

Citizen Awareness and Perception on Digital India Services in Greater Chennai Corporation

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ABSTRACT

Digital India campaign is an initiative taken by the Indian Government to confirm the government services are accessible to the citizen. The government wants to make ensure the vision and pillars of digital India programme in an effective manner. The key aim is to spread the awareness about Digital India programme across the all parts of Indian nation. The main objective of the study is to assess the citizen awareness and perception of digital India services at Greater Chennai Corporation. This research followed descriptive research design and target population is citizen residing in Greater Chennai Corporation. The sample size of the study is 105 and the sampling method is used in this research as non-probability sampling as well a convenience method of sampling for the target population. The major instrument for collecting the data through structured questionnaire using 5-Point Likert scale. In this research study, suggests that keeping citizen engaged with the digital services is the most important aspect of digital India programme as it leads them to feel confident and make towards better results. Future research would be pre determine the additional categories like usage, satisfaction, loyalty and empowerment of citizens' through digital India services.

Keywords: Digital India Services, Citizen, Awareness, Perception, Opinion.

1. INTRODUCTION - DIGITAL INDIA

Digital India campaign is an initiative taken by the Indian Government to confirm the government services are accessible to the citizen. Digital India is a huge effort to increase transparency and economic efficacy in the nation. The government wants to make ensure the visions of digital India programme in an effective manner. The Digital India vision consist of three broad areas: they are

- Digital Infrastructure
- Governance and services on demand
- Digital Empowerment of Citizen

Through this vision, the Indian government want to make the country in terms of improving online infrastructure, increasing internet connectivity and digitally empowering the citizen.

The another important aspect of Digital India consist of pillars of Digital India programme, they are

- Broadband Highways

- Universal access to phones
- Public Internet Access Program
- Reforming Government through Technology
- E-Kranti (Electronic Delivery of Services)
- Information for all
- Make in India (Electronics + Software)
- IT for Jobs (Skills)
- Early Harvest Programmes

In order to prove the pillars of Digital India programme, central government taken various initiatives like plan to connect rural areas via high speed internet network, mobile connectivity in villages, creating more common service centre & post offices, increasing e-offices, revamping the service delivery through electronic, participating in MyGov, assuring net zero import, training the people in BPO and creating secure Email, & SMS alert.

Digital India is a major strategy taken by the government for digitalizing the entire nation. The key aim is to spread the awareness about Digital India programme across the all parts of Indian nation. In addition to that, several measures have been taken to focus the concepts addressed by Digital India to these citizens. The government is very clear about the campaign around the nation with the potential to transform India and provide services in an effective manner.

2. REVIEW OF LITERATURE

(Rao, 2016) This paper concentrate on citizen participation in Digital India-A study in Andhra Pradesh. The researcher collected 150 sample in Andhra Pradesh, in order to know digital India is benefiting the citizen or not. The objective of the study is citizen participation in digital India. In this study, statistical method like multiple regression, mean, standard deviation is used. This research paper reveals the result that 70% of citizen using the application of digital India because of information technology transform in terms of easy access, services in finger tips and so on.

(Dr. Soumya Nayyar & Jyoti Singh, 2017) The necessity of this study to know what the students is thinking about digital India Programme. There are 120 sample is collected at Raipur city in order to prove the objective of this study to know the awareness of digital India program in college students at Raipur city. This study highlight the compulsory uses of technology in education, providing necessary information about recent technology in rural areas so that everyone will know about emerging technologies.

(Dr. Surinder Kaur, et al., n.d.) This research determine the awareness and utilisation of digital India initiative among university of Delhi students. They are having high level awareness and good image about digital India. However, in there research finding contributing to understand the students perception regarding benefits and image of digital India. The researcher concluded that there is a more need to educate about merits of digital India initiative for general public

(Prof. Samita Kher , et al., 2016) This research paper brings the awareness among the youth about digital India initiative. The researcher suggested the government to bring more

awareness to the people in common place like school, college, community hall and so on. Many people are aware about the digital India initiative but the digital India services they don't know.

(Vicky & Rahul Kaushik, 2018) This paper outlines the key ideas and initiatives of digital India programme. Digital India is a beginning stage of digital revolution. It's bringing the present situation of possibilities and outline of digital India through performance of other nation. Meanwhile proper implementation of digital India programme will generate the outcome via new opportunities for citizens.

3. RESEARCH GAP

Several researchers have identified that stakeholders (Government and citizen) of digital India Programme having predominant role in implementing this initiative. However there is lack of sufficient research that examines the citizen awareness and perception of digital India service in Chennai as well as state of Tamilnadu. This study is significant as it assesses and validates the awareness and perception of digital India service. The research also evaluates the opinion of digital India service on perceived value among citizen. The study would assist the government, as the study examines the relationship between vision, pillars, features and opinion value using digital India Services.

4. OBJECTIVES

- To assess the citizen awareness of digital India services at Greater Chennai Corporation.
- To investigate citizen perception towards the features of digital India services.
- To evaluate the citizen opinion for improving digital India services.
- To analyse the socio economic status of citizen in Greater Chennai Corporation.

5. RESEARCH METHODOLOGY

5.1 Research design and paradigm

This research followed descriptive research design to describe the citizen awareness and perception on digital India programme in Greater Chennai Corporation.

5.2 Target Population and Unit of Analysis

The target population of this study is the citizen residing in Greater Chennai Corporation. Our unit of analysis is the citizen of Greater Chennai Corporation, as they are considered as a source of knowledge hub and more aware of the digital India services.

5.3 Sample Size and Sampling Technique

The sample size consists of 105 Citizen of Greater Chennai Corporation. Secondly, the sampling method is used in this research study as non-probability sampling as well a convenience method of sampling for the target population.

5.4 Instrument development

In this research study, the major instrument for collecting the data through structured questionnaire using 5-Point Likert scale (Strongly Agree 5, Agree 4, Neutral 3, Disagree 2 and Strongly disagree 1.). This questionnaire consists of 27 questions segregated into 4 parts:

- Part 1 consists of Demographics profile of respondents
- Part 2 focused on citizens awareness questions related to vision and pillars of digital India Programme
- Part 3 representing the citizen perception on features digital India Programme and discussing the opinion about digital India Programme

5.5 Methods of Data Analysis

The analysis is carried out by using on IBM SPSS.

6. RESEARCH FINDINGS

6.1 Demographics Analysis

Table 1: Descriptive Analysis

	N	Mean	Std. Dev	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Gender	105	1.41	.494	.373	.236	-1.897	.467
Age	105	2.30	.992	.197	.236	-.999	.467
Education	105	2.34	1.005	.224	.236	-1.143	.467
Income	105	2.18	.948	.524	.236	-.552	.467
Valid N	105						

The demographics evidences have been composed from few areas includes of gender, age, education and Income Level. Findings dictates out of 105 respondents 59 % were male and the remaining 41% were female. The Respondents age varies with 25% were >25 years, and 33 % are having age level between 26-35 years and 29% are having age limit between 36-45 years and remaining were 45 above. In respect to the education level of respondent, 26% of them are studied in school education and 56% of them are studied in college education (UG & PG) and the remaining 18% of the respondents are having professional degree. Table 1 is screening the descriptive data of current revision. The motive of descriptive statistics is on the complete to clarify the facts and to its helps to carry out descriptive investigation that comprises of mean, standard deviation, and skewness as well kurtosis.

6.2 Mean Average

Table 2: Vision of Digital India Programme

S.No	Opinion	SA 5	A 4	N 3	DA 2	SDA 1	Avg	Rank
1	Digital Infrastructure	30	32	26	13	04	3.68	1
2	Governance and services on demand	28	30	26	16	05	3.57	2
3	Digital Empowerment of Citizens	19	36	28	14	08	3.42	3

The above table presents the citizen awareness on the Digital India vision and it was analysed with the help of mean average and it was found that Digital Infrastructure is better than the Governance and services on demand and Digital Empowerment. It shows that citizens were very much aware about the digital India vision, the citizen agreed that they have awareness and intention to use the digital India services. They also agreed that governance and services play a major role in digital India vision. The effective use of governance and services determines the effectiveness of digital India vision and it makes the citizen life easier which act as a service at doorstep. The citizen agreed that Digital Empowerment is the major tool for the citizen upliftment. The citizen should think of using the Digital Empowerment to improve their quality of life and standard of living.

Table 3: Pillars of Digital India Programme

S.No	Opinion	SA 5	A 4	N 3	DA 2	SDA 1	Avg	Rank
1	Broadband Highways	27	35	29	10	04	3.68	1
2	Universal access to phones / Mobiles	29	32	23	13	08	3.58	5
3	Public Internet Access Program	25	34	27	13	06	3.56	7
4	E-Governance (Reforming Government through Technology)	30	27	28	13	07	3.57	6
5	E-Kranti (Electronic Delivery of Services)	26	35	26	15	03	3.63	2
6	Information for all	27	31	32	08	07	3.60	3
7	Make in India (Electronics + Software)	22	40	24	10	09	3.53	9
8	IT for Jobs (Skills)	24	34	25	19	03	3.54	8
9	Early Harvest Programmes	32	23	30	16	04	3.60	4

Table 3 presents the ranking of citizen awareness on pillars of digital India programme, according to the citizen of Greater Chennai Corporation, it was clearly found that the citizen agreed that they are aware about broadband highways and citizen didn't face any difficulties. Citizen also agreed that they know about electronic delivery of services (E-Kranti) makes the government and citizen as they respond to them promptly to their queries. This is one of the most important things. Information for all, the government are ready to support the citizen and resolve all their issues through government website.

Another important aspect for the citizen agreed is to encourage the citizen through universal access to mobiles, the citizen also acknowledged the same in their responses to the government. However the citizen are strongly agreed that there is an improvement is expected on the E-Governance, they expect that the government should bring the major reform through technology. The citizen agreed that government is working on improving the quality of the public internet access program. So that the citizen will be able to aware the IT for Jobs and Make in India for electronic and software, it will be a good practice for the citizen to adopt the digital India services in day to day activities.

Table 4: Features of Digital India

S.No	Opinion	SA 5	A 4	N 3	DA 2	SDA 1	Avg	Rank
1	Easy to access	36	30	18	12	09	3.69	3
2	Availability at need	34	29	26	15	01	3.76	2
3	Government services on finger tips	40	29	19	16	01	3.87	1
4	User friendly	35	28	16	21	05	3.64	4
5	Dedicated Citizen support	31	29	26	12	07	3.62	5

The citizen were asked to give their perception on the features of digital India programme, after the analysis it was found that the citizen strongly agreed that Digital India Programme is one of the important tool for the government services on finger tips, all the website link will be shown in the digital India website by the government, the citizen can access services from anywhere. Also the citizen acknowledge and strongly agreed that the digital India programme made services on availability at need, it improves the citizen participation.

This is one of most important things citizen strongly agreed towards easy access and user friendly on the digital India services via computer, laptop and mobile phone. This make citizen actively engage in the digital India programme, this also helps the citizen to learn more. However citizen strongly agreed that there is need to improve the Dedicated Citizen support in the digital India programme, the government have more option to highlight the important information about digital India programme which could be done by the government in the near future.

Table 5: Opinion of Digital India

S.No	Opinion	SA 5	A 4	N 3	DA 2	SDA 1	Avg	Rank
1	Citizen Support	27	44	19	10	05	3.74	1
2	Business Enablement	34	26	22	18	05	3.63	3
3	Agricultural Edge	29	31	23	17	05	3.59	5
4	Healthcare Access	33	27	20	15	10	3.55	6
5	Education Spread	28	38	17	14	08	3.61	4
6	Financial Inclusion	33	33	13	23	03	3.67	2

The citizen was asked to give their opinion on the digital India programme, the citizen acknowledge that they provide citizen support is very smooth and no issues were found. The usual practice in financial inclusion is strongly agreed by the citizen to make it in an effective manner. The citizen strongly agreed that the government provides an advice on business enablement, they also believing that pre-advising and post-advising for them.

The citizen agreed on education spread is a major tool for digital literacy, digital education brings effective working in the university to support all type of citizen. This is one of the most important citizen opinion is agricultural edge, however the citizen felt that if they come across some issues during their registration in the website. The citizen strongly agreed towards the changing pattern of health care access and to avoid any issues in time clash,

sometimes they find it difficult to come in person. The citizen felt that they need more support services from the government in terms of improving the service.

IMPLICATION OF STUDY:

As a result of the awareness of digital India Programme with its well-known popularity, especially in the last few years, some citizen now claiming that digital India Programme has the possible to go hand in hand to the extent of practicing. The finding revealed that the citizen awareness and the perception towards the digital India Programme at Greater Chennai Corporation was highly appreciated and they felt that they were aware of digital India services and having the positive opinion on digital India programme. The merits of using this digital India services might be based on the fact and information that such strategy has the potential to offer more opinion to government so it is enable citizen who are often using the digital India services to be able to improve their satisfaction level by availing the services online.

From the findings, some important implications and recommendations can be given in this regard. First, since citizen having positive attitudes towards the awareness and perception of digital India programme, government should trying their best efforts to create a more flexible environment for citizen and involves the citizen for using the digital India services make more experience. Another implication is that if the government is the sole responsible for improving methods of delivery of the services through digital India programme, they must be motivate the citizen to use their digital India services in this regard.

In this research study, suggests that keeping citizen engaged with the digital services is the most important aspect of digital India programme as it leads them to feel confident and make towards better results. Digital India services can be used to support and supplement the citizen when enriching through the digital India programme.

CONCLUSION

Digital India is supporting all the citizen in various level. Considering the present research findings presented earlier, several implications are considered. This research study contributed to understand the citizen awareness and perception on digital India programme in Greater Chennai Corporation. In this research, the limitation is stated that sampling method like convenience sampling to accomplish the research objectives. The sample size is yet another limitation to this study; the sample size is not enough to represent all the citizen of Greater Chennai Corporation. Therefore, based on the results, it is concluded that citizen having positive effect and opinion on digital India services, however it can be further enhanced results in better citizen engagement. But we never stop moving towards using the digital India services having potential to change the face of the nation undoubtedly.

FUTURE RESEARCH DIRECTIONS

This study targeted only citizens' awareness and perception of digital India services on Greater Chennai Corporation for sampling, maybe in future there is a possibility of going an intensive and in depth research in the state of Tamilnadu and also it can be extended to entire nation can be targeted. Future research would be pre determine the additional categories

like usage, satisfaction, loyalty and empowerment of citizens' through digital India services. Comprehensive, our study suggesting both scholars and practitioners should confess the role for digital India Programme towards supportive and improve knowledge sharing.

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