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WOMEN'S PERCEPTION TOWARDS DIGITAL INDIA PROGRAMME WITH REFERENCE TO KANNUR DISTRICT

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Abstract

The main aim of the study is to analyse the perception of Women towards Digital India Programme. A sample of 136 Women who are residing in Kannur district are selected for the study using Random sampling method. Primary data was collected using specially designed questionnaire from the sample. Factor analysis and One-way ANOVA are used for the analysis of data. The results of One-way ANOVA show that there is a significant difference among different age groups in respect to Rapidity and Automation, and Conservation of resources; and there is a significant difference with respect to Conservation of resources on the basis of Educational qualification and Occupation.

Keywords: *Perception, Women, Digital India Programme, Automation, Conservation, Progress*

Introduction

Digital India, one of the initiatives of the Ministry of Electronics and Information Technology was launched on 1st July 2015 by the Honourable Prime Minister Shri Narendra Modi. The programme mainly focuses on a vision to transform the country into a digitally empowered community and knowledgeable economy. Through the initiative, government aims to provide digital infrastructure as a utility to each and every citizen by means of availability of high-speed internet facility, digital identity, mobile phone and bank account access, access to common service centre, shareable private space on a public cloud along with safe and secure cyber-space.

The programme also focuses on the governance and services by integrating services across departments or jurisdictions, making services available in real time from online and mobile platforms, citizen entitlements being portable and available on the cloud, digitally transformed services, electronic and cashless

financial transactions, and Geospatial Information Systems for decision support systems and development. For the digital empowerment of the citizens, the programme focuses on universal digital literacy, universally accessible digital resources, making available the digital resources or services in Indian languages, collaborative digital platforms for participative governance, and eliminating the physical submission of government documents and certificates by the citizens.

Review of Literature

Sharma (2016) attempted to study the pillars and initiatives of Digital India programme along with its proposed impact on Indian society using Secondary data. Findings of the study put forwards that a digitally connected India can help in improving social and economic condition of people through development of non-agricultural economic activities apart from providing access to education, health and financial services as well as the overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment and regulatory environment.

Karamvir Sheokand and Neha Gupt (2017) focused on the Digital India Programme, impact of digitalisation on Indian economy and the challenges faced in the implementation of the programme by making use of Secondary data. The study came to the conclusion that Digitalisation of governance activities improves the quality of life of the citizens and reduces the time reqirements for such activities. Automation of the economic sectors will lead to better performance and growth of the sectors, which in turn enhances the growth rate of the economy.

S.K.Kharade, K.G.Kharade and V.S.Kumbhar (2018) made an attempt to study the impact of Digital India on various sectors using Secondary data. Findings show that Digital India has Monetary, Social as well as Environmental impact like enhancement of GDP and per capita income, increasing personal satisfaction of clients and social modernisation, bringing down the carbon impression by decreasing fuel utilization, squander administration, greener work environments and consequently prompting a greener biological community.

Shikhar Mittal and Madhavi Damle (2020) studied the Digital India transformation and its possible impact on making India digitally ready by exploring various initiatives, opportunities, and challenges associated with the 9 pillars of Digital India which are Jobs in IT, Production of Electronics, Information to all, Early Harvest Programme, Broadband connections, eKranti, E-Governance, Public Internet Access and Universal Access to Phones. The study concludes that even though there is a great improvement in the way the service delivery system worked both in private as well as in the public sector and in strengthening governance through the transformation of India into a Digital India; India has to overcome many challenges such as lack of services, infrastructure, and resources and the government has to keep pace with not just technologies but also with the evolving desires and expectations of the people because of the constantly increasing and emerging digital changes.

Singh (2021) studied the positive and negative impact of Digital India and arrived into the conclusion that even though digital India has positive impacts such as GDP growth, Employment generation, social modernisation, and minimising carbon emissions; it has negative impacts such as adverse effect on social health, physical health, mental health and children's health as well as raising cyber crimes.

Statement of the Problem

India being one among the fast-growing economies in the world, focuses more on the introduction and usage of digital means. Digitalisation is of a due consideration in India, because over 60 percent of the population are living in the rural areas. Connecting the diversified rural people with the fast-changing urban world is a task for the governing bodies. And this task can only be accomplished with digital as well as technological means. Keeping this view along with transforming the economy into a digital era, the government of India is now taking several measures. Digital India programmes is one among them which has gain much popularity and acceptance among people.

As per the Economic survey of 2023, India's Sex ratio can be assessed to be 1020 Women per 1000 Men. Even though women are more in number as compared to men, they are often considered less privileged in our society. This study is an attempt to analyse the perception of Women towards Digital India programme.

Objectives of the Study

- To study the perception of Women towards Digital India programme

Hypothesis

- There is no significant difference in perception of Women towards Digital India programme among different age groups
- There is no significant difference in perception of Women towards Digital India programme on the basis of Educational Qualification
- There is no significant difference in perception of Women towards Digital India programme on the basis of Occupation

Research Methodology

The study is descriptive in nature.

Sources of Data

The study is based on both Primary and secondary sources of data. Primary data is collected using Questionnaire specially designed for the purpose of the study. Secondary data is collected from Official website of Ministry of Electronics and Information Technology, Government of India; Official website of Digital India and also from various books and journals.

Sampling design

Random sampling method is used for collecting data from 136 women who are residing in the Kannur district.

Tools for Analysis

For the analysis of data statistical tools like Factor analysis and One-way ANOVA is used in the study.

Analysis and Interpretation

Table 1: Demographic Profile of Respondents

Sl. No.	Characteristics	Category	Frequency	Percentage
1	Age	Below 20	2	1.47
		20-29	100	73.53
		30-39	24	17.65
		40-49	8	5.88
		50-59	2	1.47
		60-69	0	0
		Above 70	0	0
2	Educational Qualification	No Formal Education	0	0
		Primary Level Education	0	0
		Secondary Level Education	0	0
		Under Graduation	14	10.30
		Post-Graduation	95	69.85
		Doctorate	27	19.85
		Professionals	0	0
3	Occupation	Unemployed	95	69.85
		Self Employed	5	3.68
		Government Employee	3	2.20
		Private Employee	33	24.27
		Retired	0	0

Source: Primary Data

Table 1 shows the demographic profile of the respondents. 1.47 per cent of the respondents are of the age below 20 years, 73.53 per cent are between the age 20 and 29 years, 17.65 per cent are between 30 and 39 years, 5.88 per cent are between 40 and 49 years, and the rest 1.47 per cent of the respondents are between the age of 50 and 59 years. 10.30 per cent of the respondents are of the educational qualification Under graduation, 69.85 per cent poses Post-Graduation and the remaining 19.85 per cent of the respondents poses Doctorate degree. 69.85 per cent of the respondents are Unemployed, 3.68 per cent of the respondents are Self-Employed, 2.20 per cent are Government Employees and the rest 24.27 per cent are Private Employees.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
.966	11

Source: Computed and compiled from Primary data using SPSS

The above table 2 displays the Cronbach's Alpha value of reliability. It is evident from the table that all the variables are reliable because the Cronbach's Alpha value is greater than 0.7 which is acceptable.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.936**
Bartlett's Test of Sphericity	Approx. Chi-Square	1703.836
	Df	55
	Sig.	**.000**

Source: Computed and compiled from Primary data using SPSS

Table 3 exhibits the rests of KMO and Bartlett's Test. It is evident from the table that the KMO value is .936 which is above the minimum criterion of .5 and falls into the range of marvelous. Hence it can be concluded that the sample size is adequate for factor analysis. Further Bartlett's Test of Sphericity shows .000 which is significant at 5 per cent level to conduct further analysis.

Table 4: Rotated Component Matrix

Label		Component		
		1	2	3
X1	Digitization will create digital literacy in the country	.246	.254	**.916**
X2	Digital India in the country has played a major role in placing India on the Global Scenario	.476	.509	**.552**
X3	Digital India has initiated paper less economy	.331	**.842**	.287
X4	Digital India Programme saves time	.538	**.708**	.305
X5	Digital services reduce physical effort	**.629**	.612	.266
X6	Digital India initiative brings together to deliver high speed communication technologies	**.683**	.584	.230
X7	The e-power platform will facilitate more creative and service-oriented business models that create employment opportunities	**.830**	.312	.241
X8	High speed network will aid adequate infrastructure for online education platforms through smart and virtual classrooms	**.817**	.381	.201
X9	The Digital India vision aims to transform India into a digital economy with participation from citizens	**.836**	.319	.322
X10	It will help in decreasing documentation	**.754**	.438	.204

X11	It benefits people of India in every village in terms of knowledge improve by using internet day to day life	**.818**	.319	.292
	Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
	a. Rotation converged in 5 iterations.			

Source: Computed and compiled from Primary data using SPSS

Table 4 describes the Rotated Component Matrix. To identify the factors, principal component and rotated factor loading method is adopted in the study. From the 11 variables, 3 factors namely Rapidity and Automation, Conservation of resources, and Country's progress were identified by making use of rotation method. Items that are having a loading of -+.5 or greater are retained. In order to analyse the significant difference in perception of women towards digital India programme, the first step is to reduce the number of statements to a smaller number of factors and then it can be used for ANOVA.

Table 5: Factor 1 – Rapidity and Automation

Label	Statement	Loadings
X5	Digital services reduce physical effort	.629
X6	Digital India initiative brings together to deliver high speed communication technologies	.683
X7	The e-power platform will facilitate more creative and service-oriented business models that create employment opportunities	.830
X8	High speed network will aid adequate infrastructure for online education platforms through smart and virtual classrooms	.817
X9	The Digital India vision aims to transform India into a digital economy with participation from citizens	.836
X10	It will help in decreasing documentation	.754
X11	It benefits people of India in every village in terms of knowledge improve by using internet day to day life	.818

Source: Computed and compiled from Primary data using SPSS

Table 5 depicts the cluster of statements in Factor 1 named Rapidity and Automation. The statements "Reduce physical effort" with loading of value .629, "Brings together to deliver high speed communication technologies" with .683, "E-power platform will facilitate more creative and service-oriented business models that create employment opportunities" with .830, "High speed network will aid adequate infrastructure for online education platforms through smart and virtual classrooms" with .817, "Transform India into a digital economy with participation from citizens" with .836, "Decreasing documentation" with .754, "It benefits people of India in every village in terms of knowledge improve by using internet day to day life" with .818 are grouped in Factor 1.

Table 6: Factor 2 – Conservation of resources

Label	Statement	Loadings
X3	Digital India has initiated paper less economy	.842
X4	Digital India Programme saves time	.708

Source: Computed and compiled from Primary data using SPSS

The above table 6 shows the cluster of statements in Factor 2 named Conservation of resources. The statements "Initiated paper less economy" with loading of .842 and "Saves time" with loading .708 are grouped in Factor 2.

Table 7: Factor 3 – Country's progress

Label	Statement	Loadings
X1	Digitization will create digital literacy in the country	.916
X2	Digital India in the country has played a major role in placing India on the Global Scenario	.552

Source: Computed and compiled from Primary data using SPSS

Table 7 displays the cluster of statements in Factor 3 named Country's progress. The statements "Create digital literacy in the country" with a loading value of .916 and "Played a major role in placing India on the Global Scenario" with loading .552 are grouped in Factor 3.

Table 8: Test of difference in perception of Women towards Digital India programme on the basis of age

Ho: There is no significant difference in perception of Women towards Digital India programme among different age groups

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Rapidity and Automation	Between Groups	9.640	4	2.410	2.518	**.044**
	Within Groups	125.360	131	.957		
	Total	135.000	135			
Conservation of resources	Between Groups	12.610	4	3.152	3.374	**.012**
	Within Groups	122.390	131	.934		
	Total	135.000	135			
Country's progress	Between Groups	1.501	4	.375	.368	.831
	Within Groups	133.499	131	1.019		
	Total	135.000	135			

Source: Computed and compiled from Primary data using SPSS

The above table 8 exhibits the results of One-way ANOVA. It is evident from the table that the p values of Rapidity and Automation, and Conservation of resources are significant at 5 per cent level. And hence the null hypothesis is rejected, concluding that there is a significant difference among different age groups in respect to Rapidity and Automation, and Conservation of resources.

Table 9: Test of difference in perception of Women towards Digital India programme on the basis of Educational Qualification

Ho: There is no significant difference in perception of Women towards Digital India programme on the basis of Educational Qualification

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Rapidity and Automation	Between Groups	3.473	3	1.158	1.162	.327
	Within Groups	131.527	132	.996		
	Total	135.000	135			
Conservation of resources	Between Groups	16.774	3	5.591	6.243	**.001**
	Within Groups	118.226	132	.896		
	Total	135.000	135			
Country's progress	Between Groups	4.856	3	1.619	1.642	.183
	Within Groups	130.144	132	.986		
	Total	135.000	135			

Source: Computed and compiled from Primary data using SPSS

Table 9 describes the results of One-way ANOVA. It is evident from the table that the p value for Conservation of resources is significant at 5 per cent level and hence the null hypothesis is rejected. So, it can be concluded that there is a significant difference with respect to Conservation of resources on the basis of Educational qualification.

Table 10: Test of difference in perception of Women towards Digital India programme on the basis of Occupation

Ho: There is no significant difference in perception of Women towards Digital India programme on the basis of Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Rapidity and Automation	Between Groups	5.842	3	1.947	1.990	.119
	Within Groups	129.158	132	.978		
	Total	135.000	135			

Conservation of resources	Between Groups	10.328	3	3.443	3.645	**.014**
	Within Groups	124.672	132	.944		
	Total	135.000	135			
Country's progress	Between Groups	1.272	3	.424	.418	.740
	Within Groups	133.728	132	1.013		
	Total	135.000	135			

Source: Computed and compiled from Primary data using SPSS

The above table 10 depicts the results of One-way ANOVA. It is evident from the table that the p value for Conservation of resources is significant at 5 per cent level and hence the null hypothesis is rejected. So, it can be concluded that there is a significant difference with respect to Conservation of resources on the basis of Occupation.

Findings

- The results of One-way ANOVA show that there is a significant difference among different age groups in respect to Rapidity and Automation, and Conservation of resources. This means that as the age differs the perception with respect to Rapidity and Automation, and Conservation of resources towards Digital India programme changes.
- One-way ANOVA states that there is no significant difference among different age groups with respect to Country's progress. This means that women of all age groups have the same perception with respect to Country's progress towards Digital India programme.
- Output of One-way ANOVA indicates that there is a significant difference with respect to Conservation of resources on the basis of Educational qualification. This means that as the Educational qualification of the Women changes, their perception with respect to Conservation of resources towards Digital India programme also changes.
- The results of One-way ANOVA depict that there is no significant difference with respect to Rapidity and Automation, and Country's progress on the basis of Educational qualification. This means that whatever be the Education qualification, all women have the same perception with respect to Rapidity and Automation, and Country's progress towards Digital India programme.
- One-way ANOVA shows that there is a significant difference with respect to Conservation of resources on the basis of Occupation. This means that as the Occupation of Women varies, their perception with respect to Conservation of resources towards Digital India programme also changes.
- Output of One-way ANOVA exhibits that there is no significant difference with respect to Rapidity and Automation, and Country's progress on the basis of Occupation. This means that whatever be the Occupation, all women have the same perception with respect to Rapidity and Automation, and Country's progress towards Digital India programme.

Conclusion

Digital India is one among the recent programmes of the Government of India which focuses mainly on the enhancement of digital literacy among the people. Digital India programme is now getting more popular in the society. People are now using more of the initiatives under the programme because of the ease of adapting to them. The paper being an attempt to study the perception of Women towards the Digital India programme focuses mainly on perception with respect to three factors namely, Rapidity and Automation, Conservation of resources, and Country's progress. From the study we can conclude that, even though Women is considered as less privileged, their age, educational qualification and occupation changes the perception towards Digital India programme.

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