

An Investigation on Awareness among Individuals about Digital India – An overview of Shimla

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ABSTRACT

Digitization is fundamentally changing over the years, activities and information transformed into an electronic form by utilizing data innovation for overall development. Digital India was started with a goal of associating country zones with rapid Internet connectivity and improving advanced education. The Present study was distinct and of logical nature to analyze the awareness among the people concerning computerized India Program. The outcome shows that individuals know about the advanced program and rehearsing in their everyday life for picking up digitized proficiency, its use for the improvement through advanced change and developing digital literacy. The examination likewise analyzed the effect of segment factors, and individuals' view of different plans run by government under this activity.

Keywords: Digitization, Digital changes, Digital Literacy, Smart city, Economical Development.

INTRODUCTION

Computerized India is a leader program of the Government of India with a dream to change India into a carefully engaged society and information economy.

E-administration activities in India took a more extensive measurement during the 1990s for more extensive sectoral applications with accentuation on resident driven administrations. The major ICT activities of the Government included, some significant undertakings, for example, railroad computerization, land record computerisation and so on, which zeroed in primarily on the improvement of data frameworks. Later on, numerous states began eager individual e-administration projects pointed toward offering electronic types of assistance to residents.

Despite the fact that these e-administration projects were resident driven, they could not make exactly the ideal effect because of their limited factors. The isolated and less clear systems revealed huge holes that were hindering the productive assignment of e-organization alongside the economy. They evidently pointed towards the requirement for a more far reaching arranging and execution for the foundation needed to be set up, interoperability issues to be addressed so on, to build up a more associated government.

Government Vision and Areas:-The Digital India programme is centered on three key vision

Digital Infrastructure as a Core 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

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 and development

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/ certificates

LITERATURE REVIEW

Singh, S. (2018) began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of “Digital India” initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labor laws of India to make it a successful campaign.

Kher, Samitra and et.al,(2018) researched about Digital India and its preparedness to create job opportunities in the information sector. They concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long-term push to the technological sector in India.

Madan Chandra Boro (2017) examined the concepts and implications of Digital India mission which was launched by Govt. of India by replacing the National e-Governance Plan (NeGP). This research study is carried with a primary objective to explore the role of digital India for improvement of quality of life. The author recorded that; digital India mission has played a significant role in enhancing the digital literacy, digital usage and digital economic development.

Rani, Suman (2016) concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. It also pointed out that many projects may require some transformational process, reengineering, refinements to achieve the desired service level objectives.

Midha, Rahul (2016) concluded that digital India is a great plan to develop India for knowledge future but its improper implementation due to inaccessibility and inflexibility to requisite can lead to its failure. Though Digital India Programme is facing number of challenges yet if properly implemented it can make the best future of every citizen. So we Indians should work together to shape the knowledge economy.

RESEARCH METHODOLOGY

Exploration Design is the premise whereupon information is gathered and perception are made on various fronts. In this manner, it helps in completing research plan effectively and gives an experimental and consistent reason for drawing conclusion and picking up information in a precise manner.

The Present investigation was spellbinding and logical nature. The study technique embraced by the researcher to accumulate the sensitivity in regards to attention to the Indian resident concerning Digital India. The current investigation was embraced non probability convenient sampling technique which is helpful inspecting and gathering reactions from the individuals who are living in District Shimla of Himachal Pradesh. To make this investigation more reliable researcher builds up an approved study instrument as Questionnaire utilizing 5 point Likert Scale. The gathered information from 80 respondents is prepared and tried with proper measurement devices.

ANALYSIS AND DATA INTERPRETATION

The study deals with the computation of certain indices along with searching for pattern of relationship that exists among the demographic variables as well as various evaluation dimensions of Digital India Programme in Shimla district of Himachal Pradesh. The information collected is based on a sample size of 80 respondents. The collected data has been analyzed by using descriptive and statistical tools. Also, the analysis is supported by its corresponding interpretation for better understanding.

1. Demographic Characteristics of Sample

Table 1

Demographic Characteristics (N=80)	Frequency	Percent
Age		
Upto 20 yrs	9	11.3
21-40 yrs	45	56.3
Above 40 yrs	26	32.5
Gender		
Male	58	72.5
Female	22	27.5
Occupation Status		
Government Employee	32	40
Private Employee	7	8.8
Businessmen	29	36.3
Students	11	13.8
Farmers	1	1.3
Marital Status		
Married	56	70
Un- Married	24	30
Digital India is an Aid for Uplifting standard of living		
Yes	68	85
No	12	15
Digital India is an Aid for development of country		
Yes	72	90
No	8	10

Table 1 presents age wise distribution of sample respondents. It is evident from the table that majority respondents (56.3%) fall in the age group 21-40 years followed by above 40 years (32.5%) and Upto 20 years (11.3%). Thus, it can be said that majority of the population from which sample is drawn belong to the age group 21-40 years. The male respondents are in majority which is 72.5% of total. On the other hand, female respondents are just 27.5% out of 80 respondents. It also shows that 40% of the total respondents belongs to Govt. sector follow by 36.3% of Businessmen, 13.8% students, 8.8% comes under private sector, and least number of respondents consists of farmers i.e. 1.3%. Majority of respondents agreed that digital India Initiative acts as an aid to uplift the standard of living. It also helps in the overall development of the country.

2. OPINION REGARDING “DIGITAL INDIA PROGRAMME”:

The Digital India Programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. With this motive, questions were asked from the respondents to know their opinions regarding the programme. The responses are analyzed as below:

Table 2

S. No.	Factors	Yes	No	Can't Say	Total
1.	Use of smart phones	74 (92.5%)	6 (7.5%)	-	80 (100%)
2.	Safety of online transactions	69 (86.3%)	11 (13.8%)	-	80 (100%)
3.	Shimla to be a smart city	76 (95%)	4 (5%)	-	80 (100%)
4.	Opinion regarding initiatives taken by government	36 (45%)	9 (11.3%)	35 (43.8%)	80 (100%)
5.	Want to live in a Digitalized City	78 (97.5%)	2 (2.5%)	-	80 (100%)
6.	Role of “Digital India Programme” in uplifting the standard of living	76 (95%)	4 (5%)	-	80 (100%)
7.	Role of “Digital India Programme” in curbing corruption	67 (83.8%)	5 (6.3%)	8 (10%)	80 (100%)

Table 2 shows that 92.5% of the respondents are of the opinion that there is usage of smart phones which is instrumental for “Digital India Programme”. Further, it has been stated by 86.3% that online transactions is a safe mode. It is worth to mention that 95% of respondents desired that Shimla should be a Smart City. And in this direction 45% are of the opinion that initiatives are being taken by the government to make Shimla a Smart City. Further 97.5% desired to live in a digitized city. However, 95% of them think that this programme will uplift the standard of living and therefore 83.8% thinks it will help in curbing the corruption.

3. USE OF INTERNET EXCEPT SOCIAL NETWORKING SITES:

Now day’s people are using internet for various modes like online shopping, internet banking, filling online forms, for getting information, etc. With this context questions were asked from the respondents to know that for what purpose they are using internet.

Table 3

Use of internet	Frequency	Percentage
a)Online shopping	19	23.8
b)Internet banking	3	3.8
c)Filling online forms	1	1.3
d)For getting information	23	28.7
e)Education Portal	6	7.5
f)All of the above	21	26.3
g)a, c and d	2	2.5
h)a and d	2	2.5
i)a, b and d	3	3.8
Total	80	100.0

In today’s world the use of internet is worldwide. In the **Table 3** above majority of people i.e. 28.7% thinks that internet is used for getting information. Most of the respondents i.e. 26.3% think that they use internet for various purposes like online shopping , filling online forms , for getting all kind of information and internet banking , etc.

4. SCOPE OF SMART CITY:

Table 4

Particulars	Frequency	Percentage
Digital City	10	12.5
Knowledge based City	11	13.8
Information City	4	5.0
Tele-City	5	6.3
All of the above	50	62.5
Total	80	100.0

Table 4 shows that majority of respondents i.e. 62.5% thinks that Smart City should consist all the above particulars i.e. digital city, knowledge based city, information based city and tele-city. However 13.8% and 12.5% respectively thinks that it should only be knowledge based city and digital city. Least of them i.e. 6.3% and 5% think that it should be only tele-city or information based city respectively.

5. RANKING OF GOVERNMENT SERVICES:

Users of the Government services generally face inconveniences at the time of availing the services. The initiative of digitalization has been assumed to be complying the solutions of such inconveniences. However, to what extent, it has succeeded to resolve, is a matter of seeking response of the users. With this motive, questions were asked from the respondents to rank different services provided by the Government in relation to the digitalization. The responses are analyzed as below

Table 5

Particulars	Below Average(1)	Average(2)	Good (3)	Very Good (4)	Excellent (5)	Total	Mean	S.D.	Variance	Skewness	Kurtosis
1.Internet connectivity	10	37	22	8	3	80	2.462	.967	.935	.668	.292
2.Smart classes	13	43	15	8	1	80	2.262	.896	.804	.740	.409
3.Online payment services	6	22	27	16	9	80	3	1.113	1.241	.169	-0.65
4.Different Yojana's	7	32	28	8	5	80	2.650	.994	.990	.600	.187
5.Employment	9	34	27	8	2	80	2.50	.914	.835	.459	.170

As shown in **Table 5**, out of 80 respondents, a great majority i.e. 37 are admitting that there is average internet connectivity. The mean value under 5 points Likert Ranking Scale has been calculated 2.462 with S.D of 0.967 which supports that there is average internet connectivity varying below average to good and there is variation of 0.935. Since the value of skewness is 0.668, the responses are skewed to below average and the positive value of kurtosis reveals that the distribution of responses is leptokurtic. Further, regarding smart classes, the respondents have again ranked average responses as the mean value is 2.262 with S.D. of 0.896 varying below average to good and there is variation of 0.804 and the value of skewness is 0.740, so the responses are skewed to below average and the positive value of kurtosis reveals that the distribution is leptokurtic. In case of Different Yojana's the mean value 2.650 with S.D. 0.994 reveals that the responses are varying between average to very good and the variance is 0.99. Further the value of skewness is 0.6 so responses are negatively skewed and the positive value of kurtosis reveals that distribution is leptokurtic. In case of employment, the mean value 2.50 with S.D. of 0.914 reveals that the responses are varying between average to good with variance 0.835 and the value of skewness is 0.459 so responses are negatively skewed and the positive value of kurtosis reveals that distribution is leptokurtic.

6. ADOPTION OF DIGITAL CHANGE BY DIFFERENT PEOPLE IN OUR COUNTRY:

The Digital India Programme is playing an important role in our country as it is being implemented in all the sectors but still there are people who are facing difficulty in adopting this digital change. So the survey has been conducted to know whether people are able to adopt the digital change in our country or not.

Table 6

Particulars	Frequency	Percent
Yes they can	63	78.8
I don't think so	17	21.2
Total	80	100.0

As **Table 6** above we studied the responses of people whether they are able to adopt the digital change in our country and 78.8% are in favour of it whereas 21.2% thinks that they will face difficulty in adopting the digital changes.

7. SUITABILITY OF “DIGITAL INDIA PROGRAMME” FOR DIFFERENT AGE GROUP:

Table 7

Particulars	Frequency	Percentage
a) 18-24 yrs	16	20.0
b) 24-35 yrs	39	48.8
c) 35-44 yrs	1	1.3
d) 44-54 yrs	-	-
e) 54 and above	-	-
f) Can't say	16	20.0
g) a, b, c, and d	8	10.0
Total	80	100.0

Table 7 reveals that majority of the respondents i.e.48.8 % thinks that Digital India Programme is most suitable for the age group of 24-35 years follow by 20% that lies between 18-24 years. Least of them i.e. 1.3% think that this programme is suitable for the age group of 34-55 years.

8. MOST DEVELOPED SECTOR AFTER DIGITALIZATION IN INDIA:

The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. Programme is focusing on providing broad band services in all villages of the country, mobile healthcare services and making the governance more participative. So different viewpoints of respondents has been taken to know that which sector will get most develop after digitalization.

Table 8

Particulars	Frequency	Percent
a) I.T Sector	25	31.3
b) Educational Sector	14	17.5
c) Service Sector	20	25.0
d) Rural Sector	11	13.8
e) a, b & c	5	6.3
f) All of the above	4	5.0
g) Any other	-	-
h) a & b	1	1.3
Total	80	100.0

Table 8 reveals the opinion of people regarding development of different sectors after digitization. Most of them i.e.31.3% said that it will uplift only the I.T. Sector follow by Service Sector which is 25%, 17.5% are of the opinion that Educational Sector will get developed. Further 13.8% of the total respondents that it will develop only the Rural Sector.

9. AREA BECOMING MORE CONVENIENT:

Table 9

Particulars	Frequency	Percent
a) Online ticket bookings	6	7.5
b) Banking Services	30	37.5
c) Electricity or water bills	6	7.5
d) Educational facilities	15	18.8
e) All of the above	22	27.5
f) Any other	-	-
g) b & d	1	1.3
Total	80	100.0

In the **Table 9** the opinion of different respondents is taken that according to them which area will become more convenient to general public as compared to their current services. Most of the people think that banking services will get better, followed by 18.8% responses for Educational facilities. However, average of them i.e. 27.5% are in favour of all of the above services.

10. RATING GIVEN TO “DIGITAL INDIA PROGRAMME”:

Table 10

Particulars	Below Average (1)	Average (2)	Good (3)	Very Good (4)	Excellent (5)	Total	Mean	S.D.	Variance	Skewness	Kurtosis
1. Convenience	5	21	43	8	3	80	2.787	0.852	0.726	0.175	0.723
2. Reliability	2	27	38	11	2	80	2.80	0.802	0.643	0.381	0.244
3. Accessibility	2	33	31	11	3	80	2.750	0.864	0.747	0.634	0.141
4. Suitable in terms of compliance of Regulations	5	34	31	6	4	80	2.625	0.905	0.820	0.718	0.733
5. Transparency	-	15	37	19	9	80	3.275	0.899	0.809	0.385	-0.517
6. Qualitative in terms of standard of living	1	16	39	18	6	80	3.150	0.873	0.762	0.286	-0.082
7. Feasible in terms of applicability for all sectors	7	14	29	23	7	80	3.112	1.079	1.164	-0.229	-0.532
8. Instrumental in crime control	6	17	25	20	12	80	3.187	1.159	1.344	-0.077	0.532
9. Quick Compliance	10	17	26	17	10	80	3.000	1.201	1.443	0.000	0.532

As shown in **Table 10**, out of 80 respondents a great majority i.e. 43 are admitting that this programme is convenient to masses. The mean value under 5 point Likert ranking scale has been calculated 2.78 with S.D. 0.85 which supports that there is good convenience of the programme varying between average to very good with variation of 0.726. Since the value of skewness is 0.175 the responses are skewed to average and the positive value of kurtosis reveals that the distribution is leptokurtic. Further regarding the reliability and accessibility of programme, the respondents have again ranked good responses as the mean value is 2.80&2.75 with S.D. of 0.80&0.86 varying between average to very good and there is variation of 0.643 & 0.747 and the value of skewness is 0.381&0.634 respectively, so the responses are negatively skewed and the positive value of kurtosis reveals that the distribution is leptokurtic. In case of Suitability (compliance of Regulations) , the mean value 2.625 with S.D. of 0.905 reveals that the responses are varying between average to good with variance 0.820 and the value of skewness is 0.718 so responses are negatively skewed and the positive value of kurtosis reveals that distribution is leptokurtic. In case of transparency, the mean value 3.275 with S.D. of 0.899 reveals that the responses are varying between average to very good with variance 0.809 and the value of skewness is 0.385 so responses are negatively skewed and the negative value of kurtosis reveals that distribution is platykurtic. In case of feasibility

(applicability of all sectors), the mean value 3.112 with S.D. of 1.079 reveals that the responses are varying between average to very good with variance 1.164 and the value of skewness is -0.229 so responses are positively skewed and the negative value of kurtosis reveals that distribution is platykurtic. In case of crime control, the mean value 3.187 with S.D. of 1.159 reveals that the responses are varying between average to very good with variance 1.344 and the value of skewness is -0.077 so responses are positively skewed and the positive value of kurtosis reveals that distribution is leptokurtic.

11. OPINION REGARDING SUCCESS OF “DIGITAL INDIA PROGRAMME”:

Digital India is achievable but it has its set of challenges. People have different views regarding the success of programme. So in this context survey has been conducted to know whether people are in favour of the success of programme or not.

Table 11

Particulars	Frequency	Percent
Agree	71	88.8
Disagree	4	5.0
Indifference	5	6.3
Total	80	100.0

The **Table 11** shows that a great majority of respondents i.e. 88.8% agrees for the success of “Digital India Programme”. And the least of them i.e. 5% disagrees with the statement.

CONCLUSION

The greater part of individuals as per study know about Digital India, So end can be drawn that Digital India Program will helps in inspiring the way of life and in controlling corruption. Individuals need to live in a Digitalized city as it will give better way of life through advanced administrations. Metropolitan and Rural individuals will likewise have the option to receive the computerized changes just if Government of India will give the legitimate preparing and advanced proficiency convenient.

Without a legitimate Digital training, it will be hard for everyone to get settled with advanced changes occurring in the nation. This Program is giving heaps of open positions and aiding in decreasing joblessness from the nation, specially, in I.T. Area. Presently People are getting a decent occasion to exhibit their specialized abilities.

Administration area likewise goes through the huge change as individuals currently working carefully from home during COVID-19 period of strained period. The financial part of individuals has likewise affected because of Digital India Program. Gross domestic product of the nation will likewise get improved by this. This program is unquestionably bringing success and up degree to nation yet certain downsides are there as it is completely identified with innovation, one of the significant matter of concern is Security. Other than this, the mistake in the framework might be lead to a significant issue.

Peoples have bunches of assumptions from such initiative projects so Government needs to remain upon the assumptions for the general public.

RECOMMENDATIONS

- Indian Government needs to begin giving advanced proficiency to citizens.
- Our suggestion is that Govt. should set up discussions and welcome distinctive industry to participate in territories where they have the expertise and interest.
- The Govt. has set the states with a solid vision and a similarly solid demonstration of will to get it going. However, we need presently is for them to zero in on setting the correct strategy structures and cycles that make it simple for industry to work together in India and urge us to partake in India's excursion towards turning into a Digital India.
- To be a socially advanced nation Digital zone is one of the perspectives where elevated level of urgency is required.
- The government should support open worldwide principles that will empower India to profit by the best innovation around the world.

- It is suggested that each dependable individual should understand that Economic development vision isn't at all the public authority's employment alone. We as a whole need to similarly contribute towards monetary turn of events.

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