SUGGESTIONS

- **Digital Literacy Training:** Conduct regular workshops to educate rural producers on using e-commerce, mobile apps, and digital marketing platforms effectively.
- **Infrastructure Development:** Improve internet connectivity and access to affordable digital devices in rural areas.
- **User-Friendly Platforms:** Design simplified, multilingual digital platforms tailored for rural users.
- **Local Support Systems:** Introduce local digital facilitators or community help desks to assist in resolving digital challenges.
- **Government & NGO Collaboration:** Public-private partnerships can help scale digital access and skill development programs.

CONCLUSION

The analysis of the data from 120 respondents clearly indicates that the level of challenges rural producers face in using digital tools has a significant impact on how effective these platforms are in promoting green products and empowering local communities. The ANOVA test revealed statistically significant differences in perceived effectiveness across groups experiencing low, medium, and high digital challenges, with effectiveness decreasing as challenges increased. This highlights a critical barrier to the success of digital inclusion in rural entrepreneurship. The findings suggest that while digital platforms hold immense potential to enhance market access and income for rural green producers, their impact is limited when users face technical, infrastructural, or knowledge-based obstacles. Bridging this digital divide is essential to realize the full benefits of digital empowerment for rural sustainability and economic upliftment. The study emphasizes the urgent need for targeted strategies that address these barriers, ensuring that all rural stakeholders can effectively participate in and benefit from the growing digital ecosystem in Viksit Bharat.

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