

## **ROLE OF DIGITAL INDIA MOVEMENT IN A COUNTRY**

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**KEYWORDS: Digital India Movement, Digitalization**

### **ABSTRACT**

Digital India movement has aim to make every household digitally literate. Our govt. is trying to transform our nation to digital India. This campaign will prepare India for knowledge based transformation and delivering good governance to citizens. The Government of India hopes to achieve growth on multiple fronts with this Program. Present study is related to finding of public response to accept digitalization.

### **INTRODUCTION**

Digital India is a campaign launched by govt. of India on 2 July 2015 by Prime Minister Narendra Modi. This movement has plans to connect rural areas with high speed internet networks. Digital India consists of 3 core components. They are: creation of digital infrastructure, delivery of services digitally, digital literacy. Aim of digital India is to ensure govt. services are made available to citizens electronically by improved online infrastructure and by increasing internet connectivity or by making country digitally empowered in the field of technology. Its objective is to empower every citizen with access to digital services, knowledge and information.

Digital technology includes cloud computing and mobile applications which are helpful for rapid economic growth and citizen empowerment. The government aims to target nine 'Pillars of the Digital India' as broadband highway, universal access to internet, public internet access program, e-Governance, e-Kranti - electronic delivery of services, information for all, electronics manufacturing, IT for jobs, early harvest programs.

Digital India is an ambitious program of Govt. of India projected at Rs. 1,13,000 crores. This program has been envisaged by department of Electronics and Information Technology and will impart ministry of communication, ministry of rural development, ministry of human resource development and ministry of health and others. The program will be implemented in various phases from 2014 to 2018.

Some of the facilities which is provided through this initiative are Digital Locker, e-education, e-health, e-sign and national scholarship portal. Digi locker facility will help citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government issued documents. It uses authenticity services provided by Aadhaar. Three key stakeholders of Digi locker are citizen, issuer and requester. My Gov.in is a platform to share inputs and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a discussion. E Sign framework allows citizens to digitally sign a document online using Aadhaar authentication. The e Hospital application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc. National Scholarship Portal is a one-step solution for end to end scholarship process right from submission of student application, verification, sanction and disbursal to end beneficiary for all the scholarships provided by the Government of India. e-Sam park is a mechanism to contact citizens electronically, sending informational and public service messages via e-mails, SMSs and outbound dialling.

To make this movement successful, govt. of India has decided that high speed internet will be made available in gram panchayats, mobile and bank account would enable participation in digital and financial space at individual level. Governance and service on demand will be provided. Govt. services to be digitally transformed for improving ease of every work as business, financial transactions. Digital empowerment will be provided to citizens. All digital resources are universally accessible which has made collaborative digital platforms for participative governance. However, bad password is big cyber security threat in India, though no. of internet users in India has reached 420 million, there is still lack of awareness about password management.

#### **OBJECTIVE OF STUDY**

- To get response of male persons regarding digitalization
- To get response of female persons regarding digitalization
- To get response of rural persons regarding digitalization
- To get response of urban persons regarding digitalization

#### **HYPOTHESIS**

1. There is no significant response of male persons regarding digitalization
2. There is no significant response of female persons regarding digitalization
3. There is no significant response of rural persons regarding digitalization
4. There is no significant response of urban persons regarding digitalization

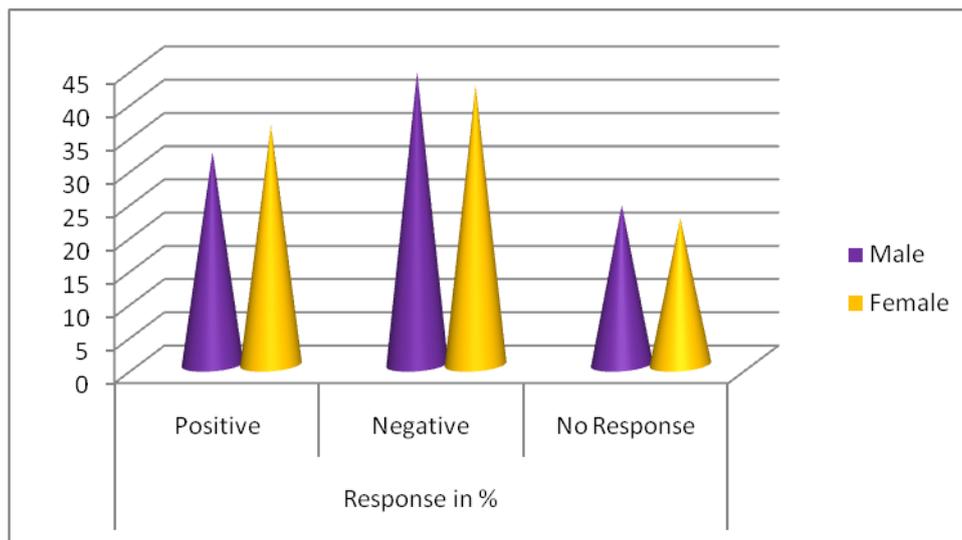
## METHODOLOGY

Descriptive survey method was applied for this study. 800 persons of age 21-50 years were taken as sample. 200 rural male, 200 rural female, 200 urban male, 200 urban female were randomly selected for study. Sample was tested using a self-prepared test paper for response in context of matter. Collected feedback was tabulated and comparatively analysed using percentage tool. Response was categorized as positive, negative and no response.

## FINDING AND ANALYSIS

**Table 1: Status of Gender wise response regarding digitalization of India**

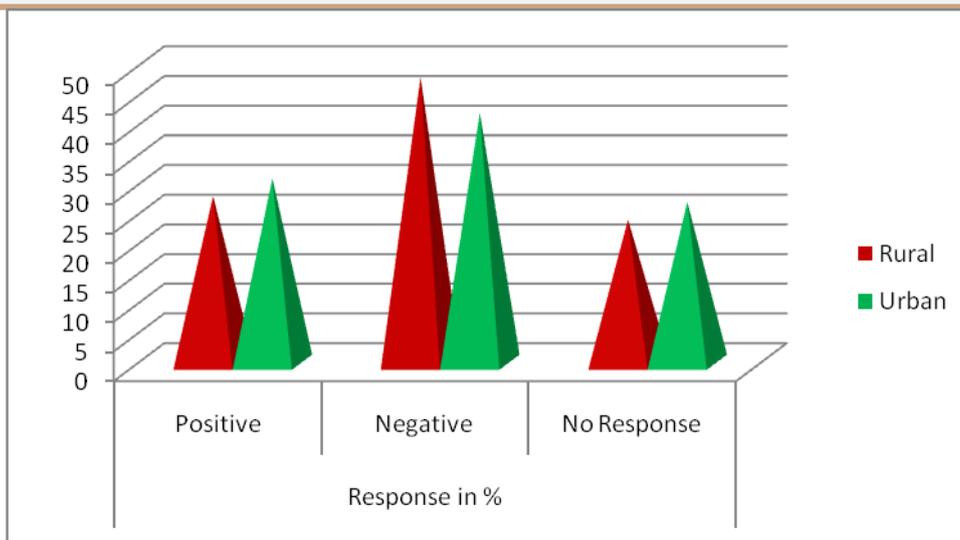
Gender	Response in %		
	Positive	Negative	No Response
Male	32	44	24
Female	36	42	22



**Chart 1: Status of Gender wise response regarding digitalization of India**

**Table 2: Status of Locality wise Response Regarding Digitalization of India**

Locality	Response in %		
	Positive	Negative	No Response
Rural	28	48	24
Urban	31	42	27



**Chart 2: Status of Locality wise Response Regarding Digitalization of India**

Gender wise data shows that 32% male and 36% female are positive, 44% male and 42% female are negative and 24% male, 22% female have not expressed their views. Hence, hypothesis 1 there is no significant response of male persons regarding digitalization is accepted. Female response is more positive but strength of positive response is less i.e., 36% therefore; hypothesis 2 there is no significant response of female persons regarding digitalization is accepted.

Locality wise comparison shows that among rural persons 28% showed positive, 48% negative response. For urban people, 31% found positive response and 42% negative. 24% rural and 27% urban have not presented their views. Thus, hypothesis 3 there is no significant response of rural persons regarding digitalization of India is accepted. Comparatively urban people are more positive than rural but positive response is less and negative response is greater hence, hypothesis 4 there is no significant response of urban persons regarding digitalization is accepted.

## CONCLUSION

Digital India is a progressive movement but there are some hurdles as digital literacy, slow internet connectivity, approach of internet, network discontinuity, irregular power supply, and conventional working habits etc. That's why people are unable to welcome this movement. Despite the successful implementation of many e-Governance projects across the country, e-Governance as a whole has not been able to make the desired impact and fulfill its objectives. It has been felt that more thrust is required to ensure e-Governance to promote inclusive growth that covers electronic services, products, devices and job opportunities in the country.



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