

Digital Literacy Initiatives of India

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Abstract: The digital literacy is the building blocks for the better development of India. Digital India is the dream of all Indians now. Digital Literacy is not limited to the access of Computer but includes use of internet and online services for daily work schedule. After launch of Digital India initiative the awareness among the general population has been increased. The government as well as private sectors both are taking initiatives to promote the Digital literacy. The development of ICT infrastructure is playing vital role in Digital Literacy. This paper aims to review the digital literacy in the society and various existing policies that have been implemented so far by government and private sectors. The discussion will also include the barriers that has become major obstacle for the Digital Literacy in rural and urban both areas and the steps taken for improvement.

Keywords: Literacy, Digital Literacy, ICT, education, internet

I. DIGITAL LITERACY

Digital literacy describes the media world, Indian population reside 24 hours – online, on cell phones and mobile devices, laptops, pc's and anywhere media is displayed. The clients make the substance, and anything made in this advanced life turns out to be immediately popular, versatile, replicate, and visible by immeasurable, undetectable gatherings of people. Kids utilize advanced media to mingle, get their work done, communicate, and associate with the world. New advances give youth remarkable force of creation and correspondence, making the world more available and understandable. Computerized proficiency projects are a basic component of media instruction and include fundamental learning devices and an educational program in basic speculation and imagination.

Digital literacy means the ability to:

- Use technology competently
- Interpret and understand digital content and accessible its credibility.

- Create, search, and communicate with appropriate tools.

"Advanced Literacy is the capacity of individual and groups to comprehend and utilize computerized innovations for significant activities within life circumstances".

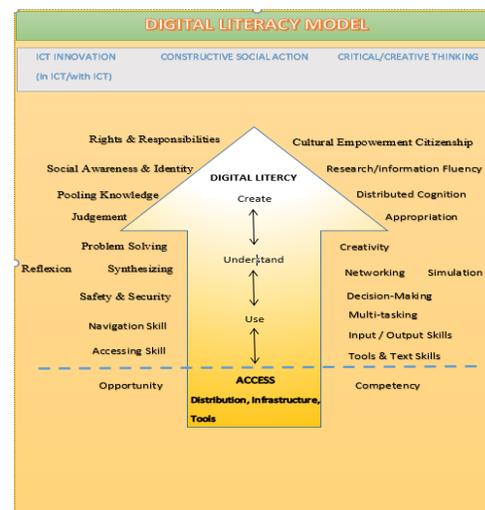


Fig. 1: Digital Literacy Model

II. ADVANTAGES OF DIGITAL LITERACY

A. It Keeps Connected: Exactly when web based systems administration was not existed. Individuals have always had certain level of relationship way before the Web was popular but due to the legacy of networking one could only connected with their friend and family by calling them or by meeting them personally. Resulting and non-understandable gap between the individuals which is no longer exists. Social media is just one more option for us to stay connected on our own terms.

B. It Keeps Informed: In the past, no such assets are found by which we can precisely and opportune get the data's a direct result of which one may traverse various misfortunes yet by the assistance of automated innovations this issue has been shorted adequately and proficiently.



C. It Saves Time: Being carefully educated can spare minutes and hours every week for errands. Considering the past time where the undertakings were extremely tedious like one have to remain in a line for quite a long time for cash exchange in a bank, for paying power charge, or to recharge you're driving permit and numerous more places where one have to devour part of time, there is no longer need to hold up in a line it should be possible effortlessly seating at home.

D. Faster learning: In the past era, the middle school student was encouraged by the teacher to read books with a dictionary, if there was a word which the student did not know, he need to go through the dictionary which was a tedious job. Today students simply go to the Bing and type "define [word]" and get the definition with the audio clip on how to pronounce it correctly. This is so much better than opening a 10-pound dictionary.

E. Saves Money: This advantage ought to be the most self-evident – between coupon codes, day by day bargain destinations, correlation shopping locales and versatile applications, today's buyer is more educated than any other time in recent memory to get the best item, as well as get the best cost. Toss in free dispatching and this one advantage alone is sufficient to get all the more carefully proficient.

F. It Makes Safer: For all the talk about the Internet being a dangerous place, it actually does a great deal of everyday good that often goes unnoticed. Whether one require tips on remaining safe in a remote nation out of town, approaches to make their home more secure or getting the speediest course to the closest clinic, one can think that all in the computerized world. [26]

III. IMPACT OF ICT DEVELOPMENT ON DIGITAL LITERACY

"ICT," is a shortening for data and correspondence innovation, alludes to all hardware, applications and administrations that include correspondence. PCs, mobile phones, TV, radios, and satellites frameworks are all piece of ICT. [4]

The Information and Communication Technology (ICT) in schools have been subsumed in the Rashtriya Madhyamik Shiksha Abhiyan (RMSA). Shortly ICT in Schools is a section. The Information and Communication Technology (ICT) in Schools was propelled in December, 2004 and changed in

2010 to give chances to auxiliary stage understudies to predominantly fabricate their ability on ICT aptitudes and make them learn through PC supported learning process. The Scheme is a noteworthy impetus to connect the computerized separate among understudies of different financial and other topographical boundaries. The Scheme gives support to States/UTs to build up PC labs on practical premise.

Components of ICT Scheme:

The scheme has essentially four components: -

- The first is the association with State Government and Union Territories Administrations for giving PC supported training to Secondary and Higher Secondary Government and Government helped schools.
- The second is the foundation of savvy schools, which might be innovation demonstrators.
- The third segment is educator related intercessions, for example, arrangement for engagement of a selective instructor, limit improvement of all educators in ICT and a plan for national ICT grant as a method for inspiration.
- Fourth one identifies with the improvement of an e-content, basically through Central Institute of Education Technologies (CIET), six State Institutes of Education Technologies (SIETs) and Regional Institutes of Education (RIEs), as additionally through outsourcing.

IV. INITIATIVES FOR DIGITAL LITERACY

A. NDLM

National Digital Literacy Mission (NDLM) or Digital Saksharta Abhiyan (Disha) is a vision to empower at least one person per house with crucial digital literacy skills by 2020. This is expected to touch the lives of more than 250 million individuals over the next five years. NDLM is a push to compliment government's vision to change one from every house as carefully educated. This venture goes for helping grown-ups with low innovative education built up the abilities they have to communicate in an undeniably advanced world. The NDLM is a dynamic and coordinated stage of computerized proficiency mindfulness, training and limit programs that will help country groups to completely take an interest in the worldwide advanced economy. The principle centre of NDLM is around rolling out innovation fundamental to empowering improvement. [5]



National Digital Literacy Mission will help an ecosystem of technological education and literacy that will empower India to take a lead in the digital economy around the globe furthermore help India to remain in the advanced aggressiveness and to shape a general public that is engaged mechanically.

NDLM will operate with the following objectives:

- To make provincial groups more capable with tanning and limit building program and to make them carefully educated.
- To make financial, social and social focal points for country groups in India with content a data portal.
- To empower improvement of nationals in rustic zones by means of advanced means.
- To build up a computerized information house at all rustic groups to empower them to be financially reasonable. [6]

B. INTEL

The legislature has banded together with the NASSCOM (The National Association of Software and Services Companies) Foundation which is driving the advanced proficiency activity with CSR (Corporate Social duty) stores from the multinationals, for example, Google, Microsoft, and Intel.

US-based processor producer Intel has additionally propelled "Unnati Kendra at Common Service Centre" and "Ek Kadam Unnati Ki Aur" activities to quicken computerized education and give access to innovation to provincial Indians. Numerous private segment organizations, as per the authority, have demonstrated enthusiasm for the later past to accomplice for the e-education activity, is a basic angle for the mega Digital India program.

"The plan is expected to encourage individuals to wind up distinctly carefully educated so they can be engaged for advanced incorporation". [7]

C. Google

The Andhra Pradesh government has chosen to produce a tie-up with the innovation monster Google India for common participation (M.L. MELLY MATREY | HYDERABAD, SEPTEMBER, 2014). The government will engage Google as the primary and preferred technology provider for Software and services. The MoU (Memorandum of Understanding) is not for employment generation but is assist the government in the education sector, digital literacy and building mobile websites. It is towards. It is

towards helping the government in buildings a knowledge society. [10]

V. NON-GOVERNMENTAL ORGANIZATIONS WORKING FOR DIGITAL LITERACY

A. PRATHAM: Pratham was built up as a Public Charitable Trust by the Commissioner of the Municipal Corporation of Greater Mumbai, UNICEF, and a few noticeable natives of the nation in 1995 to give training to kids in the ghettos of Mumbai. Today, Pratham is the largest NGO working in the Indian education sector.

Digital Class Room Program: Computerized Classrooms/Learn, Out of the Box is a Pratham activity in organization with the Vodafone Foundation, India, to upgrade educating and learning in low-wage schools utilizing innovation as the prime showing tool. The extend expects to bring an ease, advanced learning answer for 1000 low-pay schools crosswise over 12 conditions of India, coming to more than 50,000 kids. [21]

B. DIGITAL EMPOWERMENT FOUNDATION (DEF): New Delhi-based Digital Empowerment Foundation (DEF) was begun in 2002 DEF was enlisted as a not-revenue driven association under the Indian Societies Registration Act, 1860, to complete this mission of enabling individuals carefully.

Today, DEF is one of the world's driving experts in the field of Information and Communication Technology for Development (ICT4D). Its Founder and Director, Osama Manzer, is universally perceived as a specialist in this field and he, or DEF as an association, is an individual from a few national and global government and non-government bodies, master boards and teams occupied with advancing a carefully engaged and data rich society.

Through all its differing exercises, DEF looks to individuals living in data dimness defeat the data hindrance, figure out how to utilize advanced devices and the Internet to accomplish more prominent financial correspondence by inspiring themselves practically all alone utilizing the force of computerized gadgets to get to data and learning. [22]

C. VIVID FOUNDATION: From 26th July the Vivid Foundation has started its mission of education as team of professionals having expertise in various sectors and Industry. Interestingly from an agriculturist of Bihar to an IT master from

Tamilnadu, all meet up to sustain the nation with one of a kind and creative idea at Vivid Foundation. One can even say this integration of different industry to put efforts for the social cause known as Vivid Foundation. Vivid Foundation mainly focuses into promotion of Education, Culture, IT and Research & Development in to rural and semi - urban areas of country. [23]



Fig.: 2 - Digital Literacy in rural India

VI. BARRIERS OF DIGITAL LITERACY

There are various boundaries to advanced proficiency: disposition, age, financial status, dialect, and local accessibility of asset. Every one of these boundaries exist territory savvy specifically:

A. BARRIERS IN RURAL AREA

The major population of India lives in rural area so to support digital literacy in India it is very important to spread computerized learning in rural area. These areas are abundant with many barriers as listed below:

1) Lack of trained teachers

A major obstacle in the use of ICT in rural education is the lack of knowledge and skills. There is paucity of dynamic teachers formally trained in ICT. Moreover, there is hardly any quality training imparted on a regular basis to teachers involved in ICT education.

2) Unavailability of resources

The major population of Chhattisgarh live in a rural areas or villages so due to the lack of connectivity the

Chhattisgarh government is also not able to provide the right resources at right time.

3) Challenge of language and content

A huge extent of the instructive programming created on the planet market is in English. Lion's share of online substance is accessible in English. In creating nations, English dialect capability is not high, particularly outside the urban territories which turns into a genuine boundary to expanding the instructive advantages of ICT.

B. BARRIERS IN URBAN AREA

1) Shortage of time

In schools, teachers are usually burdened with multiple tasks other than teaching. Moreover, they have to teach all types of subjects along with ICT. They don't have sufficient energy to configuration, form and fuse innovation into educating and learning. The teacher needs time to collaborate with other teachers as well as learn how to use hardware and software and at the same time keep oneself updated with the latest technology.

2) Unfavorable organizational culture and poor attitude and beliefs

Often in developing nations, the educational organizations and school management fail to perceive the importance and seriousness of the role of ICT in education enhancement. Also, the teachers "attitudes and beliefs are outdated and orthodox. They are unaware and rigid and not willing to adapt to the change. They harbor false beliefs that ICT is meant primarily for the youngsters and are skeptical about the effectiveness and utility of ICTs in school education.

3) Lack of equipment

While not the most prevalent factor, lack of equipment still remains a key barrier to adoption. Access is a barrier for households in areas where high-speed Internet is not available, especially in rural areas of the state. As per a review, an absence of broadband accessibility is the essential obstruction to appropriation.

4) Lack of awareness

As indicated by a late study it is watch that countless populace doesn't know about the computerized proficiency, most recent advancements and the administrations they get by utilizing the advanced India.



VII. IMPROVEMENT STRATEGIES FOR DIGITAL LITERACY

Sarva Siksha Abhiyan (SSM) is another plan by the legislature of India taken in which all the understudy must be instructed and ought to must have a learning about the most recent patterns and advances.

The Chhattisgarh State Leading group of India has expressed that roughly the 50 school of Chhattisgarh will be made as a smart school in which the more concentration is on the advanced discovering that incorporates e-classrooms, e-library and so on. This proposition will most presumably entire till 30th November 2016. [20]

Several more governmental as well as non-governments schemes should be programmed in favour of supporting digital literacy and ICT in India.

Private schools and collages of India should also positively become a part of it and give at least a small contribution to digitally educate the students from rural schools.

VIII. CONCLUSION

India is the second largest populated country in the world but a large number of states in India are not covered by digital media. Indian government is taking major steps every now and then to promote digital literacy to make the India grow not in just population wise but also in education wise. Thus, this is the Research Paper that assesses the impact of the digital literacy training (In both formal and informal learning settings) on individual learning and community development should be undertaken and disseminated. To support alarming increase in digital literacy not only the Indian government but also all the individual should be aware of it so that every individual plant a foot print on the society. For that some methods and policies are being figured out in this research paper.

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