



A Study on People Perception of Digital India

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Abstract

This primary research was conducted to explore the perception of Indian citizens with respect to the Government of India flagship program such as digital India initiative. This campaign was initiated by Honorable Prime Minister of India Shri. Narendra Modi Ji on July 2015. This program has three components namely digital literacy, digital infrastructure and digital economy. The present study was descriptive and analytical nature to examine the people perception with respect to digital India initiative. The result indicates that Indian citizens are poses higher awareness on digital India campaign and they are practicing in their day to day life for the betterment of India economy through digital transformation of the country.

Keyword: Digital India; Perception; Digital Literacy; Infrastructure; and Economy

1. Introduction

Digital transformation and upgradation is essential to empower the society in an efficient way. The Honorable Prime Minister of India Shri. Narendra Modi Ji has launched Digital India Campaign on 1st July 2015 on the banner of Government of India schemes namely Make-In-India, Startup India and Standup India. The Digital India incentive was launched with a primary objective to transform rural areas into digitally empowered networks (Siwach & Kumar 2015; Gurumurthy, A & et al., 2016). The Digital India program contains three core components such as secured and stable digital infrastructure, deliverance of digital government services and enhancement in universal digital literacy. The Government has spent considerable amount with respect to introduction of various new digital services under Digital India campaign to empower citizens of India (Midha, R. 2016; Gorla, N. 2008; Banday, M. T., & Mattoo, M. M. 2013). Bharath Braod Network Ltd (BBNL) was recently launched by Government of India in Dec 2018 to connect 6, 25,000 villages of India through sophisticated and restructured digital infrastructure. In this study an attempt has been made to explore the people perception towards Digital India Program to analyse the impact on digital economy in the country.

2. Review of literature

Mohanta. G. & et.al (2017) made an investigation to understand the challenges for the successful implementation of the digital India initiative and also analysed the impact of digital India project implementation in the country. The authors discussed the nine pillars of digital India initiative such as, broadband highways, universal access to phones public internet access programme, e-governance, information to all, electronics manufacturing, early harvest programmes, IT for jobs and ekranti (Electronic delivery of services)are various programmes impacted on technology,

economy, social sector, environment and agricultural sector development in the country.

Samita Kher & et.al (2018) studied the awareness among the college youth with respect to the flagship program of Government of India to restructure the India digitally to empower the economy in the name of “Digital India” Initiative. The result indicates that college youth possess higher awareness with respect to core components and pillars of digital India program and males are having higher awareness as compared to female college students. The author suggested Government of India to conduct more awareness programs at college and university level to create more digital literacy among the college youth.

Madan Chandra Boro (2017) examined the concepts and implications of ‘Digital India’ mission which was launched by Government of India by replacing the National e-Governance Plan (NeGP). This research study was 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 was played a significant role in enhancing the digital literacy, digital usage and digital economy development in limited period for the country.

Shekhar Srivastava (2017) criticised the digital India initiatives and its impact on the digital economy of the country. The author stated that, poor digital literacy, poor infrastructure, low internet connection and lack of co-ordination are the major constraints for the successful implementation of the Digital India Initiative and efforts from all the stakeholders like, Government, administration, private players to work collectively in order to achieve the objectives of the Digital India mission.

3. Scope of the study

This primary survey limited to its scope of selected Digital India Programs initiated by Government of India to enhance digital literacy, digital infrastructure and digital economy in the country. Further, the present study was restricted to selected digital India

Aid which contributes towards the development of Indian economy.

4. Objective of the study

1. To study the perception of Indian Citizens with respect to Digital India Initiative
2. To examine the Digital India features impact on Digital Economy
3. To Identify the difference of Digital India Perception with respect to Demographic Profiles of the Indian Citizens

5. Results and discussion

6. Research methodology

The present study was descriptive and analytical nature. The survey method adopted by the researcher to gather the perception of the Indian Citizens with respect to Digital India Programs launched by Government of India in the year 2015. The present study was adopted non-probability convenient sampling method and collected responses from those who are living in Kanchipuram District of Tamil Nadu. A structured questionnaire was employed, pre-tested and validated through pilot study. The result of pilot study indicates that the survey instrument is reliable in nature.

Table 1: Demographic Characteristics of Sample

Demographic Characteristics (N = 100)	Frequency	Percent
Age		
20 - 30 Years	79	79.0
31 - 40 Years	11	11.0
41 - 50 Years	8	8.0
Above 50 Years	2	2.0
Gender		
Male	64	64.0
Female	36	36.0
Occupation Status		
Government Employee	2	2.0
Private Employee	57	57.0
Self – Employee	12	12.0
Professional	29	29.0
Marital Status		
Married	30	30.0
Unmarried	70	70.0
Digital India is Aid to Uplift the Standard of Living		
Yes	79	79.0
No	21	21.0
Reason to Convert Digital		
Literacy to Rural People	18	18.0
Digital Education	4	4.0
Both	78	78.0
Future Digital India - 2019 Which Technology Adopt in Rural		
Broadband to All Rural Areas	5	5.0
Training for Unemployed	21	21.0
Transparent Governance	9	9.0
All the Above	65	65.0
Important Plan Needed to E-Rural		
E-Hospital	34	34.0
E-Banking	12	12.0
E-Governance	11	11.0
E-Agricultural Services	43	43.0
Digital India Aid to Develop Indian Economy		
Yes	73	73.0
No	27	27.0

Table 1 indicates that majority of the respondents are males (64%), unmarried (70%), aged less than 30 years (79%) and private company employees (56%), majority of the respondents are agreed that digital India initiative is acted as an aid to uplift the standard of living of the Indian Citizen and it also helps to converge the rural India into a digitally empowered society (Gorla,

N. 2009). Majority of the respondents agreed all the three components of digital India initiative have potential to transform the country into a digitally empowered society and economy. A sizable portion of the respondents opined that Digital India initiative is imperative for the growth and development of the agricultural sector.

Table 2: Importance of Select Digital India Features

Digital India Features	Mean	S D	Rank
Digi Locker is Essential for Safeguard of Documents	3.50	1.133	VII
Digital India Makes Rural Area Empowered Society	4.14	.865	III
Digital India Makes Knowledge Transformation	4.06	.722	IV
Digital India Provides Employment Opportunities	4.56	.499	II
BHIM-UPI is Essential for Money Transfer	3.54	.892	VI
E-Commerce Sites Revolution in Rural	4.65	.479	I
E-Signature is Essential for Identity	3.68	1.014	V

Table 2 indicates that the importance of digital India features among the Indian Citizens. The mean values and lesser standard

deviation values show that the data is robust in nature. The respondents feel that e-commerce revolution is the important

digital India feature to transform the rural India into digitally empowered society followed by generation of employment opportunities, empowerment of rural society, knowledge transformation, identity for essential, money transfer opportunities

and safeguarding the physical documents are the important features among Indian citizens in their order of importance perception.

Table 3: Significance Difference between Demographic Profiles and Digital India Feature

Digital India Features	Demographic Profiles			
	t-Value (Level of Significance)			
	Gender	Marital Status	Uplift Living Standard	Developing India Economy
Digi Locker is Essential for Safeguard of Documents	-0.919 (0.360)	1.752 (0.083)	2.802 (0.006)**	4.984 (0.000)**
Digital India Makes Rural Area Empowered Society	2.221 (0.029)	0.705 (0.483)	2.000 (0.048)*	0.462 (0.645)
Digital India Makes Knowledge Transformation	1.498 (0.137)	0.663 (0.509)	0.767 (0.445)	-0.741 (0.461)
Digital India Provides Employment Opportunities	0.066 (0.947)	3.826 (0.000)**	3.512 (0.001)**	2.365 (0.020)*
BHIM-UPI is Essential for Money Transfer	0.568 (0.572)	0.438 (0.662)	1.197 (0.234)	1.158 (0.250)
E-Commerce Sites Revolution in Rural	-2.980 (0.004)**	0.227 (0.821)	2.440 (0.016)*	2.689 (0.008)**
E-Signature is Essential for Identity	-1.136 (0.259)	1.208 (0.230)	0.550 (0.583)	1.649 (0.102)

Note: ** at 1% Significant Level and * at 5% Significant Level

Table 3 indicates that gender have significant difference with respect to e-commerce revolution among Indian citizens. Marital status has significant difference with respect to generation of employment opportunities in the country. Standard of living enhancements have significant difference with respect to documents safety, society empowerment, generation employment

opportunities and e-commerce revolution in the rural areas of India. Further, developments in Indian economy have significant difference with respect to documents safety, generation of employment opportunity and e-commerce revolution in rural areas of the country. Other personal profiles do not have significance of difference with respect to perception towards digital India features

Table 4: Significance Difference between Demographic Profiles and Digital India Feature

Digital India Features	Demographic Profiles				
	F-Value (Level of Significance)				
	Age	Occupational Status	Reason to Convert Future Digital India in Important Plan Needed E-	Rural	Rural
Digi Locker is Essential for Safeguard of Documents	0.838 (0.477)	0.583 (0.628)	4.056 (0.020)*	2.659 (0.053)	1.604 (0.194)
Digital India Makes Rural Area Empowered Society	1.517 (0.215)	1.377 (0.254)	0.841 (0.434)	1.188 (0.319)	1.936 (0.129)
Digital India Makes Knowledge Transformation	1.817 (0.149)	1.063 (0.369)	0.142 (0.868)	0.845 (0.473)	0.839 (0.476)
Digital India Provides Employment Opportunities	2.034 (0.114)	2.679 (0.050)*	0.815 (0.446)	0.629 (0.598)	0.888 (0.451)
BHIM-UPI is Essential for Money Transfer	3.148 (0.029)*	2.590 (0.057)	0.264 (0.768)	2.261 (0.086)	0.550 (0.649)
E-Commerce Sites Revolution in Rural	3.513 (0.018)*	0.798 (0.498)	0.688 (0.505)	0.762 (0.518)	2.744 (0.047)*
E-Signature is Essential for Identity	0.567 (0.638)	1.773 (0.157)	0.502 (0.607)	0.051 (0.985)	2.480 (0.066)

Note: ** at 1% Significant Level and * at 5% Significant Level

Table 4 indicates that significance of difference with respect to age on money transfer usage and e-commerce revolution of the rural areas of India. Occupational status has significance of difference with respect to generation of employment opportunities. Digital conversations have significance of difference with respect to documents safety and importances of plan for the transformation of rural area have significance of difference with respect to e-commerce revolution in the country. Other personal profiles do not have significance of difference with respect to perception towards digital India features.

3. The perception and awareness of digital India campaign have higher perception as compare to other initiative implemented by Government of India.

To conclude, the digital India campaign has played significant role in transforming the country structurally and drastically with technological upgradation. This primary research was conducted in order to evaluate and understand the people’s perception with respect to digital India campaign. The results clearly indicate that digital India initiative has played a significant role and impact on the digital economy of the country.

7. Suggestions and conclusion

1. The Government of India are suggested to conduct many literacy programs at school, college and university level to empower the youth with respect to digital literacy and digital economy.
2. The Indian citizens are suggested to practice digital India initiative in their day to day practices to empower the rural society into digital society.

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