Digital Services In Digital India

*Akansha Shukla and **Hiba Khan
* Lecturer, Department of Education, Aryakul Group of Education, Bijnaur, Lucknow
** Research Scholar, Department of Commerce & Business Management, Integral University, Lucknow

Abstract

Digital India is all about inculcating the techniques of digitalization in every sphere in such a manner to enhance the existing scenario and its working. Furthering this vision, the Modi government has widened the scope and launched the Digital India Programme in 2014, which is scheduled to be completed by 2019. The Project will be monitored by the Prime Minister. In today’s economy the main concern of any of the under-developed and developing country is raising of every possible modes of job opportunities. Many of the economists have already specified the various advantages attached to creation of job opportunities. It is treated has one of main sources of creating economic stability with a simultaneous increase in national income.

INTRODUCTION

In an economic, employment could be raised through establishment of industry. Industrialization and modernization are effective sources of employment generation. Keeping in view the need of the hour, rural employment generation should be in the lime light. Many of the government schemes are though applicable in the economy. But its accuracy and efficiency create a big question mark in the minds of the economist. The success of MGNREGA up to a certain stage was effective but with the presence of corruption in the system, the condition doesn’t remain the same. Overall it could be said that with the effective collaboration of the government sector and private sector, industries could be established which could actually result in creation of effective job opportunities as a result it would lead to prosperity of the country.
DIGITAL NATION AND IMMIGRANTS

Marc Prensky invented and popularized the terms "digital native" and "digital immigrant." A digital native, according to Prensky, is one who was born into the digital age. A digital immigrant refers to one who adopts technology later in life. These terms aid in understanding the issues of teaching digital literacy, however, simply being a digital native does not make one digitally literate. Digital immigrants, although they adapt to the same technology as natives, possess a sort of "accent" which restricts them from communicating the way natives do.

In fact, research shows that, due to the brain's malleable nature, technology has changed the way today's students read, perceive, and process information. This means that today's educators may struggle to find effective teaching methods for digital natives. Digital immigrants might resist teaching digital literacy because they themselves weren't taught that way. Prensky believes this is a problem because today's students are "a population that speaks an entirely new language than the people who educate them. Statistics and popular representations of the elderly and digital technologies portray them as digital immigrants. For example, in 2010 in Canada, 29% of those 75+ and 60% of those 65-74 had browsed the Internet in the past month whereas this activity almost reached 100% among those 15-24 years old.

Eugene Loos identifies the most common assumptions about digital technologies and the elderly, all of which contribute to portray them as digital immigrants and to perpetuate digital ageism: senior citizens may be regarded as a homogenous group; this group does not want to or is not able to make use of digital information sources; however, it is not perceived as a problem, because as time passes, these generations will be succeeded by new generations that have no problem at all with digital technologies.

The heterogeneity of cohorts, interest in technologies changing according to life events, and the importance of regular use to develop skills and literacy are examples of other elements to take into account.
DIGITAL VISITORS AND RESIDENTS

In contrast to Marc Prensky, Dave White from the Department for Continuing Education at the University of Oxford has been publicizing his concept of digital visitors and residents. Briefly, the concept is that visitors leave no online social trace where as residents live a portion of their lives online. These are not two separate categories of people but rather a description of a continuum of behaviors. It is probable that many individuals demonstrate both visitor and residential behaviors in different contexts. Dave White has developed a mapping tool which explores this concept.

DIGITAL WRITING

Digital writing is a new type of composition being taught increasingly within universities. Digital writing is a pedagogy focused on technology's impact on writing environments; it is not simply using a computer to write. Rather than the traditional print perspective, digital writing enables students to explore modern technologies and learn how different writing spaces affect the meaning, audience, and readability of text. Educators in favor of digital writing argue that it is necessary because "technology fundamentally changes how writing is produced, delivered, and received. The goal of teaching digital writing is that students will increase their ability to produce a relevant, high-quality product, instead of just a standard academic paper. One aspect of digital writing is the use of hypertext. As opposed to printed text, hypertext invites readers to explore information in a non-linear fashion. Hypertext consists of traditional text and hyperlinks that send readers to other texts. These links may refer to related terms or concepts (such is the case on Wikipedia), or they may enable readers to choose the order in which they read. The process of digital writing requires the composer to make unique "decisions regarding linking and omission." These decisions "give rise to questions about the author's responsibilities to the [text] and to objectivity.

DIGITAL LITERACY

Helps people communicate and keep up with societal trends. Literacy in social network services and Web 2.0 sites helps people stay in
contact with others, pass timely information and even sell goods and services. This is mostly popular among younger generations, though sites like LinkedIn have made it valuable to older professionals. Digital literacy can also prevent people from believing hoaxes that are spread online or are the result of photo manipulation. E-mail frauds and phishing often take advantage of the digitally illiterate, costing victims’ money and making them vulnerable to identity theft. Research has demonstrated that the differences in the level of digital literacy depend mainly on age and education level, while the influence of gender is decreasing (Hargittai, 2002; van Dijk, 2005; van Dijk and van Deursen, 2009). Among young people, in particular, digital literacy is high in its operational dimension (e.g. rapidly move through hypertext, familiarity with different kinds of online resources) while the skills to critically evaluate content found online show a deficit (GUI and Argentin, 2011). Building on digital literacy is the concept of digital creativity which is the expression of creative skills in the digital medium. This can include programming, web sites and the generation and manipulation of digital images.

**SOCIAL NETWORKING**

With the emergence of social networking, one who is digitally literate now has a major voice online. The level of digital literacy needed to voice an opinion online today compared to the Internet before social networks is minute. Websites like Facebook and Twitter, as well as personal websites and blogs have enabled a new type of journalism that is subjective, personal, and "represents a global conversation that is connected through its community of readers." These online communities foster group interactivity among the digitally literate. Social networks also help users establish a digital identity, or a "symbolic digital representation of identity attributes. Without digital literacy or the assistance of someone who is digitally literate, one cannot possess a personal digital identity. This is closely allied to Web Literacy. Government officials around the world have emphasized the importance of digital literacy for their According to Hot Chalk, an Online resource for educators: "Nations with centralized education systems, such as China, are leading the charge
and implementing digital literacy training programs faster than anyone else. For those countries, the news is good."

*Many developing nations are also focusing on digital literacy education to compete globally.*

Economically, socially and regionally marginalized people have benefited from the ECDL Foundation’s ECDL / ICDL programme through funding and support from Corporate Social Responsibility initiatives, international development agency funding and non-governmental organizations (NGO’s).

The Philippines' Education Secretary Jesli Lapus has emphasized the importance of digital literacy in Filipino education. He claims a resistance to change is the main obstacle to improving the nation's education in the globalized world. In 2008, Lapus was inducted into Certiport's "Champions of Digital Literacy" Hall of Fame for his work to emphasize digital literacy. Those who are digitally literate are more likely to be economically secure. Many jobs require a working knowledge of computers and the Internet to perform basic functions.

As wireless technology improves, more jobs require proficiency with cell phones and PDAs (sometimes combined into smart phones). White collar jobs are increasingly performed primarily on computers and portable devices. Many of these jobs require proof of digital literacy to be hired or promoted. Sometimes companies will administer their own tests to employees, or official certification will be required. As technology has become cheaper and more readily available, more blue-collar jobs have required digital literacy as well. Manufacturers and retailers, for example, are expected to collect and analyze data about productivity and market trends to stay competitive. Construction workers often use computers to increase employee safety. Job recruiters often use employment Web sites to find potential employees, thus magnifying the importance of digital literacy in securing a job.

**DIGITAL CITIZENSHIP**

It has nine components:

- Digital access: full electronic participation in society.
• Digital commerce: electronic buying and selling of goods.
• Digital communication: electronic exchange of information.
• Digital literacy: process of teaching and learning about technology and the use of technology.
• Digital etiquette: electronic standards of conduct or procedure.
• Digital law: electronic responsibility for actions and deeds.
• Digital rights and responsibilities: those freedoms extended to everyone in a digital world.
• Digital health and wellness: physical and psychological well-being in a digital technology world.

DIGITAL SECURITY

In the second phase of the development, it has emerged as a delivery channel for different kind of services, and now anyone can transfer money from one bank account to another through their mobile phones. The government and private agencies have also started using ‘Mobile Phone’ to deliver business services to the citizen and customers. The Reserve Bank of India had allowed commercial banks to provide banking services on mobile phones, whereas the Government of India had also approved the ‘Framework for delivering financial services through the mobile phone’ developed by inter-ministerial group. In the continuation Government of India has launched mobile seva and its aims to provide government services to the people through mobile phones and tablets. It has been developed as the core infrastructure for enabling the availability of public services through mobile devices. After the launch of 3G technologies in India, citizens are now be able to access health, educational, agricultural, infotainment services on their mobile phones.

REFERENCE


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