

# ***A STUDY OF AWARENESS OF DIGITAL INDIA CAMPAIGN WITH RESPECT TO INDORE CITY***

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## ***ABSTRACT***

*This paper discusses the breakthrough success of digital marketing in recent years. Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups that use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales.*

***Keywords:*** *Digital marketing, social network, ecommerce, online retail, start up and commandments*

## ***INTRODUCTION***

The Digital India campaign's motto is "Power to Empower", focused on empowering e-governance and transform India into a digital society. It was launched by Prime Minister Narendra Modi on July 1, 2015, to empower the people of the country digitally, for that plans were made to connect rural areas with high-speed internet networks and development of secure and stable digital infrastructure. The initiative also aims to bring universal digital literacy and bring big investments in the technology sector. The program is projected at Rs 1,13,000 crore which will prepare the country for knowledge-based transformation. The Department of Electronics and Information Technology anticipates that this program will have a huge impact on the Ministry of Communication and IT. It is to ensure that government services are available to citizens electronically. It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Digital India also aims to transform ease of doing business in the country.

present government is focusing on providing broadband services in all villages of the country, tele-medicine and mobile health care services and making the govern more participation.

In a major change in technology and mindset from the past, the Government of India has embarked upon a new & ambitious ‘Digital India’ program, this program has 3 basic goals:

- i. Digital Infrastructure as a Utility to every person, High-speed broadband service as a utility for every citizen, Cradle-to-grave digital identity to every citizen, Shared online space on a public cloud network, Secure & sound cyberspace for everyone.
- ii. Governance & Services on Demand, Availability of basic & fundamental services to every citizen through online medium & a mobile-friendly platform, cutting down the burden of paper-based financial transactions by making it cashless & electronic based.
- iii. Digital Empowerment of Citizens making people more digitally aware & connected with each other, All the govt. issued certificates & documents made available digitally on shared public cloud,

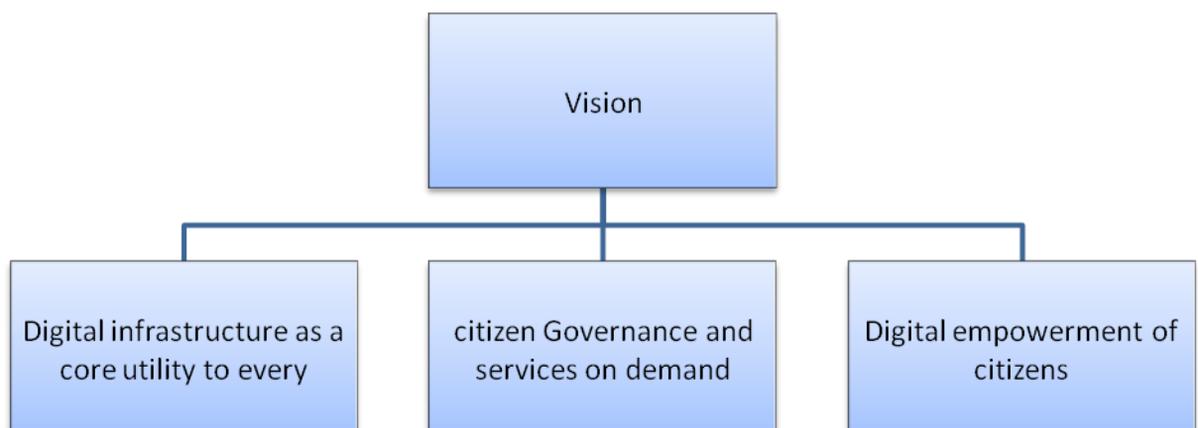
These are some of the major highlights of the program. Since Prime minister Narendra Modi himself is the very tech-savvy person, it is no surprise that ‘Digital India program’ could be said as is his dream project, on happen, occur flagging off of ‘Digital India’ program in New Delhi on July 2015, Prime Minister Narendra Modi himself said that,

“I dream of a Digital India where 1.2 billion connected Indians drive innovation, A Digital India where the world looks to India for the next innovation, where ICT enabled citizen-government interface is incorruptible, where high-speed digital highways unite the nation, where the government is open, and governance is transparent.”

He further added that “E-governance is going to change into m-governance or mobile governance. Mobile governance going to be a reality soon”, he then told the media that ‘Digital India’ program has already drawn investments worth Rs 4.5 lakh crore and will create 18 lakh jobs in future, as it aims to transform ease of doing business in the country.

### Vision of Digital India initiative

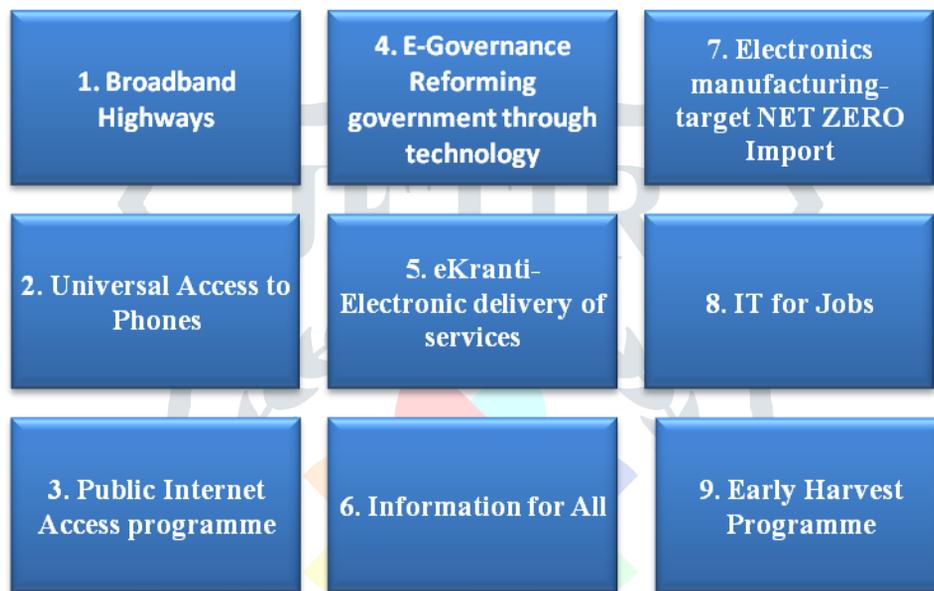
**Infrastructure:** The Digital India initiatives see to give high-speed internet services to its



citizens in all Gram Panchayats. Bank accounts will be given priority at a personal level. People are provided with safe and secure cyberspace in the country.

- **Governance and services:** Government services will be available online where citizens are ensured easy access to it. Transactions to make easy through electronic medium.
- **Digital empowerment of citizens:** This is one of the most important factors of the Digital India initiative to give universal digital literacy and make digital sources easily accessible. The services are also provided in Indian languages for active participation.

### Pillars of Digital India



#### Pillar No. 1- Broadband Highways (Internet for All) -

Broadband Highways first most important pillars of it. It will connect rural, Urban and government department with the internet, Government. The government will spend Rs. 5 Billion to build high-speed broadband highways.

#### Pillar No. 2- Universal Access to Mobile phones

The mobile phone is the basic need of present time under this pillar mobile connectivity is provided to uncovered areas. Mobile phone connectivity is provided to 42,3000 villages in next 4 years.

#### Pillar No. 3- Public Internet Access mission

National Rural Internet missions 2,50,000 villages 1,50,000 post offices will be connected to give better services to Indian people approx. Rs. 4750 budget programs will finish coming 2-3 years.

#### Pillar No. 4- e-Governance: Reforming Government through technology

Department of Electronics and information technology (Deity) and Department of Administrative Reforms and Public Grievances(DARPA) has formulated national e-governance plan (NeGP). The government for Both state and central has taken many

initiatives to make sure government services like school certificates, Voter ID, Ration Card, Online Payment gateways and many other government databases, Government schemes are easily available to information seeks.

#### **Pillar No. 5- e-Kranti electronic Delivery of services**

The e-Kranti project provides electronic delivery of services to the citizens. The government has allocated 5 billion for the e-Kranti which includes many sub-level projects discussed below:

<b>S.No</b>	<b>Sub-Projects</b>	<b>Areas covered/Initiatives</b>
1	Technology for Education (e-Education)	(1) All Schools connected with broadband (2) Free Wi-Fi in all schools (3) Digital Literacy program (4) MOOCs- development pilot Massive online open courses.
2	Technology for Health (e-Health)	(1) On Line medical consultant & Medical supply (2) On line availability on line records (3) Patient information on a PAN Basis
3	Technology for Farmers	(1) Real time Price Information (2) On line ordering of inputs. (3) Online cash loan, relief payment with mobile banking
4	Technology for Planning	(1) GIS Based decision making (2) National GIS Mission mode project
5	Technology for Security	(1) Mobile emergency services
6	Technology for Financial inclusion	(1) Mobile Banking (2) Micro-ATM Programme (3) CSCs/Post Office
7	Technology for Justice	(1) e-Court, e-Police, e-jails, e-Prosecution
8	Technology for Security	(1) National Cyber security co-ordination center

#### **Pillar No. 6- Information for All-**

Information is the backbone for planning and decision-making it is useful for all (Citizen, industry, and government). the government will connect with citizen through social media and internet. It will make a two-way communication medium for exchange ideas/suggestions with the government.

#### **Pillar No. 7-Electronics manufacturing**

India is currently importing electronic goods worth \$100 Billion every year increased to 400 Bn by 2020.this pillar will be targeting to cut electronics good to zero by 2020.A national policy on electronics was brought for electronics system Design and manufacturing(ESDm) sector in India.

#### **Pillar No. 8-IT for Jobs**

This pillar focuses on providing training to the youth in the skills required for availing employment opportunities in the IT/ITFS sector. There are eight components with a specific scope of activities under this pillar.

## Pillar No. 9-Early Harvesting Programmes -

Areas covered under early Harvesting Programme:

- IT platform for Messages.
- Government greeting to be e-Greetings.
- Biometric attendance.
- Wi-Fi in all Universities.
- Secure email within the governments.
- Standardize government email design.
- Public Wi-Fi hot-spots.

### Approach/Strategy adopted for Digital India Campaign

As a startup measure, it has been decided that all the Financial dealings by Central Government Ministries/Departments and their organizations will be made in cashless mode via electronic transfer by Dec 2016, to eventually cut the paper-based transactions in govt. dealings permanently.

Digital literacy training is also being provided in small towns & villages across the country as a part of this process via NDLM training centres& for this purpose alone more than 1750 training partners including registered civil societies, NGO's, limited companies & institutes are partnering with NDLM through Public-Private Partnership (PPP), till date more than 6 lakh beneficiaries have been certified following their online assessments.

### 2.1 REVIEW OF RELETED LITERATURE

**Sharma Jyoti (2016)."** It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will allow the society in a better way. The Digital India Programme, an initiative of honorable Prime Minister Mr. Narendra Modi, will happen new development in every sector. The motive behind the concept is to build participating, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the ability of information technology across government departments. Today, every nation wants to fully digitalized and this programme strives to give equal benefit to the user and service provider. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.

**Sharma Aditya, Sharma Trivesh, Sharma Kavish (2015).** 160 million Jan Dhan Accounts, 130 Million Direct benefit Transfer and 110 million insurance policies only in few weeks. It is the power of Digitization. Even though India is known as powerhouse citizens is still comparatively low. The National e-Government plan approved in 2006 has made a steady progress through mission mode projects and core ICT infrastructure, but the greater thrust is required to make sure effective progress in electronics manufacturing and e-governance in the country. The Digital India vision provides the intensified impetus for further momentum and progress for this initiative and this products, devices, manufacturing and job opportunities.

**Dr. Uma Narang says about the DIGITAL INDIA AND ITS IMPACT that,**

It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will allow the society in a better way. The 'Digital India' programme, an initiative of honorable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates creative endeavors for gen next. Almost nations wants to fully digitized and this programme strives to give equal benefit to the user and service provider. Hence, an attempt has made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.

### 2.3 OBJECTIVES

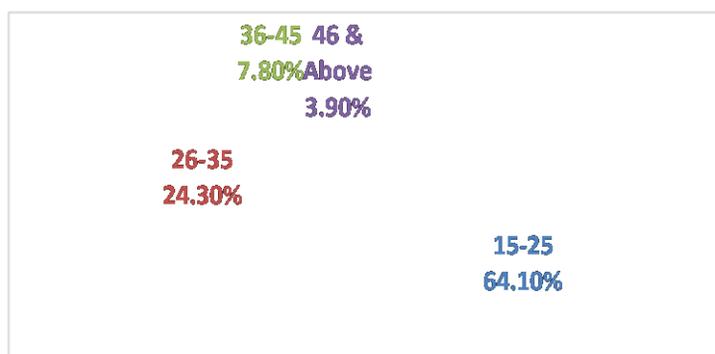
- ✓ To study the Digital India Mission.
- ✓ To study the awareness of digital India campaign of citizens of the Indore Region.
- ✓ To study the initiative of Digital India Campaign on the demographic basis.

### 3. RESEARCH METHODOLOGY

<b>Research type</b>	-	Descriptive and Exploratory
<b>Research unit</b>	-	Indore
<b>Population</b>	-	People of Indore
<b>Sample size</b>	-	206
<b>Sampling method</b>	-	Non-Probability Convenience Sampling
<b>Tools for data collection</b>	-	Self-Designed Questionnaire
<b>Tools for data analysis</b>	-	Pie Charts, Bar Charts

### 4. RESULTS AND DISCUSSION

#### 4.1 Analysis of Data

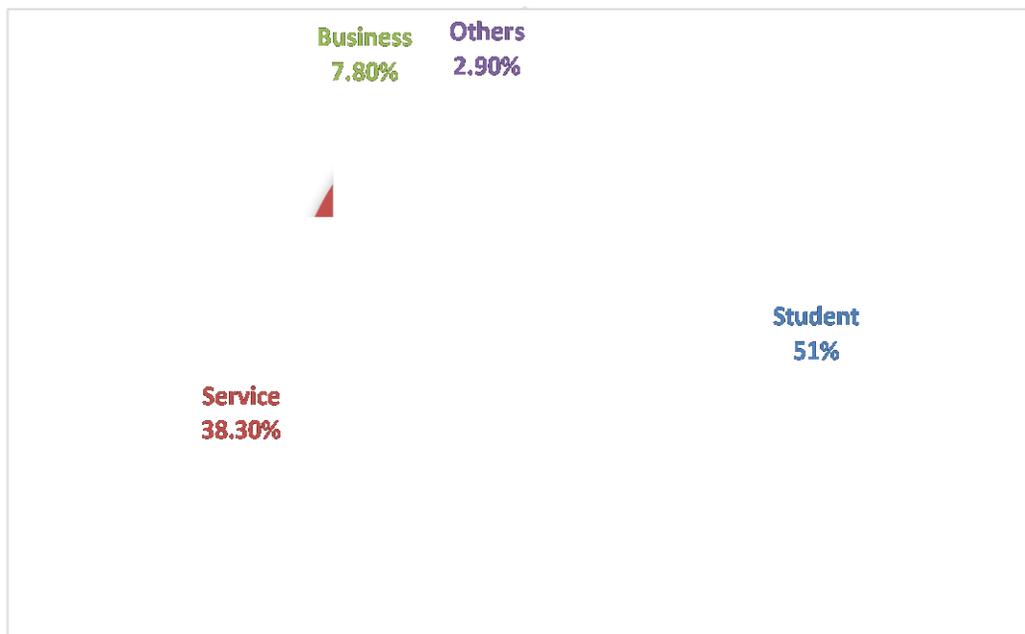


### Age (In Years)

**Interpretation:** Out of 206 respondents, 64% were between 15-25 year, 24% were between 26-35 year, 8% were between 36 - 45 year and rest of 4% respondents were above 46 years.

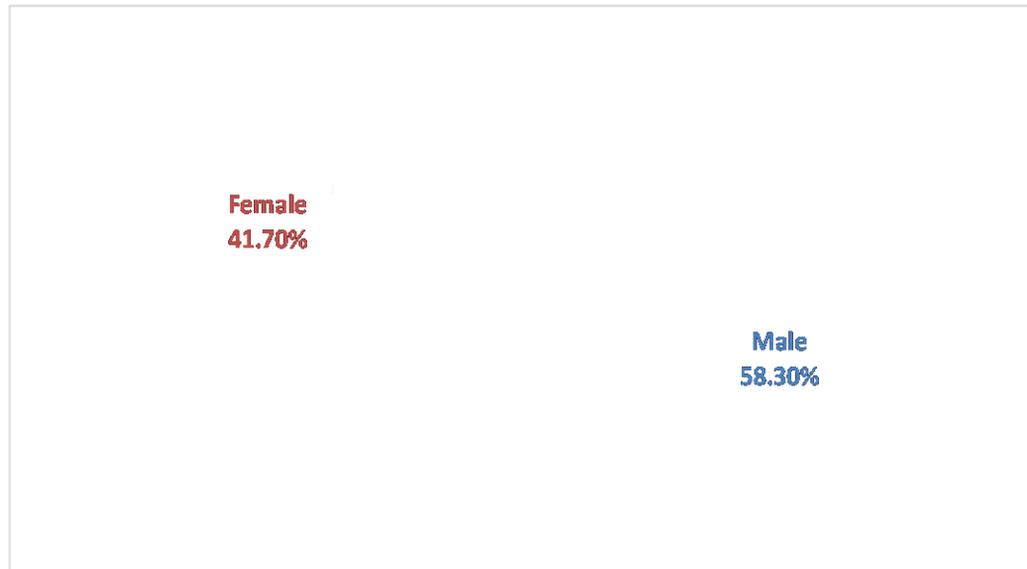
### Education/Qualification

**Interpretation:** Out of 206 respondents, 44.20% respondents were in graduation, 30.60% were post-graduates, 15% were in 12<sup>th</sup> class while 5.80% of respondents were in 10<sup>th</sup> and rest of others are in their jobs or into business.



**Occupation Interpretation:** Out of 206 respondents, 51% respondents were student, 38.30% were in service, 7.80% were in their business while 2.90% of the respondents were in others (maybe unemployed).

## Gender



**Interpretation:** Out of 206 respondents, 41. % were female and 59% were male were aware of the Digital India Campaign.

### Results&Discussion:

- ✓ Out of 206 respondents, 64% were between 15-25 year, 24% were between 26-35 year, 8% were between 36 - 45 year and rest of 4% respondents were above 46 years.
- ✓ Out of 206 respondents, 44.20% respondents were in graduation, 30.60% were post-graduates, 15% were in 12<sup>th</sup> class while 5.80% of respondents were in 10<sup>th</sup> and rest of others are in their jobs or into business.
- ✓ Out of 206 respondents, 51% respondents were student, 38.30% were in service, 7.80% were in their business while 2.90% of the respondents were in others (maybe unemployed).
- ✓ Out of 206 respondents, 42% were female and 58% were male were aware of the Digital India Campaign.
- ✓ Out of 206 respondents, 90.30% were aware of Digital India Campaign and 9.70% were not aware of this campaign.
- ✓ Out of 206 respondents 34% people got to know about Digital India Campaign from the Media Talk, 23% came to know from the Seminars, 17% came to know from Newspapers and magazines, 12% were aware due to information from Friends, 9% were aware from the company notifications, 2% were aware because of the books, 1% from Political Meetings (of any party), 1% from Social Media, 1% from Research Articles.
- ✓ Out of 206 respondents, 44% described Digital India Campaign as an Aim to promote e-Governance, 20% described it is for Ensuring Education for All, 19% described it is the Scheme of Govt to help people buy electronic products, and 17% described that it has the Aim of digitizing TV telecast in India.

- ✓ Out of 206 respondents, 96.60% people agreed to the statement that due to the Digital India Campaign, people's attitude changed positively, but 4.40% people did not agree from this view.
- ✓ Out of 206 respondents 39% people always use a smartphone and Google, 30% people sometimes use these, 24% people use these often and 5% use it rarely and 2% people never use smart Phones and Google.
- ✓ Out of 206 respondents 39% people were using Blogs, skype and google chats rarely, 26% never used these, and 22% people were using it sometimes, 8% used these always and only 5% people were often using these.
- ✓ Out of 206 respondents, 95.60% respondents agreed that this campaign is a benefit for our nation but 4.40% did not agree with this statement.
- ✓ Out of 206 respondents, 76.20% people were encouraging others for involving digitally but 23.80% did not encourage others to be involved digitally.
- ✓ Out of 206 Respondents, 61% attended Digi-Dhan Mela and 39% did not attend digi-dhan mela in Indore city.
- ✓ The USSD number for e-Payment is \*99# and out of 206 respondents, only 50% people knew the right number and others knew wrong.

#### Out of 206 respondents,

- ✓ 70 people did not know about **DigiLocker**, 46 people heard about it, 61 People knew about it but never visited the site, 26 people knew about it and used it, 3 people knew about it and recommended to others.
- ✓ 10 people did not know about **mygov.in**, 96 people heard about it, 47 People knew about it but never visited the site, 42 people knew about it and used it, 11 people knew about it and recommend to others.
- ✓ 62 people did not know about **e-scholarship scheme**, 67 people heard about it, 46 People knew about it but never visited the site, 22 people knew about it and used it, 9 people knew about it and recommended to others.
- ✓ 36 people did not know about **Biometric attendance system**, 57 people heard about it, 47 People knew about it but never visited the site, 40 people knew about it and used it, 26 people knew about it and recommended to others.
- ✓ 137 people did not know about **e-sampark**, 35 people heard about it, 28 People knew about it but never visited the site, 4 people knew about it and used it, 2 people knew about it and recommended to others.
- ✓ 127 people did not know about **Digital Life Certificate**, 52 people were heard about it, 14 People knew about it but never visited the site, 10 people knew about it and used it, 3 people knew about it and recommended to others.
- ✓ 147 people did not know about **e-Basta Project**, 34 people heard about it, 23 people knew about it and used it, 2 people knew about it and recommended to others.
- ✓ 141 people did not know about **e-Greeting portal**, 42 people heard about it, 20 People knew about it but never visited the site, 2 people knew about it and used it.
- ✓ 135 people did not know about **e-Hospital and ODP registration framework**, 47 people heard about it, 18 People knew about it but never visited the site, 4 people knew about it and used it, 2 people knew about it and recommended to others.

**Out of 206 respondents,**

- ✓ 29 strongly agreed, 24 just agreed, 27 were neutral 87 disagreed and 39 were strongly disagreed to the use of paytm on petrol pumps.
- ✓ 55 strongly agreed, 114 just agreed, 27 were neutral 6 disagreed and 4 strongly disagreed towards the fact that their trust is increased on digital payment.
- ✓ 30 strongly agreed, 57 just agreed, 49 were neutral 20 disagreed and 20 strongly disagreed on the digitalbooking of the tickets.
- ✓ 30 strongly agreed, 60 just agreed, 53 were neutral 41 disagreed and 22 strongly disagreed towards the digital payment for online shopping.

**5.1 Conclusion**

It is concluded that most of the people of Indore city are aware of this campaign but there is a need to give proper education to the citizens of Indore to implement these digital processes in their daily life so that they can use these digital facilities freely and fearlessly and as a result it will benefit the citizens as well as the nation, overall, I can say that the aim of this campaign is partially successful.

The findings suggest that the citizens of Indore City want a proper guidance to become digital.

**5.2 Scope for future work**

This is supposed to be the sole purpose of the campaign, If successfully implemented and managed, the campaign will give great opportunities to the skilled and unskilled population of India.

- ✓ My study will help the future researchers on Digital India Campaign.
- ✓ My study can be applied on another city for the same.
- ✓ My study will offer the guidance to compare the awareness of citizens of more cities of India

**Limitations**

- ✓ Future studies may expand the sample size and sample area to generalize the finding.
- ✓ The study has been carried out on a sample of 203 respondents, the scale can be an administrator on a large population to increase the accuracy of findings.
- ✓ The study is restricted to only one city, it can further be conducted for different cities.

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### Appendix:

## QUESTIONNAIRE

Dear Respondent,

We are conducting a research on "A Study of Awareness of Digital India Campaign" with respect to Indore city. I request you to please take some time in filling out the questionnaire. I assure you that the data collected will be used for academic research purpose only and will be kept confidential.

- **Name** : \_\_\_\_\_
- **Age (in years)** :  15-25  26-35  36-45  46 & above
- **Education/Qualification** :  10<sup>th</sup>  12<sup>th</sup>  Graduate  Post-Graduate  Others
- **Occupation** :  Student  Service  Business  Others
- **E-mail id** : \_\_\_\_\_
- **Gender** :  Male  Female

1) Are You aware of Digital India Campaign?

Yes No

2) If you have heard about the Digital India Initiatives, please tick the sources from where you have come to know of it.

 Research article Newspapers and magazines Books Media talk Seminar Political meetings of any party Company notifications Any other Friends

3) What in your view, among the following statements, best describes Digital India Initiatives?

 Digital India means ensuring education for all Digital India is a scheme of govt to help people buy electronic products Digital India is aimed at digitizing TV telecast in India Digital India is aimed to promote e-Governance for empowering citizens, promoting the inclusive and sustainable growth, enhancing efficiency through digital services and ensuring a secure cyber space.

4) Tick the appropriate option in the following table on the basis of your understanding of various Digital India initiatives taken by government:

STATEMENT	Don't know	Heard of it	Know about it but never visited the site	Know about it and used it too	Know about it and recommend it to others also
DigiLocker					
MyGov.in					
E-Scholarship scheme					
Biometric Attendance System (BAS)					
E-Sampark					
Digital Life Certificate					
E--Basta Project					
E-Greeting Portal					
E-Hospital and ODP registration framework					

5) The Attitude of people has changed positively towards Digital India due to Digital India Campaign.

 Yes No

6) How often do you use internet, other new technologies like Smart Phone and Google?

 Never Rarely Sometimes Often Always

7) How often do you use internet, other new technologies like blogs, skype, google chats?

Never       Rarely       Sometimes       Often       Always

8) In Your opinion would the PM's idea benefit for the nation.

Yes       No

9) Do you encourage other people or individuals for involving digitally?

Yes       No

10) Did you attend the Digi-Dhan Mela in your city?

Yes       No

11) What is the USSD number reserved for e-payment?

\*111#       \*011#       \*99#       \*90#

12) Have you done payment in any shop digitally instead of cash?

Yes       No

13) Following are the statements to know your interest of Indore city. Please provide your opinion.

STATEMENT	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Most of the time I use paytm on petrol pump.					
My trust is increased on payment digitally.					
Railway tickets, movie tickets, air tickets book by digitally most of the time.					
I usually pay online on online shopping.					