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User Perception on Opportunities Provided by the Digital India Platform in Eastern Uttar Pradesh

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Abstract

Digital India Initiative is transforming India into a digital verse economy, for the past nine years it has paved its way into all our routine lives. The dream of digital India has started to show its results yet there is a need to consistently scrutinize its performance all over the nation. This paper has attempted to gain a better and deeper understanding into the perception of users on the opportunities provided by Digital India Platforms in selected districts of eastern Uttar Pradesh. With the help of a structured questionnaire views of respondents were collected during May 2024 and analyzed with the help of exploratory factor analysis, cross tabulation, and chi-square test through SPSS statistics. The research work revealed the Digital India Platform has helped in providing opportunities in education, employment, accessibility to government schemes, advancement of Information technology and digitalization, and it needs to work more in the growth of business and profession.

Keywords: Digital India Platform, User perception, and Digitalization.

INTRODUCTION

The present era is the age of Digitalization, every nation wants to be fully digitalized, there is ceaseless innovation and advancement of technologies. Indian economy, which is among the rapidly emerging economies in the world, recognized the importance of modernizing with digital technology. Digitalization, a major initiative of Indian government, aims to transform the nation as a knowledge and digital verse economy. The Indian Government started a flagship programme on 1st July 2015 titled Digital India with the motto 'Power to Empower', making India a digitally empowered society as well as a knowledge economy. Under this flagship initiative, the Government has included multiple departments and ministries for obtaining digital literacy, delivering government services digitally and developing digital infrastructures. Over the years, Digital India has evolved into a revolution, and today it is a widespread movement that affects the lives of the majority of the population.

Digital India initiative, with its major objectives, of improving infrastructure, empowering the population, steady economic growth and so on, is continuously providing many opportunities to the people nationwide. The initiative provides opportunities in field of education, employment, business & profession, beneficiaries and provider of various government schemes with the improved infrastructure and information technology facilities. The users of the initiative are getting benefitted in several ways since the initiative launched, but the opinion of the users was observed mixed. Although, majority of users has a positive opinion about the initiative while a group of users are not that much positive to the Digitalization because of complexity of the process of change.

This initiative has become particularly important in Eastern Uttar Pradesh because of the region's distinctive opportunities and challenges. With a population that is primarily rural and a range of socioeconomic circumstances, Digital India has the potential to address gaps in governance, healthcare, and education. The initiative empowers local communities, facilitates access to essential services, and promotes economic growth through digital entrepreneurship by improving internet connectivity and digital literacy. Introducing advance technologies into public services, education, and agriculture have the potential to significantly enhance sustainable development in Eastern Uttar Pradesh (UP), fostering creativity and progress. Digital tools may improve efficiency, transparency, and accessibility in public services, ensuring that even the most remote places access important services. Technology can help reduce the education gap by providing impoverished regions with high-quality learning resources and possibilities. In agriculture, digital technologies such as precision farming and data analytics may maximize agricultural production, increasing yields and sustainability. Through the 'Digital India' program, these enhancements encourage inclusion by providing underprivileged communities with access to information, resources, and opportunities, building foundations for the region's long-term prosperity and resilience.

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REVIEW OF LITERATURE

Sindakis, S., Showkat, G. (2024). The paper tilited "The digital revolution in India: bridging the gap in rural technology adoption", with emphasis on the Digital India Program, explores major factors influencing the commitment of digitalization and technological enhancement in rural India. For analysis of research, the data was collected from 400 respondents in the Kalahandi District of Odisha, which revealed that a youthful and educated demographic is willing to adopt digital initiatives. A significant increase in technology usage among women was seen, indicating the DIP's effectiveness in mitigating gender inequities. The study indicates a transition to services accessible via mobile, highlighting the importance of improving rural mobile access for greater digital inclusion.

Chopra, S., & Dhiman, N. (2023). The paper "Transforming India Digitally: A brief analysis of the Digital India Initiative", explains the Digital India Program as a cutting-edge initiative created to transform India into a knowledge-based economy and a society empowered by technology. The study further highlights the program's emphasis on digital literacy, openness, and accessibility while encouraging innovation in all sectors of the economy. Technologies like smartphone apps and cloud computing have accelerated economic growth and improved citizen empowerment. And stated in closing that the program's wide scope intends to improve the nation's access to digital services and information.

Zende, S. (2022). The paper titled "Digitalization in India Prospect and Challenges", discuss the challenges and prospects of Digitalization The study suggested that government need to work more on security discrepancies and awareness programmes. It also mentioned that digitalization will prove to be a kay element in the future progress on the country

Aggarwal, K. and et. al. (2021). The paper titled "Moving from Cash to Cashless Economy: Toward Digital India", worked to find relationship between consumer psychology in digital payment and demographic characteristics. The results concluded that consumer's age group, marital status and education qualification have an influence in the adoption of cashless economy.

Mukherjee, D. and et. al. (2020). The paper titled "User Acceptance to Cashless Payment System – A Study on Digital India Initiative in Rural Tripura", was focused to find whether increase security & transparency, market support, hand holding, convenience and institutional support, increases cashless transaction. The results concluded that all the selected components security & transparency, market support, hand holding, convenience and institutional support have significant impact on cashless transaction policy.

Honagannavar, D. and Bhat, B. (2019). The paper titled "A Study of Digital Initiative: Scope, Challenges and Perspective of Digital Adaptability, Digital Transparency (an Experimental Study)", was focused to explore the scope of digitalization in India for its future and to understand the various aspects of digital literacy, accessibility and adaptability. The study suggested that the implementation of Digitalization in India has sufficient scope. And people are comfortable in adapting and accessing digital India Platforms, yet measures must be taken for security and transparency of Digital India Initiative.

OBJECTIVES

- To analyze the role of Digital India platforms in upliftment of education and providing employment opportunities.
- To analyze the extent of accessibility to government schemes and programmes through Digital India platforms.
- To analyze the role of Digital India platform in the growth and development of business and profession.
- To analyze the role of Digital India platform in the advancement of information technology and digitalization.

HYPOTHESES

- **H**₀₁: There is no significant relationship between overall experience of Digital India platform and upliftment of education and employment.
- **H**₀₂: There is no significant relationship between overall experience of Digital India platform and accessibility to government schemes and programmes.
- H_{03} : There is no significant relationship between overall experience of Digital India platform and growth in business and profession.
- **H**₀₄: There is no significant relationship between overall experience of Digital India platform and advancement of information technology and digitalization.

RESEARCH METHODOLOGY

This nature of research is empirical, descriptive as well as analytical. Data has been collected, during May 2024 using convenience random sampling technique and population includes respondents who are of 18years or above and belongs to Prayagraj, Varanasi, Gorakhpur or Azamgarh districts of eastern Uttar Pradesh. The study took in account 120 responses as sample size for further analysis. For the fulfillment of research objectives and testing of hypothesis statistical tools including Exploratory Factor Analysis, Cross Tabulation, and Chi–Square Test are used with the help of SPSS Statistics.

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ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE

The sample consist of 120 respondents, out of which 63 were male and 57 were female. The majority of sample, that is, 65 percent belonged to urban area while 17.5 percent belonged to semi-urban and rural area each. Additionally, 30 and 40 percent of the respondents were of ages between 18 to 25 and 25 to 35 respectively. The educational qualification of most of the sample were post-graduation and above, followed by graduation, intermediate and high school. Further, 40 respondents were student, 38 were in public service, 21 in private service, 12 in business and 9 in agriculture.

EXPLORATORY FACTOR ANALYSIS

Table 01: KMO and Bartlett's Test							
KMO Measure of Sampling Adequacy 0.539							
Bartlett's Test of Sphericity	224.136						
df 45							
Sig. 0.000							

To ensure adequacy of sample Kaiser–Meyer–Olkin (KMO) has been used, above table (Table 01) shows the KMO value 0.539, which is within the suggested range of 0.5 to 1.0, indicating the sample adequacy for EFA test, that is, the data is adequate and sufficient to carry on Exploratory Factor Analysis (EFA). Additionally, value of Bartlett's test of Sphericity is found significant at 0.000 p-value, that is also within the suggested value of less than 0.05, indicating the normality of the distribution. Degree of freedom (d.f.), that is, 45 is calculated by using the formula (r-1) (c-1).

	Table 02: Total Variance Explained										
				Exti	Extraction Sums of			Rotation Sums of Squared			
	Init	ial Eigenv	values	Squ	ared Loa	dings		Loadings			
		% Of			% Of	Cumul		% Of	Cumu		
		Varia	Cumula		Varia	ative		Varianc	lative		
Components	Total	nce	tive %	Total	nce	%	Total	e	%		
1	2.128	21.284	21.284	2.128	21.284	21.284	1.943	19.435	19.435		
2	1.700	17.003	38.288	1.700	17.003	38.288	1.778	17.782	37.217		
3	1.521	15.213	53.501	1.521	15.213	53.501	1.354	13.544	50.761		
4	1.079	10.793	64.294	1.079	10.793	64.294	1.353	13.534	64.294		
5	0.934	9.339	73.634								
6	0.823	8.229	81.863								
7	0.688	6.885	88.748								
8	0.551	5.506	94.253								
9	0.310	3.103	97.356								
10	0.264	2.644	100.000								
Extraction Meth	od: Princip	oal Compo	nent Analysi	S.							

All the question related to the opportunities provided by Digital India platform are rearranged and with the help of factor analysis, the observed variables are reduced and grouped into sets as a single variable named factor by applying varimax factor rotation. The criteria of minimum eigen value of one is used for finding more interpretable result. The Table 02 indicates that four homogeneous sub-scales are found having the eigen values more than one and these four factors explained 65.048% of data out of total percentage of variance.

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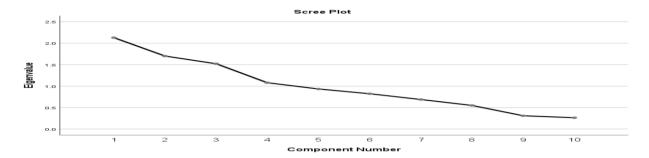


Figure 01 shows the scree plot, in which X axis represent the components and Y axis show the eigenvalue. Four components have eigen value of more than 1 and thus after the fourth component the graph tend to slope down. Hence, four main components have been taken as the representation for all the factors. With the help of component matrix, these factors are rotated and grouped into the related component in a systematical manner as demonstrated in the Table below (03).

Table 03: Rotated Compone	nt Matrix	a		
		Con	nponent	
	1	2	3	4
It has helped in seeking job opportunities.	0.843			
It has helped to develop skills.				
It has made Government policies and Information easily accessible.		0.925		
It has facilitated Education in every geographic location.	0.864			
Conveniency in delivery of services.				0.634
Wider coverage for internet connectivity.			0.687	
Ease in doing business and work from home.				0.875
It has made financial transactions Electronic and cashless.				
Easy access to public for approaching DBTL schemes.		0.864		
It has wider coverage of information and services.			0.748	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Table 04: Factors Table

Factor No.	Name of Opportunities	Variables	Factor Loading
F1	Education & Employment	 It has helped in seeking Job Opportunities. It has facilitated Education in every geographic location. 	0.843 0.864
F2	Government Schemes & Programs	 It has made Government Policies and Information easily accessible. Easy access to public for approaching DBTL schemes. 	0.925 0.864
F3	Business & Profession	 Ease in doing business and work from home. Conveniency in delivery of services. 	0.875 0.634
F4	Information Technology & Digitalization	 It has wider coverage of information and services. Wider coverage for internet connectivity. 	0.720 0.687

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CROSSTAB (CHI-SQUARE)

 H_{01} : There is no significant relationship between overall experience of Digital India platform and upliftment of education and employment.

1. What is your experience regarding the usage of Digital Platforms? * It has facilitated Education in every geographic location.

	mic location		Table ()5: Crosstab				
			It has facil	itated Educa	tion in ever	y geograp	hic location.	
		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total	
	Worst	Count	2	1	2	2	1	8
		Expected Count	2.0	0.9	0.8	3.1	1.2	8.0
		% Of Total	1.7%	0.8%	1.7%	1.7%	0.8%	6.7%
	Bad	Count	3	1	0	4	0	8
		Expected Count	2.0	0.9	0.8	3.1	1.2	8.0
		% Of Total	2.5%	0.8%	0.0%	3.3%	0.0%	6.7%
What is your	Average	Count	2	2	7	0	0	11
experience regarding		Expected Count	2.8	1.2	1.1	4.3	1.7	11.0
the usage of Digital Platforms?		% Of Total	1.7%	1.7%	5.8%	0.0%	0.0%	9.2%
riatioriis:	Good	Count	15	6	3	38	0	62
		Expected Count	15.5	6.7	6.2	24.3	9.3	62.0
		% Of Total	12.5%	5.0%	2.5%	31.7%	0.0%	51.7%
	Best	Count	8	3	0	3	17	31
		Expected Count	7.8	3.4	3.1	12.1	4.7	31.0
		% Of Total	6.7%	2.5%	0.0%	2.5%	14.2%	25.8%
Tota	l	Count	30	13	12	47	18	120
		Expected Count	30.0	13.0	12.0	47.0	18.0	120.0
		% Of Total	25.0%	10.8%	10.0%	39.2%	15.0%	100.0%

Table 06: Chi-Square Tests									
Value df p- value									
Pearson's Chi-Square 105.003 ^a 16 0.000									
N 120									
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .80.									

Above Table 05 shows the relationship between overall experience of Digital India platform and upliftment of education and providing employment opportunities. According to the results, overall, 25% respondent were strongly disagreed that the initiative facilitates the education and job opportunities, 10.8% were found disagreed and 10% were neutral, while 39.2% were agreed and 15% were found strongly agreed that education and job opportunities has been improved. Table 06 demonstrates that chi-square value is 105.003 at the 5% level of significance with a degree of freedom that is 16 which is higher than the critical value is 26.29 and the p-value is also 0.000 which is less than 0.05. So, the null hypothesis, which holds that there is no significant relationship between overall experience of Digital India platform and upliftment of

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education and employment has been rejected and the alternative hypothesis has been accepted. Therefore, improving the platform's user experience could potentially lead to better educational and employment outcomes.

 H_{02} : There is no significant relationship between overall experience of Digital India platform and accessibility to government schemes and programmes.

2. What is your experience regarding the usage of Digital Platforms? * It has made Government policies and Information easily accessible.

		y accessible.	Tab	le 07: Crosst	ab			
			It has ma	de Governm	ent policies a accessible.	nd Informa	tion easily	
			Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
	Worst	Count	2	1	3	1	1	8
		Expected Count	1.0	0.7	1.3	2.2	2.8	8.0
		% Of Total	1.7%	0.8%	2.5%	0.8%	0.8%	6.7%
	Bad	Count	3	2	1	1	1	8
		Expected Count	1.0	0.7	1.3	2.2	2.8	8.0
What is		% Of Total	2.5%	1.7%	0.8%	0.8%	0.8%	6.7%
your	Average	Count	0	1	4	2	4	11
experience regarding		Expected Count	1.4	0.9	1.8	3.0	3.9	11.0
the usage of Digital		% Of Total	0.0%	0.8%	3.3%	1.7%	3.3%	9.2%
Platforms?	Good	Count	7	2	6	28	19	62
		Expected Count	7.8	5.2	10.3	17.1	21.7	62.0
		% Of Total	5.8%	1.7%	5.0%	23.3%	15.8%	51.7%
	Best	Count	3	4	6	1	17	31
		Expected Count	3.9	2.6	5.2	8.5	10.9	31.0
		% Of Total	2.5%	3.3%	5.0%	0.8%	14.2%	25.8%
Tota	ıl	Count	15	10	20	33	42	120
		Expected Count	15.0	10.0	20.0	33.0	42.0	120.0
		% Of Total	12.5%	8.3%	16.7%	27.5%	35.0%	100.0%

Table 08: Chi-Square Tests									
Value df p- value									
Pearson's Chi-Square	Pearson's Chi-Square 40.356a 16 0.001								
N 120									
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .67.									

Table 07 shows the relationship between experience and accessibility of government schemes and programmes through Digital India. The results indicate that regarding the overall experience of Digital India and accessibility to government schemes and programs, 12.5% respondents were strongly disagreed, 8.3% disagreed and 16.7% were neutral, while 27.5% were found agreed, and 35% strongly agreed with the same. Table 08 reveals that the value of chi-square, 40.356 is higher

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than the critical value is 26.29 with a d.f. of 16 at 5% level of significance. So, the null hypothesis, there is no significant relationship between overall experience of Digital India platform and accessibility to government schemes and programmes has been rejected and the alternative hypothesis has been accepted. This suggests that enhancing the user experience of the Digital India platform may directly improve citizens' access to government schemes and programs. A user-friendly, efficient platform likely makes it easier for people to navigate, understand, and benefit from these initiatives, whereas a poor experience could hinder access.

 H_{03} : There is no significant relationship between overall experience of Digital India and growth in business and profession.

3. What is your experience regarding the usage of Digital Platforms? * Ease in doing business and work from home.

			Tabl	le 09: Crosst	ab			
			Ease	e in doing bu	ısiness and w	ork from h	ome.	
			Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
	Worst	Count	0	0	1	1	6	8
		Expected Count	0.3	0.3	2.1	1.3	4.0	8.0
		% Of Total	0.0%	0.0%	0.8%	0.8%	5.0%	6.7%
	Bad	Count	0	2	0	2	4	8
		Expected Count	0.3	0.3	2.1	1.3	4.0	8.0
What is		% Of Total	0.0%	1.7%	0.0%	1.7%	3.3%	6.7%
your	Average	Count	0	0	2	2	7	11
experience regarding		Expected Count	0.4	0.5	2.8	1.8	5.5	11.0
the usage of Digital		% Of Total	0.0%	0.0%	1.7%	1.7%	5.8%	9.2%
Platforms?	Good	Count	3	1	19	10	29	62
		Expected Count	2.1	2.6	16.0	10.3	31.0	62.0
		% Of Total	2.5%	0.8%	15.8%	8.3%	24.2%	51.7%
	Best	Count	1	2	9	5	14	31
		Expected Count	1.0	1.3	8.0	5.2	15.5	31.0
		% Of Total	0.8%	1.7%	7.5%	4.2%	11.7%	25.8%
Tota	ıl	Count	4	5	31	20	60	120
		Expected Count	4.0	5.0	31.0	20.0	60.0	120.0
		% Of Total	3.3%	4.2%	25.8%	16.7%	50.0%	100.0%

Table 10: Chi-Square Tests									
Value df p- value									
Pearson's Chi-Square	Pearson's Chi-Square 17.483a 16 0.355								
N 120									
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .27.									

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Table 09 shows the relationship between overall experience of Digital India and role of Digital India in growth of business and professions. The research results indicate that, when it comes to the overall experience of Digital India and the growth in business and profession, 3.3% respondent were found strongly disagreed, 4.2% disagreed, 25.8% were neutral, while 16.7% were found agreed, and 50% strongly agreed that Digital India and advancement in business and profession are associated. Om the basis of Table 10 it can be inferred that at the 5% level of significance with a d.f. of 16, the value of chi-square is 17.483 which is less than the critical value is 26.29 and the p-value (0.355) is also higher than 0.05. So, there are sufficient evidence to accept the null hypothesis, which states that there is no significant relationship between overall experience of Digital India and growth in business and profession, and it has been accepted and the alternative hypothesis has been rejected. This suggests that improvements or changes in the overall experience of the Digital India platform are not directly linked to business and professional growth. Other factors, beyond the platform experience, may play a more significant role in driving growth in these areas.

 H_{04} : There is no significant relationship between the overall experience of Digital India and the advancement of information technology and digitalization.

4. What is your experience regarding the usage of Digital Platforms? * It has wider coverage of information and services.

and services. Table 11: Crosstab								
						-41-m -m-1-		
			It nas v	wider covera	ge of inform	ation and s	services.	-
					Neither			
			C4		Agree		C4mamalm	
			Strongly Disagree	Disagree	nor Disagree	A arros	Strongly	Total
	Worst	Count	Disagree 1	2	3	Agree 0	Agree 2	8
	WOISt	Expected	0.7	1.6	1.0	1.3	3.4	8.0
		Count	0.7	1.0	1.0	1.3	3.4	8.0
		% Of	0.8%	1.7%	2.5%	0.0%	1.7%	6.7%
		Total	0.670	1.770	2.5 /0	0.070	1.770	0.770
	Bad	Count	2	1	1	2	2	8
	Duu	Expected	0.7	1.6	1.0	1.3	3.4	8.0
		Count	0.7	1.0	1.0	1.5	3.1	0.0
		% Of	1.7%	0.8%	0.8%	1.7%	1.7%	6.7%
What is		Total	11.70	0.070	0.070	11770	11,70	01770
your	Average	Count	2	5	2	0	2	11
experience	J	Expected	0.9	2.2	1.4	1.8	4.7	11.0
regarding		Count						
the usage of		% Of	1.7%	4.2%	1.7%	0.0%	1.7%	9.2%
Digital		Total						
Platforms?	Good	Count	4	11	6	16	25	62
		Expected	5.2	12.4	7.8	10.3	26.4	62.0
		Count						
		% Of	3.3%	9.2%	5.0%	13.3%	20.8%	51.7%
		Total						
	Best	Count	1	5	3	2	20	31
		Expected	2.6	6.2	3.9	5.2	13.2	31.0
		Count						
		% Of	0.8%	4.2%	2.5%	1.7%	16.7%	25.8%
	•	Total	4.0	2.		2.2		460
Tota	ıl	Count	10	24	15	20	51	120
		Expected	10.0	24.0	15.0	20.0	51.0	120.0
		Count	0.20/	20.00/	10.50/	1670/	12.50/	100.007
		% Of	8.3%	20.0%	12.5%	16.7%	42.5%	100.0%
		Total						

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Table 12: Chi-Square Tests									
Value df p- value									
Pearson's Chi-Square	Pearson's Chi-Square 29.340 ^a 16 0.022								
N 120									
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .67.									

Table 11 shows the relationship between overall experience of Digital India and advancement of information technology and digitalization through Digital India. On the basis of above results it can be inferred that, in context to the overall experience of Digital India and the advancement of information technology and digitalization, 8.3% respondent were found strongly disagreed, 20% were disagreed, and 12.5% were neutral, while 16.7% were agreed, and 42.5% were strongly agreed. Table 12 exhibits that the chi-square value (29.340) and critical value (26.29) at the 5% level of significance for a degree of freedom equal to 16 and it was found that value of chi-square is slightly higher than the critical value and p-value (0.022) is also found less than 0.05. Hence, the null hypothesis, there is no significant relationship between overall experience of Digital India and advancement of information technology and digitalization, has been rejected and the alternative hypothesis has been accepted. This result implies that improving the user experience of the Digital India platform could foster greater advancement in IT and digitalization. It indicates that the platform's usability, accessibility, and effectiveness may play a crucial role in driving digital transformation and IT development across various sectors.

RESULTS AND FINDINGS

Table 13: Summary Table	
Hypothesis	Result
There is no significant relationship between overall experience of Digital India platform and upliftment of education and employment	Rejected
There is no significant relationship between overall experience of Digital India platform and accessibility to government schemes and programmes.	Rejected
There is no significant relationship between overall experience of Digital India platform and growth in business and profession.	Accepted
There is no significant relationship between overall experience of Digital India platform and advancement of information technology and digitalization	Rejected

The analysis of the present study reveals significant insights into impact of Digital India Initiation various sectors, particularly education, employment, government schemes, business, and information technology. By providing people with digital access, resources, and tools, the Digital India platform has been instrumental in promoting growth and development in these fields. The hypothesis that states there is no significant relationship between the overall experience of the Digital India platform and the upliftment of education and employment was rejected, indicating that the platform has played a vital role in enhancing education and employment opportunities by offering digital access, resources, and tools to individuals, fostering growth and development in these areas. Similarly, the hypothesis stating there is no significant relationship between the overall experience of the platform and accessibility to government schemes and programmes was also rejected. This implies that the Digital India platform has been effective in reducing the distance between the government and its constituents by increasing public access to government services, especially for those living in rural and distant regions. However, the hypothesis that there is no significant relationship between the overall experience of the platform and growth in business and profession was accepted. This suggests that although the platform has advanced in other fields, its influence on professional and business development has not been similarly apparent. On the other hand, the hypothesis regarding the platform's role in advancing information technology and digitalization was rejected, explaining how the initiative has significantly aided in the country's digital transformation. In conclusion, the Digital India Initiative has had a favorable effect, particularly in the areas of IT development, government access, employment, and education.

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CONCLUSION

The awareness regarding Digital India Platforms has spread like a mass movement, nearly ninety percent of the population have heard about this yet the fruits of it has not reached to each and every citizen especially to the marginalized sections of the society. In the span of nine years, Digital India has provided the citizen with opportunities in the field of education, employment, business, and professions. Apart from these, it is also providing a transparent and digitalized governance system to the various beneficiaries in the country in different ways. The platform is also beneficial to rural people and farmers to get the right, clear and prompt information about the agricultural activities and schemes specially designed for them. Yet neither all the fields nor all the sections of the society have witnessed the same growth. It will never be easy to provide all the benefits to 140 crore people by the government alone where the demographical disparity is on its peak. The government needs to work with the private partnership to strengthen the core of all the nine pillars and work upon more inclusive growth.

Moreover, the digital revolution is focused upon the speedy implementation of quick cellular services like 5G, throughout India and as per the GSMA analysis, between the year 2023 and 2040 it is expected to contribute nearly \$455 billion in the Indian Economy. Cellular services (5G) are likely to enhance the opportunities in using Digital India Platforms and tackle the difficulties and challenges faced in its implementations. In this era of digitalization every nation wants to be digitalized to sustain and develop its society and economy in multiple fold, but as a responsible nation every country should also think about the cost of this digitalization. Nation will not be called developed when the resources will be exploited for the digitalization and development but will be called developed when the digitalization comes with the sustainability. The Indian Government should also think about it and should focus on 'Sustainable Digitalization' rather than exploitative digitalization.

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