CHAPTER- 01

TO ACCESS THE IMPACT OF DIGITAL INDIA PROJECT DRUV IN JAIPUR (CHOMU BLOCK)

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INTRODUCTION

The Digital India initiative by the Government of India aims to transform the country into a digitally empowered society. Tata Trusts is actively participating in this initiative, with Druv serving as a crucial component focused on providing digital empowerment to citizens, particularly in rural areas, regardless of their literacy levels. Druv facilitates access to relevant services and governance on demand, leveraging the widespread availability of TVs in rural households. Druv, a novel community development program, employs innovative technology to assist the rural population in India. Currently operational in Rajasthan and fully funded by Tata Trusts, the project is implemented in collaboration with Prodea Systems, USA, and enjoys support from the Department of IT & Communication, Government of Rajasthan. The DRUV Box transforms regular TV screens into

Smart Screens, allowing users to access information and communicate with essential Government and Non-Governmental Organizations. This facilitates the utilization of digital content for crucial services and information related to health, education, livelihood, agriculture, weather forecasts, news, and government schemes. As part of its expansion strategy, DRUV is actively seeking partners to implement the project in identified areas of Rajasthan. This call invites applications from reputable Agencies/NGOs to engage in the recruitment of Campaigners, Installers, and Community Resource Persons (referred to as Druv Mitras) to further extend the impact of the initiative [1].

The presentation on "Digital Library Initiatives at Higher Education and Research Institutions in India" highlighted significant efforts within the higher education and research libraries of the country. The focus was on initiatives aligned with the Digital India program, featuring examples from institutions such as the National Library of India, Khuda Baksh Oriental Public Library, and the Indira Gandhi Memorial Library at Hyderabad University. The discussion included key projects like Electronic Theses and Dissertation (ETD), citing Vidyanidhi Projects and the ETD project of INFLIBNET Centre, along with various digital repositories across Indian higher education and research institutions. Developing an electronic information resources collection development policy," outlined 12 factors crucial for selecting digital resources, emphasizing factors like relevance [2]. In the context of job opportunities and Digital India, prominent figures such as Sundar Pichai, Satya Nadella, and Elon Musk conducted research on the nation's preparedness to generate employment in the information sector [3]. The conclusion drawn was that the focus should be on creating new jobs while transitioning more workers into high-productivity

roles to provide sustained momentum to the technological sector in India.

RESEARCH OBJECTIVES

1. To assess the societal effects of Digital India
2. To comprehend the principles underlying the Digital India initiative.

RESEARCH METHODOLOGY

The study adopted a comprehensive approach, incorporating both qualitative and quantitative methods to gather information about households. Employing a descriptive research design, the study focused on five villages in the Chomu block of Jaipur District, Rajasthan. The sample size comprised 800 households randomly selected from the villages of Samod, Dhanota, Morija, Chitwadi, and Kejroli.Data collection methods encompassed both primary and secondary sources. Primary data was gathered through group discussions, personal interviews, and community meetings, enabling a deep exploration of the nuances within the households. These methods provided a qualitative understanding of the subject matter.

On the other hand, secondary data was obtained from sources such as newspapers and the internet, contributing to a quantitative analysis of the households. The integration of both primary and secondary data ensured a comprehensive and multi-faceted examination of the study area. The utilization of random sampling added an element of unbiased representation, enhancing the reliability and validity of the study findings. The chosen research design and sample size were geared towards generating meaningful insights into the dynamics of households in the specified villages of Chomu block, Jaipur, Rajasthan.

RESULTS AND DISCUSSION

The provided data presents an overview of the implementation of the DRUV project in the Chomu block of Jaipur District, Rajasthan, by the GSS team in collaboration with Tata Trusts. The study, conducted over three months, involved the installation of DRUV boxes in five villages: Samod, Dhanota, Morija, Chitwadi, and Kejroli, covering a total of 878 households. The data reveals that the project's primary focus areas include the utilization of the internet for health information (20%) related to infant and maternal health, nutrition, and child benefits, as well as agriculture (18%), encompassing farming and animal husbandry.

A notable finding from the study is that a high proportion of children (70%) and women (75%) reported no adverse effects of the DRUV project on their lives. This positive feedback indicates the project's acceptance and perceived benefits within the community. The highest number of installations occurred in Khejroli (303), followed by Chitwadi (168), Morija (151), Dhanota (130), and Samod (126). Additionally, the allocation of DRUV Mitras is outlined, with a total of six individuals involved in the implementation across the five villages.An overview of the households, total population, and the number of Druv boxes in various villages within the Chomu block. This information aids in understanding the project's scale and impact across different locations.

CONCLUSION

In conclusion, Digital India stands as an ambitious and transformative initiative by the Government of India, with the goal of steering the nation towards a digitalized, empowered society, and a knowledge-based economy. The program

envisions delivering government services efficiently through e-services for policy implementation and e-governance for government departments. The acceleration in this digital transformation is expected to usher in a new era marked by transparency, swift implementation of government policies, reduced corruption, heightened productivity, minimized paperwork, increased employment opportunities, and a more informed citizenry.

Initiatives like e-Kranti and MyGov.com, along with various other portal services, play pivotal roles in realizing the vision of Digital India. These services contribute to creating a digitally inclusive environment that not only enhances the accessibility of government services but also fosters a more interconnected, efficient, and accountable governance system. As the program continues to evolve, it holds the promise of significantly impacting the socioeconomic landscape of India, paving the way for a technologically advanced and forward-looking nation.

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