

**Dr. Jyoti Puri** Associate Professor & Joint Registrar (R&D), Teerthanker Mahaveer University,  
Moradabad, Uttar Pradesh, India - jpuri09@gmail.com

**Abstract:**

Digital India is an innovative thought of the current Prime Minister of India Shri Narendra Modi. The campaign of Digital India was started on 1<sup>st</sup> July, 2015, with an aim to ensure the services of the Government to its general public by electronic means through improved online support and by escalating internet connectivity for making the nation digitally strong in the field of machinery. It also connects the rural areas of India with high speed internet and improves digital literacy for promoting electronic commerce in India. The target of this campaign is to connect directly with 2.5 lakh people by the end of year 2019. The government of India has launched some amazing projects under this venture like Digi Locker, MyGov.in, National Scholarship Portal, eHospitals, eSign Framework, Digitize India Platform, Bharat-Net and Electronic Expansion Fund. My Gov., Swatchh Bharat Mission, Kavach, Vote, Mypassportseva, Grammen, Khoya Paya, Narendra Modi, M-Kavach, Postinfo, Incredible India are some of the mobile apps which are the successful initiatives of this program. In current research paper the author tries to analyze the awareness of the professional students of Moradabad region about the products and services provided by the Digital India Campaign, its challenges in transforming India into Digital & the work opportunities created for students by the government of India. The result of the study indicates that the majority of the students are not well aware about this concept, its challenges for transforming India into Digital & the work opportunities created for them by the government. The study concludes that the government of India should provide the students more and more opportunities for improving their digital literacy, training for preparing them to face the challenges & the skills required for availing the different job opportunities created for them by this initiative.

**Keywords-** Digital India, Awareness, Challenges, Opportunities

**INTRODUCTION**

The campaign of Digital India was started with a thought of linking the rural areas with fast speed internet network and improving the digital education by making digital services offered in Indian languages. The idea of this campaign is to bring complete development in the areas of electronic goods, services, manufacturing and to create more work opportunities for the citizens. Provide good governance to the citizens by involving- both Central and State Government is it's another objective. This programme is well co-ordinated by the Department of Electronics and Information Technology (DeitY), which is greatly affecting the various government sectors to ensure that government services are available to citizens electronically. This campaign majorly focuses on three aspects which are, (i) Overall development of the Digital Infrastructure, (ii) Providing government facilities Digitally and (iii) Global Digital Literacy. Under the campaign of Digital India, many schemes were introduced which promoted the various sectors of the Indian Economy. These schemes are:

**BharatNet**

October 25, 2011, National Optical Fiber Network (NOFN) was approved by the government of India so as to use it under the Digital India initiative taken by the President Mr. Narendra Modi. He later renamed it to BharatNet, and brought some significant rise in the funding through the Digital India initiative. To save extra expenses, the new optical fiber was set on the same routes as established by the previous government. Out of 28 states and 9 Union Territories, 18 were under BSNL, 8 under RailTel and 5 under Power Grid Corporation of India.

Bharat Broadband Network Limited (BharatNet) is an initiative from the side of the government of India in the field of telecommunication to improve telecommunication in India. A total of 6,25,000 villages are availing this facility of high speed 4G internet 2 to 5 WiFi Hotspots per gram panchayat and 1 hotspot per village. BharatNet is expected to deliver more employment opportunities and online services in the field of health, education, governance, medicine, grievances, agriculture, etc to the common people more effectively and efficiently.

### **Make in India**

The government of India introduced an initiative on 25<sup>th</sup> September, 2014 known as 'Make in India'. The main target to implement this initiative was to seek attention of the companies to invest in India so that there could be more foreign investments in the country and there could be more and more new job opportunities for the unemployed youth of the country. Soon after the launch India gave commitments of about US\$230 Billion and investment inquiries of about US\$21 Billion in between the time phase of September 2014 to February 2016 which ultimately resulted in making India top destination globally for Foreign Direct Investment by 2015. According to the Ease of Doing Business report of the World Bank in 2019, India attained 63<sup>rd</sup> position out of 190 countries in 2017.

### **Startup India**

On August 15<sup>th</sup>, 2015, honourable Prime Minister, Mr. Narendra Modi announced an initiative which was named Startup India. The initiative focuses majorly on three factors: (i) Simplification and Handholding, (ii) Incentives and Funding Support, (iii) Industry-Academia Partnership and Incubation. The government has launched I-MADE programme which is designed to help Indian Entrepreneurs to build 10 lakh mobile app start-ups and also to provide micro funds and low-interest rate loans, MUDRA Bank (Pradhan Mantri Mudra Yojna) is involved in this scheme.

### **Stand-up India**

On April 5<sup>th</sup>, 2016, Government of India launched an initiative to spread the entrepreneurship among the women of SC and ST. Under this scheme the women belong to this categories are provided with bank loan varying from Rupees 10 Lakh to Rupees 1 Crore.

### **Industrial Corridors**

Industrial Corridors are basically pre-existing areas of trade which have pre-existing facilities such as Highways or Railroads. These industrial corridors are used for making a specific centered area for manufacturing or other industries. Their main aim is to facilitate the mobility of resources for providing convenience in the process of manufacturing or for the more convenient movement of products and services for the purpose of trade.

### **Bharatmala**

On July 31<sup>st</sup>, 2015, the government of India launched a project with the name Bharatmala Pariyojna which took care of the Roads and Highways within the country. Total investment for about 83,677Kms was expected to be around Rupees 5.35 Lakh Crore. Under this project, the highways were built from Gujrat, Rajasthan, Punjab, Haryana, further cover the entire string of Himalyan States and then covers the area of boundaries of Bihar, Uttar Pradesh, along with Terai and move to West Bengal, Sikkim, Assam, Arunachal-Pradesh and then right upto Indo-Mayanmar border in Manipur and Mizoram. The special feature was to connect the backward and tribal areas to the outer world.

### **Sagarmala**

To improve the logistic sector, the government of India introduced an initiative named as Sagarmala Programme. This initiative targeted to enhance the potential of the waterways and promote coastal

infrastructure investments needed to meet the targets. An amount of around 8.5 trillion is expectedly invested in this project for establishing new mega ports and upgrading India's existing ports and increasing 14 Coastal Economic Zones (CEZ) and Coastal Economic Units. This will help in developing the port linkage via Roads, Rails, logistic parks, pipe-lines and water-ways. This is the major programme by the ministry of shipping to promote port-led development in our country.

### **Key Projects of Digital India Programme**

The intentions of the government were to get connected to each and every citizen of the country through digital medium. To make this possible, he and the IT team worked together hand-in-hand and developed some digital platforms where the general public can register themselves and get connected directly to the government so as to make themselves to be heard and their problems to be solved. Some of the platforms which were developed are: DigiLocker, MyGov.in, BharatNet, E-Development Fund etc.

### **REVIEW OF LITERATURE**

**Devi, C. (2022)**, explores in her research, 'Challenges and Opportunities of Digital Economy in India', that digital India has brought a revolution in India. Now the consumers can utilize services provided with the online infrastructure and internet facilities. The author stresses on the impact of digitalization on the economy of India and notices its challenges. It provides the chance to reduce the fraud, encourage the cashless transaction system, benefits in increasing the digital literacy of the country and helps in the accessibility of online government services to the people. However, it has great challenges of high cost on construction of new online infrastructure. Indian education and training network is not progressive for the industry needs, lack of private participation in Govt. projects, developments of the digital infrastructure in rural areas to introduce new technology is difficult, adoption of internet and digital devices are challenging, internet facilities are not affordable and there is a great need of digital literacy for the people of India for the success of this concept.

**Singh, N. (2021)**, explores some challenges in his research, 'Digital India as an innovation system' that digital India is an innovation system for the growth of any country. This research explains the concept of digital India to an advance system. This system includes digital infrastructure, education for the use of varied software applications and applied research. People must be aware about the Government policies for supporting digital India including tax incentives, education policies etc. For the success of this concept there is a need for building human assets both in particular skills and broader education outcomes. It is required to maintain a high-performing digital infrastructure, and to use digital technologies effectively in a variety of applications, as well as high-level skills such as programming, software design, cyber safety measures, information analytics and various "deep-tech" applications.

**Sharma, P.B. & Sarmah, R. (2020)**, found in their study, 'Perception and Awareness of Youth towards Digital India Campaign' that advertisements play a great role in influencing the human behavior and varies person to person having different perceptions and level of awareness. Perception and mindset of a person can be influenced by the attraction of an advertisement. They try to find out the seriousness of this concept in youth and its impact on the economy of India to be cashless. The authors found that the youth has the awareness about most of the Government projects run on digital India but they watch them occasionally. Thus, the Govt. of India should focus to make their ads more attractive to draw the attention of youth towards this concept.

**Krishnaprabhu, S. (2019)** explores in his research, 'Digital India- Scope and Challenges' that the concept of Digital India has a great vision but until and unless the teachers of India are perfect in using technology they cannot train their students to take part in this mission, thus the knowledge of using technology is essential for the teachers in service, for the success of this project. Educational institutions, organizations must concentrate on the training of the teachers according to the need of hour and this is a great challenge for the government of India.

**Panchamia, S. M. (2019)** observes in his study, 'Digital Literacy' that only using the gadgets is not the digital literacy but it refers to individual ability to evaluate and pass information through a device. It is evaluated by the individual ability of using grammar in writing, typing skills and design using technology. Youth has freedom of using technology but not how to use this freedom in a beneficial way. Thus his study emphasis on the improvement of the digital literacy.

**Shallu & et.al (2019)** analyze in their study, 'Digitalization in India: An Innovative Concept' that the programme of Digital India can be successful if the people get ready to reform and take initiative to make it successful. Awareness can be prevailed in the society through schools and colleges by educating the people in their locality. For this first of all they must be aware about the benefits and challenges of this programme and the knowledge of the facilities provided by the Government.

**Jadhav, J. S. (2018)** observes in her study, 'Opportunities and Challenges -Digital India', that people have to be engaged in this mission of Digital India for its success but the implementation of the same is a great challenge because of digital illiteracy among the people, bad road and rail network, low speed of internet, poor rapport among the various work stations etc. It needs a lot of efforts to reform all these issues to make India digitalized.

**Rekha, M. & Shanthi, R. (2018)** explore in their study, 'A Study on People Perception of Digital India', that the citizen of India are well aware about the project of Digital India and they are also supporting this project by doing online transactions for the betterment of Indian economy.

**Samita Kher & et.al (2018)** describe in their study, 'A Study of Awareness among Youth about Digital India Initiative', that college youth possess higher awareness with respect to core components and pillars of Digital India program and males are having higher awareness as compared to female college students. The author suggested Government of India to conduct more awareness programs at college and university level to create more digital literacy among the college youth.

**Yadav, S. (2018)** explored in her study, 'Digital India-Opportunities and Challenges', that it is a great challenge for the government of India to implement the concept of Digital India as there are many roadblocks in between to achieve the success. It needs a lot of pains and devotion from all departments of government as well as private-sectors. Digitalization of India will open many new platforms for the citizens of the country.

**Boro, M. C. (2017)** examines in his study, 'Digital India: Concept and Implications' that the 'Digital India' mission which has been launched by the Government of India earlier it was known as NeGP. It is a giant step towards empowering the nation. Although the journey has started towards the cashless economy, transparency of governance through e-governance, however, all the nine aims of Digital India are facing great challenges in their implication. There is a great need of universal digital literacy for the citizens and the translation of literature in different languages should be available on the website.

**Mohanta, G. & et.al (2017)** study in their research, 'A Study of Growth and Prospect of Digital India Campaign' that good governance can be provided to the citizens of India if it will be participative, transparent and responsive which is possible only through digitalization. The study further gives an optimistic thought for providing more employment for the youth which will improve the economy of nation if this project comes into reality. The success of this dream project is possible with the join hands of Government and citizens which is only possible through awareness.

**Prakash, Y. (2017)** explains in his study, 'Challenges and Opportunities of Digitalization India' that apart from this broadband connectivity, incursion of smart phones at cheaper price are the need of the hour to make Digital India a success by using the apps such as BHIM app, wallets etc. With advancement in mobile application, requirements of customer has created a threat to the theft of data due to cyber-attack. This has to be tackle with a holistic policy on cyber-security measures to look after the privacy of data. Inclusion of e-sign technologies can decrease the breach of data of costumers.

**Gaur, A. (2016)** found in his study, 'A Study Impact of Digital India in Make in India, Program in IT and BPM Sector', that digital literacy is an initiative for digital reform in India. The Government of India has announced its vision for zero import of IT hardware by 2020.

**Mahapara, S. (2015)** analyses in her study, 'A Study of Awareness among Youth about Digital India' that digitalization are the result of innovation and technology. Every country is aiming to empower the society for their betterment. In the same way the Government of India is also trying to reform present India to a digital literate country. It is a great challenge for the Government to make this initiative successful in the ignorance of digital literacy.

## **REREARCH GAP**

There are many studies conducted by the researchers to know about the people perception, awareness of the concept of Digital India Campaign and opportunities gained and the challenges faced by them to become digitally empowered. But no study has been taken so far on the professional students of the Moradabad region to know about their perception, awareness, opportunities & challenges towards the concept of Digital India Campaign. This campaign is aimed to make India a digitally empowered country but unless the professional students become aware about this concept no progress can be observed in that capacity as it is dreamed by the Prime Minister of India. The three basic elements of this campaign are- (i) Creation of Digital Infrastructure, (ii) Delivery of Digital Services all over India & (iii) Spreading Digital Literacy. These elements cannot be achieved in the lack of digital education in the professional students of India. Digital education is that power which empowers the professional students to excel in their work area. The main aim of this campaign would be serving the Indian citizens with electronic government services that improve the efficiency of work and save time. The professional students are the future of India. Thus the author selected the statement of problem- Digital India - "Power to Empower"

## **OBJECTIVES OF THE STUDY**

- I. To know about the awareness of the professional students of Moradabad region regarding the concept of Digital India Campaign.
- II. To know about the various challenges in transforming India into Digital.
- III. To know about the opportunities created by the Digital India Campaign.

## **RESEARCH HYPOTHESES**

H01: There is no significant difference among the perception of urban & rural professional students towards the awareness of the campaign of Digital India.

H02: There is no significant difference among the perception of urban & rural professional students towards the challenges faced by them after the initiation of the campaign of Digital India.

H03: There is no significant difference among the perception of urban & rural professional students towards the increasing job opportunities after the initiation of the campaign of Digital India.

## **RESEARCH METHODOLOGY**

### **UNIVERSE**

The universe of the study consists under graduate students of the professional colleges of Moradabad.

### **RESEARCH SETTING**

Present study has been conducted on the urban and the rural professional students to know about their awareness, challenges faced by them and the opportunities created for them through the initiative of the campaign of Digital India.



### **SAMPLE & SAMPLE DESIGN**

The sample size of the research is 100 UG students studying in the Professional Courses of Moradabad region. The respondents of the study were chosen by using Random Sampling.

### **RESEARCH TOOL FOR DATA COLLECTION**

For data collection 3 self-made questionnaires were made and administered on the UG students in Professional Courses of Moradabad region. Each questionnaire consists 12 items related to awareness, challenges and opportunities created by the initiative of Digital India, to collect the responses of the respondents.

### **SOURCES FOR DATA COLLECTION & TEST USED FOR ANALYSIS**

Data for the study was collected from both primary and secondary sources. T test was used for analyzing the data.

### **DATA ANALYSIS AND INTERPRETATION**

**Table 1: Significance Value through T-test**

<b>Hypothesis Number</b>	<b>Hypothesis Definition</b>	<b>Significance Value (T-test)</b>
H01	There is no significant difference among the perception of urban & rural professional students towards the awareness of the campaign of Digital India.	$t = 1.2736$
H02	There is no significant difference among the perception of urban & rural professional students towards the challenges faced by them after the initiation of the campaign of Digital India.	$t = 0.2404$
H03	There is no significant difference among the perception of urban & rural professional students towards the increasing job opportunities after the initiation of the campaign of Digital India.	$t = 0.1644$

**Table 2: Significance Values for various categories**

#### **H01: Perception of students towards the awareness of D.I.**

Unpaired  $t$  test results

**P value and statistical significance:**

The two-tailed P value equals 0.2316

By conventional criteria, this difference is considered to be not statistically significant.

**Confidence interval:**

The mean of Group One minus Group Two equals -1.83

95% confidence interval of this difference: From -5.04 to 1.37

**Intermediate values used in calculations:**

$t = 1.2736$

$df = 10$

standard error of difference = 1.440

**Result**

**Group Rural Urban**

Mean 8.83 10.67

SD 1.47 3.20

SEM 0.60 1.31

N 6 6

□

The null hypothesis H01 has been formed to fulfill the first objective of this study is to know about the awareness of the professional students of Moradabad region regarding the concept of Digital India Campaign. 6 questions were made to observe the responses of the respondents.

Table-2 reveals that the p-value or the significance value (0.2316) is lesser than t-table value (2.228) at 5% level of significance; therefore the null hypothesis has been rejected. It has been found that there is a significant difference among the perception of professional students towards the awareness of the campaign of Digital India.

**Table 3: Significance Values for Various Categories**  
**H02: Perception of Students towards the Challenges of D.I**

Unpaired <i>t</i> test results		
<b>P value and statistical significance:</b>		
The two-tailed P value equals 0.8180		
By conventional criteria, this difference is considered to be not statistically significant.		
<b>Confidence interval:</b>		
The mean of Rural minus Urban equals -0.75		
95% confidence interval of this difference: From -8.38 to 6.88		
<b>Intermediate values used in calculations:</b>		
$t = 0.2404$		
$df = 6$		
standard error of difference = 3.119		
<b>Result</b>		
<b>Group</b>	<b>Rural</b>	<b>Urban</b>
Mean	9.25	10.00
SD	5.74	2.45
SEM	2.87	1.22
N	4	4

The null hypothesis H02 has been formed to fulfill the second objective of the study- to know about the various challenges in transforming India into Digital. 4 questions were made to observe the responses of the respondents.

Table-3 shows that the p-value or the significance value (0.8180) is lesser than t-table value (2.447) at 5% level of significance; therefore the null hypothesis has been rejected. It has been found that there is a significant difference among the perception of professional students towards the challenges faced by them after the initiation of Digital India.

**Table 4: Significance Values for various categories**  
**H03: Perception of Students towards the Opportunities of D.I.**

Unpaired <i>t</i> test results		
<b>P value and statistical significance:</b>		
The two-tailed P value equals 0.8845		
By conventional criteria, this difference is considered to be not statistically significant.		
<b>Confidence interval:</b>		
The mean of Rural minus Urban equals 0.50		
95% confidence interval of this difference: From -12.59 to 13.59		
<b>Intermediate values used in calculations:</b>		
$t = 0.1644$		
$df = 2$		
standard error of difference = 3.041		
<b>Group Rural Urban</b>		
Mean	11.50	11.00
SD	0.71	4.24
SEM	0.50	3.00
N	2	2

The null hypothesis H03 has been formed to fulfill the third objective of the study to know about the opportunities created by Digital India Campaign. 2 questions were prepared to observe the responses of the respondents.

Table-4 shows that the p-value or the significance value (0.8845) is lesser than t-table value (4.303) at 5% level of significance; therefore the null hypothesis has been rejected. It has been found that there is a significant difference among the perception of professional students towards the opportunities created by the initiative of Digital India

### **RESULT AND SUGGESTIONS ON THE BASIS OF OBJECTIVES**

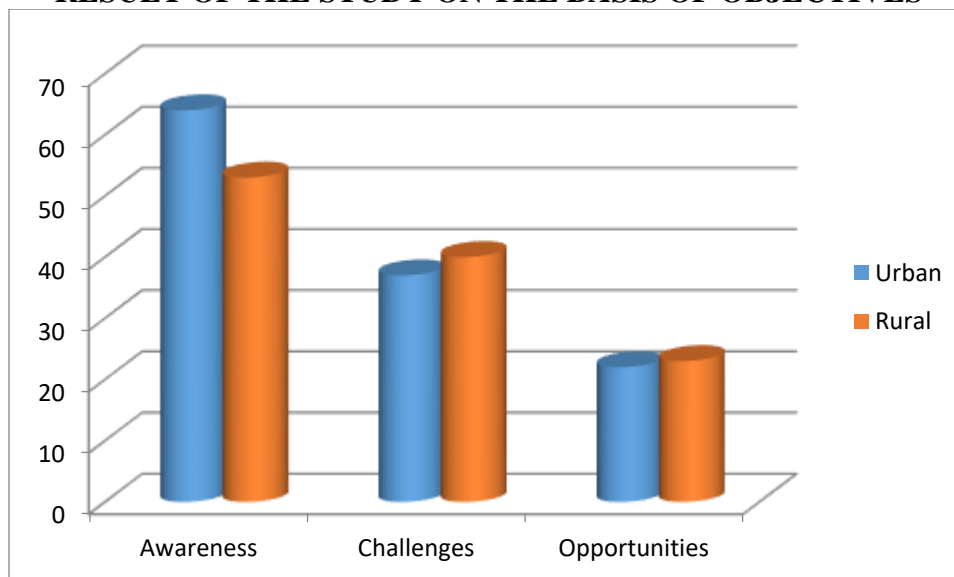
On the basis of the responses it has been found that there is a significant difference among the perception of the professional students of Moradabad region towards the awareness, challenges and opportunities provided by the program of Digital India. Results as per each objective are:

Objective 1: The result shows that the urban students are found to be more aware as compared to the rural students. This indicates that there is a great need of the awareness of this campaign in the rural areas of India. The goals of this initiative can be achieved only by improving digital literacy among the students in rural areas. Thus the government should provide more and more opportunities to educate the youth, living in villages to make them aware about the vision and mission of this project and their role in achieving them.

Objective 2: Rural students feel that transforming India into digital is more challenging when compared to the urban students. The result shows that the people in rural areas feel that the implementation of Digital India is a challenge for the government. Scarcity of the online services, unavailability of the online products, lack of digital literacy due to network issues and poor quality life are some of the barriers to fulfill this vision. Thus the government should more focus on 'Sabkas Sath Sabka Vikas' to provide better life to the students living in villages and for the economic growth of the country.

Objective 3: The result shows that both the groups rural and urban have similar opinion with respect to the job opportunities created after the initiation of Digital India Campaign. They feel if this project has been successful the quality of life will improve as there will be more job opportunities for them in government and private sectors both. Thus this project brings more job opportunities for the professional students living both in urban and rural areas. Thus the government should strive hard for the implementation of this project.

### **RESULT OF THE STUDY ON THE BASIS OF OBJECTIVES**





**Table 5: RESULT ON THE BASIS OF HYPOTHESES**

H01:	There is a significant difference among the perception of professional students towards the challenges faced by them after the initiation of Digital India.	Rejected
H02	There is a significant difference among the perception of professional students towards challenges faced by them after the initiation of Digital India.	Rejected
H03	There is a significant difference among the perception of professional students towards the opportunities created by the initiative of Digital India.	Rejected

## CONCLUSION

Digital India Campaign was started with an aim to transform the country into digital empowered and aware society. The core aim of this project is to provide every person a unique digital identity which can be accepted and accessible universally. The other major aim of this initiative is to connect several villages to the internet and to make Wi-Fi available in the schools, colleges and in places with maximum footfall. Online delivery of government services and promoting digital literacy in the country are the other objectives of this project. Under this program the Government has successfully taken many initiatives among which Bharat Net is one such initiative that acts as digital high speed highway to connect 2.5 lakh people and Gram Panchayats of the country for all-round development of the remote areas in villages. It also means that the Government can store huge amounts of information locally or remotely and move from place to place almost instantaneously for the progress of the country. However, there are downsides to digital technology too like security of data, increasing crime and terrorism, complexity of work, privacy concerns, social disconnect, longevity, social alienation, work overload in the organizations, manipulation of digital media, job insecurity, plagiarism and copyright, over reliance on gadgets, addiction of devices and health issues with users. Everything today that we see comes with some pros and cons and so the concept of Digital India. In near future it is expected that several people will be benefited with the growing opportunities under Digital India if government lays more stress on the improvement of various flaws that exist today.

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