



IMPACT OF DIGITALISATION AMONG THE RURAL YOUTH- A STUDY WITH VIJAYAPURA DISTRICT

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1.1 INTRODUCTION

Present Generation Youth are technology savvy than knowledge savvy. Technology has become an important part of human life especially among youth. It is widely accepted fact that youth use more technologies than other age group people. The Government of India launched digital India Campaign to provide Government services electronically by improving online infrastructure and with the objective of achieving digital empowerment in the country. As urban areas youth have easy access to technology, internet connection, they can get the benefits of digitalisation. In India nearly 66% of the population is residing in rural areas. Still today some rural areas are facing the problem of lack of access to information technology, lack of awareness, poor internet connection, lack of digital literacy etc. The aim of Government will be successful, if people in rural areas will start to use and gain benefits of the digital services. Thus, this research paper seeks to analyse the awareness level and impact of digitalisation among rural youth of Vijayapura District.

1.2 PERFORMANCE OF DIGITAL INDIA IN KARNATAKA

Digital India Movement was introduced with the motto of Power to Empower. The main idea behind this concept is providing education and information to every citizen of the country. This scheme makes all government services are available anywhere, anytime and on any device. This initiative consists of 9 pillars which aims at delivering services related to e-education, e-health, ICT, broadband, IT for jobs etc. Many Government organisations, NGO's and social groups have taken various actions to achieve the aim of digital campaign. This scheme will be failure, if people are not aware of the digital services and its uses especially in rural areas. It's already crossed 4 years after the implementation of digitalisation in our country. In this paper an attempt has been made to study the impact of digitalisation on rural youth and to give some suggestions for the improvement of digital initiative.

1.3 OBJECTIVES OF THE STUDY

1. To study the awareness about digitalisation among rural youth Karnataka
2. To find out the level satisfaction of rural youth in using Digital services in Study Area
3. To analyse positive and negative impact of digitalisation among rural youth

1.4 LITERATURE REVIEW

Sushopti Gowade made a survey on Digital India Campaign and studied the impact of digital India in rural areas, urban areas and in agricultural sector. Their viewpoint is digital India help to reduce gap between rural and urban areas and various benefits are available to the farmers. This also focuses on digital services and nine pillars of it.

Samita Mahapatra conducted a Study of Awareness Among Youth About Digital India Initiative and reported that the aim of government would be difficult to implement unless there is awareness among the people. According to this study girls are more aware about this scheme than boys and government should take more initiatives to create awareness among youth.



Bhajneet Kaur and R.Mohan Kumar studied about Impact of Digitalisation on Economy in India and reviewed digitalisation brings many new opportunities, contributes for the growth and development of the economy. It makes information accessible by every citizens of the country. Folks should utilise the services and acquire benefits of it.

1.5 NEED FOR THE STUDY

Youth uses Modern Gadgets for various purposes. But it is known fact that 90% of them use it for chatting, browsing, gaming purpose. The digital India Campaign can be achieved, if youth use these technologies for availing digital India Services. Nobody has done research on this topic before in Study Area. Thus, in this paper efforts are done to study the extent of awareness about digital services and viewpoints of rural youth about digital services.

1.6 METHODOLOGY

The study is analytical in nature and both primary and secondary data have been made use in the study. This study is mainly based on the primary data which was collected using a questionnaire. The questionnaire was prepared after analysing the various aspects of the topic. The sample size consists of 95 youth respondents of 18-29 years. Samples were randomly selected and issued questionnaires.

The secondary data used in the study were collected from journals, magazines, websites, e-journals, newspapers, published papers, articles etc.

1.7 DATA INTERPRETATION AND ANALYSIS

	Respondents in Numbers	% of Respondents
1. Gender		
Male	56	58.94%
Female	39	41.05%
Total	95	100%
2. Age Group of the Respondents		
a) 18-20	19	20%
b) 20-23	45	47.36%
c) 23-27	13	13.68%
d) 27-30	18	18.94%
Total	95	100.00%
3. Awareness of Digital Services		
Yes	88	92.63%
No	7	7.36%
Total	95	100.00%
4. Mode of awareness about digitalization		
a) Peer Group	17	17.89%
b) Social Media	56	58.94%
c) There was a Need	16	16.84%
d) From Organization	3	3.15%
E) Through Government Programs	3	3.15%
Total	95	100.00%



5. Tenure of Usage		
a) Less than 1 year	20	21.05%
b)1 to 3 years	37	38.94%
c)More than 3 years	38	40%
Total	95	100%
6. Usage of Gadgets		
a) Personal Computers	1	1.05%
b) Laptop	2	2.10%
c) Mobile Phone	88	92.63%
d)Electronic Gadget	4	4.21%
Total	95	100.00%
7. Kind of usage		
a) Digi Locker	22	23.15%
b) My Govt in	13	13.68%
c) E- Sign Frame Work	2	2.10%
D) E- Hospital	4	4.21%
E) E-Learning	33	34.73%
f)E- Banking	21	22.10%
Total	95	100.00%
8. Satisfaction Level withDigital Services		
a) Highly Satisfied	18	18.94%
b) Satisfied	74	77.89%
c) Not Satisfied	3	3.15%
d)Dissatisfied	----	0.00%
Total	95	100.00%
9. Fear of Privacyis affected in using digital services		
a) Strongly Agree	17	17.89%
b) Agree	68	71.57%
c) Strongly Disagree	1	1.05%
d) Disagree	9	9.47%
Total	95	100.00%
10. Digitalization and its impact		
a) Positive Impact	32	33.68%
b)No Impact	8	8.42%
c) Negative Impact	4	4.21%
d) Both Positive andNegative Impact	51	53.68%
Total	95	100.00%



11. Problems in using Digital services		
a) Poor network	35	36.84%
b) Privacy and security problems	24	25.26%
c)Lack of digital literacy	26	27.36%
d) No Awareness about digital services	10	10.52%
Total	95	100.00%

1.8 FINDINGS

1. As the new Generation is very adaptive to technological developments there is Awareness (92.63%) as well as usage of Digital services among rural youngsters found in the study.
2. Study shows that Govt programmes to popularise digital India is less effective, here Social media has acted as driving force as majority of the respondents are influenced by social media (58.94%)
3. Only 40% of the people are taking advantage of digital services from past 3 years rest of them are new to digital world.
4. Majority of the Respondents access to digital services through cell phones only.
5. Digital services are more frequently used for Banking, Learning and to Keep Documents Safely.
6. Near about 88% of the respondents agree that they have concern for Privacy Related Issues like, Hacking, Cyber crime etc.
7. Majority of the respondents have opined that there is a problem of low connectivity, improper network.

1.9 SUGGESTIONS

1. Digital India can be effective if Network and connectivity is boosted, As majority of the people use cell phones to Access services.
2. Privacy related concern of the users have to be solved; user education programmes are needed in this regard.
3. There is a need to create awareness about 9 pillars of digital services because youth use digital services related to banking and e -learning only compared to other services.
4. Government should take more initiative to spread awareness about the schemes

1.10 CONCLUSION

To Conclude digital India Initiative of the government will help to achieve transparency in the Government services and easy accessibility of services by the citizens of the country. Therefore, youth of rural areas should be aware of these services. As rural youth are educated and use electronic devices, digitalisation initiative can be successfully implemented by the participation of youth and solving the internet and network issues.

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