

A Study of Awareness among Youth about Digital India Initiative

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ABSTRACT

Digitalization which is the need of today's world is the result of innovations and technological advances. Every country is aiming to achieve digitalization to empower society in a better way. Digital India is a flagship program launched by the Government of India to transform India in a digitally empowered and knowledge economy. This drive by the Indian government came as a dream project to remodel India into getting digital. Digital India initiative aims at reaching the unreached through broadband highway, universal access to mobile connectivity, public internet access programme. The Digital India programme supports infrastructure and provides measures to ensure citizens electronic services, manufacturing devices/products and job opportunities to empower thus creating knowledge economy that promotes inclusive growth. The aim to remodel India digitally would be very difficult unless there is awareness among the people. This research paper strives to analyze the awareness among the youth about the Digital India.

Keywords: Digitalization, Empower, Awareness

1.INTRODUCTION

In an order to create participative, transparent and responsive government, Prime Minister Narendra Modi launched the much ambitious 'Digital India' programme. An influential umbrella project of the government and blessings for the citizens to bring India to a global platform with participation from people and businesses. This initiative will ensure that all government services and information are available anywhere, anytime, on any device that are user friendly and secured. This transformation will make into reality when every citizen of India will participate in this transformative impact. Digital India initiative could help in achieving the objectives of:

- Education for all.
- Information for all.
- Broadband for all.
- Leadership structure.

This will provide all services electronically and promote digital literacy. Digital Technologies which includes the concept of cloud computing and mobile applications have emerged as the catalysts for express economic growth and citizen empowerment. Companies all over the world desire to invest in Digital India- the 21st century India, as a growth opportunity. The objective of this paper is study and understand the awareness among the youth about the Digital India Initiative and to suggest measures to empower youth about the initiative.



CONCEPTUAL BACKGROUND

With the launch of Digital India Programme, the government is taking a big step forward to transform the country into a digitally empowered knowledge economy. Includes various schemes worth over Rs 1 lakh crore like Digital Locker, e-education, e-health, e-sign and national scholarship portal. Bharat Net in 11 states and Next Generation Network (NGN), are also a part of Digital India initiative. The programme includes projects that aim to ensure that government services are available to citizens electronically and people get benefit of the latest information and communication technology. The Ministry of Communications and IT is the nodal agency to implement the programme.

The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. Government of India has launch the “Digital India” initiative to develop a digitally empowered society and to digitally integrate the government departments and the citizens of India. It aims at ensuring the government services are made available to people of India electronically. Digital India programme is centered on three key vision areas:

1. Digital Infrastructure as a Utility to Every Citizen: Availability of high speed internet as a core utility for delivery of services to citizens .Cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen. Mobile phone & bank account enabling citizen participation in digital & financial space. Easy access to a Common Service Centre Shareable private space on a public cloud .Safe and secure cyber-space.

2. Governance & Services on Demand: Seamlessly integrated services across departments or jurisdictions. Availability of services in real time from online & mobile platforms.All citizen entitlements to be portable and available on the cloud. Digitally transformed services for improving ease of doing business .Making financial transactions electronic & cashless. Leveraging Geospatial Information Systems (GIS) for decision support systems & development.

3. Digital Empowerment of Citizens: Universal digital literacy. Universally accessible digital resources.Availability of digital resources / services in Indian languages. Collaborative digital platforms for participative governance .Citizens are not required to physically submit Govt. Documents and certificates.

In line with these objectives, the government has launched some initiatives.

Government also launched a digital locker under the name "Digi Locker". Digital Locker System aims to minimize the usage of physical documents and enable sharing of e-documents across agencies. MyGov.in has been implemented as a innovative platform to build a partnership between citizen and

between citizen and government. Swachh Bharat Mission (SBM) Mobile app would be used by people and Government organizations for achieving the goals of Swachh Bharat Mission. eSign framework would allow citizens to digitally sign a document online using Aadhaar authentication. National Scholarships Portal is said to be a one stop solution for end to end scholarship process right from submission of student application, verification, sanction and disbursement to end beneficiary for all the scholarships provided by the Government of India. The Government of India has undertaken an initiative namely Bharat Net, a high speed digital highway project using optical fibre to connect lakhs of Gram Panchayats of the country. The Digital India initiative is a promising initiative of the Indian Government. There are some challenges also for this project like capital, awareness etc. If Digital India will get implemented successfully then it will boost the development of India.

LITERATURE REVIEW

According to JaniJinal, TereGirish (2015) Digital delineate to electronic technology that generates, stores and processes data, so that it is stored in a virtual central repository and is easy to access anytime, anywhere, through established protocols which creates a transparent environment. Digital Technologies which include Cloud Computing and Mobile Applications transpire as catalysts for shaping our world. 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 capability of information technology across government departments. Digital India imagines, universal digital literacy and approachability for all digital resources for citizens by ensuring that the resources and services are accessible in regional languages and providing digital scaffold to participatory governance ensuring convenience, like making all government certificates and documents available on the Cloud with portability. The purpose of this research is to find out how the government services can work for reducing paperwork with upcoming practical solutions and innovative ideas to accomplish the vision of a Digital India- a reality.

OBJECTIVES

1. To what extent today's aspiring youth are aware about Digital India Initiative.
2. To suggest measures to empower youth about Digital India initiative.
3. To find out who has more awareness about the initiative - Boys / Girls.

4. RESEARCH METHODOLOGY AND DATA COLLECTION

Sources of Data Collection:

Questionnaire was developed.

Reports and Research papers were referred

Thus, combination of data collected from primary as well as secondary sources.

- Sample Design: Convenience Sampling
- Sample Size: 125 respondents.

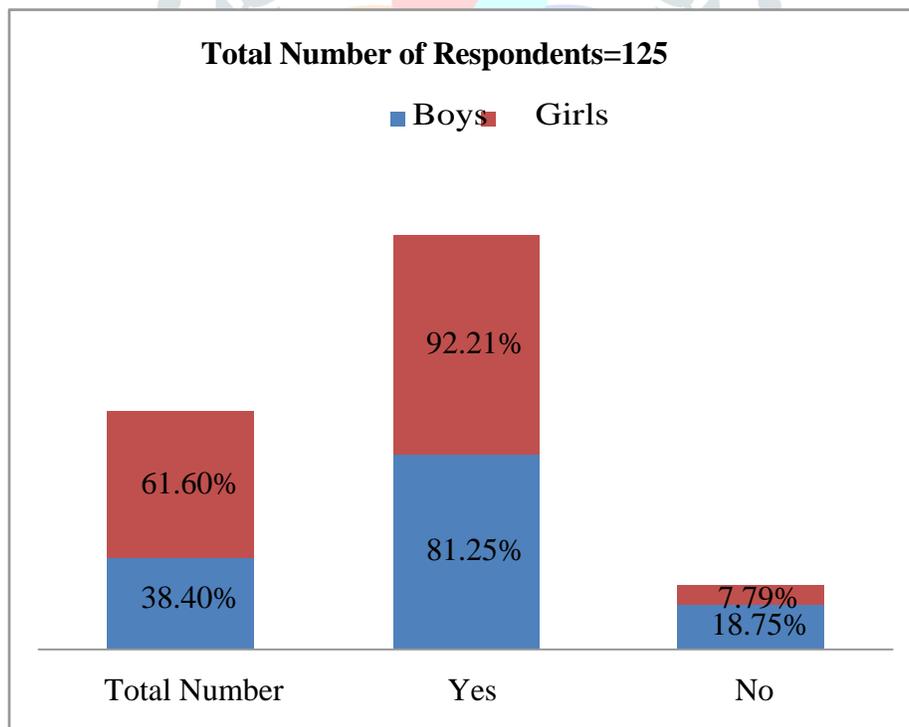
5. DATA ANALYSIS AND INTERPRETATION

Total number of Male respondents: 48

Total number of Female respondents: 77

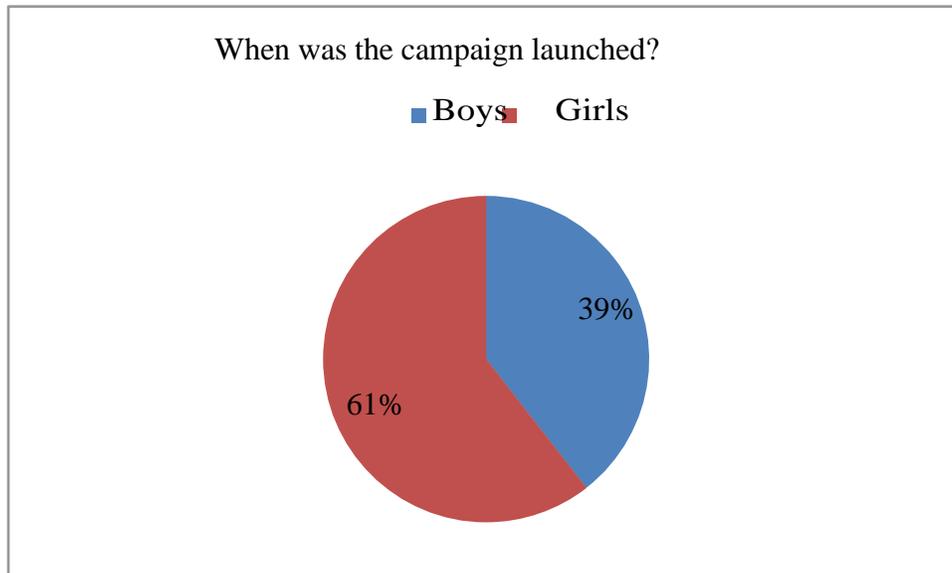
Out of which 9 male and 6 female respondents were unaware about the Digital India initiative.

Thus, out of 125 respondents only 110 respondents are aware about this initiative. 81.25% girls and 92.21% boys were aware about the digital India initiative.



Q.2 When was the Digital India Initiative Launched?

Digital India initiative was launched on 1st July 2015. Multiple choice questions was attempted by the respondents. Number of respondents who gave correct answers was 76. Out of which 46 girls (61%) and 30 boys (39%) were aware that the initiative.



Q.3. How many Pillars are there in Digital India Initiative?

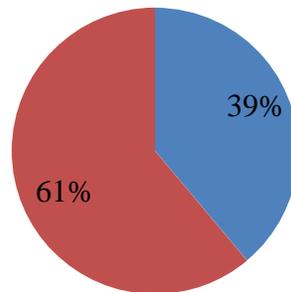
Digital India initiative have 9 pillars. They are as follows:

- Broadband Highways
- Public Internet Access Programme
- Information for everyone
- Early Harvest Programmes
- Universal Access to Phones
- IT for Jobs
- eKranti
- E-Governance
- Electronic Manufacturing

Number of respondents who gave correct answers were 72. Out of which 44 (61%) girls and 28 (39%) boys were aware that the initiative has 9 pillars.

How many Pillars are there in Digital India Initiative?

■ Boys ■ Girls



Q. 4. How many core components are there in Digital India initiative?

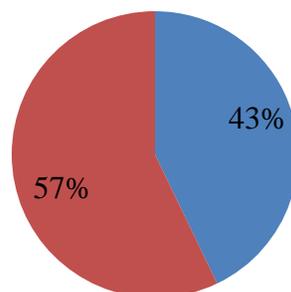
The core components of Digital India initiative are:

- The creation of digital infrastructure
- Delivering services digitally
- Digital literacy

Number of respondents who were aware about it were 49. Out of which 28 (57%) girls and 21 (43%) boys were aware about it.

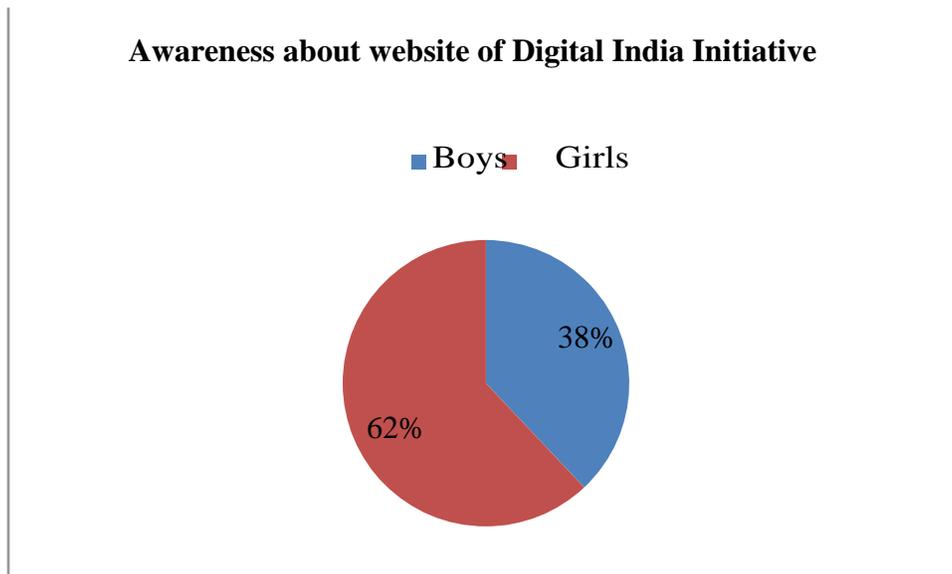
How many core components are there in Digital India Initiative ?

■ Boys ■ Girls



Q.5. Which one of the following is the website of Digital India Initiative?

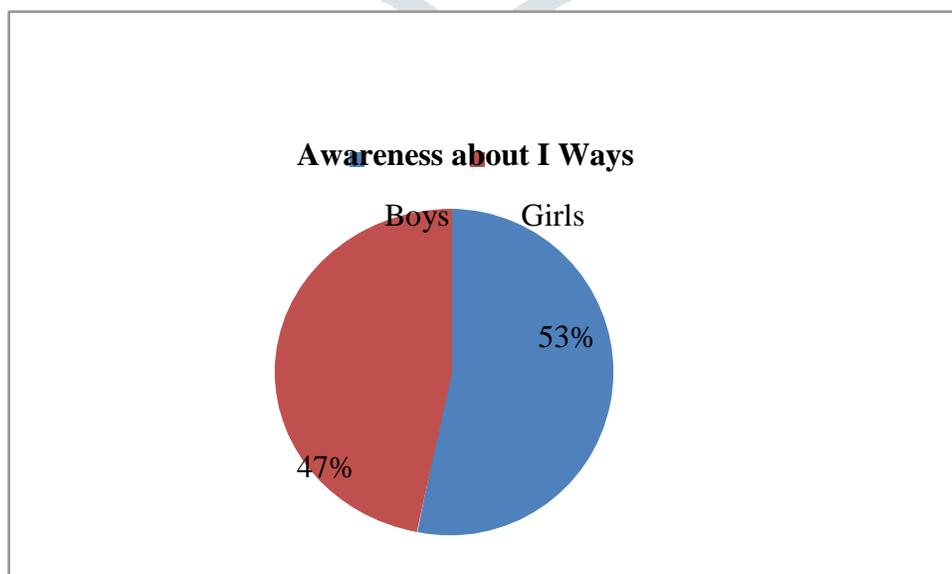
Under Department of Electronics & Information Technology Government of India, the official website of Digital India is www.digitalinida.gov.in. Number of respondents aware about the website were 79. Out of which 30 (38%) boys were aware and 49 (62%) girls were aware about it.



Q.6. Are you aware about I-ways ?

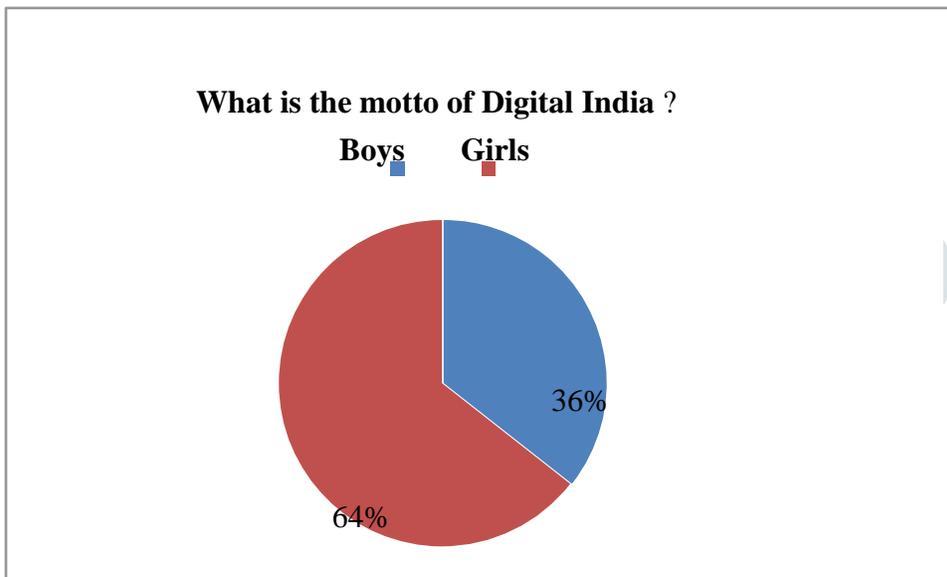
It is important to move towards the next generation infrastructure. Just as we need highways, we need I-ways too. Under the Digital India Initiative, IT will be used to drive Government processes to improve service delivery and programme implementation and also to provide broadband connectivity to villages

Number of respondents who were aware about I -ways were 47. Out of which 25 (53%) were boys and 22 (47%) were girls.



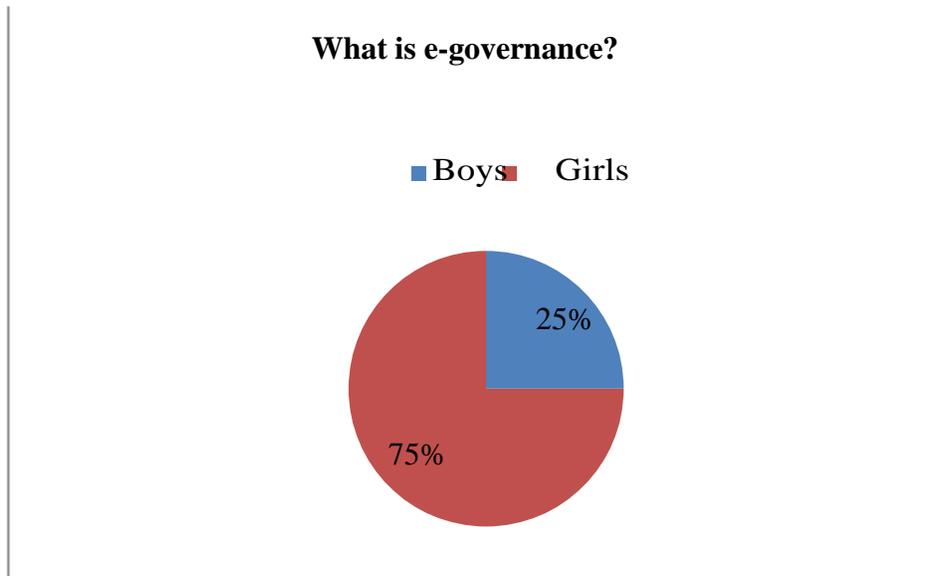
Q.7. What is the motto of Digital India ?

‘Power to empower’ is the motto of Digital India initiative. Number of respondents who were aware about the motto of digital India were 59, out of which 21 (36%) boys and 38 (64%) girls were aware of it.



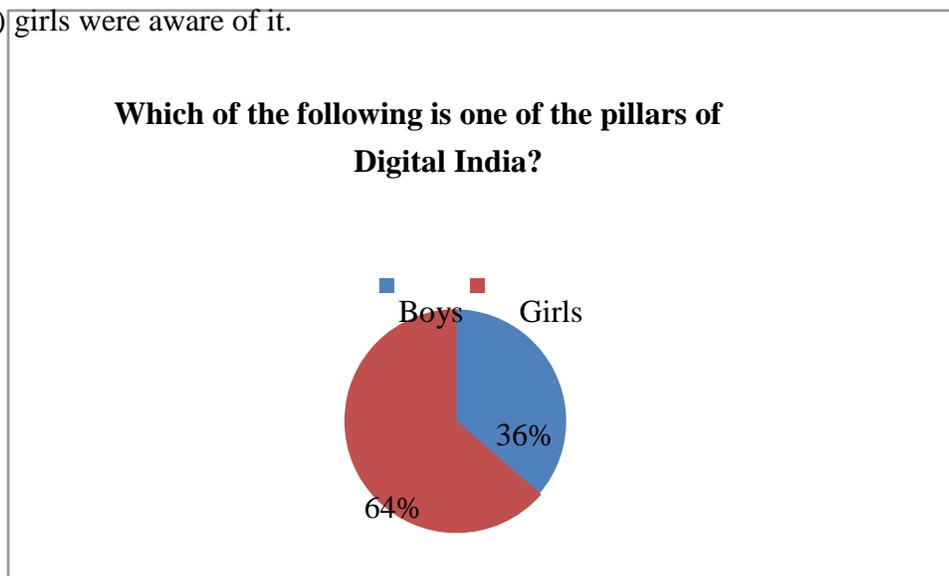
Q. 8. What is e-governance?

e-Governance in India has steadily evolved from computerization of Government Departments to initiatives that encapsulate the finer points of Governance, such as citizen centricity, service orientation and transparency. Lessons from previous e-Governance initiatives have played an important role in shaping the progressive e-Governance strategy of the country. Due cognizance has been taken of the notion that to speed up e-Governance implementation across the various arms of Government at National, State, and Local levels, a programme approach needs to be adopted, guided by common vision and strategy. This approach has the potential of enabling huge savings in costs through sharing of core and support infrastructure, enabling interoperability through standards, and of presenting a seamless view of Government to citizens. Total number of respondents who were aware about e-governance were 28, out of which 7 (25%) were boys and 21 (75%) girls were aware about it.



Q.9. Which of the following is one of the pillars of Digital India?

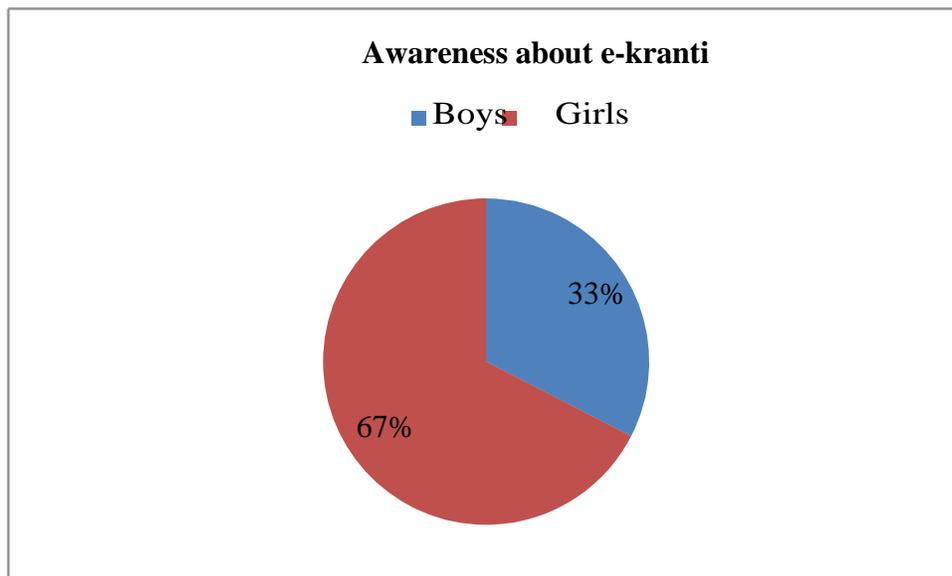
Other pillars of digital India were randomly asked to the respondents. Total number of respondents who were aware about the pillars of digital India were 66, out of which 24 (36%) boys and 42 (64%) girls were aware of it.



Q. 10. Are you aware about e-kranti?

The vision of e-Kranti is “Transforming e-Governance for Transforming Governance” and its mission is “To ensure a Government-wide transformation by delivering Government services electronically to the citizens through integrated and interoperable systems via multiple modes, while ensuring efficiency, transparency and reliability of such services at affordable costs.”

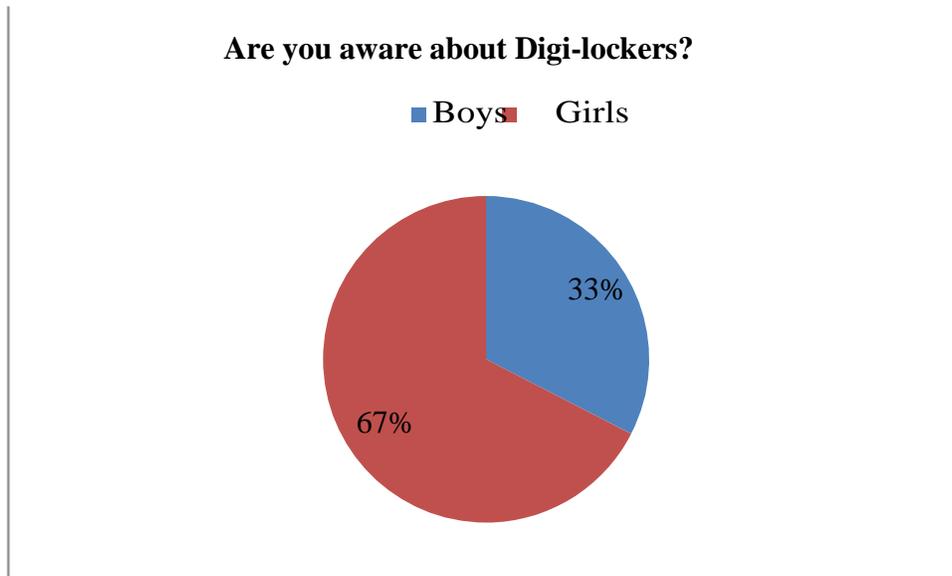
Number of respondents who were aware of e-kranti were 43 out of which 14 (33%) were boys and 29 (67%) were girls.



Q.11. Are you aware about Digital Lockers?

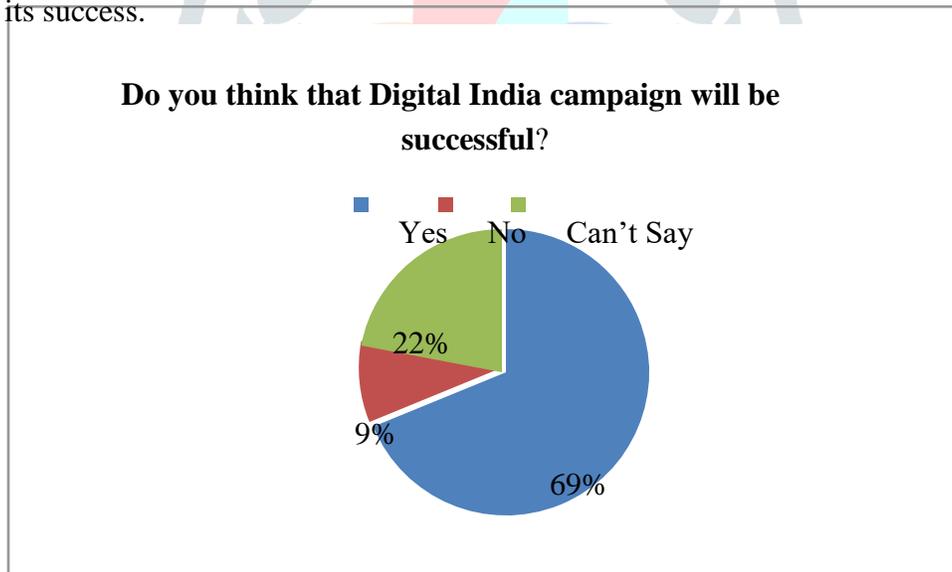
It is a dedicated personal storage space for e-documents as well as Uniform Resource Identifier (URI) of e-documents issued by government departments. Individual locker will be linked to the resident's Aadhaar number, and enable sharing of e-documents across agencies whenever required. The sharing of these e-documents will be done through registered repositories thereby ensuring the authenticity of the documents online, and also minimize the loss and damage of important documents like birth certificate etc.

Number of respondents who were aware about Digital lockers were 68, out of which 30 (33%) boys and 38 (76%) girls were aware about it.



Q.12. Do you think that Digital India initiative will be successful?

Out of 125 respondents 75 (69%) boys & girls feel that the initiative will be successful and are confident about it. 10 (9%) think that it will not be successful and 24 (22%) respondents are not sure about its success.



FINDINGS

- There was a lack of awareness among the youth about the Digital India Initiative.
- Overall, girls are more aware about the initiative as compared to boys.
- However, 53% of boys were more aware about I-ways, while only 46% girls knew it.

SUGGESTIONS

- Government needs to bring in more awareness programs wherein people can be taught about the terms related to digital India.
- Government should collaborate with Corporates to implement this initiative on a large scale as early as possible.
- Trainings and awareness sessions should be taken up in schools, colleges and Universities.
- Conferences, Seminar and workshops can be organized to extensively discuss and create awareness among youth about digital India initiative.

CONCLUSION

We conclude that, most of the people are aware about the initiative but do not know the details and services of Digital India. There exists a huge potential to increase the contribution of the youth for this initiative to be successful and the government should start spreading awareness.

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