

To Access the Impact of Digital India Project DRUV in Jaipur (Chomu Block)

By

Kiran Gautam

*Dissertation submitted for the partial fulfillment of the
MBA Rural Management*

Academic year, 2015-2017



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Ms. kiran Gautam** student of **MBA in Rural Management** from the **IIHMR University, Jaipur** has undergone internship training at **Gramodaya Samajik Sansthan** from 6th February to 6th May.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

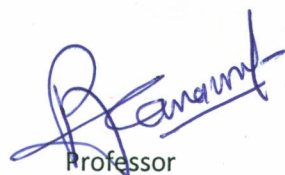
The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dean, Academics and Student Affairs

The IIHMR University, Jaipur



Professor

The IIHMR University, Jaipur



GRAMODAYA SAMAJIK SANSTHAN ग्रामोदय सामाजिक संस्थान

(A Voluntary Organization Registered Under Rajasthan Society Registration Act 1958, FCRA 1976, 80G1961, & IT - 12 A)

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Date... *18/05/2017*

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Kiran Gautam** student of **MBA in Rural Management** from the **Indian Institute of Health Management Research University (IIHMR)** Jaipur has undergone her dissertation training at **GRAMODAYA SAMAJIK SANSTHAN (GSS)** from 6th February to 6th May 2017 in “**Tata Trust supported project in Digital Rajasthan Unati avam Vikas (DRUV)** with **Our Organization**.”

Ms. Kiran worked closely with the team and under supervision Mr. Sandeepan Bhaya Gupta Senior programme manager of the organization and conducted a study on “**To Access the Impact of Digital India Project DRUV in Jaipur**”

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

Ms. Kiran during the period of her dissertation program with us she had been exposed to different process. She has completed her study and submitted the final report.

I wish him all success in all his future endeavors.

Mr. Kedar Prasad Shrimal
President cum Director



CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **'To Access the Impact of Digital India Project DRUV in Jaipur (Chomu Block)'** and submitted by **Ms. Kiran Gautam Enrollment No. 005** under the supervision of **Ms. Ratna Verma Assistant professor IIHMR University Jaipur** for award of **MBA in Rural Management** of the University carried out during the period from **6th February to 6th May 2017** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Kiran Gautam

Signature of student

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **To Access the Impact of Digital India Project DRUV in Jaipur (Chomu Block)** and submitted by Kiran Gautam Enrollment No.005 under the supervision of **Ms. Ratna Varma Assistant professor IIHMR University Jaipur** for award of MBA in Rural Management of the University carried out during the period from **6th February to 6th may** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

Kiran gautam

Kiran Gautam

Preface

The government of india launched digital India programmer on 1 July 2015 with three key objectives (a) create a digital infrascture (b) delivering services digitally and on demand (c) building and empowerment. The primary objectives program are to facilitate e-government that provides transparent, accountable, leakage free services to all Indian citizens.

Critical infrastructure requirement to lead this change include (a) unique identity via aadhar expected to cover 1 billion citizens by 2016 (b) universal bank account via Jan Dhan Yojana already over 190 million accounts. (c) Smart phone availability, currently over 150 million in use expected to grow to 750 million by 2020. (d) Mobile broadband internet access. Expected to cover 95% of citizens by 2020. The trinity of Jan Dhan, aadhar and mobile access forms the basis of digital infrastructure building.

Acknowledgement:

It is necessary to acknowledge all those persons who have directly shaped our work as well as lives. We are extremely thankful to our Indian institute of health management & Research centre, for giving us an opportunity to get hands on expectation in the rural part of India and knowing the issues of digital rajas than closely. We also owe a great deal to Gramodaya Samajik Sansthan (GSS) Mr. Shri Kedar Prasad Shrima; project director to help and guiding us in successful completion of the study. We would like to express our gratitude to GSS for designing the study format.

We are also thankful to Mr. Shri Kedar Prasad Shrima, who assigned us this study & also helped us immensely in our project and ensured that our visit turns more meaningful.

We would like to acknowledge and extend my heartfelt gratitude to my mentor Ms. Ratna Verma Assistant Professor (SRM), for throe resolute guidance and for being a constant source of knowledge all through this period of time and for their vital encouragement and support last but not the least, from the bottom of my heart I wish to thank my family and my friends for being a constant support all through this period of time.

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Appendix E (Certificate of completion of Internship/dissertation for the duration of at least three months from the organisation. (Suggested format.)..... **Error! Bookmark not defined.**

Appendix F (Certificate of original work) **Error! Bookmark not defined.**

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Abstract-

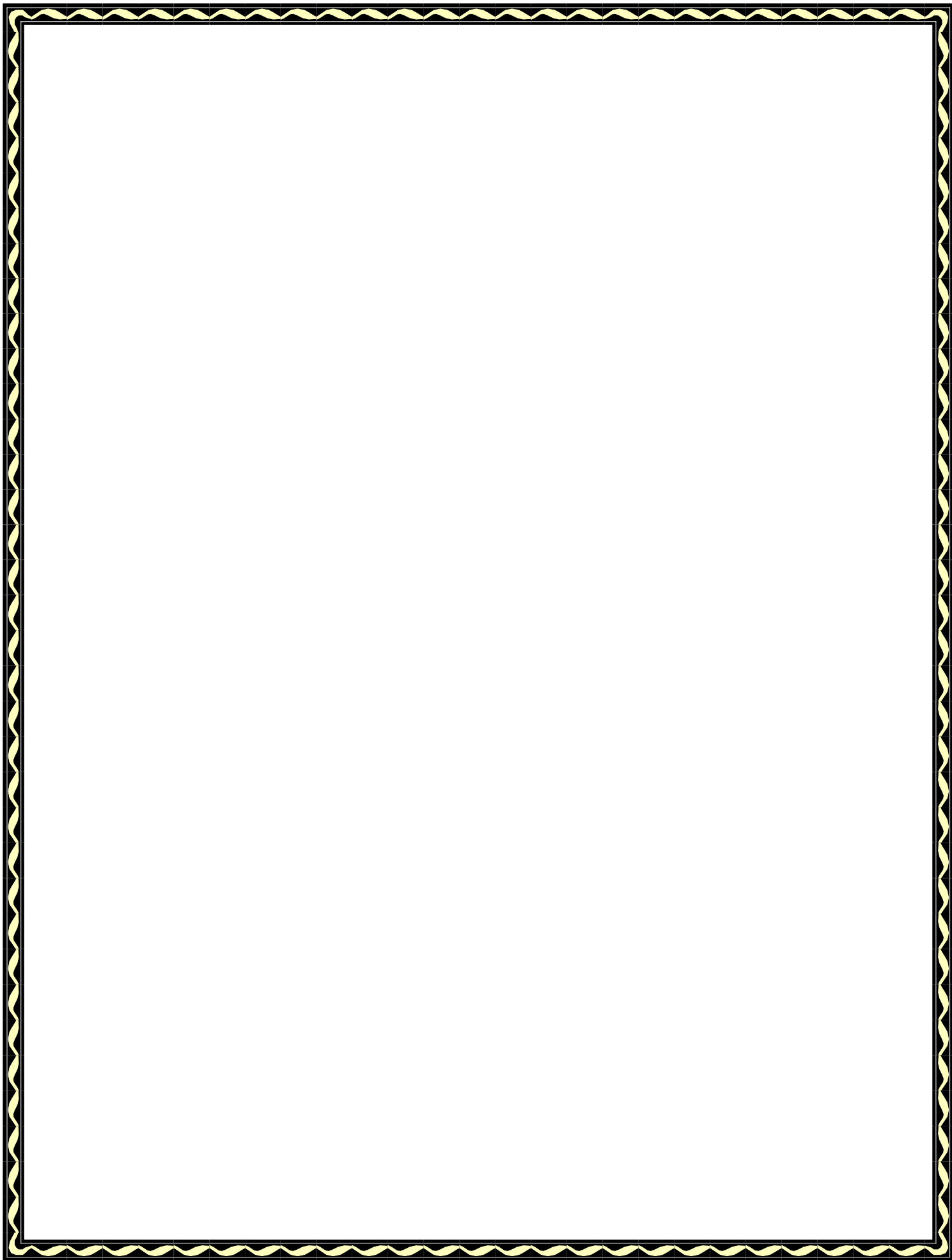
Developments in the information and communication technology (ICT) have been taking place at a rapid pace. In past we had just government and governance while the future will be characterized by Digital system means electronic government and electronic governance.

A Project DRUV is a part of the 'Digital India' created by the Government of Rajasthan and serves to to important benefits and information entitled. Project DRUV is an innovative technology that is very easy to set up and works through a television screen, turning it into a smart screen and enabling one to access information and communicate with important Government and Non-Government organizations for availing of important and beneficial services. By simply setting up a set-top box to one's television, one can instantly get online and gain access to information that can positively affect the family's health and well-being.

The bigger challenge for government of India is to interact and communicate with the public because of large population size, geographical area and cultural diversity. Government was in the need of a system that must provide help in easy, quick and efficient communication with the public and can provide better services to them. With the help of ICT, Government of India has changed its processes and policies from manual system to computerized system.

Ms. Ratna Varma
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Ms. Kiran Gautam
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ABBREVIATIONS:

Abbreviation	Expansion
APMC	Agriculture Produce Marketing comitee
ASME	American Society of Mechanical Engineers
BHIM	Bharat Interface for Money
CPPP	Central Public Procurement Portal
DEL	Digital Engineering Library
DELNET	Developing Library Network
DL	Digital Library
DIF	Digital Information Fluency
DOI	Digital Object Identifier
DLI	Digital Library Identifier
EPFO	Employees provident Funds Ordinance
EIR	Electronic Information Resources
ETA	Electronic travel authorization
EIS	Electronic Information Services
EMERALD	Electronic Management Research Library Database
FMS	Fertilizer monitoring system
GAN	Global Area Network
HTML	Hyper Text Markup Language
IDA	International development association
IP	Internet Protocol
ISTE	Indian Society for Technical Education
JCCC	Custom Content for Consortia
LAN	Local Area Network
MAN	Metropolitans Area Network
MCA	Ministry of corporate affairs
NBA	National Board of Accreditation

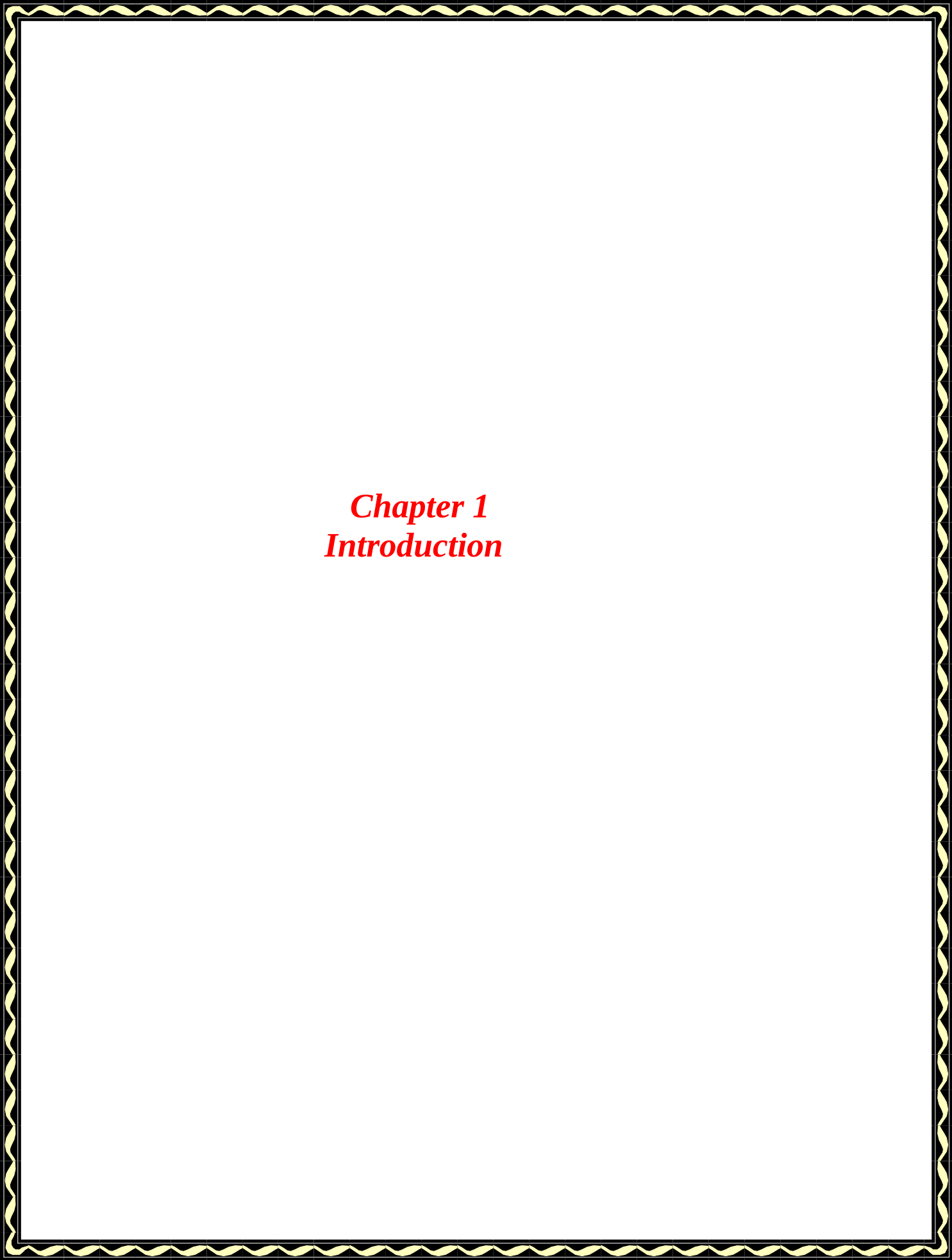
NSP	National scholarship portal
NGN	Next generation network
NAM	National agriculture market
NKN	National knowledge network
NIE	The National Institute of Engineering
NPG	Nature Publishing Group
NPTEL	National Programme on Technology Enhanced Learning
NISSAT	National Information System for Science and Technology
OAI	Open Archive Initiative

1 Executive Summary:

Project DRUV is a part of the 'Digital India' initiative created by the Government of Rajasthan and serves to help gain access to important information and benefits entitled that the community is entitled to. Project DRUV is an innovative technology that is very easy to set up and works through a television screen, turning it into a smart screen and enabling one to access information and communicate with important Government and Non-Government organizations for availing of important and beneficial services. By simply setting up a set-top box to one's television, one can instantly get online and gain access to information that can positively affect the family's health and well-being.

DRUV Box turns TV screen into a Smart Screen enabling users to access information and communicate with important Government and Non-Governmental Organizations for availing important and beneficial services or information in the area of health, education, livelihood, agriculture, weather forecast, news, and government schemes.

As part of its expansion plan, DRUV is seeking partners to implement the project in identified areas of Rajasthan. This tor intends to attract applications from reputed Agencies/ NGOs for engagement of Campaigners, Installers and Community Resources Persons (CRPs named as Druv Mitras).



Chapter 1

Introduction

INTRODUCTION

The Digital India initiative of the government of India aims to transform India into a digitally empowered society. The Tata Trusts aim to play a major role in the Digital India initiative. Druv provides digital empowerment to citizens, specifically in the rural areas, irrespective of their literacy levels by enabling access to select, relevant services and governance on demand. Through Druv we aim to utilize the TV, the most commonly available gadget in rural homes, to provide access to digital content.

Druv is a new approach of community development program. It uses innovative technology to help provide rural people in India. The project is already operational in Rajasthan. DRUV is fully funded by Tata Trusts and it is being implemented in partnership with Prodea Systems, USA. Since its inception DRUV has the support of Department of IT & Communication, Government of Rajasthan.

DRUV Box turns TV screen into a Smart Screen enabling users to access information and communicate with important Government and Non-Governmental Organizations for availing important and beneficial services or information in the area of health, education, livelihood, agriculture, weather forecast, news, and government schemes.

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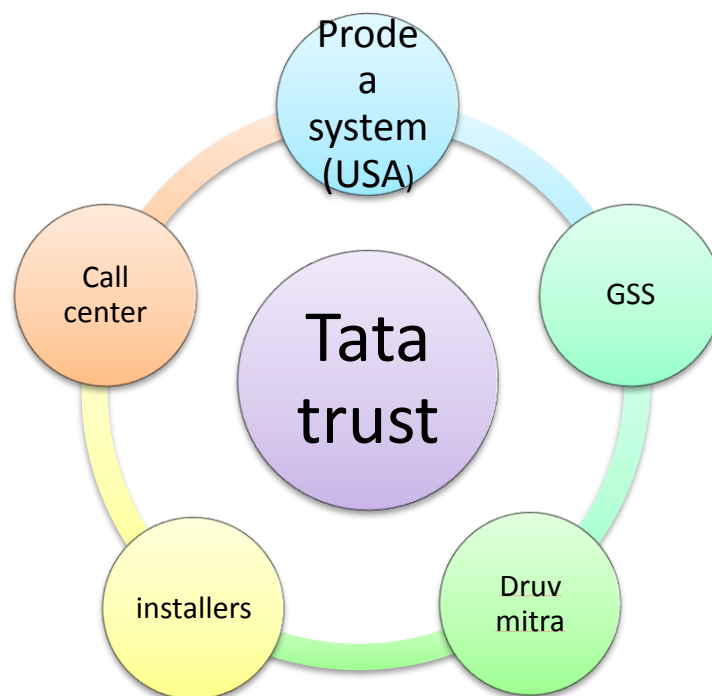
DRUV

The respective state governments will play a lead role in supporting this effort with the Govt. of Rajasthan (already partnering the process extensively in the launch state). Project DRUV is an innovative technology that is very easy to set up and works through a television screen, turning it into a smart screen and enabling one to access information and communicate with important Government and Non-Government organizations for availing of important and beneficial services. By simply setting up a set-top box to one's television, one can instantly get online and gain access to information that can positively affect the family's health and well-being.

DRUV important information and services

- health
- Agriculture
- Education
- Sports
- Entrepreneurship
-
-

Structure:



Project Objectives and Key Result Areas

Project DRUV is striving for making lives better through the use of ICT. It is working towards digital inclusion, financial inclusion and social inclusion.

Key result areas of the project are- achieving the scale that has been set (30,000), 50% households doing transaction through electronic wallet, 2 e-wallet transactions per month per household, and women making up at least 40% of total user base.

In each project area, the Tata Trusts team will first develop partnerships with Agencies and build their capacity. Together with these partners the work will be executed towards meeting the objectives of the project. Various existing local community structures will also be leveraged for smooth functioning of the project.

Target Group

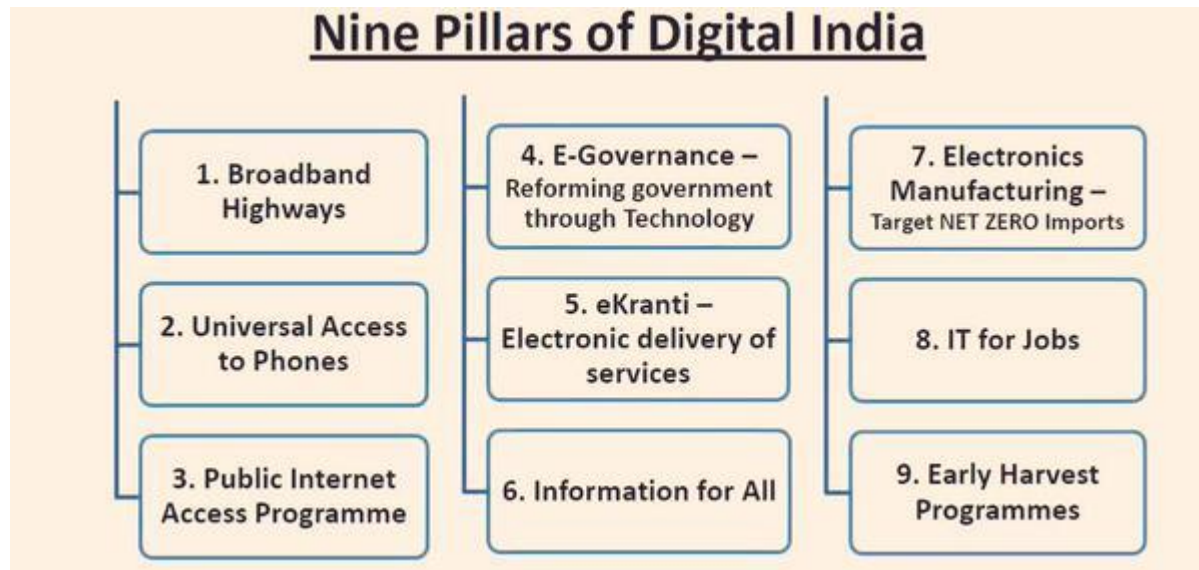
DRUV is mainly targeted for providing access to digital information to the population or because of English knowledge or literacy level that is required to operate any computing device

GSS will focus and guide campaign team for these household especially

- People who are not having electronic gadgets like Laptop/desktop, android mobile and internet facility but interested to access information and communication technology.
- Priority to Schedule Caste and Schedule Tribe/ economic weaker section in villages
- BPL / Antyodaya card holders / category families.

Families who are having HD television/ set top box

9 KEY INITIATIVES UNDER DIGITAL INDIA SCHEME



1. Broadband highways.

Broadband highways its three sub components rural broadband, urban broadband and national information infrastructure. 250 thousand village panchayats covered by December,

2. Universal access to phones

This is universal access of mobile connectivity. DoT will be the nodal department and project cost will be around Rs 16,000 Cr during FY 2014-18.

3. Public Internet Access Programmer:

The two sub components of the public Internet Access Programmer are Common Service Centers and Post Offices as multi-service centers. One CSC in each Gram Panchayat. CSCs would be made viable, multi-functional end-points for delivery of government and business services. A total of 150,000 post offices are proposed to be converted into multi services centers.

4. e-Governance: Reforming Government through Technology:

Government business process re-engineering using IT to improve transactions is the most critical for transformation across government and therefore needs to be implemented by all

5. e-Kranti - Electronic Delivery of Services:

There are 31 mission mode projects under different stages of e-governance project lifecycle. 10 new MMP have been added to the e-Kranti by the Apex Committee on National e-Governance Plan (NeGP) headed by the cabinet secretary in its meeting held on 18th March 2014.

6. Information for All:

Online information & documents facilitate open data and easily access to information for citizens.

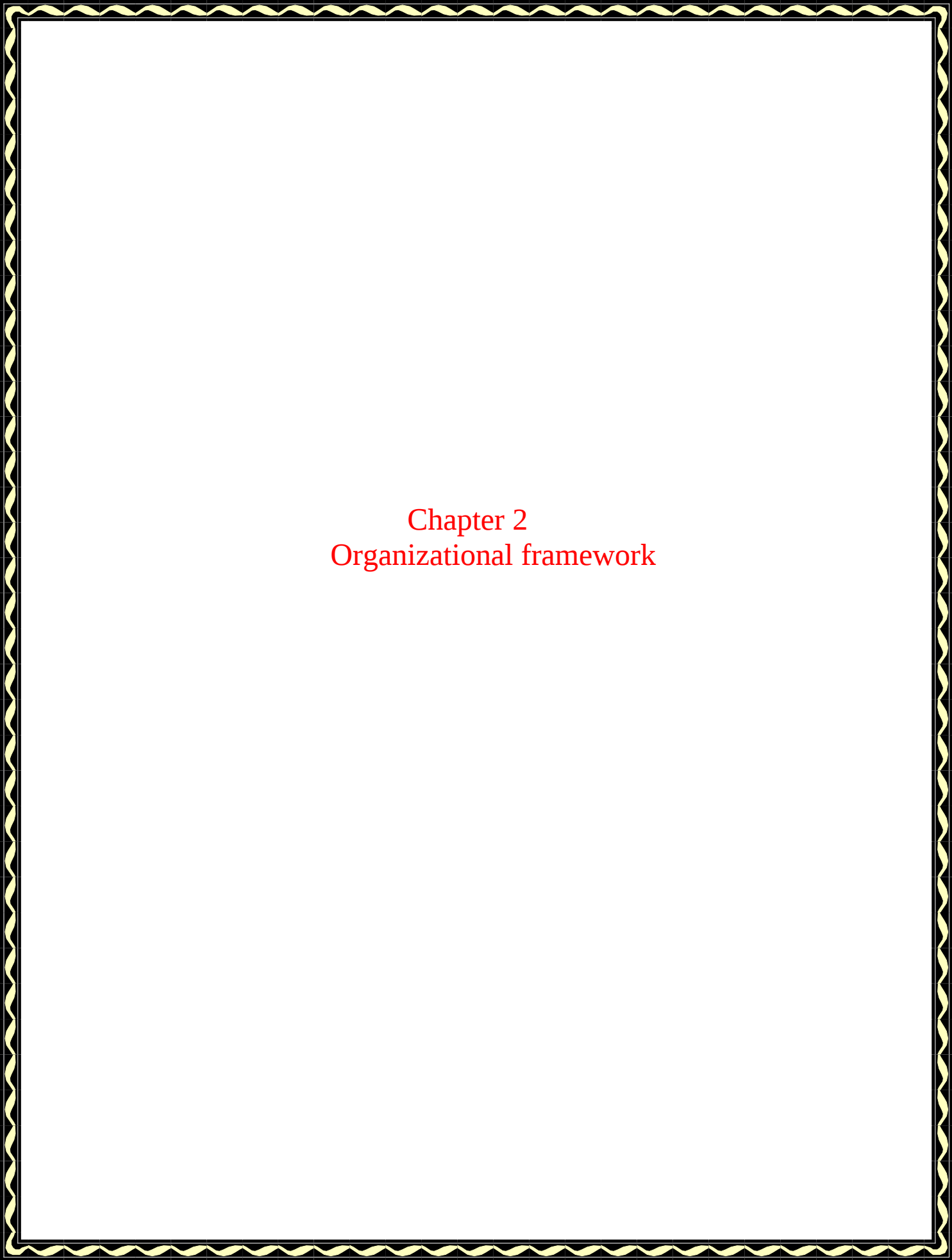
7. electronic manufacturing

- Skill development
- Cluster, incubators
- Many ongoing programs.
- Government procurement

8. Jobs for IT

9. Early harvest progmmess.

A massaging has been development by deity will be cover elected representatives and all government employess.



Chapter 2

Organizational framework

Organizational profile:

History and organizational framework:

Founded by Shri Kedar Prasad Shrimal and some energetic youth of Village Thali Gramodaya Samajik Santhan was established on 1988-89. The cause which evoked these youth was the painstaking devastation flood in 1981 which destroyed many villages and took several lives. Much organization came forward for short term relief packages but things were different behind the veil. In this situation the rural community was deprived of basic amenities. Rural statistics showed more than seventy-five percent downfalls in agricultural production. Production from cattle also became 10-15 percent. Even lack of employment and nutritional opportunities resulted in havoc migration of villagers towards metropolitans. Illiteracy and immense crisis of healthy atmosphere were at its peak.

Shree Kedar Prasad Shrimal who was working with different voluntary organization felt the pain and experience that critical situation. He took the first initiative and collected few youth to shape a new platform from where they could organize the fragmented society. With respect to the issue they conducted some meetings with the victims of devastation and collaboratively they founded the platform – ‘GRAMODAYA SAMAJIK SANSTHAN’

Gramodya samajik sansthan has completed 26 years in development rural outskirts of Rajasthan through working since 1989 on various development issues like – wash, women empowerment, child rights, youth development, health, education, sustainable livelihoods, Digitalization of rural households in Rajasthan from the support of different national and international funding agencies – Catholic Relief Services (CRS), CAPART, UNICEF, NABARD, Save The Children, APRO, MAMTA Health Institute For Mother and Child Health, IIMPACT, Charities Aid Foundation, Corporate Social Responsibility projects from Canon, United Sprit Ltd, Tata Trusts and Bravo Solar Pvt. Ltd etc.

GSS also have projects from Government of Rajasthan & Government of India Presently, GSS is changing lives of more than 1,00,000 households with various development projects in Rajasthan and Haryana.

Over the years GSS's rural development initiatives have been extensively recognized by Government of Rajasthan, Government of India, Many Donor Agencies and CSRs. GSS is already in implementation of various CSR initiatives in Rajasthan and GSS is proud to be an expert agency as State Resource Member in State Water Resource Planning Department of Government of Rajasthan.

We have focused our efforts in the key areas of:

- Health
- Telemedicine (First Ngo in Rajasthan)
- Education
- Sustainable Livelihood
- Natural Resource Management
- WASH
- Women Empowerment
- Child Rights
- Youth Development
- Rural Electrification
- Digital Empowerment of rural households

GSS- VISION

- Increase overall human well being through sustainable changes with people's participation
- Upliftment of deprived community through socio –economic empowerment
- Establishment of an atmosphere of equity and justice by creating more evolved individuals through right awareness, capacity building and empowerment with a focus on child development.

GSS- MISSION

- GSS is dedicated to socio economic empowerment of rural and remote areas of Rajasthan especially schedule caste and tribes, small marginalized farmers , the landless and deprived women, children and youth along with other weaker and socially under privileged groups thereby promoting their empowerment and self reliance through natural social physical cultural and economic upliftment of rural population.

GSS –OBJECTIVE

- To impart various techniques of farm and non-farm livelihood.
- To build up capacity among different community for effective participation in Natural resource and Drought Management and to bring out new techniques for the same.
- To create awareness among deprived communities about education , health etc and to guide them in this respect.
- To organize the youth community for all-round social development.
- To create awareness about safe motherhood and child development to enhance child development program in different communities.
- To crush blind orthodoxies and to develop addiction free society.
- To uplift women education and development programs for effective participation of women in society.
- To liaison between Government stakeholders and deprived community for all-round welfare of the society

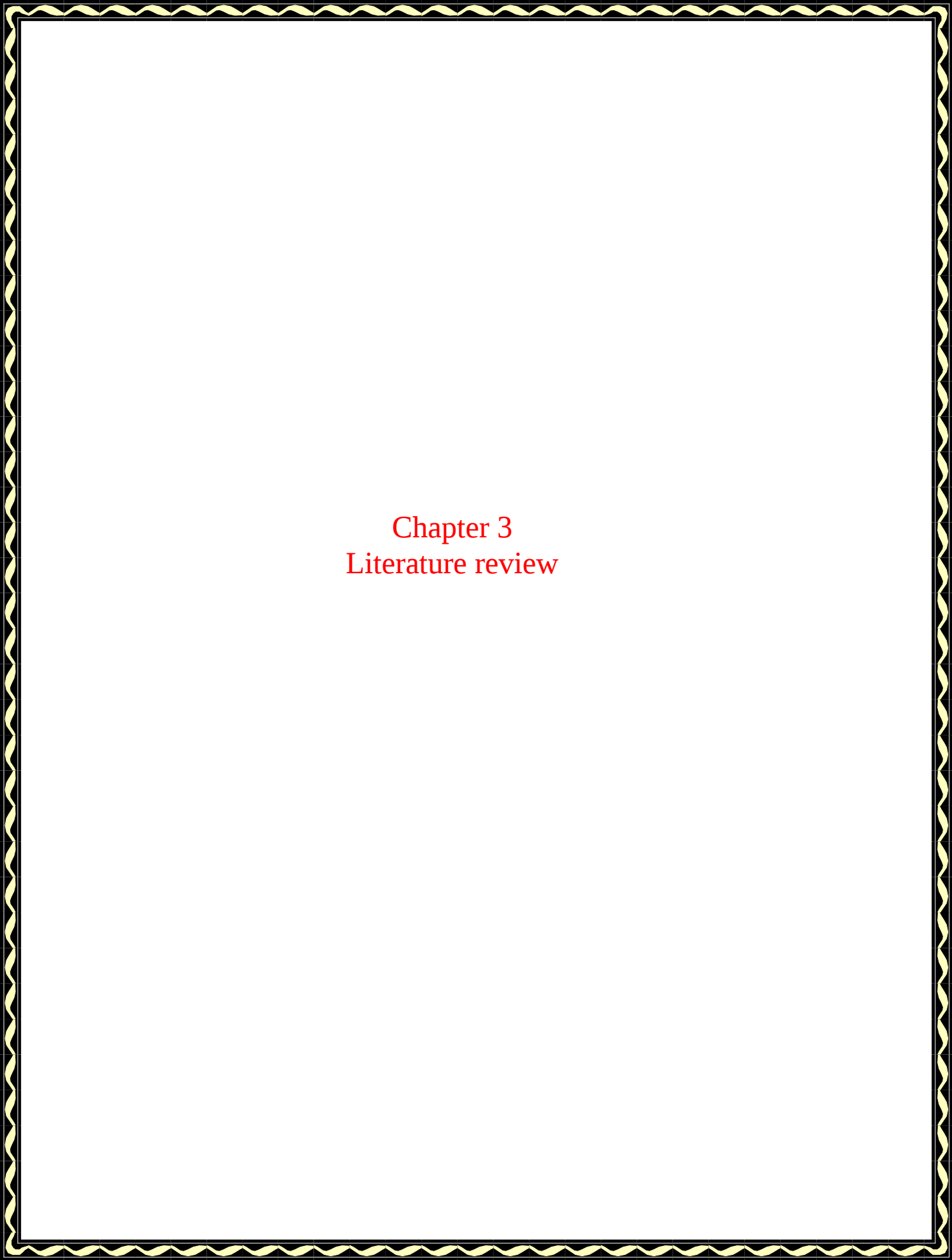
Objective of the study

When I heard about the digital india like the other people several questions comes in my mind like announcement of any campaign or making the policy on papers will not make our economy strong the main objectives of this research paper is to get the answers of the following

- To know the impacts of Digital India on society?
- To understand the concept of Digital India.

List of projective village

District	State	Block	Gram panatachay	No. of households	Total population	No. of households Druv boxes
Jaipur	Rajasthan	Chomu	samod	1462	9365	15
Jaipur	Rajasthan	Chomu	Moriya	2127	13362	17
Jaipur	Rajasthan	Chomu	Khejroli	2433	1653	11
Jaipur	Rajasthan	Chomu	chithwadi	901	6361	18
Jaipur	Rajasthan	chomu	Dhana ka bas	67	457	7
Jaipur	Rajasthan	chaksu	Kot khawada	1476	9341	12
Jaipur	Rajasthan	bassi	kanota	1798	11250	29
Jaipur	Rajasthan	bassi	toonga	1028	6886	10
Jaipur	Rajasthan	Kotputli	Nareda	1314	7479	14
Jaipur	Rajasthan	Kotputli	Paota	2522	15473	23
Jaipur	Rajasthan	Kotputli	Pragpura	1934	12114	17



Chapter 3

Literature review

LITERATURE REVIEW

Varatharajan & Chandrashekara (2007) in “Digital Library Initiatives at Higher Education and Research Institutions in India” presented the major initiative at the higher educational and research libraries in India. They described the initiatives by digital india.

initiative at the National Library of India, Khuda Baksh Oriental Public Library, Indira Gandhi Memorial Library of hyderabad university and many more. Two major initiative of ETD (Electronic Theses and Dissertation), Vidyanidhi Projects and ETD project of INFLIBNET Centre are cited; besides a number of digital repositories of higher education and research institutions of India.

White & Crawford (1997) in “*Developing an electronic information resources collection development policy*” identified 12 factors to be kept in mind for selection of digital resources which are relevance,

Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. (3) He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India.

Sunder (2009) in “Yash Pal Committee Report on Higher Education: A Review” analyzed the recommendation proposed by Yash Pal Committee. to protect it from political interference; according to the suggestions made by Prof. Yash Pal. Singh (2009) in “Future of Academic Libraries in India: Challenges and Opportunities” gave emphasis to change the academic libraries in the changing ICT environment.

According to him, library consortia, institutional repositories and open access archives have 14 some of the ways to cope with the price escalation and budget cut of the academic libraries in India.

Singh (2009) in “*Future of Academic Libraries in India: Challenges and Opportunities*”

gave emphasis to change the academic libraries in the changing ICT environment.

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14

some of the ways to cope with the price escalation and budget cut of the academic libraries in India.

Top 10 services launched by the government.

1. **DIG Locker** – This is a dedicated personal storage space for edocuments as well as uniform resource identifier of e documents issued by government developments. Individual locker will be linked to the aadhar number.
2. **Bharat net** – this initiative will work towards building high speed digital highways to connect all gram panchayats of country.
3. **My gov.app**- pm also launched the mobile version. In this platform encourages citizen engagement in governance, and this app will do the same on mobile.
4. **Esign**- an initiative to eradicate forgery and fraudulent signature, the esign framework would allow citizens to digitally sign a document online using aadhar.
5. **National scholarship portal**- this a new services to be a one solution for end to end scholarship process right from submission of student verification, end beneficiary for all scholarships provided by the government of india.
6. **Swachh bharat mission** – the government has been launched swachh bharat mission app and would be used by people and government organizations.
7. **E education**- this program provided high tech education using technology like smart phones, apps and Internet services. It can also be used to provide education in far-flung areas where it may not be possible for teachers to be present in person. The education can be imparted through virtual means as part of the program.
8. **e health** – the initiative aims at provide timely, effective healthcare services to all. online registration system under the e hospital has also been introduced.
9. **next generation network**- this a BSNL initiative looks to replace 30 year old exchanges, this is a new ip based technology to manage all types services like data, video, voice and other types of communication services.
10. **wifi hotspots**- BSNL has been large scale development of wi fi hotspots for internet access on Smartphone while on the go.

OTHER SERVICES

- ✓ AGRIMARKET APP
- ✓ E-PANCHAYAT
- ✓ eHOSPITAL
- ✓ E NAM
- ✓ e OFFICE
- ✓ Epathshala
- ✓ EPFO WEB PORTAL & MOBILE APP
- ✓ GEOGRAPHIC INFORMATION SYSTEM (GIS)
- ✓ HIMMAT APP
- ✓ MOTHER & CHILD TRACKING SYSTEM (MCTS)
- ✓ NATIONAL KNOWLEDGE NETWORK
- ✓ SMS-BASED MID-DAY MEAL MONITORING SCHEME
- ✓ SWATCH BHAARAT app

amazon.in

Partners



Chapter 4
Research methodology

Research Methodology

Research Design

STUDY DESIGN:

This is a qualitative and quantities study. In This study we used descriptive research design for collection information about households. The current study data followed to 5 villages of chomu block, Distict jaipur, Rajasthan.

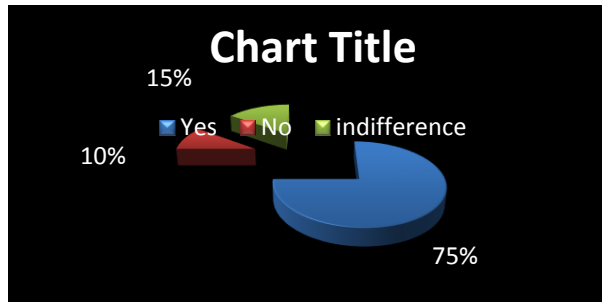
SAMPLE SIZE:

- The sample size of the study 800 households.
- The study covered 5 village i.e. Samod, Dhanota, Morija, Chitwadi, and kejroli.
- Random sampling method.

Data

- **Primary Data**
- Group discuses,
- Personal interview
- Community meeting
- **Secondary data**
- Newspaper,
- Internet.

Q1 Are you aware of digital india?



Yes	75
No	10
indifference	15

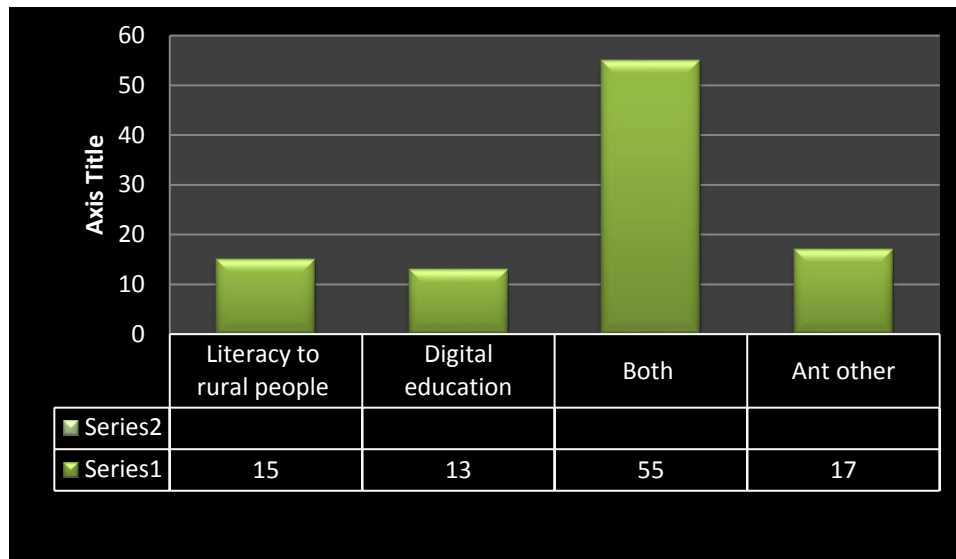
Interpretation:

Pie chart shows the percentage of awareness of digital india.

- 75% out of 100 respondents are aware about the digital india project.
- 10 % out of 100 respondents have no idea about digital india project.
- 15% out of 100 respondents have just heard the name digital india project.

Q 2 what is the most important thing to convert india digitally?

Rural people literacy	15
Digital education	13
Both	55
Ant other	17

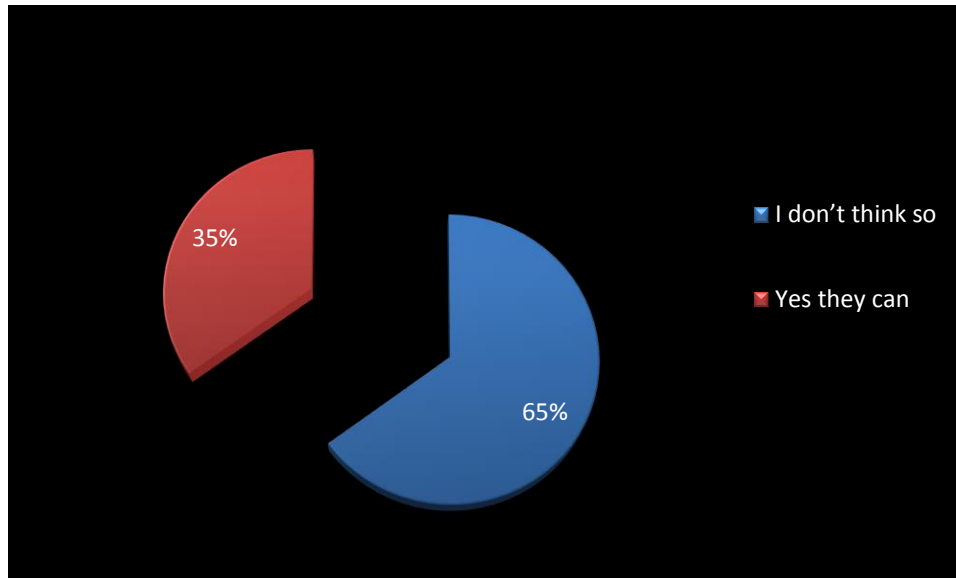


Interpretation:

- According to 15% out of 100 respondents, literacy to rural people is most important thing to convert india digitally.
- According to 13% out of 100 respondents, digital education is the most important thing to convert india digitally.
- 55% out of 100 respodents, think both the things are egually important to convert india digitally.
- According to 17% out of 100 respondents, equal taxation, high investment, digital governance & IT talent are the most important thing to chang india digitally.

Q3 do you think rural people can able to adopt the digital change in our country?

I don't think so	65
Yes they can	35

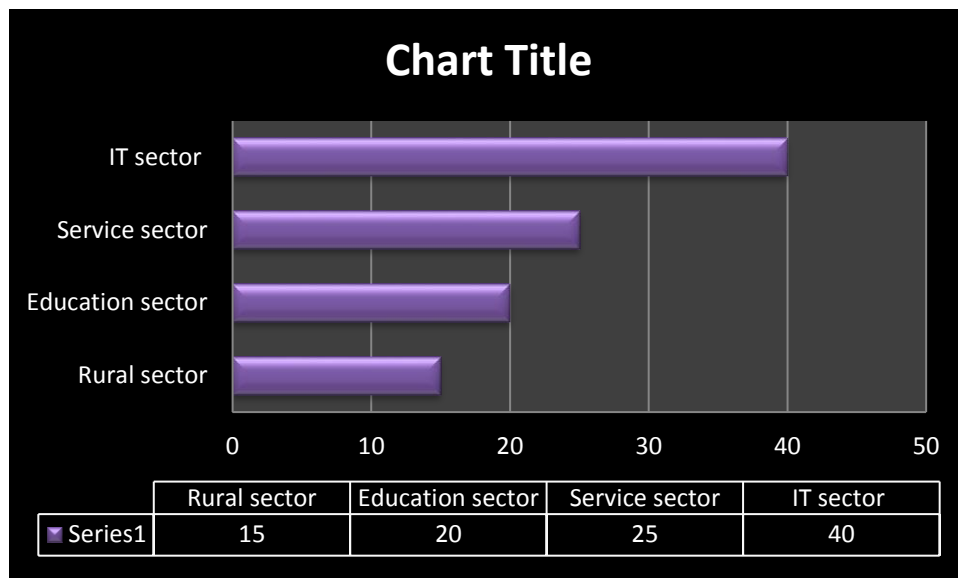


Interpretation:

- According to 65% out of 100% respondents, rural people can able to adopt the digital changes in country.
- 35% out of 100% respondents think that rural people may not able to adopt the digital changes easily.

Q4 According to you which sector will get developed most after digitalization in india?

Rural sector	15
Education sector	20
Service sector	25
IT sector	40

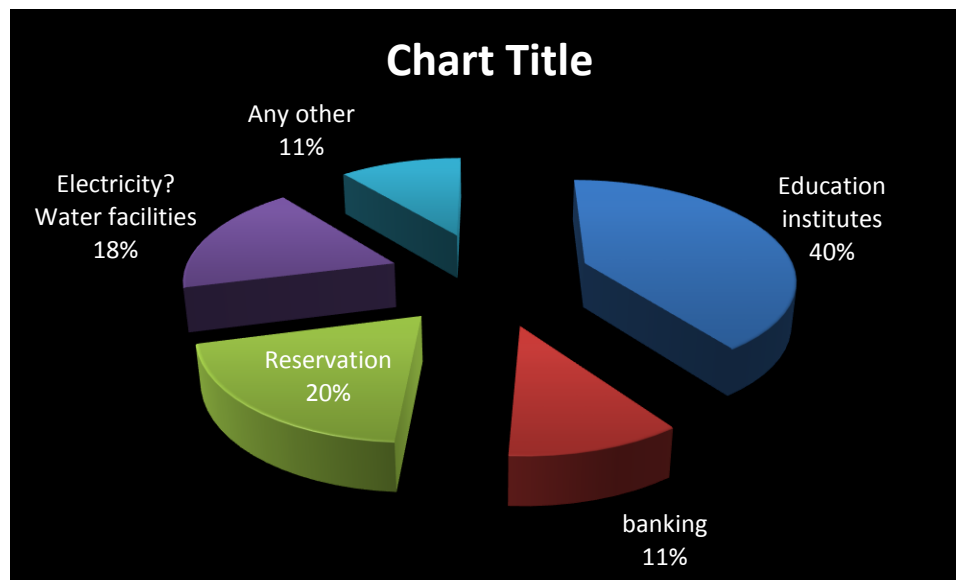


Interpretation:

- According to 40% out of 100% respondents, IT sector will get developed most after digitalization in india.
- 20% out of 100% respondents think education sector will get developed most after digitalization in india.
- 25 %out of 100% respondents think service sector will get developed most after digitalization in india.
- 15% out of 100 % respondents think rural sector will get developed most after digitalization in India.

Q5 After digitalization, which area will become more convenient to you as compare to their current services?

Education institutes	40
banking	11
Reservation	20
Electricity? Water facilities	18
Any other	11

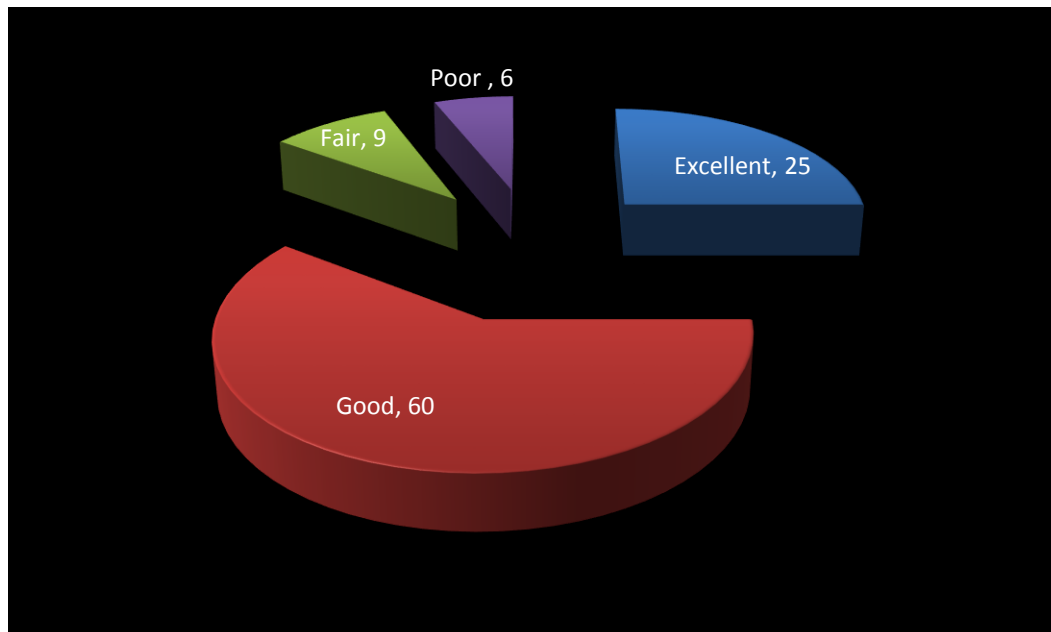


Interpretation:

- According to 20% out of 100% respondents, reservation will become more convenient after digitalization.
- 11% out of 100% respondents think banking will become more convenient to them after digitalization.
- 18% out of 100% respondents think electricity/water facilities will become more convenient to them after digitalization, as compare to their current services.

Q5 what rating to this DRUV project?

Excellent	25
Good	60
Fair	9
Poor	6

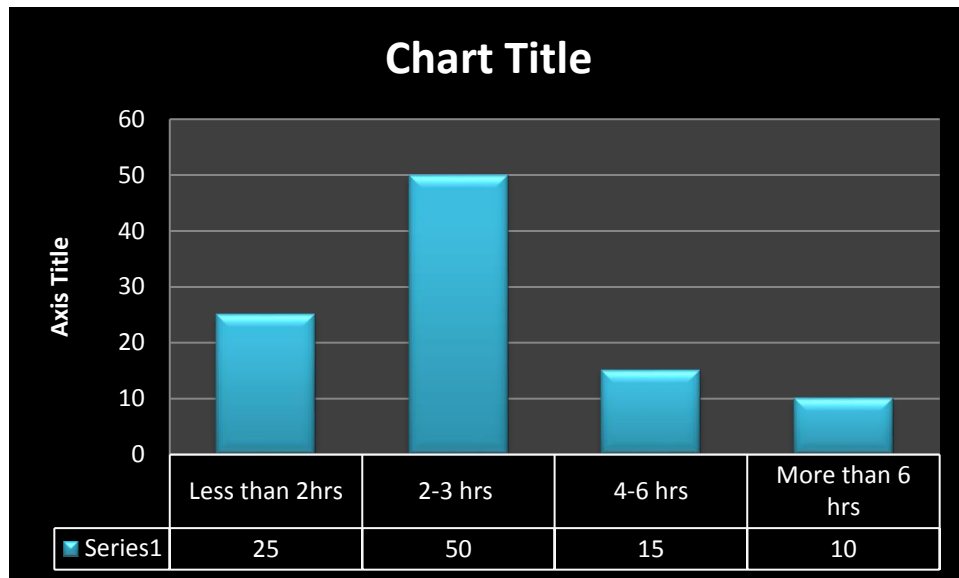


Interpretation:

- 25% out of 100 % respondents rating for digital india project is excellent.
- 60% out of 100% respondents rating for digital project is good.
- 9% out of 100% respondents rating for digital india project is fair.
- 6% out of 100% respondents rating for digital india project is poor.

Q6 how much hours you spend on TV in a day?

Less than 2hrs	25
2-3 hrs	50
4-6 hrs	15
More than 6 hrs	10

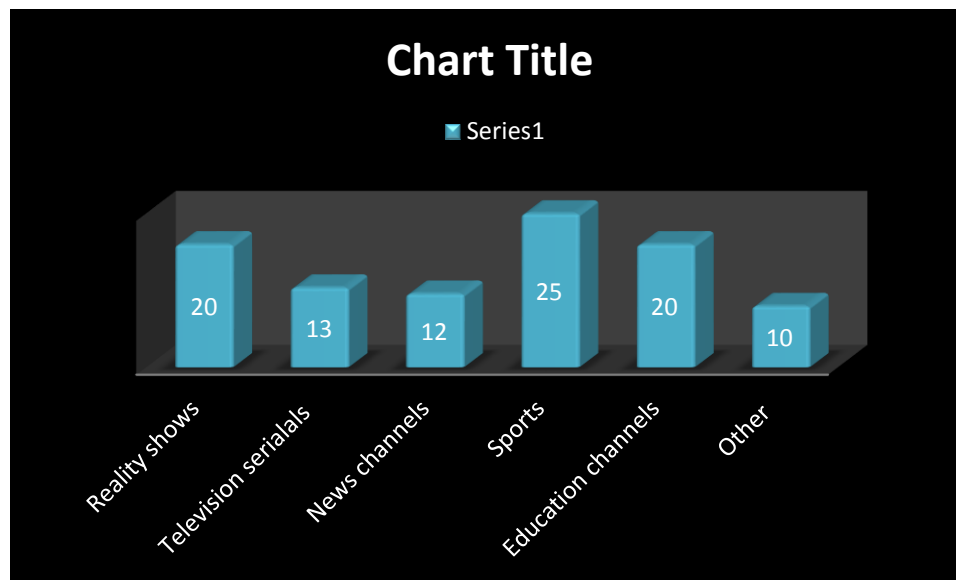


Interpretation:

- 25%out of 100 respondents idea of a less than 2hrs spend on tv in a day.
- 50%out of 100 respondent's idea of a less than 2-3 hrs spend on tv in a day.
- 15% out of 100 respondents idea of a less than spend o tv in a day.
- 10 %out of 100 respondent's ides of a more than 6 hrs spend on tv in a day.

Q 7 which category of shows you enjoy to watching TV?

Reality shows	20
TV serialals	13
News channels	12
sports	25
Education channels	20
Other	10

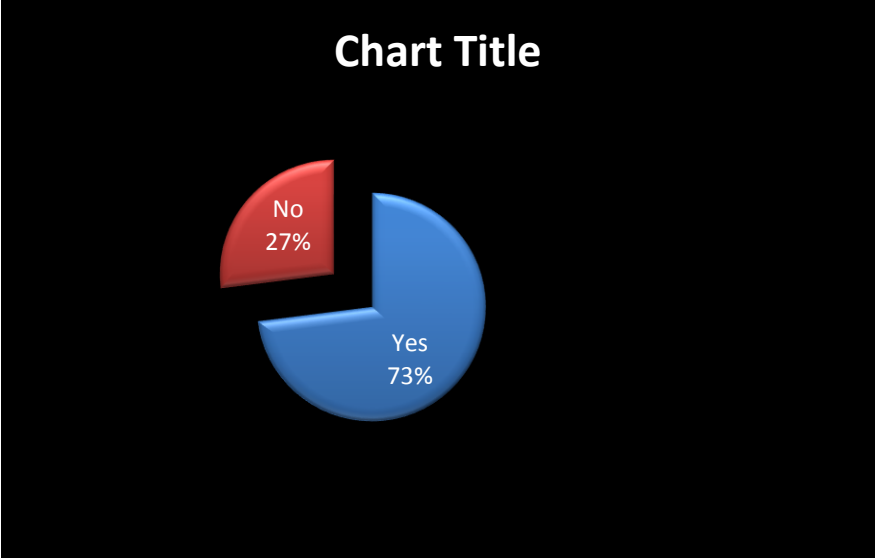


Interpretation:

- 23%out of 100 respondent idea of a watch reality shows.
- 13% out of 100 respondent of watch television serialals shows.
- 25 % out of 100 respondent of watch television sports shows.
- 20%out of 100 respondent of watch education channels shows.

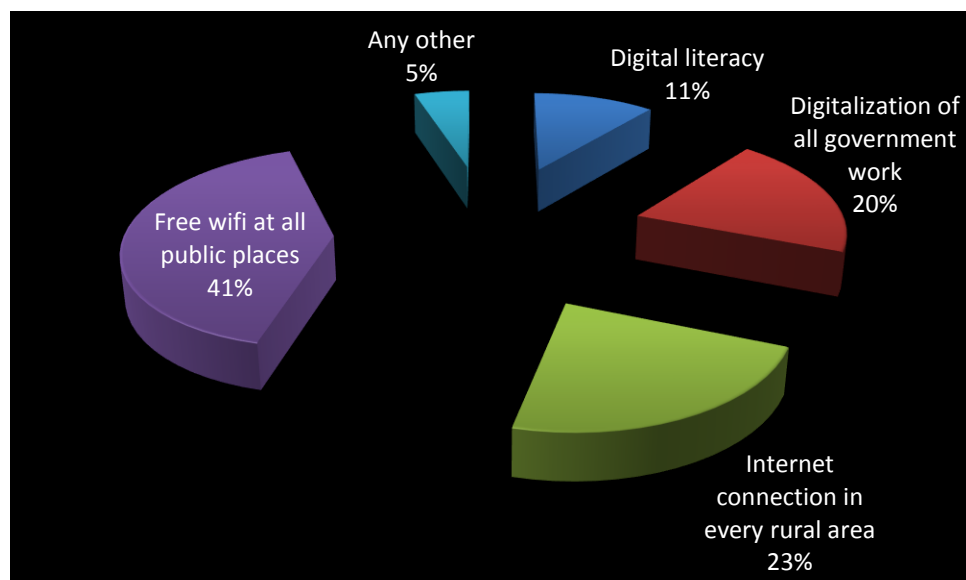
Q8 do you think the TV makes an impact over your behavior or in your routine work?

Yes	73
No	27



Q9 what is your idea of Digital India?

Digital literacy	11
Digitalization of all government work	20
Internet connection in every rural area	23
Free wifi at all public places	41
Any other	5

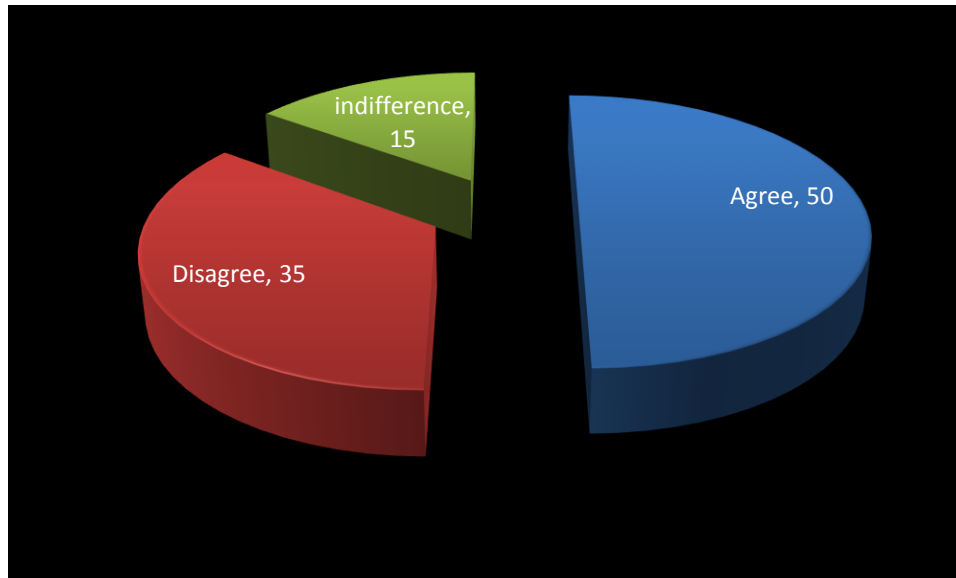


Interpretation:

- 23% out of 100% respondent's of a digital india is internet connection in every rural area. 41 out of 100 % respondents free wi fi at a public places.
- 20% out of 100 respondent's ides of a digitalization of all government work.
- 11% out of 100 respondent's idea of digital india is digital literacy.

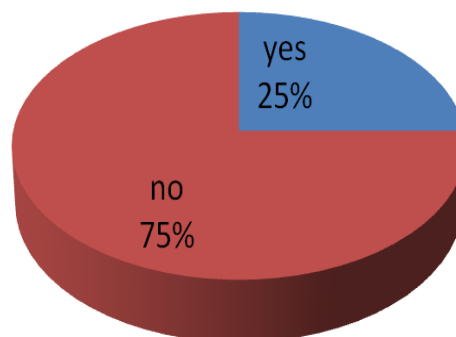
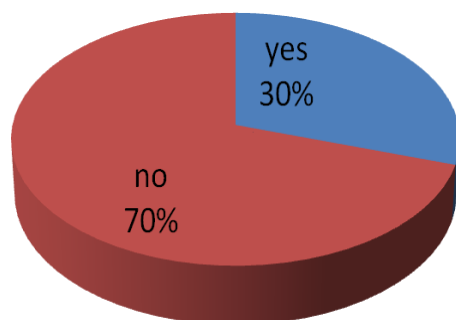
Q10 Do you think DRUV project will get success?

Agree	50
Disagree	35
indifference	15



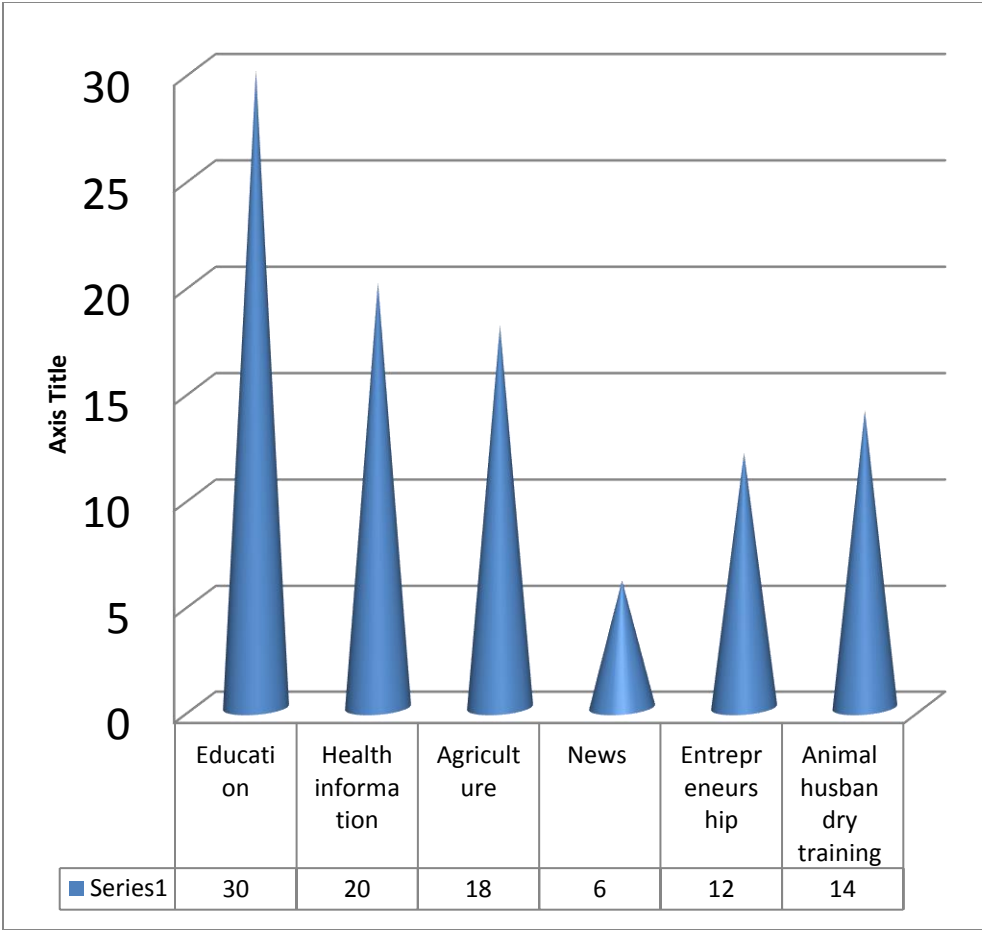
Q11 Bad effect of this project.

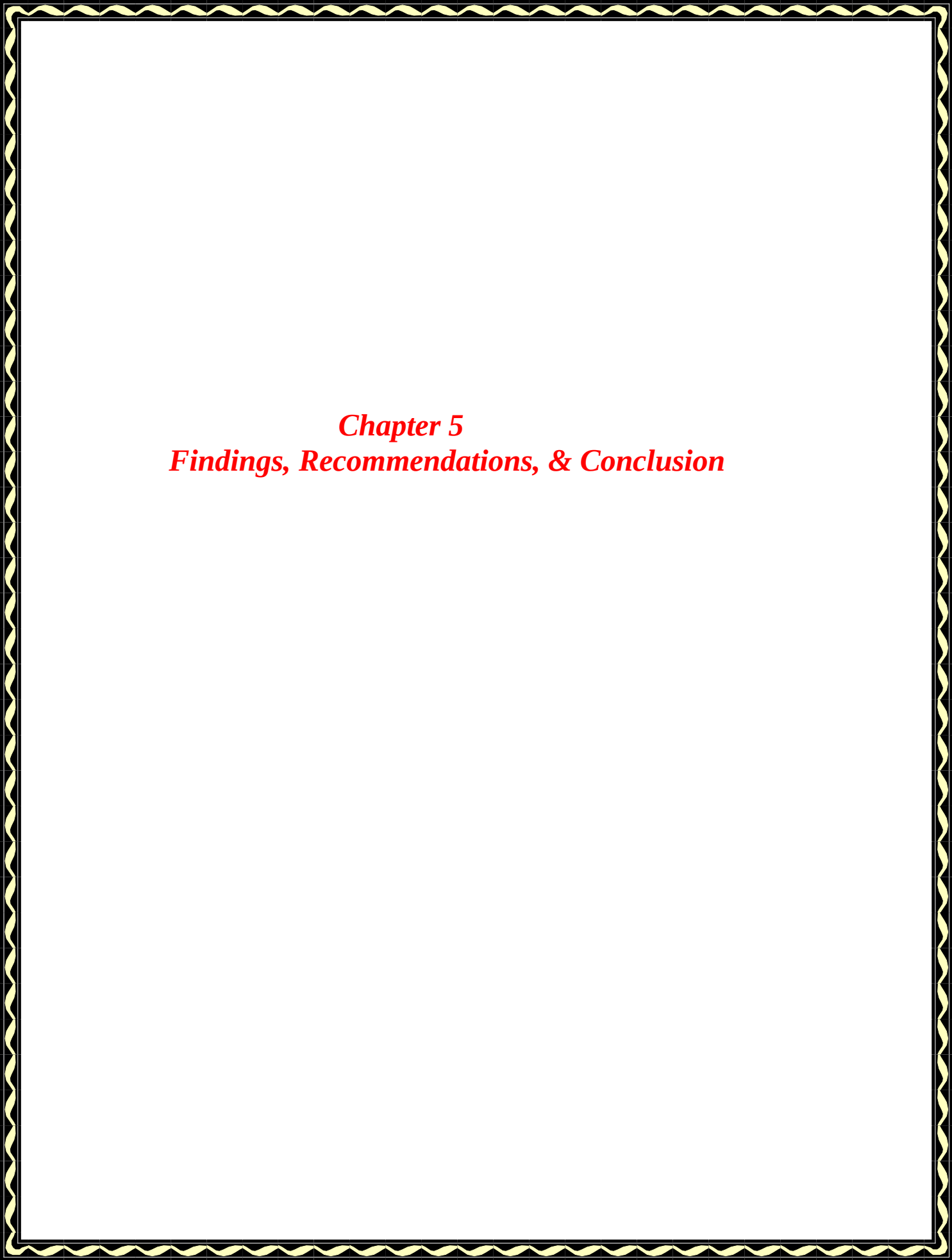
- | | | |
|--------------|-----|----|
| (a) Children | YES | NO |
| (b) Women's | YES | NO |



Q 12 Internet usage

Education
Health information
Agriculture
News
Entrepreneurship
Animal husbandry training





Chapter 5

Findings, Recommendations, & Conclusion

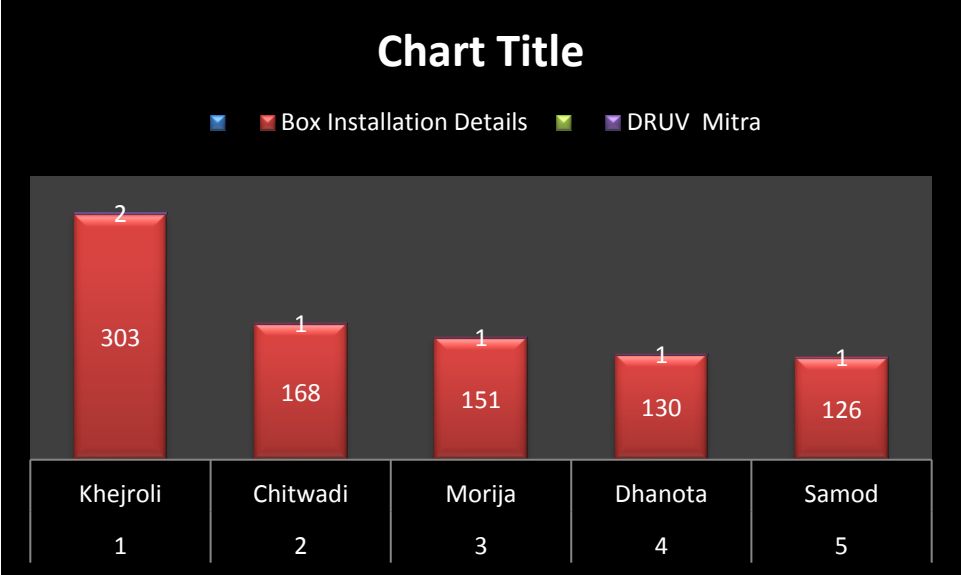
Finding

The GSS team relentlessly working towards **DRUV PROJECT** effectively and efficiently for last three month with Tata Trusts. We are also committed to build a digital inclusive society of rural areas of Rajasthan especially entire village and block of Jaipur District. GSS has been engaged with DRUV Project with support from Tata Trusts. GSS implemented DRUV project in five villages of Chomu block of Jaipur district and had coverage of 878 households.

- GSS Implemented DRUV project in five villages of chomu block of jaipur district and coverage of 878 households
- Internet using for health information 20%, (infant and maternal health information, nutrition and child benefits) agriculture 18% (Farming and animal husbandry)
- This study indicated that a high proportion of (70%) children and (75%) women said that there is no bad effects of this project on their life.
- More than internet, using for education information.

phase Project DRUV in Chomu, Jaipur

S.N.	Village Name	Box Installation Details	DRUV Mitra
1	Khejroli	303	2
2	Chitwadi	168	1
3	Morija	151	1
4	Dhanota	130	1
5.	Samod	126	1
TOTAL		878	6



District	State	Block	Gram panatachay	No. of households	Total population	No. of households Druv boxes
Jaipur	Rajasthan	Chomu	samod	1462	9365	126
Jaipur	Rajasthan	Chomu	Morija	2127	13362	151
Jaipur	Rajasthan	Chomu	Khejroli	2433	1653	303
Jaipur	Rajasthan	Chomu	chithwadi	901	6361	168
Jaipur	Rajasthan	chomu	Dhana ka bas	67	457	30
Jaipur	Rajasthan	chaksu	Kot khawada	1476	9341	12
Jaipur	Rajasthan	bassi	kanota	1798	11250	190
Jaipur	Rajasthan	bassi	toonga	1028	6886	110
Jaipur	Rajasthan	Kotputli	Nareda	1314	7479	145
Jaipur	Rajasthan	Kotputli	Paota	2522	15473	230
Jaipur	Rajasthan	Kotputli	Pragpura	1934	12114	170

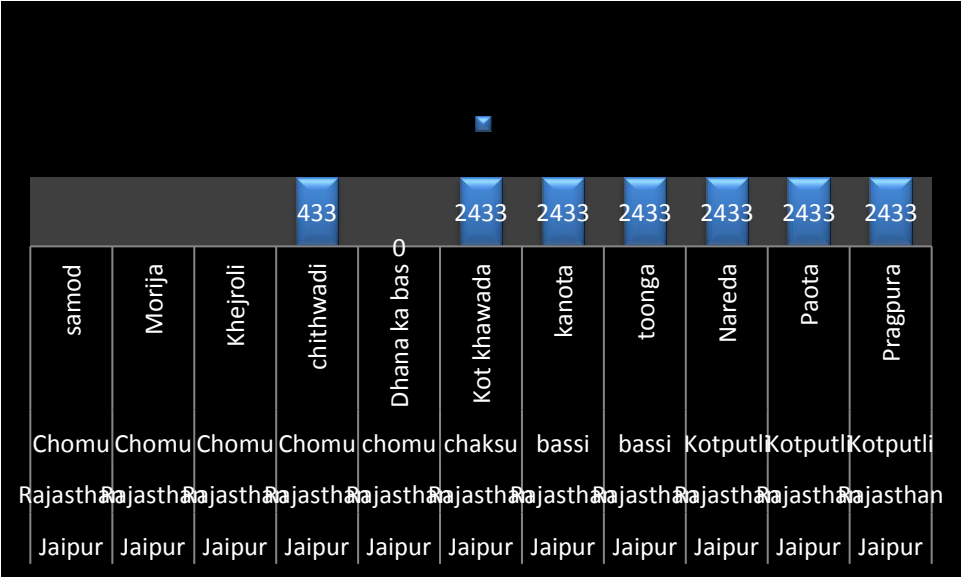
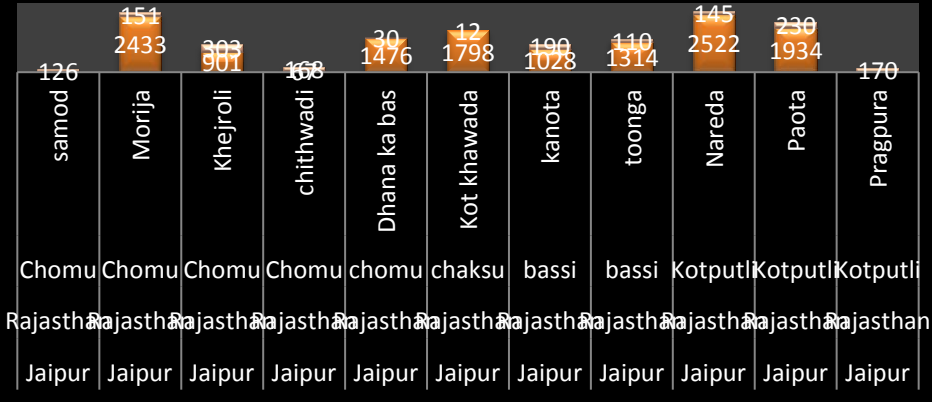


Chart Title

No. of households Druv boxes



Recommendation

- To make people aware of digitalization.
- The government should also focus on sustainable development and basic facilities of rural areas before providing them digital services.
- Indian government need to start providing digital literacy to every other citizen.
- The level of digitalization is comparatively lower in the remote villages, and villages which are depending more on agriculture. Online agriculture helpline or tutorials along with overall expansion of literacy and other development should improve the scenario.
- Increased level of e-governance will save time and money and improve lifestyle of working people, which would give a big push towards digitalization.
- Link all post offices, PHC and Panchayat ghar connect online.
- Village related announcement through digital kiosk and transfer it through wifi, Bluetooth to villagers mobile, connect of digital.
- Every person should be made computer literate.
- Internet speed to be increased.
- Lower cost of mobile data plans.
- Primary focus on free online education especially for girls.
- Digitally connected, empowered villages.
- Counseling girls to encourage higher education and job procurement.

Conclusion

Digital india is ambitious program me of government of india. It was started to transform india into digital world, empowered society and knowledge economy. Government services will provided to citizen with the e services will provided to citizen with the e services (for policies implementation) and e governance (for government department) as it will take speed in implementation as a economy will emerge with more transparency, speedy implementation of government policies, reducing corruption, more productivity, less paper work, more employment more informative way.

Services like e kranti, my gov.com many more portal services create a knowledge economy. Information is a backbone of speedy decision which helps in growth of economy. Millions of jobs, mobile connectivity, internet highway, on line information and many other thing create a new india.

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Chapter 6
Annexure

Annexure

Questionnaire for DRUV Project

Name
Age
Gender
Occupation
State
District
Village

Q1 Are you aware of digital india?

(a) Yes

☐

(b) No

☐

Q 2 According to you what is the most important thing to convert india digitally?

a) Literacy to rural people.

☐

b) Digital education.

☐

c) Both.

☐

(If any other please mention):

Q3 Do you think rural people can able to adopt the digital change in our count?

a) Yes they can.

☐

b) I don't think so.

☐☐

Q4 According to you which sector will get developed most after digitalization in inda?

a) IT sector.

☐

b) Educational sector.

☐

c) Service sector.

☐

d) Rural sector.

☐

Q5 what rating would you give to this DRUV project?

a) Excellent.

☐

b) Good.

☐

c) Fair.

☐

d) Poor.

☐

Q6 how much hours you spend on TV in a day?

(a) Less than 2hrs

☐

(b) 2-3 hrs

☐

(c) 4-6 hrs

☐

(d) More than 6 hrs

☐

Q 7 Which category of shows you enjoy to watch?

(a) Reality shows

☐

(b) Television serialais

☐

(c) News channels

☐

(d) Sports

☐

(e) Education channels

☐

(f) other

☐

Q8 you think the TV makes an impact over your behavior or in your routine work?

(a) Yes

☐

(b) No

☐

Q 9 what is your idea of Digital India?

a) Internet connection in every rural area.

☐

b) Digitalization of all government work.

☐

c) Free Wifi at all public places.

☐

d) Digital literacy.

☐

(If any other please mention): _____

Q10) Do you think 'DRUV Project' will get success?

a) Agree.

☐

b) Disagree.

☐

c) Indifference

☐

Q11 Bad effect of this project.

(c) Children YES NO

(d) Women's YES NO

Q 12 Internet usage

Education

Health information

Agriculture

News

Entrepreneurship

Animal husbandry training