A STUDY ON DIGITAL INDIA SERVICES TOWARDS SOCIAL EQUITY

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ABSTRACT

Digital India is a umbrella program based on technology with a vision to transform India to a digitally empowered society and knowledge economy. Delivery of public services through the use of information technology is an important part of digital India program. Digital Technology is playing a vital role in helping our country leapfrog to the next stage of development. It is bridging the gap in financial and social inclusion with its various initiatives. In this study we have discussed about the pillars and services of Digital India, awareness and popularity of its services among the people and also discussed the impact of schemes of Digital India towards social equity. The purposive sampling technique was used to collect data from respondents. This research also includes the suggestion for betterment of the schemes. Digital India helps to improve transparency, quality of services and makes work easier. It has improved connectivity and quality of life of people.

Key Words *– Digital India, Pillars of Digital India, Schemes of Digital India, awareness, Perception, motive.*

INTRODUCTION

Digital India is an unbrella programme based on technology with a vision to transform India digitally empowered society and a knowledge economy. Delivery of public services through the use of information technology is an important part of digital India. Digital India is a movement lofted by the Government of India. The main motive of Digital India is to assure that the different Government benefits are made accessible to the people of India belonging to different states through electronic means of communications.

The Government ensures to make the different Government benefits available to the people by improving the online framework and by enhancing the internet connectivity so that it is easily disseminated to the people all over the country without any barriers. The Digital India Campaign or the Digital India Movement was launched by the Prime Minister of India Mr. Narendra Modi, on 1st July, 2015. The initial aim of this campaign is to hook up all the rural areas with high speed internet connectivity so that the people do not have any obstacles while accessing the information. Digital India focuses on three basic factors. These factors are as follows:

- Establishment of digital framework: Digital sharing of data across the globe i.e. through electronic means of communication.
- Distribution of services digitally: All the Government services are sent using ICT's.
- Digital literacy: Imparting knowledge and skills to people to use digital devices such as computers, laptops, smart phones, tablets, etc.

THREE KEY AREAS - Digital India Campaign focuses on:

 1. Digital Infrastructure as a Utility to Every Citizen: All the citizens in the country residing in rural as well as urban areas should be provided with the latest digital services. Service learning programs should be carried out so that they are able to use the various Government services with ease.

 2. Governance and services on demand: All the Government related services that are implemented for the benefit of the citizens are to be provided to the people whenever they demand.

3. Digital Empowerment of Citizens: Enables people to access better education, technology, skills and knowledge through digital tools and digital literacy

VISION OF DIGITAL INDIA INITIATIVES:

1.INFRASTRUCTURE : Priority is given for opening of Bank account for all individuals and vision is to provide high speed internet for easier and quick transaction.

2.GOVERNANCE AND SERVICE: Government service will be available online. So all citizen can access it. Transactions are made easier through the online.

3.DIGITAL EMPOWERMENT OF CITIZEN: To provide universal digital literacy and make digital sources easily accessible.

ADVANTAGES:

- Transparency
- No corruption as IT can track records easily.
- Convenient, easier and improve quality of service.
- Less documentation and increase employment.

DISADVANTAGES:

- Hacking of digital transaction
- Mass surveillance would not be possible.
- Linguistic diversity in India

NINE PILLARS OF DIGITAL INDIA:

1.**Broadband Highways:** This service facilitates broadband connection for urban as well as for rural areas across the country.

2. **Universal Access to Mobile Connectivity:** This service promises increase in the network penetration and coverage of maximum states across India.

3. **Public Internet Access Program:** Each and every state including the rural areas of each state should have good and obstacle free access to the Internet. All Government services should be reached to all the citizens throughout the nation.

4. **e-Governance:** Reforming Government through Technology: This service entails the different Government transactions using IT (Information Technology). All information and information in the databases are to be stored in electronic databases rather than storing it manually.

5. E-Kranti-electronic delivery of services: It includes: e-education (i.e., e-schools, e-colleges, e-distance learning), e-health care, e-farming, technology for justice, technology for security.

6. Information for all: Enables two way communications between the Government and the citizens of nation, clear and easy accessible information from the online repositories. Delivering online messages to people during any special programs.

7. Electronics manufacturing: Low cost manufacturing of electronic devices such as smart phones, tablets, personal computer, laptops, etc. so that the poor people can also take benefits from it.

8. IT for Jobs: Giving training for IT sector jobs to people and students from small towns and villages. Giving training to the Service Delivery Agents to run feasible businesses that deliver various IT services.

9. Early harvest programs: To develop standardized design for Government e-mail template, to provide secure transfer of e-mails within different Government organizations, implementation of free Wi-Fi's in all universities across the nation, to develop mass and group messaging applications where many message can be disseminated to many people at one time, compulsory biometric attendance in all organizations and offices, availability of e-greetings, establishment of national portal for the lost and found children, implementation of hotspots and Wi-Fi's in public areas, information on weather and disaster alerts via SMS, School children's are provided with e-books instead of manual books.

INITIATIVES UNDER DIGITAL INDIA:

DIGI LOCKER: This is to store documents like voter ID, Pancard, Driving licence, certificates etc

MY GOV.IN: Portal for citizen to engage in governance. This is a platform where people can discuss and share their opinions regarding policies and governance.

E-SIGN FRAMEWORK: We could digitally sign a document using Aadhaar.

SWACH BHARAT MISSION MOBILE APP: The citizen could access information regarding cleanliness.

NATIONAL SCHOLARSHIP PORTAL: It makes the submission, verification of certificates and application form of scholarship.

E-HOSPITAL: Can avail service like online registration, fees payment, diagnostic report, availability of blood and doctor appointment.

BHARAT NET: It is to provide rural broadband, high speed internet.

WI-FI HOTSPOT: BSNL Wi-fi throughout the country.

NEXT GENERATION NETWORK: It is launched by BSNL. This service will replace 30 year old telephone to manage data and communication service.

ELECTRONICS DEVELOPMENT FUND: Manufacture more electronic products which increases jobs and decreases the import of goods.

CENTRE OF EXCELLENCE ON INTERNET OF THINGS: It helps citizens in transport system, parking, electricity, waste management, water management, women safety, health service, smart agriculture etc.

REVIEW OF LITERATURE:

SushoptiGawade, SamruddhiKhandare, KomalRaikar, Prof. Swati Chopade Conducted a Research on Digital India Campaign. The purpose of this study was to discuss about the Digital India Program and its impact on rural areas, urban areas and its Impact on agriculture. They used Secondary data for the Purpose of study. They concluded that the Digital India program initiated by the Government of India will surely eliminate the Digital Divide of the country.

Jyothi Sharma conducted a research on Digital India and its impact of the Society. The Purpose of this study was to understand the Pillars and initiatives of Digital India and the Impact of Digital India on the Indian Society. Secondary data has been collected for the purpose of study. It was concluded that a digitally connected India can help in improving social and economic conditions of people but the overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment and Regulatory Environment etc.

Dr. ShekharSrivastava conducted a research on Digital India-Major Initiatives and their Impact. The Purpose of this study was to examine the features of Digital India and to evaluate the opportunities and challenges with special reference to Digital India. Secondary data has been collected for the purpose of the study. It was concluded that all citizens should be mentally prepared for the changes and challenges in implementing the policy, only then it would be possible to achieve the objectives of Digital India Program.

Shamim has conducted a study on digital india-scope, impact, and challenges. The study is based on secondary data. The author relied on three metrics to study the impact of government on digital india which are as follows the transparency of governmental activities, the delivery of e-government services, and the provisioning of public education a key government service. And concluded that greater digitization enables a society to be more transparent, increasing public participation and the government's ability to disseminate information in an accessible manner.

Dr. Giridhari Mohanta, Dr. Sathya Swaroop Debasish, Dr. Sudipta Kishore Nanda conducted A Study on Growth and Prospect of Digital India Campaign. The research methodology adopted was descriptive cum analytical in nature and the data was collected through secondary sources such as websites, research journals, newspapers, magazines etc. the study concluded that due to digital indiaMore employment prospects will open for the youth which will boost the nation's economy. Author pointed out that some digital india program are under variousstages of implementation and may require some transformational process reengineering, refinements and adjustment to achieve the desired objectives.

Ashutosh D. Gaur and Jasmin Padiya conducted a A Study Impact of 'Digital India 'in 'Make in India' Program in IT & BPM Sector. Research paper is conceptual and review in nature, the researcher has applied exploratory research design by using varied secondary data. Researcher concluded that Digital India will have a massive impact on the Make in India program.

NEED FOR THE STUDY:

This study was proposed to find out whether the people are aware about Digital India services and how far it is popular and whether the people use these services or not. Which service is mostly used by people. In this study we concentrated whether Digital India services has uplifted the people life or not and how it has made the life of people more convenient after digitalisation of all services.

OBJECTIVES OF THE STUDY:

1.To understand the pillars and programmes of Digital India.

2. To study about the awareness and popularity of Digital India program.

3. To study the impact of digital India towards social equity.

RESEARCH METHODOLOGY:

It is empirical study based on survey method. Primary data was collected through a structured questionnaire consisting of two parts. Part A consisted of demographic profile of the respondents such as gender, age, education, occupation, family income. Part B consisted of 19 questions which are related to Awareness of Digital india, services, Pillars, How it as uplifted the life, What service the respondents are using, Purpose of using Digital India service. Purposive sampling method was used to collect data from 50 respondents who use any digital India services. The data was analysed using the Percentage statistical tool.

ANALYSIS AND INTERPRETATION:

DEMOGRAPHIC PROFILE

	PERSONAL INFORMATION OF THE RESPONDENTS		PERCENTAGE
1.	GENDER	Male	28%
		Female	**72%**
2.	AGE (Years)	16 – 25	**64%**
		25 – 30	10%
		30 – 35	14%
		Above 35	12%
3.	EDUCATIONAL QUALIFICATION	Bachelor Degree	**48%**
		Master Degree	44%
		Professional	6%
		Diploma	2%

4.	OCCUPATION	Student	26%
		Employed	**30%**
		Own Business	10%
		Professional	12%
		Others	22%
5.	FAMILY MONTHLY INCOME	Less Than Rs. 20000	24%
		Rs.20000-Rs.40000	**34%**
		Rs.40000-Rs.60000	12%
		Rs.60000-Rs.80000	16%
		Above Rs. 80000	14%
6.	AREA	RURAL	26%
		URBAN	**74%**

INFERENCE:

From the above table it is found out that the gender profile shows that male comprises of 28% and female comprises of 72% of the total sample. 64% belong to the age group of 16 – 25, while 10% belong to 25 – 30, 7% belong to 30 – 35, 6% belong to above 35 years.

With respect to educational qualification 48% of the respondents have bachelor degree and 44% are master's degree 6% are professional while 2% are Others. 26% of the respondents are students, 30% are employed, 10% are business owners, 12% are professionals and 22% belong to other category occupation.

With respect to family income 24% have below Rs.20000, 34% of the respondents are between Rs.20000 – Rs.40000, 12% are between Rs.40000 – Rs.60000, 16% are between Rs.60000 – Rs.80000 and 14% have monthly income of above Rs.80000. With respect to area 26% of the respondents are in rural area while 74% are in urban area.

Awareness of Digital India

94% of the respondents are aware about the Digital India Services while 6% of the respondents are not aware about the Digial India services.

AWARENESS OF PILLARS OF DIGITAL INDIA:

64% of the respondents are aware of pillars of Digital India while 36% of the respondents are not aware about the pillars of Digital india.

FAMILIAR OR POPULARITY OF DIGITAL INDIA PILLARS:

Out of 50 respondents 17 were aware about Broad band highways, 22 were aware about universal access to mobile connectivity, 27 were aware about Public internet access programme, 24 are aware about e-

governance, 5 were aware about e-kranti, 15 are aware about information for all, 5 are aware about electronic manufacturing, 12 are aware about IT for jobs and 6 are aware about early harvest programme.

AWARENESS OF DIGITAL INDIA SERVICES

This shows that out of 50 respondents 10 are aware about Digilocker, 22 about my govt.in, 9 about e-sign framework, 23 are aware about swach bharat, 10 are aware about national scholarship, 8 know about e-hospital, 9 are aware about digitalise india platform, 8 know abot bharat net, 16 are aware about wi-fi hotspot, 9 about next generation network, 7 about electronic development fund and 7 are aware about centre of excellence on internet.

PERCEPTION ABOUT DIGITAL INDIA

When we asked about the perception of public about Digital India, 18% of the respondents feel that internet connectivity comes to their mind while 36% says digitalisation, 16 % says as free wifi and 30 % feel as digital literacy.

REASON TO CHANGE INDIA DIGITALLY

The reason to change India Digitally is literacy to rural people for 12 % of the respondents, digital education for 16 % while 72% of the respondents feel it is for both digital literacy for rural people and digital education.

CONVENIENCE ABOUT DIGITAL INDIA

After digitalisation 12% of the respondents feel that reservation is convienient, 52% feel banking is more convienent while 14% says electricity and water facilities and 22% respondents says that services provided gy educational institution is more convenient after digitalisation.

WHICH SECTOR HAS DEVELOPED AFTER DIGITALISATION

After digitalisation 22% of the respondents feel that IT sector has developed, 16% feel that Educational sector has developed while 46% feel that service sector has developed and 6% says thar rural sector has developed after digitalisation.

WHICH SERVICE PEOPLE USE

Out of 50 respondents 10 respondents use Digilocker, 15 use my govt.in, 8 use e-sign framework, 8 use swach bharat, 9 use national scholarship, 4use e-hospital, 5 use digitalise india platform, 4 use electronic development fund and 7 use centre of excellence on internet.

WHETHER DIGITAL INDIA SERVICES HAS UPLITED THE LIFE

56% of the respondents say that the digital india service has uplifted their life while 44% says that it has not uplifted their life.

HOW IT HAS UPLITED THE LIFE

The Digital india service has uplifted people life to certain extent. It saves our time as we get all information and work done through internet and its more convenient and easier also so that everybody can adopt to digital services and its user friendly.

RATING FOR DIGITAL INDIA SERVICES:

The Digital India services are rated as Good by the respondents as they all feel that it has made their works easier and convenient.

CONCLUSION:

Digital India program initiated by Government of India is one of the leading initiatives which helps to reduce the gap between rural and urban people. The respondents are aware about the Digital India Program and the Services Offered by the Program. Rural as well as urban area people use either of the Digital India service such as gov.in, Digi-locker and national scholarship services etc. The Digital India program has been implemented for digital literacy to rural people and digital education. The respondents feel that after digitalisation, Service sector has developed and Banking services has become more easier and convenient. The Digital India Program has uplifted the life of people. The government should take more initiatives to create awareness, so that more people will be benefited by the schemes and services provided under Digital India program.

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