

# Digital Information Literacy among Villagers with special reference to Model Village of Bilaspur District: A study

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## Abstract:

The purpose of this paper is to discuss the findings on digital information literacy among students villagers special reference to model village of Bilaspur. For the purpose of data collection, 175 questionnaires were distributed. The findings reveal that majority of the respondents were male 130 (74.258%). 131(74.85%) designated as villagers between 18-32 age groups. 151 (86.28%) greater part of respondents use digital information on the daily basis. It is also clear that highest numbers of 145 (82.85%), and 142(81.14) respondents are using digital resources to entertainment and social networking.

**Key word:** Digital Information, Digital Literacy. Information Digital, information literacy, library information , model village

## Introduction

Today Information is multimedia types of nature like comprising text, pictures, drawings, audio, video, and animation and computer graphics. All of information represented in digital form, information of any kind appears as a string of ones and zeros. This helps in building systems that are capable of handling ones and zeros only and such systems can be made very robust. This is the underlying consideration for adopting digital technology. Digital Information is central to our daily life activities and importance in the country at present times. Advances in information and digital communication technologies have brought about the using, watching, uploading, downloading, sharing, representation, recording, and communication of information in digital form. Information may be put in electronic form using analog or digital technology. Digital technology is relatively new (40-50 years). Digital technology is preferred over analog technology for reasons of efficiency and reliability. At present, there is a perceptible trend towards the use of digital technology in both communication and computer fields. Due to some government initiatives everything information is moving towards digital technology. And increasing education facility, increasing economic power, availability of technology , distribution of Smartphone, laptop, compition of providing internet facility by network distributors ,and spreading digital literacy among the rural population they make more choice to shifted digital information . Digital literacy is an important strength of all people for empower their existing knowledge fulfil their daily needs aware the government programme and plan there right. Technology has become a dynamic force in itself to more use. User friendly technology is introduced take the country on the path of digital literacy," One may say that there is a digital revolution that is currently sweeping the world. As a result, information is also going digital. Every nation cannot afford without "digital literacy" and called for bridging this gap to ensure social equality. In this day and age, we cannot afford to have a digital literacy. If some people are empowered in technology and some people not, then this digital illiteracy can create a big problem for social harmony. So need to make sincere

efforts of government to avoid the creation of digital divide in our country. To create a culture of innovation which is need based, not knowledge based.

### **About Model Village**

In India 68.9% of population lives in rural areas (Census 2011). Though number is expected to fall in the coming years, it is still estimated that more than half of our population would be rural even in 2050. Despite there being several past initiatives by governments at all levels [ Central, State and Local ] in the past, the level of improvement has not kept pace with the rising aspirations among Indians. One reason for the failure of rural development schemes has been the lack of a holistic focus on the village as a unit. Separate flagship schemes targeting different sectors such as health (NRHM), education (SSA) and livelihood (NREGA, NRLM) have been launched in the past, but met with limited success. The [Model Village] concept could address these challenges comprehensively. It can address resource deficits in each of these sectors, with adequate focus on the special needs of every village.

**Sansad Adarsh Gram Yojana** is a rural development programme broadly focusing upon the development in the villages which includes social development, cultural development and spread motivation among the people on social mobilization of the village community. The programme was launched by the [Prime Minister of India, Narendra Modi](#) on the birth anniversary of [Jayaprakash Narayan](#), on 11 October 2014. It endorses an integrated approach towards development that includes better and improved physical infrastructure in the villages, along with building community spirit. It aims for better governance (transparency, accountability and integrity), active people's participation (mutual cooperation, self-help & self-reliance and improved standard of living & quality of life), and environmental consciousness that can be replicated. It hopes to use the resources from existing schemes for furthering the cause of these villages. Key objectives of the Yojana include. (1.)The development of model villages, called Adarsh Grams, through the implementation of existing schemes, and certain new initiatives to be designed for the local context, which may vary from village to village. (2.) Creating models of local development which can be replicated in other villages. The distinct feature of this Yojana is that it is (a) demand driven (b) inspired by society (c) based on people's participation. Key elements of a model village .A 21st century model village in India needs to incorporate certain key themes which would be essential for its success. An intervention under one of these areas could have an effect across other areas as well. For example, technology could be used to improve the quality and delivery of other services such as health and education, which in turn contributes to sustainable development. Similarly, the use of renewable energy, apart from meeting energy needs, also contributes towards environmental sustainability. Village tree plantation drives could encourage community participation, benefit the environment, prevent soil erosion and benefit agriculture, conserve water, and finally contribute to the aesthetics of the village. A number of these initiatives have already been taken in different parts of the country, but most of them have been attempted in isolation. The urgent need is to bring about a convergence of all such initiatives, for which 2 things would be essential [ a) grassroots level planning; and b) mobilization of resources.

### **Objective of the study**

Major objective of the study are following:

1. To know what types of digital information need by villagers.
2. To know which types of digital media preferred by respondents.
3. To know what are the purpose of accessing information
4. To know which types of characteristic attract of respondent to use of technology.
5. To know about the challenge and experienced with the accessing digital information.

### **Methodology**

The study was conducted in Bilaspur, district of Chhattisgarh. In the Bilaspur district through of Vidhayak Model village 50 villages are selected to develop model village out of 7 block namely

- ❖ Bilha ☐ Sendari , Lingayadih, Bahtrai , Khamtrai, Mangla, Bartori, Amaldiha, Beltara, Dhourabhatha.
- ❖ Takhatpur ☐ Ghutku, Ganiyari, Turkadih, Nirtu, Uslapur, Ameri, Jarondha,
- ❖ Masturi ☐ Masturi, Seepat, Khamahariyan, Jondhara, Son, Loharshi, Kosamdih, Mohtara, Jayramnagar, Bakarkuda.
- ❖ Kota ☐ Belgahana, Aamagohan, Kargikala, Tendua, Nawagoan, Ranigoan.
- ❖ Gourella ☐ Jogisar, Basti, Gorkhpur, Semara, Dhanouli, Lalati, Sarbahar, Doonjara, Sadwani, Pakriyan.
- ❖ Pendra ☐ Sonbacharwar, Amarpur, Kudkai, Kotmikala, Sakola.
- ❖ Marwahi ☐ Marwahi, Banshital , Bandhori, Lohari, Kumhari.

Out of 7 block of the Bilaspur district one block namely Bilha was taken for this study. And further 7 out of 9 villages were taken of Bilha block .From each of the villages, 25 literate respondents were selected as sample respondents. In all, the study had 175 respondents.

## Data analysis and interpretation

### 1. Demographic Profile of Model Villages

Name of Model Village	No. of House Hold	Total Population	Male Population	Female Population	Total literacy	Male Literacy	Female Literacy	Illiteracy
Sendary	966	4805	2534	2271	3000	1830	1170	1805
Khamtrai	1429	7071	3637	3434	4118	2453	1665	2953
Mangla-B	528	3027	1500	1527	1492	954	538	1535
Bartori	963	4209	2070	2139	2582	1470	1112	1627
Amaldiha	182	1006	494	512	513	310	203	493
Beltra	1003	4225	2132	2093	2763	1567	1196	1462
Dhourabhatha	610	3076	1548	1528	1645	961	684	1431

### 2. Educational Levels of Villagers

Educational Level of Villagers	School Level	High School Level	Graduate Level	Post Graduate Level	Total
Sendary	4(16%)	12(48%)	6(24%)	3(12%)	25
Khamtrai	9(36%)	5(20%)	5(20%)	6(24%)	25
Mangla-B	4(16%)	11(44%)	8(32%)	2(8%)	25
Bartori	7(28%)	11(44%)	4(16%)	3(12%)	25
Amaldiha	5(20%)	10(40%)	6(24%)	4(16%)	25
Beltra	8(32%)	10(40%)	4(16%)	3(12%)	25
Dhourabhatha	6(24%)	10(40%)	6(24%)	3(12%)	25
Total	43(24.57%)	69(39.42%)	39(22.28%)	24(13.71%)	175(100%)

Table 2 show that out of 175 respondent a majority of 69(39.42%) respondents high school level educated 43(24.57%) school level, 39(22.28%) graduate level and 24(13.71%)post graduate level educated.

**Table.3 Gender wise Distribution of Respondents**

Gender wise Distribution	No. of Respondents	Percentage
Male	130	74.2857143
Female	45	25.7142857
Total	175	100

It was found from the above table that, out of 175 respondents 130(74.28%)are male and 45(25.14%) are female.

**Table .4 Age- wise Distribution of Respondents**

Age Distribution	No of Respondents	Percentage
18-22	55	31.42%
23-27	45	25.71%
28-32	42	24%
32 to above	33	18.85%
Total	175	100

Table -5 shows that , majority of 55(31.42%) respondents belongs to the age group 18-22; followed by 45(25.71%) respondents having age group 23-27; 42(24%)having 28-32; and a minimum of 33(18.85%) respondents belong to the age group 32 to above respectively.

**Table.5 Status - wise of respondent**

Status of Respondents	No. of Respondents	Percentage
Government Employee	35	20%
Private Employee	41	22.42%
Student	55	31.42%
Farmer	24	13.71%
Unemployment	20	11.42%
Total	175	100

Table -5 show that majority of 55(31.42%) respondents belong to students; 41(22.42%) private employees of different sector; 35(20%) government employee of different sector like teacher , patwari, rojgar shahayak, anganbadi karyakarta etc. 24(13.71%)respondent belongs farmer; and minimum 20(11.42%)respondents belong to unemployment respectively.

**Table -6 types of digital information need by respondents**

Digital Information	No of Respondents	Percentage
Health related	56	32%
Educational related	118	67.42%
Agriculture related	85	48.57%
Political	65	37.14%
Entertainment	170	97.14%
Skill development	45	25.71%
Sport	115	65.71%
Employment	65	37.14%
Sns	165	94.28%
E-news	135	77.14%

It was found from the table that a majority of 170(97.14%) respondents accessed entertainment related digital information ,165(94.28%)Sns , 118(67.42%)educational

related,115(65.71%)sport,85(48.57)agriculture,85(48.57%)e-new65(37.14%)political, 65(37.14%)employment,56(32%)health related, and minimum of 45(25.71%)respondents accessed regarding skill development related digital information respectively.

**Table- 7 Digital media approaches by respondents**

Digital Information approach	No. of Respondents	Percentage
Radio	30	17.14
T.V	145	82.85
Smartphone	170	97.14%
Laptop	28	16
PC	20	11.42

Table -7 show that majority 170(97.14%) of respondents uses Smartphone for digital information approaches, 145(82.85) TV, 30(17.14%) Radio, 28(16%)Laptop ,and minimum 20(11.42%)of respondents approaches PC for digital information accessed

**Table 8 Frequency of use of Digital Information**

Frequency of Use	No. of Respondents	Percentage
Daily	151	86.28%
Weekly	14	8%
When Need Occasionally	10	5.71%

It was found that majority of 151(86.28%) of respondent frequently use of digital information on the daily basis, 14(8%) weekly basis and 10(5.71%) of respondents frequently of use digital information when need information occasionally basis.

**Table-8 Purpose of Digital Information Approaches**

Purpose of Digital Information Approach	No. of Respondents	Percentage
Entertainment	145	82.85%
For carrier development	84	48%
Education	95	54.28%
Marketing of Agriculture Product	45	25.71%
SNS	142	81.14%
Health	30	17.14%
Travels	48	27.42%
e-shopping	28	16%
Email search	85	48.57%
E-news	60	34.28%
Sports	95	54.28%
Other	12	6.85%

Table -8 show that maximum 145(82.85%) of respondents main purpose of approaches are entertainment, 142 (81.14%)Snss ,95(54.28%)Educational related , 85(48.57%)email search,84(48%)carrier development , 74(42.28)sport, 60(34.28%)e-news, 48(27.42%)travels 45(25.71%)marketing of agriculture products ,30(17.14%)health related , 28(16%)e-shopping and minimum of 12(6.85%) of respondents approaches digital information for another purpose.

**Table-9 Place of Accessed digital information by respondents**

Place of Access digital Information	No .of Respondents	Percentage
Library	55	31.42
Own home	135	77.14
Relative/friends house	33	18.85
Computer center	95	54.28



It was found that majority 135(77.14%) of respondents accessed digital information at place of own home side, 95(54.28%) at computer center, 55(31.42%) at library of their villages or collage and minimum of 33(18.85%) of respondents accessed information at their friend or relative house.

**Table -10 types of characteristics which is attract by respondents**

Characteristics	No of Respondents	Percentage
Essay Access	123	70.28
24*7 availability	84	48
Portability	32	18.28
Flexible	74	42.28
Standardized	12	42.28

Table 10 show that 123(70.28%) of respondents attract due to essay access, 84(48%) 24\*7 availability, 74(42.28%) portability, 32(18.28%) flexibility and minimum of 12(%) attract make choice to standardized characteristic of digital information.

**Table-11 Problem and challenged experienced by respondents during access digital information**

Problem and challenge experienced	No. of Respondents	Percentage
Language problem to approach sources of information	170	97.14%
Lack of Translation	70	40%
Lack of digital literacy	141	80.57
Economic problem	74	42.28
Lack of internet connectivity	95	54.28
Slow speed	65	37.14
Light problem	63	36%
Lack of information system	85	48.57
Other	34	80.57

Table -11 show that majority of 170(97.14%) faced problem and challenged experienced to getting exact sources of digital information, 141(80.57%) of respondents experienced lack of digital information literacy, 95(54.28%) lack of internet connectivity, 85 (48.57%) lack of information systems, 74(42.28%) economic problem, 70(40%) lack of translation, 65(37.14%) experienced slow speed of internet connectivity and 63(36%) faced electricity problem respectively.

### Major Finding of Study:

Following are major finding from the analysis and interpretation of data:

1. It was seen that majority of 55(31.42%) respondents belong to students community ; and 41(22.42%) private company workers of different sector; 35(20%) were employee of different government sector like teacher, patwari, rojgar shahayak, anganbadi karykarta etc. and 24(13.71%) respondent belongs farmer community ; and minimum of 20(11.42%) respondents found to being without a job respectively.
2. It was found that a majority of 170(97.14%) respondent's accessed entertainment related digital information like music, video, movie etc. 165(94.28%) Sns, 118(67.42%) educational related, 115(65.71%) sport, 85(48.57%) agriculture, 85(48.57%) e-news, 65(37.14%) political, 65(37.14%) employment, 56(32%) health related, and minimum of 45(25.71%) respondents accessed regarding skill development related digital information respectively.
3. Majority 170(97.14%) of respondents uses Smartphone for digital information approaches, 145(82.85%) TV, 30(17.14%) Radio, 28(16%) Laptop, and minimum 20(11.42%) of respondents approaches PC for digital information accessed
4. maximum 145(82.85%) of respondents main purpose of approaches are entertainment, 142 (81.14%) Sns, 95(54.28%) Educational related, 85(48.57%) email

search,84(48%)carrier development , 74(42.28)sport, 60(34.28%)e-news, 48(27.42%)travels 45(25.71%)marketing of agriculture products ,30(17.14%)health related , 28(16%)e-shopping and minimum of 12(6.85%) of respondents approaches digital information for another purpose.

5. It was found that majority 135(77.14%) of respondents accessed digital information at place of own home side, 95(54.28%) at computer center , 55(31.42%) at library of their villages or collage and minimum of 33(18.85%)of respondents accessed information at their friend or relative house.
6. Table 10 show that 123(70.28%) of respondents attract due to essay access,84(48%) 24\*7 availability, 74(42.28%) portability , 32(18.28%) flexibility and minimum of 12(%) attract make choice to standardized characteristic of digital information.
7. show that majority of 170(97.14%) faced problem and challenged experienced to getting exact sources of digital information, 141(80.57%) of respondents experienced lack of digital information literacy, 95(54.28%) lack of internet connectivity, 85 (48.57%) lack of information systems, 74(42.28%) economic problem, 70(40%) lack of translation, 65(37.14%) experienced slow speed of internet connectivity and 63(36%) faced electricity problem respectively.

### Conclusions:

The present study revealed that greater part of respondents use digital resources in daily basis. It was found that they were using digital resources to entertainment and social networking. The investigators also pointed out that majority of respondent were well aware of digital resources. Digital literacy is a broader concept that is frequently increasing. It consists of developing new skills and knowledge which provides awareness and advanced level thinking skills. Therefore, it is essential to integrate digital literacy in rural areas to appropriate utilization of digital information resources by the rural community.

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