

A Study On Digital India Campaign And Its Impact With Reference To Bengaluru City

By

Mr.Nandan.R.Naresh&Mrs.Sushma.V

ABSTRACT:

Universal phenomenon of going digital has in no ways spared India over the past few decades. Digitalization concept evolved in India only after the mid 90's, from then it was no looking back for the country. India has always been very open to Innovation and the people have accepted the changes and are always willing to move forward. Keeping in mind this rapid transformation and growth of Information and Communication sector in India, Government of India grabbed the opportunity to initiate Digital India Campaign. Digital India Campaign is a Government of India initiative to render better services to its citizens through improved online infrastructure. This paper attempts understand the reach & impact of such a progressive initiative in the city of Bengaluru. This paper also throws light on the need and importance of Innovative & Developmental Government programmes for the economic growth of the country.

Key Words: Digitalization, Government Programmes, Digital India, Innovation & Economic Growth

INTRODUCTION

All the Government initiatives are not always appreciated by people, some initiatives fail and some succeed. But there are only a few initiatives that not only succeed but also enable a complete transformation. Digital India Initiative is one such great move by the Government of India which has totally changed the lives of the citizens. Usually there is a huge gap between the urban and rural part of the country, welfare schemes mostly don't reach to all the areas of our country. This prolonged gap has always been a problem to our policy makers; there initiatives loose its strength by the time it reaches all the masses. This ICT initiative called as Digital India gained momentum with each and every hurdle it faced.

Digital India was a campaign launched by the Government of India on 1st July 2015 to make the country digitally empowered in the field of technology and to ensure Government's services are digitally available to citizens of India. This programme aims to transform India into digital empowered society and knowledge economy. This campaign launched with an objective of connecting rural areas with high speed internet networks and improving digital literacy.

The Vision of this campaign being “The vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy.”With areas covering Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand & Digital Empowerment of Citizens. This vision is further developed to include electronics manufacturing and job creation as well. In order to achieve this vision it is important to gain digital literacy, increased digital inclusion, and improved digital connectivity.

Digital India is an umbrella programme that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. Digital India is implemented by the entire Government with overall coordination being done by the Department of Electronics and Information Technology (DeitY). Digital India aims to provide the much needed thrust to the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes. Each of these areas is a complex programme in itself and cuts across multiple Ministries and Departments.

The Digital India programme was aimed at pulling together many existing schemes. Many schemes were restructured, revamped and re-focused and were implemented in a synchronized manner. Many elements were only process improvements with minimal cost implications. Government of India anticipated that the common branding of programmes as Digital India highlights their transformative impact. The implementation of this programme, has led to a wider consultations across government, industry, civil society, and citizens to discuss various issues to arrive at innovative solutions for achieving the desired outcomes of Digital India.

OBJECTIVES

- To know and understand about Digital India Campaign, its services and it's Vision.

- To analyze the awareness of Digital India Campaign among the citizens.
- To find the level of success of the Digital India Campaign.
- To provide possible suggestions based upon the findings.

RESEARCH METHODOLOGY

Researchers have used both primary and secondary data that has been collected through structured questionnaire, articles, journals and various websites respectively. Descriptive research design has been employed for the present study. Primary data has been collected from the people in and around Bengaluru City. The sample size being 115 respondents, Percentage analysis has been deployed to analyze and present the data.

DIGITAL INDIA PROGRAMME SERVICES

There are a lot of services offered by Digital India programme from its launch on 1st July 2015, few of its popular services are explained below.

- **ACCESSIBLE INDIA CAMPAIGN MOBILE APP:-** Accessible India Campaign is a nation-wide flagship campaign for achieving universal accessibility that enables people with disabilities to gain access for equal opportunity, live independently and participate fully in all aspects of life in an inclusive society. The campaign targets at enhancing the accessibility of built environment, transport system and Information and communication ecosystem. The mobile application is a crowd sourcing platform to comprehensively obtain information on inaccessible places across the country.
- **e-GRANTHALAYA:-** e-Granthalaya is an Integrated Library Management Software developed by National Informatics Centre,(NIC), Department of Electronics & Information Technology. The application is useful for automation of in-house activities of libraries and to provide various online member services. The software provides built-in Web OPAC interface to publish the library catalogue over Internet.
- **eGREETINGS:-** eGreetings portal aims to promote a contemporary and eco-friendly method of sharing greetings by Government officials and agencies as well as citizens to colleagues and friends for National Holidays and other national occasions. The portal allows users to select and send greetings from multiple occasion-specific templates.

- **GOODS AND SERVICE TAX NETWORK (GSTN):-** The GST System Project is a unique and complex IT initiative. It is unique as it seeks, for the first time to establish a uniform interface for the tax payer and a common and shared IT infrastructure between the Centre and States. The portal envisions becoming a trusted National Information Utility (NIU) which provides reliable, efficient and robust IT Backbone for the smooth functioning of the Goods & Services Tax regimen enabling economic agents to leverage the entire nation as One Market with minimal Indirect Tax compliance cost.
- **NATIONAL CAREER SERVICE PORTAL:-** A national ICT based portal has been developed, primarily to connect opportunities with the aspirations of the youth. This portal facilitates registration of job seekers, job providers, skill providers, career counsellors, etc. Additionally, it provides job matching services in a highly transparent and user-friendly manner. These facilities along with career counselling will be delivered by the portal through multiple channels like career centers, mobile devices, CSCs, etc.
- **SWAYAM:-** SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. This is done through an indigenous developed IT platform that facilitates hosting of all the courses, taught in classrooms from 9th class till post-graduation to be accessed by anyone, anywhere at any time.
- **BHIM (BHARAT INTERFACE FOR MONEY):-** Bharat Interface for Money (BHIM) is an app that makes payment transactions simple, easy and quick using Unified Payments Interface (UPI). It enables direct bank to bank payments instantly and collect money using a Mobile number or Payment address. Bharat Interface for Money app is currently available on Android and it is downloadable from Google Playstore, for smart phones.
- **AGRIMARKET APP:-** This mobile application has been developed to get the information related to prices of crops in markets within 50 km of their device location. So that farmers can know and can compare the prices of agri products. This APP help them to avoid unethical practices in sales.
- **BETI BACHAO BETI PADHAO:-** This campaign aims at bringing together stakeholders of more than 100 districts at community level to ensure girl child birth, nourishment and

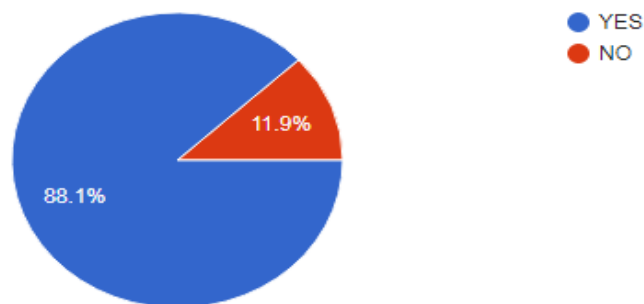
education without discrimination with other gender which leads to overall empowerment girl child.

FINDINGS & ANALYSIS

❖ AWARENESS OF DIGITAL INDIA CAMPAIGN INITIATIVE BY GOVERNMENT OF INDIA.

One of the important objectives of this study was to determine the awareness level of the campaign. Researchers can get to know about the reach of any programme by getting to know the awareness level of that particular programme. The response that is received was very positive, most of the respondents were aware of the government initiative. We can find that nearly 88% respondents are aware of the programme and only 11% of the respondents are unaware.

ARE YOU AWARE OF DIGITAL INDIA CAMPAIGN INITIATIVE BY GOVERNMENT OF INDIA

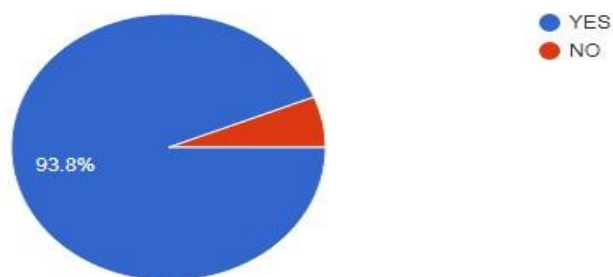


❖ IS DIGITAL INDIA CAMPAIGN INITIATIVE BY GOVERNMENT OF INDIA A GOOD MOVE?

Policy makers of this country try bring about new laws, schemes and restrictions keeping in mind the welfare of citizens and the growth of the nation but we can never come to consensus that all the schemes and programmes are welcomed by the citizens. There are a lot of people who are still reluctant to welcome Government Initiatives even though they are for our personal

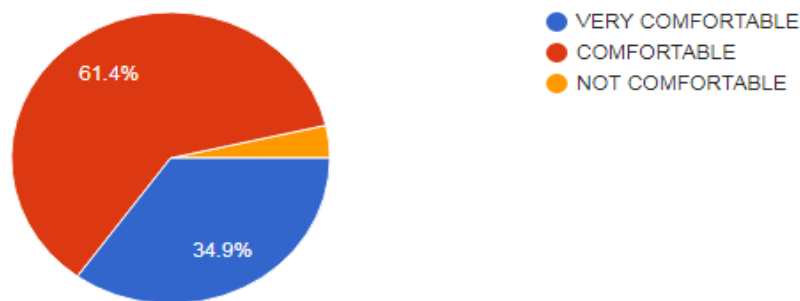
development. Researchers tried to hear the citizen's voice on how good the move was, keeping in mind all different barriers faced still we can find that citizens have voiced out as this programme is a very good initiative by Government of India. We can find that nearly 93.8% of the respondents have found this initiative to be a good launch by the Government of India. The response also helps us to find that people are welcoming such moves by the Government of India, which could help them to change their lifestyle and enable personal growth.

IF YES, DO YOU FEEL DIGITAL INDIA CAMPAIGN AS A GOOD MOVE BY GOVERNMENT OF INDIA

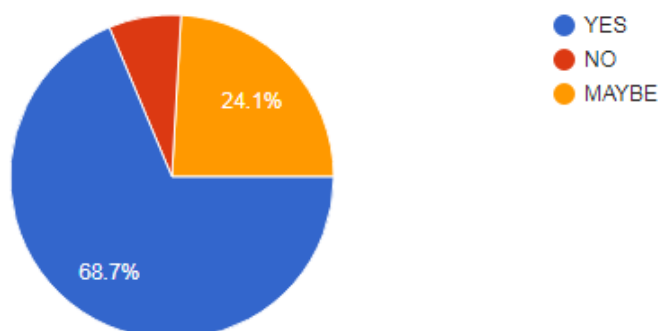


❖ LEVEL OF COMFORT IN USING THE DIGITAL INDIA SERVICES

As per Economic Times report on 6th March 2019, India's Internet Users have crossed nearly half a billion people, pegged at 566 million users and driven by rural internet users. In a country where the literacy rate stands at 74.01%, it is very evident that education is not a barrier any more for technology usage. Having so said still we can find that the respondents are still not very comfortable in using the Digital India Services, only 34.9% of the users are very comfortable. There are just 3.7% of the respondents who are not comfortable with the services, but we cannot conclude that this segment are technologically illiterate because there could be various other barriers for them. 64.4% of the respondents are comfortable with the services, so we find that still there is a big road ahead for the Government of India to enhance the services and make it very comfortable.

PLEASE STATE YOUR LEVEL OF COMFORT IN USING THE DIGITAL SERVICE PROGRAMMES LAUNCHED BY GOVERNMENT OF INDIA**❖ HAS DIGITAL INDIA SERVICES SIMPLIFIED OUR DAILY LIFE.**

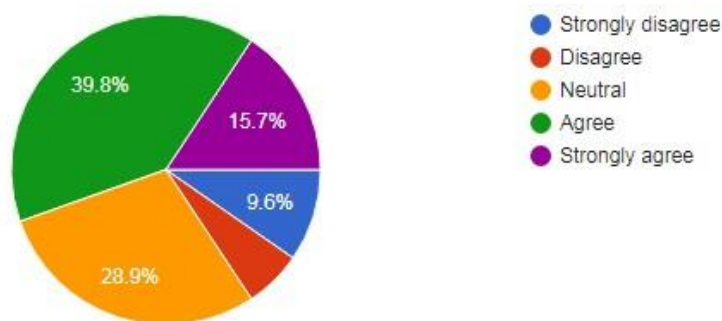
There are a wide range of Digital India Services offered by the Government of India, most of it have in reality made our work very easy. Starting from E Payment of utility bills, Passport E Seva to BHIM, the services cover most of our daily lifetime. But the question here is have these services really ended up as a boon or a bane. Some services result as a burden to our routine while some act as a big bridge to cross our daily life problems. Researchers intended to find if the Government services really worked out to simplify the respondent's daily life. We can find that a positive response has been given were nearly 68.7% of the respondent's accept that Digital India Campaign has simplified their daily life. At the same time we should also find that there are some respondents who feel that the initiative has not brought any changes to their daily life.

DO YOU ACCEPT THAT DIGITAL INDIA CAMPAIGN HAS SIMPLIFIED YOUR DAILY LIFE

❖ SUCCESS OF DIGITAL INDIA CAMPAIGN

The best judges are the end users, citizens are good at taking decisions and their decisions reflect in their performance. The growth of the Digital India Campaign is immense from the date of its inception, but the rate of its success needs to be measured. If this initiative had not been successful than there was no need of this task on conducting a research on it, we as researchers also feel that this was an successful initiative by the Government of India but the measurement of the success rate is what we need to see. We can find that only 15.7% respondents strongly agree that this was a very successful initiative whereas nearly 9.6% strongly disagree about the success of this programme. A big majority of 39.8% just agrees about the success and 28.9% respondent's are neutral when it comes to the measurement of success rate. Through this we can find that the citizens expectations are still not fulfilled and they are expecting more effort from the Government towards the initiative.

DO YOU AGREE THAT DIGITAL INDIA CAMPAIGN IS VERY SUCCESSFUL

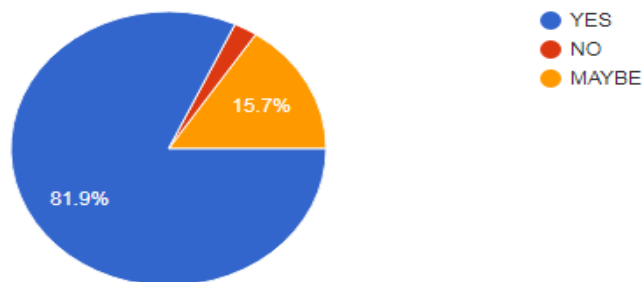


❖ NEED FOR IMPROVEMENT & GOVERNMENT CONCENTRATION

There are some schemes where Government launches and then sits back to see its performance, but schemes such as Digital India need day to day enhancement and involvement from the Government of India. Respondents have reflected their need directly by answering this question. In the previous question where 39.8% just agree about the success and 28.9% remain neutral, here we can find that they have answered us about their stand. Nearly 81.9% respondent's feel

that Government of India should concentrate more on the programme to ensure its complete success. The expectations are not wrong in any way, it shows us that citizens are very happy with the initiative that is why they want the Government to concentrate more.

DO YOU FEEL THAT DIGITAL INDIA CAMPAIGN NEEDS MORE CONCENTRATION FROM GOVERNMENT OF INDIA



❖ AREA OF IMPROVEMENT NEEDED

Having said that Governments Concentration is required for the better successful implementation of Digital India Initiatives, we could also get to know that which are the areas were Government needs to give more concentration. A huge group of respondents nearly 41.8% feel that Safety & Security features needs to be improved and this improvisation would lead to the betterment of all services. 31.6% of respondents also feel that there requires a good awareness of all services, there are a lot of Digital India services that have been launched but only a few have been reached thus this gap can be bridged by different kinds of awareness programmes.

IF YES, CHOOSE THE IMPORTANT AREA WHICH NEEDS MORE CONCENTRATION ACCORDING TO YOU



SUGGESTIONS

- **AWARENESS OF SERVICES:** Through this study it is very clear that there is a good awareness about Digital India Campaign, but the awareness of its services is not so popular. Only some of the services like BHIM, GSTN are popular whereas most of its services like E-Hospital, Learning Management System, mCessation and etc are not so popular. The significance of such apps needs to be promoted among the common people so that it gains more value.
- **NEW SERVICES REQUIRED:** Citizen centric Government has come up with a lot of services which enable in helping and empowering people. But there is always a big gap between the services offered and the services needed, Government needs to analyze the needs of its citizens and come up with more initiatives based on it. For example more public requirement services needs to go digital, like Government empowered Transport, Shopping, Online Food Orders can come up.
- **USER FRIENDLINESS:** Government initiatives especially which are digital are not welcomed by all the people, because some neglect due to their incapability to adapt whereas some think that they expect more and get less. To climb over this issue Government should be active in taking productive feedbacks from its users. The complaint management system should be very strong so that there is hope and confidence created among the citizens.
- **QUALITY OF APP'S & SERVICES:** It is long time complaint that private enabled services are very good of quality in comparison with Government enabled services. But this statement does not hold good at all times, the face of Government enabled services are surely changing over the time. We can find that most of the Digital India Services are of good quality and are competing with the private enabled services. End of the day choices and options are always beneficial for users therefore to win over the battle Government needs to pay more concentration on the quality of its services.
- **SECURITY & SAFETY:** One of the biggest concerns in the current situation is the question, how safe are apps? Is my information safe? Can I become a victim of Scams? When we are proud about an advanced technology enabled society, we should also be cautious about various ethical concerns. Piracy Scams and Hacking of Data are very

prevalent in the current era hence being protected is a big challenge. Citizens are still doubtful about the Governments efficiency on Safety & Security features of its services therefore the Government of India is now forced to prove itself in the citizen forum.

CONCLUSION

The Government of India has progressed in its social welfare reforms drastically over the past few decades, going digital was the need of the hour initiative that led the Government. The dream of every Government is to come up with good new services through which all sectors of its society gets benefitted with, Digital India Initiative is also one of such. As stated earlier there is always a gap between what citizens expect and what they really they get, this gap if not bridged will distance the Government from its moto of being citizen centric. Through this study we have actually found the reach of the campaign and citizens expectations; it is very clear that people have welcomed this move and are very happy of this campaign. But they are not satisfied; they expect more and require this initiative to be very successful. Government needs to produce, prove and promote to be productive, that is produce new services, prove its features and promote to the common man.

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AUTHOR DETAILS

AUTHOR 1

Mr. NANDAN.R.NARESH

ASSISTANT PROFESSOR

JAIN UNIVERSITY

SCHOOL OF COMMERCE-BENAGLURU

EMAIL: naresh.nr0@gmail.com

CONTACT: 8951103079

AUTHOR 2

Mrs. SUSHMA.V

ASSISTANT PROFESSOR

ACHARYA INSTITUTE OF GRADUATE STUDIES

BENGALURU

EMAIL: sushmav@acharya.ac.in

CONTACT: 9148188481