



**ORIGINAL RESEARCH PAPER**

**Agricultural Economics**

**A STUDY ON DIGITAL LITERACY AMONG RURAL CITIZENS ON DIGITAL INDIA**

**KEY WORDS:** Digitalization, Literacy, Accountability, Internet of Things, Digital India.

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**ABSTRACT**

In twenty first century, technology place vital role in every sector. In order provide good governance to public, government is taking actions towards digitalization of all public services. Which boost our economy. If Public are well aware of digital literacy, then only public can effectively benefited out of digitalization. The aim of the paper is examine role played by digital literacy in making digital India concept successful and effectiveness of digital India for improvement of digital skills among public. The research paper is based on primary and secondary data, appropriate statistical tools are used. The research reveals that digital India helps in easy access of public services and effective utilization of public services for the welfare of rural citizens. Digital literacy makes effective use of rights and responsibilities of citizens. Digital literacy is transforming India into transparent and accountable Indian society.

**INTRODUCTION:**

Digital literacy is the ability of the individual towards to various digital platforms. Usage, evaluate, and compose clear information through writing and other media on various digital platforms. The study focuses on digital literacy like computer knowledge, computer operating skills and Web-related capabilities of common citizens. Digital literacy which helps to public for access of government schemes to common citizen. Now a day's government of India taking initiatives to digitalization of all government activities. Now a days everyone are using internet through mobile phone which provide all the global trends to our finger tips. Government of India started digital India program for easy access of all government schemes to common public. Digital literacy changes current administration problem and bring social changes in the country. In the part of digitalization banks, local authorities, hospitals, government offices and nongovernment organizations. are effectively using online platforms in their day to day activities. These initiatives brings easy governers of public activities in rural areas. Rural area people also get benefit from public schemes.

**Reasons For Lack Of Digital Literacy Among Rural Citizens**

- **Lack Education:** In the rural areas literacy of India is 73% when compare to urban literacy rate 87%, it is clearly says that rural India is comparatively less literacy among citizens of our country as result of less technical skills of digital literacy.
- **Lack Of Technical Skills:** village area people doesn't know advanced technologies because they are having less knowledge towards technology.

**Why Is Digital Literacy Important?**

As technology continues to become ingrained in daily life, the importance of learning digital literacy skills is important in global era.

- **Support Educational Progress:** The increased use of technology in educational sector. The use of technology as a learning tool has grown in the past during covid-19 medical emergency, with the usage of ICT platforms such as computers, tablets and the internet becoming increasingly prominent in business schools and universities. Students with digital literacy skills will be more comfortable and confident because both audio and video visual are available in these learning platforms.
- **Increase cybercrime:** Now a day's most of the cybercrimes are more in respect of developing countries. in order to avoid these crimes proper digital security is required. These risks are complex and ever-changing, with nefarious individuals or groups continually discovering and creating new ways to take advantage of others.

- **Understand Digital Responsibility:** Increased technology dependence exposes citizens to tasks related to copyright and piracy, cyberbullying, screening informational resources, and relating responsibly with others. Digital literacy skills help citizens master their ability to understand and efficiently pilot these encounters, making them more responsible digital citizens.
- **Supports Lifelong Skills:** Digital literacy foundations enable citizens with base knowledge and skills that can be applied to various types of technology now as well as in the forthcoming life. Learning basic concepts such as input/output, application operation, discerning hardware devices etc., can provide livelihood for day to day activities.

Therefore digital literacy is very important for every one life in our life

**Review Of Literature**

**Lyons, A. C., & Kass-Hanna, J. (2021).**

The research paper focuses on measures of digital literacy on traditional methods. Address the challenges associated with the traditional methods of measuring associations. Devices used for usage of digital literacy among citizens. The focuses on financial literacy and digital financial literacy which bring combination of both digital literacy and financial literacy among peoples life. The paper used multidimensional test for measuring the respondents.

**Gautam, R. S., Rastogi, S., Rawal, A., Bhimavarapu, V. M., Kanoujiya, J., & Rastogi, S. (2022).**

The study is focuses on financial services provided by various banks and fin- tech companies. Technology bring new changes in banking services like online service, credit cords ATM, KCC etc. the paper focuses on Kisan credit cards and ATM cards how positively associated with knowledge towards financial literacy. Study finds that government focus on policy formulation of digital technology usage which will bring transformation of traditional methods to modernization of financial methods and both urban and rural people get benefit from digital technologies.

**Esh, M. (2022).**

The study is based on library information science (LIS) usage among students usage of life. It focus on global literacy framework indicators like information and data literacy, communication and collaboration, digital content creation, safety and problem solving. Which will effectively build the digital literacy among the students which helps in their daily life. The study is case study based on literacy proficiency

literacy knowledge, digital skills of students of library and information science, university of north Bengal. The finds that average proficiency in usage of technology and they are nourished with advanced technical skills among students.

**Gautam, R. S., & Kanoujiya, J. A. G. J. E. V. A. N. (2022).**

The article is based on regional development and digital literacy. It taken 29 states and 2 union territories three years fiscal data for analysis of data. It used panel data analysis method for the study. RRBs bring advanced technologies in their operations which will boost rural people to know the digital operation of banks. People also know how to use of advance technology in their life. It reveals that government and RRBs have create infrastructure in rural areas which will automatically bring developmental activities in rural area.

**Li, M., & Yu, Z. (2022).**

The study is focus on teacher's digital literacy on teaching and learning impact on students during COVID-19 medical emergency. It compare the traditional teaching methods and modern methods of leaning for career advancement of students. It is taken three elements teachers digital literacy, career satisfaction and professional skills, which will bring new changes in teaching and learning process. During medical emergency teachers are realized the importance of technology in teaching learning process. Innovative measures for active learning of students without teacher's presets in classroom. COVID-19 bring new perceptions in teaching field like learn from home, MOOC courses, online learning, development of online educational platforms, development of edu-tech companies.

**Research Methodology:**

**Objectives**

- To study the role played by digital literacy in rural areas.
- To study the effectiveness of digital India for welfare of rural citizens.

**Hypothesis**

H01 There is no association of need of digital literacy and benefits of digital India program. H11 There is association of need of digital literacy and benefits of digital India program.

H02 There is no significant relationship between efficiency digital India and welfare of rural citizens.

H12 There is significant relationship between efficiency digital India and welfare of rural citizens. H03 Common service Centre's will not charge high cost for digital India services.

H13 Common service Centre's will charge high cost for digital India services.

**Research Design:**

This study is descriptive in nature and analytical research, both qualitative and quantitative methods used for the study.

**Scope OfThe Study:**

This study is confined only in chikkaballapur district. The opinion of rural citizens are taken through questionnaires to analyze the impact of digital in their regular course of actions.

**Sources Of Data Collection:**

The survey is based on both primary and secondary data sources, primary data is collected from respondents using questionnaires and secondary data collected through reputed journals, newspapers, monthly magazines, annual reports, books, internet web sites etc.

**Sampling Framework:**

The sample size 60, collected from citizen of rural areas of chikkaballapur district. The sampling is selected using convenience sampling technique.

**Framework Of Analysis**

The collected data is represents various tables and used some

statistical tests for better covey of hypothesis, The analysis was made with help of relevant statistical tools such as percentage, likert's scale 5 point scale, one sample T test and regression method.

**Limitations OfThe Study**

- The study is only limited to digital literacy among rural areas of chikkaballapur district.
- The study is only confined on the opinion of the respondents.
- Collection of data for the study is limited to chikkaballapur district.

**Data Analysis**

**Table 1 Demographic Profile OfThe Respondents**

Gender	Male	Female	Total
	54	6	60
Awareness	Yes	No	May be
	48	10	2

Table 1 showing demographic profile of respondents and awareness male are 90% female are 10% of the total responses, it show that man are actively accessing digital literacy. When it comes to the awareness level of digital literacy among respondents. 80% of them aware and 16% does not aware of the digital literacy.

**Table 1 hypothesis testing Hypothesis**

H01 There is no of need of digital literacy and benefits of digital India program.

H11 There is a need of digital literacy and benefits of digital India program.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Need	60	4.00	.781	.101

**One-Sample Test**

Test Value = 2.5						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Need	14.874	59	.000	1.500	1.30	1.70

Table 2 is showing the testing of need of digital literacy and benefits of digital india.in rural areas. To test these two variable used one sample T test, the significance level is less than 0.05 hence reject the null hypothesis accept the alternative hypothesis that there is association between need of digital literacy and benefits of digital India in rural areas.

H02 There is no significant relationship between efficiency digital India and welfare of rural citizens.

H12 There is significant relationship between efficiency digital India and welfare of rural citizens.

**Table-3 Efficiency And Welfare Of Rural Citizens**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 <sup>a</sup>	.459	.440	.406

a. Predictors: (Constant), implementation of government of policies, eliminating frauds.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.712	.239		11.358	.000

1	implementation of government of policies	.245	.042	.583	5.819	.000
	Eliminating frauds	.126	.054	.235	2.344	.023

**a. Dependent Variable: welfare**

Table 3 showing testing of hypothesis which two independent variables implementation of government policies and elimination of frauds and dependent variable is citizens welfare while using digital India and digital literacy. The correlation of independent variable is 0.678 which is positive correlate each other. The significance level is 0.023 which is less than 0.05 hence reject the null hypothesis and accept the null hypothesis.

H03 Common service Centre's will not charge high cost for digital India services. H13 Common service Centre's will charge high cost for digital India services.

Table 4 common service centre high cost for rendering of digital services to citizens

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Cost of services	60	3.80	.879	.113

**One-Sample Test**

	Test Value = 2.5					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Cost of services	11.454	59	.000	1.300	1.07	1.53

Table 4 showing the cost of digital services provided by the common service Centre. To hypothesis we use one sample T test. The significance level is 0.000 which is less than 0.05, hence null hypothesis is rejected and alternative hypothesis is accepted.

**Finding OfThe Study**

- Women awareness level of digital literacy level is less comparatively men.
- Common services centers charges high amount for rendering of digital services to rural area.
- Our rural area people are facing few challenges while operating digital platforms in daily operation of the digital platforms.
- Local governments does not have infrastructure to provide all digital benefits to publics.
- Digitalization eliminates frauds in local governments but executives still corrupted by getting bribes from common publics.
- Digitalization effectively implements government schemes at ground level by local government, only few people get benefit out of it.

**Suggestions**

- Local government take initiatives create awareness of digital literacy among women in rural areas which will boost digital literacy in rural areas.
- Rural area people will effectively use digital India only we have proper infrastructure facilities like power supply, internet connectivity, digital local government, available rural area.
- Digitalization some extent frauds are reduced in local government, but still unofficially executives of are taking bribes.
- Common service centers are charging high cost for digital India services, government take strict action on charges to services.

**CONCLUSION:**

Digital literacy is important for modern global world. Entire

earth is moving towards artificial intelligence, technology is overtaking human intelligence, in such a manner every area is covering with technology, if human being not able to aware digital literacy then human being cannot survive in the present technical society. Digital India is one platform created by Indian government for all the citizens for effective governess in the economy. Even rural area citizen are getting knowledge towards usage of technology and enjoying the sweetness of technical fruits. Technology is providing innovating things for betterment of human life. We have to use in better manner otherwise technology collapse our lives.

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