

DIGITAL INDIA

Prospering India

A Study on

“Digital India and Empowerment of Youth”

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Introduction:

Digital India is an initiative taken by the present Government of India to integrate the governmental departments and connect the people of India directly with all the departments to address the issues in a better way. It was launched on July 2015 by Prime Minister Narendra Modi. Digital India will generate a lot of employment opportunities enabling the youth to select from a range of options available in the coming future. This programme will give the rural youth more opportunities to interact with people from different walks of life and evolve better as an individual. Through Digital India, Research and training based projects will help youngsters to learn better and the digital platform will connect a wider talent pool to discuss and exchange ideas and innovative solutions. Digital India will help online mode of education to gain new dimensions and the rural youth which by far has no access or limited access to the various courses available, will be having a better learning experience.

Objective of the study:

- To understand the impact of digitalisation on various age groups.
- To study the employment opportunities generated through Digital India programme to young India.
- To understand the governmental initiative to connect rural India to empower nation.
- To study various programmes of Digital India.
- To know the awareness created through Digital India Programme, to make India digital.
- To study the impact of Digital India Programme on educational sector.

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. To make this vision true, three broad things must happen, that is infrastructure must be created, the software and mobile applications must be built and awareness about Digital literacy must be created. For the Digital India Initiative, a two-way platform is being developed which will be widely accessible by the service providers as well as the consumers, both shall be benefitted as the communication gap will be reduced. The Digital India would ensure that Government services are available to citizens electronically.

The Digital India programme is centred on three key vision areas:

- Digital Infrastructure as a Core Utility to Every Citizen
- Governance and Services on Demand
- Digital Empowerment of Citizens

Pillars of Digital India:

The Government of India hopes to achieve growth on multiple fronts with the Digital India Programme. Specifically, the government aims to target nine 'Pillars of the Digital India' that they identify as being:

- Universal access to Internet
- Public Internet Access Programme
- e-Governance – Reforming Government through Technology
- e-Kranti - Electronic delivery of services
- Information for All
- Electronics Manufacturing
- IT Jobs

How Digital India Will Help Empower The Youth:

India has the potential to not just empower the common man in India, but also opens up lakhs of new jobs in diverse areas.

- Digital India will empower youth to know the government and its various departments better and to analyze the loops and strength unguided by political issues.
- The user friendly interface will connect more people to technology and the platform will act as a thought-pool.
- As per Union Ministry, 250,000 panchayats in the country were being digitally connected, so that people were digitally empowered.
- Electronic clusters are being created. These clusters will provide employment to 3 crore youths
- More openings in the IT sector and more customer oriented openings for youngsters will be made available as the older generations are not yet tech friendly as the youth is.

- The youngsters will be able to connect directly with the government departments just at a click of mouse or may be a press of a button.
- With the coming of start-up venture supports, the youngsters will get a chance to demonstrate their enterprising skills with the help of venture capital provided to them.
- Research and training based projects will help youngsters to learn better and the digital platform will connect a wider talent pool to discuss and exchange ideas and innovative solutions.
- The online mode of education will gain new dimensions and the rural youth which by far has no access or limited access to the various courses available, will be having a better learning experience.

Digital India Programme and transformation of educational sector:

Education sector in India has long awaited an overhaul to meet the growing demand for a contemporary education system that is accessible to all. Children and youth in India have in the last decade become increasingly technology-driven, revealing considerable potential and readiness to imbibe and learn using digital media.

- **Creation of a knowledge based society:**

Digital India has been envisioned as an ambitious umbrella programme to transform India into a digitally empowered society and knowledge economy. Prime Minister has introduced initiatives such as e-education, e-basta, Nand Ghar which will impart education using technologies including smart phones, mobile apps and internet services in far-flung areas where it may not be possible for teachers to be present in person.

- **Improve attendance in schools:**

More than 90 million children in India aged 0-8 years do not have access to quality education. While enrolment in primary school is almost universal, according to Custom Data Tables, ASER and Census of India 2011 survey has concluded that almost 20 per cent children aged between 6 and 8 years cannot read letters or words and are unable to recognise numbers.

- **Bridge digital; divide:**

The power of technology cannot be denied. With approximately 131 million cellular-phone households in the country, delivering education through the digital platform to children and teachers could be a potential way to bridge the education deficit. However, the challenge has always been how the technology will get adopted to make a significant difference.

For the education sector, tech companies have to take the lead and help enable a strong ecosystem by providing technology driven educational devices which should be backed by creative and engaging content.

Digital India and Rural India:

India is a country with rich rural economy attracting global social evangelists & investors. With this growth Digital India is going touch the rural economy.

- It provides cheap access to all citizens to this network by way of low cost smart phones and tablets and facilitate IT literacy programs so that benefits flow to all people and not just the digitally empowered or urban people.

- An illiterate farmer can get current information on seeds or weather, sitting in the comfort of his hut.
- India will soon launch an Rs 1,800 crore (\$265 million) Digital Literacy Mission for 60 million people in rural areas as another initiative to bridge the gap between those who have access to and can use computers and the internet and those who don't.
- Develop a robust core infrastructure in semi-urban and rural part of the country.
- Digital India is going in the right direction and with 'Smart Cities' initiative, this will have a positive impact.

Benefits of Digital India:

It is a giant leap forward to transform the country into a digitally empowered knowledge economy.

- Digital India will help in leveraging India's globally acclaimed IT competence for the benefit of close to 130 Crore Indians.
- It will help in controlling corruption, getting things done quickly and will help to reduce paper work.
- Some of the facilities which would be available through this initiative are Digital Locker, e-education, e-health, Digital Signature and a national scholarship portal.
- Digital India will help the common people to get a better access and insight into the administrative system.
- It shall generate a lot of employment opportunities enabling the youth to select from a range of options available in the coming future.

Challenges in front of Digital India:

- **Farfetched goal:** At many remote villages the basic amenities and electricity is yet to reach. Also at many places load shading is a major concern so working towards a 24 hours power – supply is also a big concern.
- **Implementation:** The entire programme is designed as a top level model on the technological front. There is hardly any guidance on how to implement the same on the ground level to make it successful.
- **Deploy Wi-Fi Centres' & Hotspot:** BSNL's (Bharat Sanchar Nigam Ltd) mass deployment of Wi-Fi hotspots across the country. If the selection of the hotspot locations were those populated by mostly tribals, backward castes, minorities and geographically difficult areas, then the impact can bring a new era in our country.
- **Improve IT Literacy:** Improving IT literacy is very important because the entire mass who is using internet should know how to secure his/her online data. Providing proper usability guidance of Anti-Virus software and its role in securing the records should happen simultaneously.
- **Data Vulnerability:** Each and every citizen of India would have all the personal details online including bank details, Income tax details, PAN details which might be vulnerable if not secured properly. In case this is breached, then any individual would lose the privacy of the data and would be compromised.
- **Excessive server Hits:** If majority of the population start using online, then definitely the Government portal sever will start getting more number of hits day by day. This is

limitless and the IT team needs to be prepared enough to tackle the situation where the possibility of crash would minimize.

- **Man-In-The-Middle Attack:** It is a type of cyber-attack where a malicious actor intrudes him/ herself into a conversation between two parties, imitates both parties and gains access to information that the two parties were trying to send to each other. A man-in-the-middle attack allows such intercepts of the data meant for someone else, without knowledge of either of the party until it is too late.

Findings:

- Amongst our sample, 83 percent of respondents are aware of Digital India Programme.
- 76 percent respondents are in fully in favour of Digital India Programme. and they believe that Digital India Programme is a good initiative taken by the government of India
- Amongst our respondents 59 percent believe that rural India easily connect with mainstream through digital literacy programme.
- 68 recent respondents are in favour to say that after digitalisation it is easy to connect whole globe in click of button.
- 48 percent of respondents think that lack of technical knowledge is the major challenge in front of rural youth.
- 80 percent respondents agree that through E- governance all governmental activities will get quick response.
- 83 percent respondents believe that Digital India Programme will promote skilful empowerment of youth in future days.
- 64 percent respondents are in opinion that through E- education, our education system would get more benefits in future days.

Suggestion:

- Government should give more publicity before implementation of any scheme to avoid confusions in the minds of people.
- In India, many villages are deprived of basic amenities and electricity. Therefore digitalisation is a night mare. Government of India should give more priorities in getting basic amenities and electricity so that rural people can dream of digital India.
- IT literacy is very essential in present scenario. Therefore providing proper usability guidance is much more required.
- Priorities should be given to secure all the personal details of individuals which are fed online for various purposes because they are highly vulnerable.
- There is a chance of crashing of server therefore Internet broadband connection should be of high speed.

Conclusion:

The Centre's objective behind the launch of Digital India programme is "strengthening the youth" and the country as a whole through technological means. A digitally connected India can help in improving social and economic condition of people through development of all

economic activities. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, safety, etc.

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