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## Digital India - Impact With Reference to Hyderabad of Telangana

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### ABSTRACT:

The pervasive phenomenon of digitalization has undeniably exerted multifaceted impacts on India throughout the recent decades. The conceptualization and subsequent evolution of digitalization in India commenced in the mid-1990s, and since then, the nation has witnessed noteworthy advancements in this domain. While Evidencing a pronounced proclivity towards innovation, the Indian populace has consistently embraced transformative developments proactively, demonstrating a steadfast commitment to progress. In response to the rapid evolution and proliferation of the Information and Communication sector within the country, the Government of India discerned an opportune moment to inaugurate the Digital India Campaign. This governmental initiative is specifically designed to furnish an augmented online infrastructure to the citizenry, thereby enhancing the delivery of services. The present research scrutinizes the scope and impact of this progressive initiative within the urban confines of Tiruchirappalli. Additionally, this article illuminates the imperative and consequential nature of government programs that are innovative and developmental, particularly in fostering the economic advancement of the nation.

**Keywords:** Digitalization, Digital India, Government Programmes, Innovation & Economic Growth

### Introduction:

Public support is only sometimes given to all government projects; some are unsuccessful, while others are successful. However, only a few projects succeed and facilitate a comprehensive transition. One such excellent move by the Indian government that has completely transformed the lives of its citizens is the Digital India Initiative. Typically, a significant disparity exists between the urban and rural regions of the nation, with assistance programs often failing to extend their coverage to all sections of our country. The persistent duration of this gap has consistently posed a challenge for our policymakers, as their programs tend to lose their effectiveness as they disseminate to the broader population. Despite its problems, this ICT project called Digital India kept moving forward. Digital India was initiated by the Government of India on July 1, 2015, to enhance the country's digital capabilities in technology and ensure that government services are accessible to the residents of India through digital means. This plan seeks to convert India into a digitally empowered society and a knowledge-based economy. The primary goal of this initiative was to establish connectivity between rural regions and high-speed internet networks while enhancing digital literacy.

The Government of India launched Digital India on July 1, 2015, aiming to boost the country's technological capabilities and ensure digital accessibility of government services to Indian residents. The initiative aims to transform India into a digitally empowered society and a knowledge-based economy. Key objectives include establishing connectivity in rural areas, implementing high-speed internet networks, and promoting digital literacy. The overarching vision is to empower society through digital technology, make digital infrastructure universally accessible, provide on-demand governance and services, and digitally empower individuals. Additionally, the initiative involves expanding into electronics production and creating employment opportunities. Achieving these goals requires improved technology usage, enhanced accessibility, and widespread internet connectivity.

The Digital India initiative encompasses various government agencies, uniting various ideas into a cohesive entity that allows for applying each concept towards a common purpose. While these components collaborate seamlessly, they also maintain individual significance. The Indian government is actively engaged in Digital India, with the Department of Electronics and Information Technology (DEITY) overseeing national coordination. Digital India's focus areas, encompassing Broadband Highways, Public Internet Access Programme, Electronic Delivery of Services (e-Kranti), Information for All, Electronics Manufacturing, IT for Jobs, Broadband Highways, and Early Harvest Programmes, serve as the nine pillars of growth. Each of these domains represents a complex, multi-departmental program in its own right. The primary objective of the Digital India initiative was to consolidate numerous programs, necessitating a coordinated effort to reorganize, reshape, and realign various initiatives. Many components underwent process improvements without significant financial implications. The Indian government aspired to highlight the transformative changes brought about by rebranding these initiatives as Digital India. Its implementation has fostered increased dialogue among the government, businesses, and individuals to achieve the initiative's goals, addressing diverse challenges and seeking innovative solutions.

### Objectives :

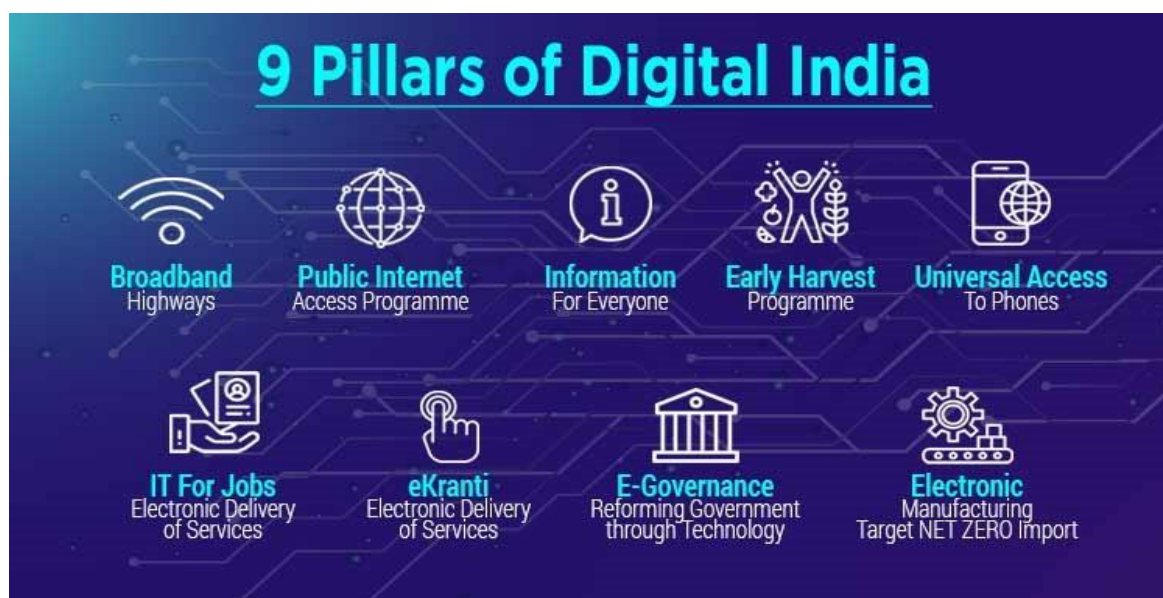
- To identify and understand the vision of the Digital India Campaign and its services.
- To examine the Awareness of the Digital India Campaign among the people.

- To find the extent of the Digital India Campaign's Success.
- To offer possible recommendations based on the findings of the study.

### Research Methodology :

The investigators have employed a combination of primary and secondary data collected through a well-organized questionnaire and information from publications, journals, and various websites. The current research adopts a descriptive design, with data directly collected from individuals in and around Tiruchirappalli City. After analyzing a sample of 115 respondents, the data has been examined and presented using percentage analysis.

### Pillars of Digital India Scheme

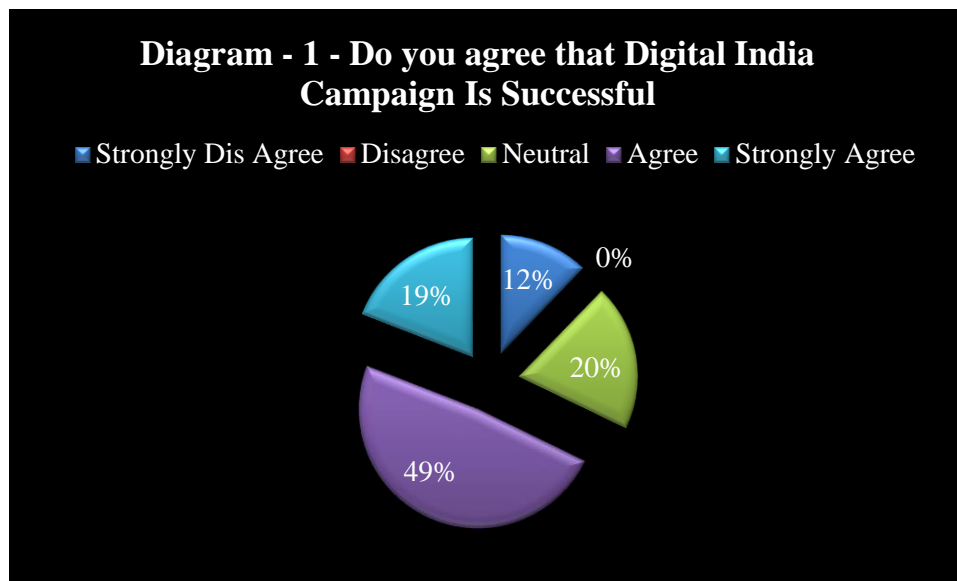


### Data Analysis:

Table – 1 Responses Received from the sample respondents about the Digital India Campaign

| Responses   | Variables         | No. Of. Respondents (115) | Percentage |
|---|-------------------|---------------------------|------------|
| Do you have any awareness about the digital India campaign?                         | Yes               | 92                        | 80.0%      |
|   | No                | 23                        | 20.0%      |
| If Yes, Is Digital India a positive move in your opinion?                           | Yes               | 103                       | 89.6%      |
|   | No                | 12                        | 10.4%      |
| Do you agree that the Digital India Campaign is Successful?                         | Strongly Disagree | 14                        | 12.0%      |
|   | Disagree          | -                         | -          |
|   | Neutral           | 23                        | 20.0%      |
|   | Agree             | 56                        | 49.0%      |
|   | Strongly agree    | 22                        | 19.0%      |
| Does the Digital India Campaign Need more concentration from the Indian government? | Yes               | 98                        | 85.2%      |
|   | No                | 17                        | 14.8%      |
| If Yes, select the Area which needs to be concentrated according to yourself        | Safety & Security | 62                        | 53.9%      |
|   | Awareness of Apps | 27                        | 23.5%      |
|   | User Friendliness | 18                        | 15.6%      |
|   | Quality of Apps   | 08                        | 6.9%       |

Source: Primary data



### Findings & analysis :

- Evaluating the extent of Awareness surrounding the campaign constituted a vital objective of this study—the research aimed to gauge the program's outreach by examining its awareness level. Most participants were familiar with the government initiative and provided favorable responses. Merely 18% of respondents lacked Awareness of the program, whereas 82% demonstrated knowledge about it.
- In this country, policymakers strive to create new laws and programs for citizens' welfare and national growth. However, not all initiatives gain universal acceptance. Despite initial hesitations, researchers found that about 89.5% of respondents view the Government of India's program as a positive initiative, indicating public support for measures that can positively impact lifestyles and personal growth.
- Indian government's Digital India Services, including BHIM, Passport E Seva, and E-Payment of Utility Bills, aim to simplify daily tasks. A study indicates that 76.5% of respondents find these services helpful in easing their daily lives. However, some respondents feel the Digital India Campaign has not impacted their day-to-day activities.
- Citizens, as the ultimate evaluators, reveal the success of the Digital India Campaign. While the initiative has grown substantially, research shows mixed opinions on its success. Only 19.1% strongly agree that it is highly successful, and 12.2% strongly disagree. A majority (48.7%) agree, but 20% remain neutral, signaling unmet expectations and a desire for increased government efforts to support the initiative.
- Some government schemes are designed to be launched and observed, but Digital India requires continuous improvement and active participation from the Government of India. In this context, 85.2% of respondents believe the government should focus more on the program for its overall success. This high expectation indicates citizens' satisfaction with the initiative, prompting them to urge the government to invest more effort in its success.
- Approximately 53.9% of the respondents believe there is a need for safety and security improvements. They argue that enhancing these elements will result in overall service improvement. Additionally, 23.5% of participants believe a comprehensive understanding of all the services is necessary. While numerous Digital India services have been introduced, only a limited number have been used. This disparity can be addressed through various awareness-raising initiatives.

### Suggestions :

- Based on the results of this study, it is evident that people are well-informed about the Digital India Campaign, although they need to become more familiar with its offerings. E-Hospital, Learning Management System and the rest of its services are rare; however, BHIM and GSTN are two of its more popular services. If these apps are to become more valuable, the general public must be made aware of their importance.
- While focusing on the needs and interests of regular people, the government has developed numerous services that empower and assist the people. However, there is consistently a significant disparity between the services provided and those that are required; the government should assess the requirements of its people and develop additional programs accordingly. For instance, the government should facilitate digitizing more essential services, such as transportation, shopping, and online food ordering.
- To bridge the gap between government digital initiatives and public acceptance, a proactive approach involving soliciting constructive user feedback and implementing a robust complaint handling mechanism is crucial. By addressing adaptability challenges and aligning initiatives with user expectations, governments can build a foundation of hope and confidence, fostering a positive perception of digital governance among the residents.

- Though there is a common belief that private services are better than government ones, it is not always true. Digital India Services proves this, offering high-quality options and competing with private services. Prioritizing service quality helps the government gain an edge and gives users more choices.
- Nowadays, a big concern is how secure our information is on mobile apps. Are our data and privacy safe, or are we at risk of scams? Despite our advanced technology, we need to be careful about ethical issues. With the rise of piracy and data hacking, ensuring protection is a significant challenge. People wonder whether the government can keep their services secure. As a result, the Indian government must show its capability to ensure safety and security transparently.

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## Conclusion :

Every person's perspective matters regarding technology; it is a tool that can be useful or damaging to society. One such technology that, if used correctly, could immensely benefit the public is Digital India. In particular, it has the potential to generate employment opportunities for young individuals in the realm of computer science and electronics to assist the elderly as well. The initiative also helps those in rural areas since it eliminates the need for them to leave their homes and seek better opportunities in urban centers. Everyone must utilize opportunities appropriately and encourage others to do the same. This initiative advances both national development and literacy rates. The Indian government has achieved significant advancements in social welfare reforms over the past few decades, with the digitization of services playing a crucial role in driving these changes. The Digital India Initiative, like any government's objective, aims to deliver innovative services that cater to the entire society. Failure to bridge the gap between citizens' expectations and actual service delivery would divert the government from its stated citizen-centric mission. According to the study's findings on the initiative's outreach and citizens' expectations, the public expresses satisfaction and support for the campaign. However, they anticipate more and have high hopes for the project's remarkable success, indicating their dissatisfaction with the current state. Governments must demonstrate their effectiveness by introducing new services, highlighting their features, and promoting them to the ordinary people.

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