DIGITAL AWARENESS AMONG THE YOUTH

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ABSTRACT

We are living in the digital era where Digital transformation has become increasingly important to business research and practice. The digital world is a world where the best use of digital technology is done. The rapid digitalization across various fields is of great importance and poses incredible opportunities for both companies and the society. Efficient use of digitized technology is a driving factor for competitive economic growth. The main aim of the study is to provide insights regarding the future prospects of digitalization in India. The data used in this research work is both primary and secondary data. A cross-sectional study comprising of 500 students of various streams from different colleges of Cuttack and Bhubaneswar was conducted out of which 400 responses were received. The paper covers the impact of digitalisation on the Indian Economy. It also analyses the role of Government in the digitalization process. The findings of this study will identify the obstacles in the path of digitalization and the remedies to be taken to overcome these barriers.

Keywords: Digitalization, Digital India, Digital Infrastructure, Cross Sectional Study, Indian Economy

INTRODUCTION

India is one of the largest and fastest-growing markets for the digital consumers .The Indian economy is the seventh largest economy in the world. India is one of the most reformist nations in terms of economy and technology but still it faces challenges while providing services to every citizen in India. A young country like India where the Government has taken the challenge to transform it into a digitally empowered community and knowledge society, digital education is very important. The Indian economy has seen a lot of changes from being self-sustaining to opening its door for global trade by allowing LPG (Liberalization, Privatization and Globalization).Today, everyone in the world depends on internet access and social media for communicating with each other and gathering new information. Governments and businesses organizations increasingly prefer to use internet services in order to publicize their information for the purpose of marketing and doing business in general. Digital technology has the capability to reconstruct the entire economy as a whole across various sectors.

The process of digitalization started five decades back with the advent of computing technologies and digital electronics. The Government of India introduced programs in order to promote digitization. Digitalization offers opportunities for investors to invest and prosper with the booming economy. Digital transformation is also known as Business transformation. The Digital India program was launched by the Prime Minister of India Sri Narendra Modi on 2nd July 2015 with the well defined objective of connecting rural areas with high-speed Internet networks and improving digital literacy all over India. The Indian Government has successfully started various initiatives, which have resulted in meeting many of these obstacles and in paving the way to digitization.
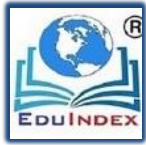
NEED OF THE STUDY

In this rapidly changing world, most of the businesses realize that they need to be engaged in digital transformation. The movement towards digitalization in India is occurring across all business sectors. Many companies across India are actively working for transforming their business to digital mode with a view to pave the way towards building more efficient digital workflows. This includes using technology to optimize the existing business model. Digitalization can elevate the business organizations by providing opportunities for efficiencies and increased revenue. However, digitalization is not that simple as it requires digital technologies to transform processes across the entire business. Businesses must overcome common barriers to digitalization in order to ensure that the operations are not disrupted and realize the expected rate of return on investment. There is a need for the organizations to address the change in business scenarios and innovate ways to quickly cater to these changing needs. Companies that digitalize their business are granted with numerous financial incentives by the goverment. Some provincial governments even offer special packages for business companies. Digitalization offers opportunities for investors to invest and prosper with the booming economy.

OBJECTIVES OF THE STUDY

- To study the initiatives taken by the Government for promoting digitalization.
- To elaborate the impact of Digital India movement in enhancing the overall growth and development of the nation.
- To identify the barriers in the path of digitalization and e economic growth.

REVIEW OF LITERATURE

Keloth And Baskaran (2019) have carried out a study to analyze the pros and cons of digital education in India, the current status of online education and the initiatives taken by the Government for promoting digital education. In their study, they found that the technological change has created a revolutionary change in the education sector and digitalized education is very helpful for students to learn easily at home even using their smart phones, tablets or laptops. The enactment of new technology in class rooms by the teachers attracts students to learn rather than using the traditional chalk and talk method. Furthermore digitalized education is one of the important sources of gaining revenue for the government and is really considered as a boon for the Indian economy.

Nithin , Jijin And Baiju (2019) analyzed the effect of demonetization on digital payments with the help of debit card and mobile transactions using an intervention analysis of time series. The findings of the study negate the impact of demonetization on digitalization of the Indian economy. Demonetization whose main objective was to eradicate black money, terror funding and counterfeiting at the first place, was projected as the government's push for digitalization drive.

Arun (2017), carried out research to investigate the political dimensions and consequences **of** demonetization policy in India by the Modi Government . They concluded that the grand digitalization project was hooded and fanatically sanctioned with a tunnel vision while any robust privacy legislation to protect the peer flow of data was absent.
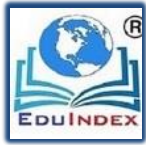
Sheokand and Gupta (2017) analysed the consequences of digitalization in different sectors of India and studied about the barriers faced in India to implement the Digital India Programme. The methodology used in the work is secondary data analysis. They concluded that a digitally empowered economy develops much faster, effectively and efficiently due to better utilization of its capital as well as human resources. And India being a country with such huge manpower resources, if utilized properly, can achieve unprecedented growth rate and put the country in top position along with the developed economies.

Bandgar (2019) studied the digitalization of processes of e-governance and initiatives taken by the Central Government for digitalization. The broadband highway connections cover 2,50,000 Gram Panchayats while connectivity of mobile phones is going to be implemented through DOT. The Central Government has also decided to bring reforms through technology. Electronic manufacturing encompasses the goal of reducing the imports of electronic products. They found out that demonetization has compelled the people to carry out transactions in digital form. The initiatives taken by the Central Government have been proved to be vital for good governance. The Government of India has given emphasis on the use of ICT in the Classrooms.

Georgescu (2012) in his study "E-Government: New perspectives on the future of government digitization" focused on how the current E-Government standards concentrated more on solving the technological problems related to compatibility and interoperability. He concluded that although E-Governance is high on the agenda and many resources are set aside for it, E-Governance still faces significant challenges as it continues to develop. Higher efficiency and returns on investments is possible only through a widespread use of E-Government services.

Goswami(2016) in his study" Opportunities and Challenges of Digital India programme" analyzed the success of Digital India programme and attempts to highlight the different challenges faced by the Digital India Programme. The study also analyzed the opportunities provided by the programme for the people of the country. He concluded that Government will do well to take into account the recommendation of the Council on Digital Government strategies as entrusted in the OECD 2013 Ministerial Council Meeting. In order to make Digital India Programme a successful one, there are a lot of barriers but in the present global context there is no other option. Therefore it is expected to promote the inception of the Digital India Programme.

Giri And Parija (2018) have written an article entitled "A Literature Review on Impact of Digitalization on Indian Rural Banking System and Rural Economy". This paper concentrates on the review of various studies and summarizes them .These studies are made by researchers of different areas across India under their common area of interest which is the impact of digitalization on rural banking system of India. The study revealed that, digital banking had a enormous potential to change the landscape of financial incorporation and the use of digital banking can expedite the integration of unbanked economy to the mainstream.

Divya and Vally (2018) in their article named "A Study on Digital Payments in India with Perspective of Consumer's Adoption" focused on the adoption level by the customers of the digital payment systems. The data was obtained from both primary as well as secondary sources. Primary data was collected from 183 respondents residing in Hyderabad. The data collected by conducting a survey through questionnaire were analyzed with the help of
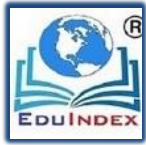
chi- square technique. It was reaveled that, the deployment of digital payments have helped in improving the performance of banking sector through which India is now able to achieve the motive of cash less country.

Golden S. (2017) in their research paper entitled "An Overview of Digitalization in Indian Banking Sector" has studied the overview of digitalization in the Indian Banking sector. Banks are not just a part of our lives but have a significant role in our daily lives. Therefore, the banks always try to embrace the latest technologies to improve the customer experience. It was concluded that, due to the adoption of digitalization, the banking sector is facing some significant changes as well as obstacles in India. It was also concluded that, as we are in the digital era, it is not possible to avoid the growth and services or digital banking.

Carbo and Valverde (2017) in their article entitled "The Impact on Digitalization on Banking and Financial Stability" has made an attempt to analyze the impact of digitalization on banking activities and challenges that imposes for financial stability. They concluded that, digitalization is an opportunity to reduce marginal costs and increase productivity in financial services.

Midha (2016) found that Digital India is a great plan to develop India for the future but its improper implementation due to inaccessibility and inflexibility to requisite purpose can lead to its failure. Although Digital India programme is facing barriers but if it is properly implemented then it can make the best future of every citizen in India. So, Indians should work together in order to shape the knowledge economy.

Rani (2016) in his research paper concluded that the Digital India project provides opportunity to use the advanced technologies to develop the Indian service industry. It also concluded that many projects require some transformative process, reengineering and refinements to achieve the desired level of objectives

DIGITALIZATION

Digitalization is a generic term for the digital transformation of society and the economy. Digitalization is the integration of digital technologies into our day to day life by digitalizing everything. The literal meaning of digitalization gives an idea of development and technology dependent world. Digitalization refers to the use of digital technologies by the key players of market such as distributors and producers etc. Digitalization is the process of making everything digital and it is the process of conversion of information into digital format. Digitalization is the manifold socio technical phenomena and process of adopting and using digital technologies in broader individual, organizational, and societal contexts. Digitalization is technology-driven. Digital innovations are done through the new digital technologies

DIGITAL INDIA

The Digital India programme is a flagship progamme which has been launched by the Government of India in order to transform the entire ecosystem of public services through the use of information technology. The Digital India programme has the mission in the conversion India into a digitally empowered economy. The main aim of digital India is to ensure that the services of government are made available to citizens' online .The initiative includes plans to connect rural areas with high-speed internet networks. Digital India was launched by the Prime Minister of India on 2nd July

2015.Digital India programme is the outcome of the changes brought by the information and communication technology. The vision of Digital India includes:

- Digital Infrastructure
- Governance & Services on Demand
- Digital Empowerment of Citizens

PILLARS OF DIGITAL INDIA

1. **Broadband highways**: -
   It covers mandatory broadband connection n for all the rural and urban areas through optical fibers..
2. **Universal access to mobile connectivity**: -
   It aims to provide network connectivity to fill all the gaps in the country by providing connectivity to the unconnected areas

3. **Public internet access programme:**
   this program aims to set up common service centers connection every 4 to 6 villages in order to provide internet facility where the villagers can take the benefit of government services for the delivery of better service. Post offices will be converted to multi-service centers.
4. **E-Governance**:
   Government Process Reengineering is done to bring transparency and accountability in the working of government organizations by using information technology. It includes eliminating paper work and storing all the data in digital

Information for all:
   According to this, information will be provided to each and every single citizen of India irrespective of color, caste ,creed or religion. It facilitates easy access to information for citizens.
7. **Electronic manufacturing**: -
   It aims to promote the manufacture of electronic gadgets in the India with a target of net zero imports by the end of 2020
8. **Information Technology for jobs**: -
   It provides training to the citizens in training and skills development programmes in order to avail employment opportunities in the Information Technology sector by training people in urban areas for IT sector jobs..
9. **Early harvest programme:-**
   It consists of projects that are to be implemented within a very short time period.they are
   - Government wishes to be e-wishes.
   - Study material to be e-books.
   - E-services for the use of entertainment, latest updates etc.
   - Wi-Fi hotspot at public places.

OPPORTUNITIES OF DIGITAL INDIA PROGRAMME

Digital India programme has faced many obstacles but it has a lot of scope. Some of them are

1. There will be greater transparency as all the data would be made available online and will be accessible to citizens of India.
2. It would bring accountability in the working and delivery of Government services
3. Digital India programme will put an end to corruption system in India.
4. Digital India programme aims to reduce paper work and will help citizen to digitally store their important documents like Pan card, passport, mark sheets etc..
5. This programme also aims in eliminating imports of goods and promote 'make in India' movement which in turn will provide greater scope for employment.

CHALLENGES OF DIGITAL INDIA

1. **Digital Illiteracy**

   Majority of people living in rural areas of India are still illiterate. They have no idea about digital systems. People living in slum areas don't even know how to use phones.

2. **Internet connectivity**

   The internet connectivity in the rural and remote areas is very weak. To make use of online services high speed internet is required. Internet coverage in remote areas will help in the overall development of that area.

3. **Local language**:

   India is a diversified country with a huge population. It has different cultures with its own languages, food habits and traditions. In order to make people aware about digital services they have to educated in their own language so that they understand well. Making services available in local languages is very difficult.

4. **Cybercrime**

   Cyber threat is present across the world. There is fear of theft in the mind of the citizens of India. While transacting online the chances of fraud is increased. With the change in technology, cybercrimes have also increased. Cyber security is a big challenge to digitalization.

5. **Inter Departmental Co ordination**:

   There should be proper coordination among various departments within the government. Conflicts among various departments may slow down the pace of implementation.

6. **Infrastructure development**:

   To provide digital facilities to every citizen in India, customize apps and services are required. Broadband connection has to be set up in every part of India.

7. **Proper policy making**
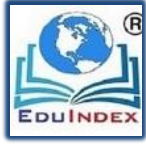
In order to develop the digital infrastructure in India, a strategic plan has to be prepared with a reasonable cost structure. Policy makers should adopt new policies to speed up the process of digitalization.

8. Changing of mindset

It is difficult to change the mindset of people. They are habituated to the same old practice so they do not readily accept the change. When it comes to implement changes, most of them hesitate.

DIGITAL INITIATIVES OF THE GOVERNMENT

NIRBHAYA APP

This is an an android emergency application through which you can send a emergency message or call to a specified group in an emergency situation faced by any woman in general. Correct Location and Information will be sent depending upon the basic hardware and software requirements such as Active Data plan, SMS plan and active GPS functionality.

EBASTA

This is an initiative of the Government Digital India programme, with an aim to make school books accessible in digital format as e-books which can be used through tablets and laptops. The main concept of EBasta is to bring various publishers and schools together in a single platform with a view to facilitate easy management of E resources, along with various web-based applications which can be installed on mobile phones or laptops.

E-PATHSHALA

This application is developed by NCERT to showcase and disseminate all the e-resources including textbooks, videos, and a variety of other print materials through website or android app. Its main focus is to reach out to a diversified audience and bridge the digital divide. All the stakeholders such as students, teachers, educators and parents can use the e-books with the help of mobile phones and tablets and on web through laptops and desktops.

DIGILOCKER

DigiLocker is an initiative of the Indian Government in order to transform India into a digitally empowered community and economy. DigiLocker ties provides people with a private space on a public cloud so that all documents and certificates are available on this cloud. The document stored in digilocker is valid and authentic. The main aim of this app is to encourage paperless governance and it also eliminates the use of physical documents.

AGRIMARKET APP

The app has been developed under the flagship programme of Shri Narendra Modi with an aim to keep the farmers acquainted with the prices of their crops and discourage them to carry-out sale at loss. Farmers can easily get information relating to the crop prices in the market within 50km of the location of their own device. This app automatically takes the location of of the mobile GPS and retrieves the market prices of crops that fall within a range of 50km. This app is available in English and Hindi language.
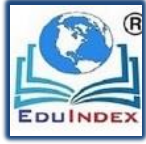
BHIM (Bharat Interface for Money)

Bharat Interface for Money (BHIM) is an app that makes transactions simple, easy and quick with the help of Unified Payments Interface (UPI). It facilitates direct payment between banks instantly and collects money with the help of a Mobile number or Payment address. This app is available in smart phones and can be downloaded from Google Play store.

CROP INSURANCE MOBILE APP

This app has been launched by the Union Agriculture and Farmers Welfare Minister with a objective to help the farmers in case of unforeseen calamities. Crop insurance mobile app calculates the Insurance Premium for selected crops on the basis of area, coverage amount and gets details about the total insurance cover available to them. Both public as well private companies are involved.

HIMMAT APP

Himmat is an initiative taken by the Delhi police for women safety. This app consists of an android emergency application, which can send emergency messages to the nearest Delhi Police Control Room in case of an emergency situation faced by a woman. The Police personnel will receive the locations of the women on a portal so that it will be easier to track her. This app can be downloaded through Delhi police website.

KHOYA PAYA

The Khoya Paya is a portal that is a citizen-based website in order to get information on lost and found children. This app is an initiative of the Ministry of Women and Child Development and the Department of Electronics and Information Technology where citizens can report information such as age, photos etc about the missing children. Here parents can register all the necessary details about their lost children.

KISAN SUVIDHA

Kisan Suvidha is an app launched by the Government of India to help the farmers to get all the relevant information on weather, market prices, seeds, fertilizers, pesticides, agriculture machinery, dealers, agro advisories and plant protection. It also provides information about extreme weather alerts, market prices of commodity in any area so as to protect the intrest of the farmers.

MKAVACH

MKavach is a mobile security device launched by the Prime Minister of India in order to protect mobile resources like Wifi, Camera, Bluetooth etc from unauthorized access. This app is designed to safeguard the mobile data

BETI BACHAO BETI PADHAO

It is a campaign of the Government of India that aims to create awareness and improve services for the welfare of the girl child in India. The initial funding for this scheme was about Rs 100 crore. And it interlinks National, State and District levels together. The main objective behind this scheme was to address the issue of declining child sex ratio,

JEEVAN PRAMAAN
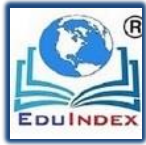
Jeevan Pramaan is a biometric that is enabled to provide digital services to pensioners of Central and State Government. It helps in the process of issuing life certificates for the pensioners to eliminate the pensioner's requirement to be physically present in front of the certification authority. This will help crores of pensioners by providing them Aadhar based digital life certificate which will be treated as authentic and valid.

ECONOMIC AND SOCIAL BENEFITS OF DIGITAL ECONOMY

➢ Universal access to digital resources.

➢ Availability of digital services in all the Indian languages.

➢ Collaborative digital platforms for participative governance.

➢ Citizens are not required to physically visit the government offices to submit documents / certificates.

➢ Services will be available in real time from online platforms.

➢ All citizen certificates are to be available on the cloud.

➢ Digitally transformed services to facilitate ease of doing business.

➢ Availability of high speed internet as a core utility for online delivery of services to every citizen.

➢ Lost data can be easily recovered as they are stored in G cloud.

RESEARCH METHODOLOGY

The research methodology followed in this study comprises of a literature review on digitalisation as a discipline, followed by the empirical study in the geographic area of interest.

Empirical study

Research Design

According to Creswell (2009), research design are plans and the procedures for research that span the decision from broad assumptions to detailed methods of data collection and analysis. The selection of research design is based on the research problem.A research design is simply the framework for the study. Based on the research technique or methods, research designs are classified as explanatory, descriptive, and casual. Research design is used for advance planning of the methods to be adopted in order to collect the relevant data and the

techniques to be used in the analysis, keeping in view the objectives of research and availability of resources like time and money.

Research Method

In order to carry out the objectives of this study, research has been done with the help of discussions, meetings and interviews with students. The data for this study has been collected from both primary as well as secondary sources. A well structured questionnaire was designed to collect information from the students from the twin cities of Odisha, i.e., Bhubaneswar and Cuttack covering various aspects of the digitalisation. The questionnaire was designed to find out students perceptions regarding the constraints, barriers and incentives to digitalisation.

Population and Sampling Techniques

The purposive sampling method was applied while conducting the study.

Purposive sampling is also known as Judgmental or Selective sampling. It is a type of non- probability sampling technique that focuses on sampling techniques where the units that are investigated are based on the judgment of the researcher. The main goal of Purposive sampling is to focus on characteristics of the population that are of interest, which will best enable the researcher to answer his/her research questions. (Kothari, 2007).

The study was conducted on students of the twin cities of Odisha, i.e., Bhubaneswar and Cuttack which are 500 in total.

Accordingly, out of the 500 target population, due to time, convenience and cost, a total of 400 online questionnaires(population) in the form of Google forms has been distributed to the students, and also to get access to all the fields of study, the questionnaires were distributed to Commerce students, Engineering students , Law students and the college drop outs.

DATA ANALYSIS

1. WHAT IS YOUR IDEA ON DIGITAL INDIA?

Interpretation: Respondents have different opinions regarding Digital India. 35% of the students stated that Digital India means digital literacy whereas 34% said that Digital India means digitalisation of government work. Some of the respondents viewed digitalisaton as free Wi-Fi at public places while others said that it refers to internet connection in every area.

2. DO YOU THINK MAKING INDIA CASHLESS WILL UPLIFT THE STANDARD OF LIVING?
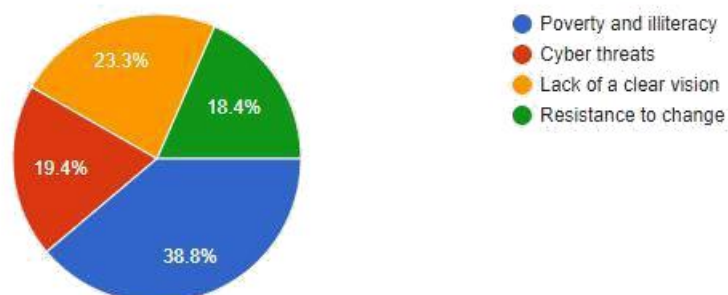
Interpretation: Around 75% of the respondents agree that making india cashless will uplift the standard of living and are confident about it whereas 24% of the respondents disagree and are not sure about the success of it.

3. **ACCORDING TO YOU, WHAT IS THE MOST IMPORTANT THING REQUIRED TO CONVERT INDIA DIGITALLY?**
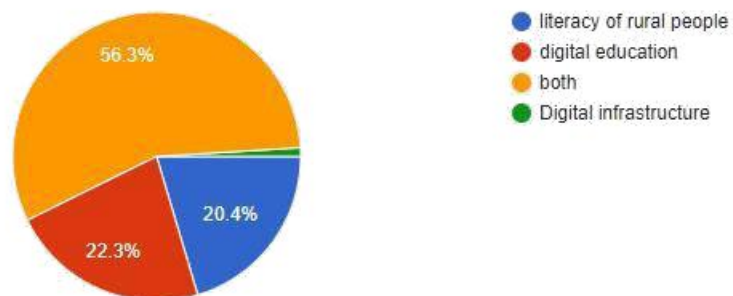
Interpretation: 56% of the respondents give equal importance to both digital education and literacy of rural pepole as the most significant requirement to convert India digitally.

4. **WHAT ARE THE CHALLENGES FOR DIGITALIZATION IN INDIA?**

Interpretation: Majority of the respondents believe that there are many challenges in the digital world.They are poverty and illiteracy, cyber threats, lack of clear vision and resistance to change.

5. **IS DIGITALIZATION ENABLING THE DESIRED CHANGE IN OVERALL GROWTH AND DEVELOPMENT OF THE NATION?**
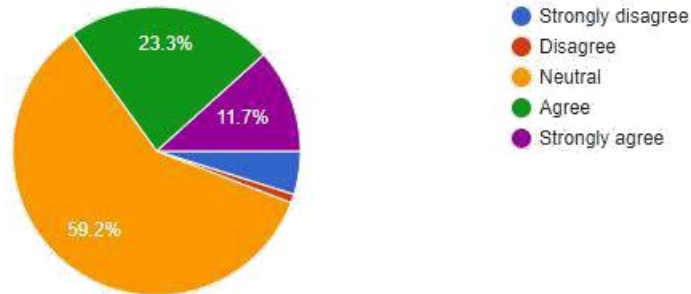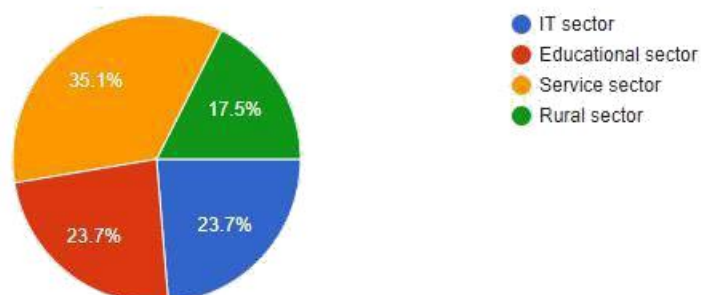
Interpretation: Majority of the respondents agree that digitalisation will enable desired change in the overall growth and development of the nation.

6. **WHAT IS THE IMPACT OF DIGITAL INDIA MOVEMENT IN ENHANCING EMPLOYBLITY AND ENTREPREURIAL VENTURES?**
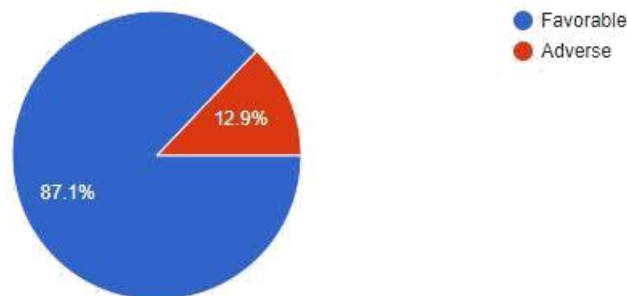
Interpretation: Around 87% of the respondents believe that there is a great scope of earning from the digital world.

7. ACCORDING TO YOU, WHIVH SECTOR WILL GET DEVELOPED MOST AFTER DIGITALISATION IN INDIA?

Interpretation: According to this survey, the service sector will get developed most after digitaliation.

FINDINGS

According to the results of this research, majority of the people preferred to live in a digitalized city and strongly agree on the fact that Digital India will raise the standard of living by providing enhancing employability and entrepreneurial ventures. There is a lot of scope for the development of the service sector after digitalization. Overall, a majority of the respondents agree that digitalisation will enable desired change in the overall growth and development of the nation.

LIMITATIONS

a) Lack of interest and zeal among people regarding filling up survey forms.
b) Due to lack of time, it was difficult to collect information regarding issues from maximum respondents whose responses would have provided a better insight regarding digitalization.
c) The students were selected only from twin cities, Cuttack and Bhubaneswar, and hence the results cannot be generalized.
d) Also the sample size was limited.

SUGGESTIONS

1. Citizens should be made aware and informed about the Digital India programme.
2. The Government should work to improve the cyber security so that people can make transactions online without any fear.
3. There should be stringent laws to punish all those who are involved in cyber crimes.
4. Citizens should be educated about the benefits of using internet services.
5. Digital literacy and various skill based cyber security courses should be introduced in the schools, colleges and universities as a part of their curriculum.
6. There should be improvement in the internet connectivity especially in the rural and remote areas because high speed internet is required for delivery of online services.
7. Seminars and workshops should be organised to create awareness among the youth about digitalization.

CONCLUSION

A digitally empowered economy develops much faster, effectively and efficiently due to better utilization of its capital as well as human resources and India being a country with such huge manpower resources, if utilized properly, can achieve unprecedented growth rate and put the country in top position along with the developed economies. It is very important to create awareness about digital services among the youth. Digital India Project will help in providing employment opportunity because this project requires people with fresh skills and there is a lot of scope for development in service sector as well as rural sector. The technological change has created a revolutionary change in the present era and will help in
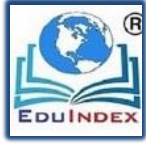
making best future of every citizen.

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