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CHALLENGES BEFORE IMPLEMENTATION OF DIGITAL LITERACY

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ABSTRACT

The importance of digital literacy for the economy of every nation is emphasized by their government official around the world. The aim of digital literacy is to transform Indian economy into digital empowered society and knowledge economy. Many programs and key decisions have been taken on the digital transformation by the government at different social levels. These programmes have been implemented from 2014 to till the date continuously everywhere in India. Digital Literacy simply means that Government Services are available to society. Government of India established the management structure and monitoring bodies of the digital literacy enhancement programs which consists of Cabinet Committee on Economic Affairs (CCEA), Digital India Advisory Group (DIAG), Expenditure Finance Committee (EFC), Vittiya Saksharta Abhiyan (VISHAKA) etc. Government is continuously trying to make awareness among the society about the importance and advantages of digital literacy and e-governance. Digital literacy is one of the important emerging issues before the government to strengthening the e-governance in India. This paper constructed to highlight the challenges before digital literacy and find out the opportunities to improve the steps toward digital literacy.

Keywords: Digital Literacy, E-governance, Cash Less, IT, etc.

INTRODUCTION

Digital Literacy is the combination of two worlds, Digital is the symbolic representation of data and literacy refers to the ability to read for knowledge write coherently and think critically about the written world. Today digital literacy is an important topic because technology is changing faster than the change of society. Digital Literacy is simply defined as the skill, knowledge, awareness and understanding of information technology to use the government services provided by the government. It is nothing but skill used in broad range of digital devices like smart-phones, tablets, laptops, desktops and all other related electronic devices to use the services. Digital literacy allows to people to interact and communicate with the world around them. This paper is highlighting on the different challenges towards the universal implementation of digital literacy in the country and also focusing on the opportunities of digital literacy in the social development.

OBJECTIVE

To overview of Digital Literacy in the Society.

To study of the challenges before Digital Literacy.

RESEARCH METHODOLOGY

This Research Paper is constructed on the basis of primarily data which is collected from the Pilot survey of 100 peoples from the general family members of Aurangabad city using deliberate sample method and Secondary data from various sources which include different articles, Journals, Article, Magazines, Periodicals, Research Works, News Papers, web sites of government of India for digital literacy and all the research related Web sites.

HYPOTHESIS

There is no association with the education and implementation of digital literacy in the society.

Challenges before Digital Literacy

Digital Literacy is successful in many countries but in India it is still going from the developing phase due to literacy ratio in rural and urban areas, lack of technological infrastructure and lack of awareness of digital advantages in the society. India is a one of the big developing nation which includes 29 economically, geographically, socially different states has different challenges for every segment of the economy of the nation. If Digital Literacy will have to be progressive and satisfactory following are the challenges before this segment.

Governance of Government

Introduction of new policies by the government and implementation procedure are being vary state wise it is a big challenge in the country. Many times it is found that different state have different political power that also impact on the implementation of digital literacy policies framed by government. Opposition of the political parties is adversely affects on the progress of the performance of Digital Literacy. There is a need of proper management structure which would be established the monitoring and implementation of all policies towards the society. Government need to improve the services available in real time from online and mobile platform,

making financial transaction above a threshold, electronic and cashless, leveraging GIS for decision support system.

Infrastructure and Infrastructural Issues

High speed internet facility shall be made available in all local area of grampanchayat in the nation. Mobile phone and bank account of every people shall enable participation in digital and financial space at individual level. Easy availability of service centre to common people at everywhere. Need to strengthen the safe and secure cyber space in the country. Shareable private space on public cloud these are the different information technological issues before the digital literacy.

Digital Empowerment of Society

Digital literacy are require certain skill that individual need to literate in technology. technologies is also important in every sector but in India there is lack of technological use among urban and less educated people that also affect on the performance of the Digital Literacy. Government is also requiring planning to adopt new technology to universal digital literacy in India. Digital services shall make available in Indian languages.

Impracticability

Implementation of digital literacy by the government is not successful due to different socio economical variation. There is less practical implementation found among the society to make an awareness and training to every individual. Digital Literacy is found good in some states of the India like Andhra Pradesh, Kerala, Maharashtra etc. But many states are not practically implementing and generally capable individual are also not taking initiatives among such activity.

Financial Facility

Many times it is found that lack of financial requirement for specific activity are not complete at proper time due to that some activities has been went in to deficit. Availability of funds for the require activity at the proper time is very important thing and it is a big challenge in the success of every action willing to be implemented by the administration. Huge financial support is important to establish the require IT infrastructure to achieve the success of digital literacy in country and it is one of the biggest challenge before the government.

Individual Skill, Knowledge and Awareness

Use of digital devices by individual requires specific skill and knowledge. It is very important because individual knowledge and skill boost the confidence towards the digital transaction. Awareness among the individual about the advantages of the digital devices and easy, safe and secure use of services make an impact on the confidence of individual.

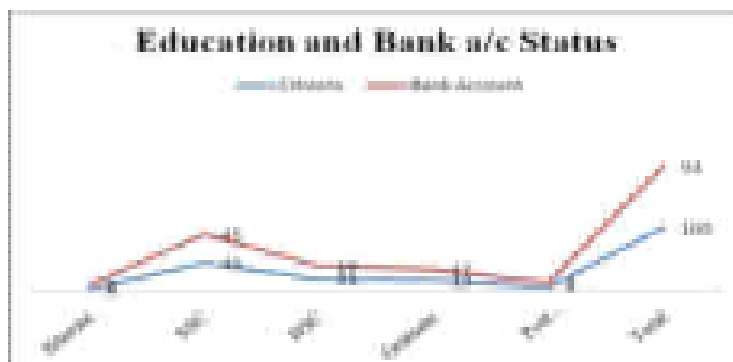
Lack of trained Person

Literacy rate in rural area is only 68.9% and many times it is found that people who are not or less using digital services those are illiterate or less literate. It is also seen that people who are good educated they are not interested to use 100% digital services therefore not proper trained peoples are working in the digital service sector that also affect on the performance of the Digital Literacy in India.

Following are the some facts and issues stated on the basis of the collected data analysis.

Account with the nationalize bank

Banking is the main source to the government to implement the policies and different schemes to the society. In concern of india the population and literacy ratio is still have a scope of improvement. Still government is not to achieve the 100 per cent connectivity of all individual through bank.

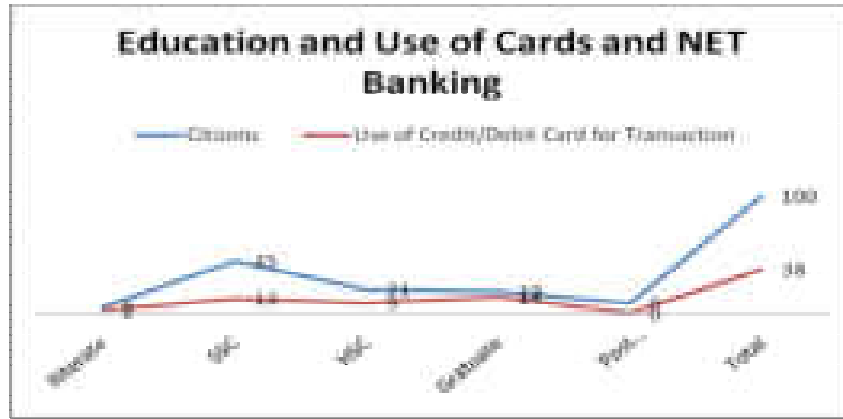


From the above table shows that the out of 100 respondents with different educational background 94 respondent has nationalize account. And remaining respondents does not have the bank account that means still

there is no 100 per cent peoples connected with the banks. It is showing that still government need to linking individual peoples with the bank account.

Use of Different Cards and NET Banking for digital transaction

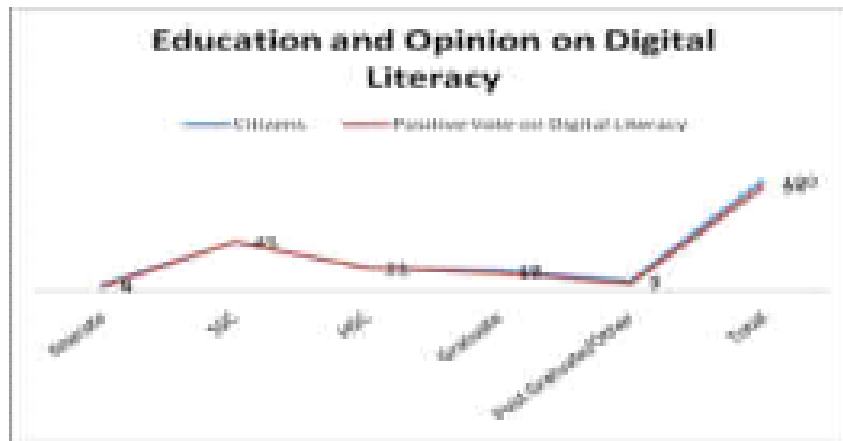
Awareness of the digital transactions is found unsatisfactory in the general society. Government is trying to transform all the cash transaction to cashless transaction even though public support for this mission is not good due to the lack of confidence to use the card transaction and awareness about the advantages of use of cash less transaction.



Above graph shows that only 38 respondents out of 100 respondents are using the net banking and card transaction instead of cash transaction. Remaining 62 per cent even they are different educational background they are prefer to cash less transaction.

Opinion on Digital Literacy

Many different opinions are coming from the different section of the society about the safe and secure money transaction which is affect on the actual market status of the objectives of the mission of digital literacy programme. For the purpose of acknowledge the opinion from society on digital literacy programme following graph analyse the data.



As per the above chart 94 per cent respondents are giving positive response about the practicability of the digital literacy. Even those respondents are not using the digital source to complete their transaction but they also marked the positive opinion on the digital literacy and its practical positive impact on the different issues of economy.

Hypothesis Test

Hypothesis framed for analyze the association among education and implementation of digital literacy through different digital literacy awareness programme.

“There is no association with the education and implementation of digital literacy in the society.”

Education	Citizens	Bank Account	Use of Credit/Debit Card for Transaction	Positive Vote on Digital Literacy
Illiterate	6	6	2	4
SSC	45	45	13	45

HSC	21	19	9	21
Graduate	19	17	14	17
Post Graduate/Other	9	7	0	7
Total	100	94	38	94

Above table shows that the out of 100 respondents 94 respondents have his bank account and out of that only 38 respondents are using the different cards to the payment of transaction. Even the less use of cards and NET banking by the respondent they are confidently respond on the positive impact of the cash less transaction on the different issues of cash transaction in the society.

CONCLUSION

The digital India programme aims to transform India into a digitally empowered society and knowledge economy by leveraging IT as a growth engine of new India. India is known as a powerhouse of the software in the world even though government services to the society are still comparatively low. The national e-governance plan is approved in 2006. The digital India vision provides the intensified encouragement for future progress for this steps and this can be promote inclusive growth that covers electronic services. India in 21st Century strives to meet the aspirations of its citizens where government and its services reach the doorsteps of citizens and contribute towards a long lasting positive impact. Organization of the Digital Literacy are becomes the more important now than earlier. Therefore research scholars are require to work on this issue with major focus on interdisciplinary approach of Digital Literacy and their allied sectors.

SUGGESTION

For the achievement of successful Digital Literacy in India government require to make and set up a Strong Central and State Level Policy back up. Efforts require to Establishment of societies in the areas which offer potential for growth and establish the training program to skill development of Digital Literacy. Government requires making the separate financial provision for the Digital Literacy Programmes and their allied sector.

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