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A STUDY ON IMPACT OF DIGITAL INDIA PROGRAM AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The Digital India Program is a flagship program of the Government of India with the vision to transform India into a digitally empowered society and knowledge academy. This program was launched in July 2015 by our honorable prime minister, Shri Narendra Modi. It provides an interactive and engaging learning experience through the use of technology. Digital education aims to bridge the educational divides in reading areas. The motive of the concept is to attach rural areas with high-speed internet networks and improve digital literacy.

There are more than 3 crore digital resources available through the NDL. The content covers almost all major domains of education and all major levels of learners, including lifelong learners more than 50 lakh. Students register themselves in NDL with about 20 lakh active users.

INTRODUCTION

A digitally connected India is aimed at the growth of the social and economic status of the masses in the country Digital India programme was launched on 1st July, 2015 to enable digital delivery of services to citizens. Based on the success of the programme, the Union Cabinet during August 2023 approved the expansion of the Digital India programme.

It provides interactive and engaging learning experiences through the use of technology. Digital education aims to bridge the educational divide by reaching remote areas It's an initiative to remodel the country into digitally empowers knowledge economy. The motive behind the concept is to attach rural areas with high speed internet network and improving digital literacy.

The digital India program was a big step taken by the Government of India to transform India into a digitally empowered country. Several schemes have been launched around this plan which are worth more than one lakh crores. They are e-health, e-sign, e-education, national scholarship portal, Digital Locker, etc.

OBJECTIVES OF THE STUDY

1. To know about the application of Digital India plan and its impact on college students
2. To examine the Attitude of Digital India program among college students
3. To examine the features of digital India program among college students
4. To analysis the benefits of digital India program to college students

SCOPE OF THE STUDY

The scope of the study is to know that the provision of digital infrastructure as a source of utility to every college student and e-learning in higher education have the potential to revolutionize the way we learn. Technology provides students with instant access to a vast amount of information and resources. It is also to be known about the challenges faced by college students and the opportunities provided by the Digital India program initiative among college students.

RESEARCH METHODOLOGY

Research Methodology Is the Way Of Systematically Solve the research problem. It Specifies the approach; That the researcher intends to use with respect to propose study Scientifically

DATA COLLECTION

1. Primary data

SAMPLING TECHNIQUE

For the Purpose of analysis the data has been collected from 118 college students for sample in Coimbatore city

SAMPLE SIZE

The sample size is 118 respondents.

AREA OF THE STUDY:

The area covered under this research is Coimbatore.

TOOL FOR ANALYSIS

1. Simple percentage method.
2. Weighted average ranking method.

LIMITATION OF STUDY

1. Sample Size is restricted to 118 respondents
2. This Study is focused with special reference to College Students
3. The study has been done within the zone of Coimbatore city

ANALYSIS AND INTERPRETATION OF STUDYSIMPLE PERCENTAGE

ANALYSIS

Simple Percentage analysis refers to a special kind of rates, Percentage are used to marketing Comparison Between two or more series of Data

Formula

Percentage = Number of respondents / Total number of Respondents * 100

S.NO	VARIABLES	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
01.	AGE	15 - 20	76	64.4%
		21 - 25	41	34.7%
		26 - 30	1	1.8%
02.	GENDER	Female	54	45.8 %
		Male	64	54.2 %
03.	AREA OF RESPONDENTS	Rural Area	63	53.4 %
		Semi – Urban	16	13.6 %
		Urban	39	33.1 %
04.	INCOME OF THE RESPONDENTS	10000 - 20000	49	41.5 %
		20000 - 30000	26	22.0 %
		Above 30000	22	18.6 %
		Below 10000	21	17.8 %

05.	PERSON'S FAMILIAR OF THIS SCHEME	No	25	21.2 %
		Yes	93	78.8 %
06.	NO.OF RESPONDENTS KNOW ABOUT THE SCHEME BY WHOM	College/ University	35	29.7%
		Friends/ Family	No	
		Social Media	36	30.5%
			2	1.7%
			45	38.1%



07.	THE USAGE OF PLATFORMS BY RESPONDENTS	Digital Job Portal	11	9.3%
		Digital Learning Platforms (e.g., SWAYAM, NPTEL)	26	22%
		Digital Payments (e.g., UPI, digital wallets)	42	35.6%
		Digital Payments (e.g., UPI, digital wallets); Digital Learning Platforms (e.g., SWAYAM, NPTEL)	19	16.1%
		Digital Job Portal, Digital payment (eg., UPI, digital wallet)	20	16.8%

08.	WHETHER THIS PROGRAM ENHANCE YOUR SKILL ?	No Yes	8 110	6.8% 93.2%
09.	HOW THE COLLEGE AND UNIVERSITY CONTRIBUTE TO DIGITAL INDIA PROGRAM ?	By advocating for the reduction of internet access By discouraging the use of online resources By integrating the digital literacy course into the curriculum By reducing the number of digital course offered	6 21 61 30	5.1% 17.8% 51.7% 25.5%
10.	AWARENESS OF DIGITAL LOCKER FACILITY PROVIDED BY DIGITAL INDIA PROGRAM	No Yes	26 92	22% 78%
11.	HOW MUCH INTERNET USED FOR EDUCATION	Daily Monthly Never Weekly	79 5 1 33	66.9% 4.2% 0.8% 28%
12.	HOW MANY PERSONS RECEIVED SKILL TRAINING THROUGH DIGITAL INDIA PROGRAM	No Yes	41 77	34.7% 65.3%

(Source: As Per Primary Data)

INTERPRETATION

The table Shows that Majority (64%) of the respondents are between the age group of 15-20. Majority (54%) of the respondents are male. Majority (53%) of the respondents are in rural area. Most (41%) of the respondents income is between 10000-20000. Majority (78%) of the respondents are familiar of this scheme. Most (35%) of the respondents uses Digital payment through this scheme Majority (93%) of the respondents enhances their skill through Digital India program scheme Majority (51%) of the respondents are contributes by integrating the digital literacy course into the curriculum through this scheme. Majority (78%) of the respondents are aware of Digital locker facility provided by Digital India program. Majority (66%) of the respondents uses internet for their education purpose. Majority (65%) of the respondents received skill training through Digital India program.

Weighted Average Ranking Method

The term weight stands for relative importance of different items. Weights have been assigned to various ranks. The weighted score is calculating by multiplying the number of respondents in a cell with their relative weights and the whole and the whole number is summed up to give the weighted score for the factors. It is computed by using the formula.

Formula

$$\Sigma f(x) / N$$

Rank	5	4	3	2	1	Total	Weight	Rank
Digital Course	30	24	33	21	10	397/118	3.36	I
	150	96	99	42	10			
Internet facilities	13	35	39	21	10	374/118	3.16	II
	65	140	117	42	10			
Job Portal	13	24	54	21	6	371/118	3.14	III
	65	96	162	42	6			
Internship	15	25	46	23	9	368/118	3.11	IV
	75	100	138	46	9			
National Education Portal	17	29	34	24	14	365/118	3.09	V
	85	116	102	48	14			
Digital locker	15	25	41	23	14	358/118	3.03	VI
	75	100	123	46	14			

(Source: As Per Primary Data)

INTERPRETATION

The above table shows the ranking of digital india program scheme from I to VI. Digital course scheme ranks I. Internet facilities scheme ranks II. Job portal ranks III. Internship facilities ranks IV. National education portal scheme ranks V. digital locker scheme ranks VI.

Sources	5 Highly Satisfied	4 Satisfied	3 Neutral	2 Dissatisfied	1 Highly Dissatisfied	Total	Weighted	Rank																																																				
usage of highspeed internet facilities	36	59	13	6	4	822/118	6.96	I																																																				
	180	236	390	12	4				Support and Guidance	21	61	25	5	6	440/118	3.72	V	105	244	75	10	6	data security and privacy online education improvement of education skill	31	56	23	2	6	458/118	3.88	III	155	224	69	4	6	Knowledge about Government Scheme	27	61	19	4	7	451/118	3.82	IV	135	244	57	8	7	Use of Digital store facility provided by Digi locker	34	50	26	5	3	461/118	3.9	II	170
Support and Guidance	21	61	25	5	6	440/118	3.72	V																																																				
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(Source: As Per Primary Data) **INTERPRETATION**

The above table showing the rank of satisfaction level in the digital India program scheme. Usage of highspeed internet facilities ranks I. Use of Digital store facility provided by Digi locker ranks II. data security and privacy online education improvement of education skill Ranks III. Knowledge about Government Scheme ranks IV. Support and Guidance Ranks V

FINDINGS

PERCENTAGE ANALYSIS

- Majority 64% of the respondents are between the age group of 15-20.
- Majority 54% of the respondents are male.
- Majority 53% of the respondents are in rural area.
- Most 41% of the respondents income is between 10000-20000
- Majority 78% of the respondents are familiar of this scheme
- Most 35% of the respondents uses Digital payment through this scheme
- Majority 93% of the respondents enhances their skill through Digital India programscheme
- Most 35.5% of the respondents are familiar about Digital payment in this scheme.
- Majority 51% of the respondents are contributes by integrating the digital literacycourse into the curriculum through this scheme
- Majority 78% of the respondents are aware of Digital locker facility provided byDigital India program.
- Majority 66% of the respondents uses internet for their education purpose.
- Majority 65% of the respondents received skill training through Digital Indiaprogram.

WEIGHTED AVERAGE METHOD

- Majority of the respondents ranks I for digital course.
- Majority of the respondents are satisfied in using High Speed internet Facility

SUGGESTION

To enrich and reach the Digital India scheme to college students effectively, consider implementing digital literacy workshops, online courses, awareness campaigns, incentives and scholarships. By increasing awareness and actively involving college students in the Digital India program, we can ensure that they are well-equipped to leverage digital technologies for academic success and personal development.

CONCLUSION

Digital India Program among College Students have the potential to improve Access to Technology and Promote Digital Inclusive for Individuals. A digitally connected India can help in improving social and economic condition of Students through development of non-educated economic activities apart from providing access to education, health and financial services Therefore, in order to realize the nation's full potential of overall growth and development through Digital India Initiative, it is necessary to support and enhance major key elements such as, Broadband Highways, Public Internet Access, E- Governance, e- Kranti , IT for Jobs etc.

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