

An Impact Assessment Study of the Digital Literacy Training Programmes in India



Nimish Joseph, P Vigneswara Ilavarasan, Arpan Kumar Kar



Polana Serena, Maputo, Mozambique

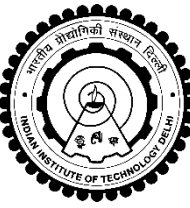
Agenda

- ▶ Introduction
- ▶ Purpose
- ▶ Survey
- ▶ Training Details
- ▶ Impact
- ▶ Results
- ▶ Recommendations

Introduction

- ▶ Digital India
- ▶ The major achievements of Digital India include National Digital Literacy Mission and Digital Saksharata Abhiyan
- ▶ CSC e-Governance Services India Limited is implementing a mass literacy programme that provides ICT training to 5,250,000 citizens
- ▶ 20 hours of training, which provides trainees basic familiarity with using computer hardware and IT skills like Internet browsing, emailing etc.
- ▶ Monthly exam is being conducted - 200,000 candidates

Purpose



To re-identify the priorities and to recommend changes that must be incorporated into digital literacy training programmes

Survey

- ▶ A questionnaire based telephonic survey was conducted for the study.
- ▶ Research team received a database of 500,000 trainees.
- ▶ The beneficiaries were clubbed on the basis of e-readiness of the state, gender, SC/ST status and religion.
- ▶ 30,003 respondents were contacted for data collection

Sample Size

Group (G)	States/Union Territories	Beneficiaries
G1	Karnataka, Chandigarh, Maharashtra, Tamil Nadu, Delhi, Andhra Pradesh	17.74
G2	West Bengal, Kerala, Haryana, Gujarat, Punjab	29.72
G3	Andaman & Nicobar, Madhya Pradesh, Goa, Odisha, Assam, Himachal Pradesh, Uttar Pradesh, Bihar	32.80
G4	Chhattisgarh, Uttarakhand, Jharkhand, Sikkim, Rajasthan	17.11
G5	Tripura, Nagaland, Puducherry, Meghalaya	0.86
G6	Manipur, Mizoram, Jammu and Kashmir, Arunachal Pradesh, Lakshadweep, Dadra and Nagar Haveli, Daman and Diu	1.77

Beneficiaries

Category		Composition
Gender	Male	59.45
	Female	40.55
Community	SC/ST	19.63
	OBC	54.39
	General/Others	25.98
Religion	Hinduism	90.97
	Islam	8.94
	Others	0.09

Other Details

Age (In Years)	<=14	15-19	20-24	25-44	>=45
All Trained	0.65	51.14	27.36	17.94	2.91

Employment Status	Not Working	Part Time Job	Full Time Job	Self Employed	Student	Housewife
All Trained	3.76	1.50	7.68	1.78	77.32	7.96

Average Monthly Household Income (INR)	<=5000	5001-10000	>=10001
All Trained	12.45	41.92	45.62

Training Details

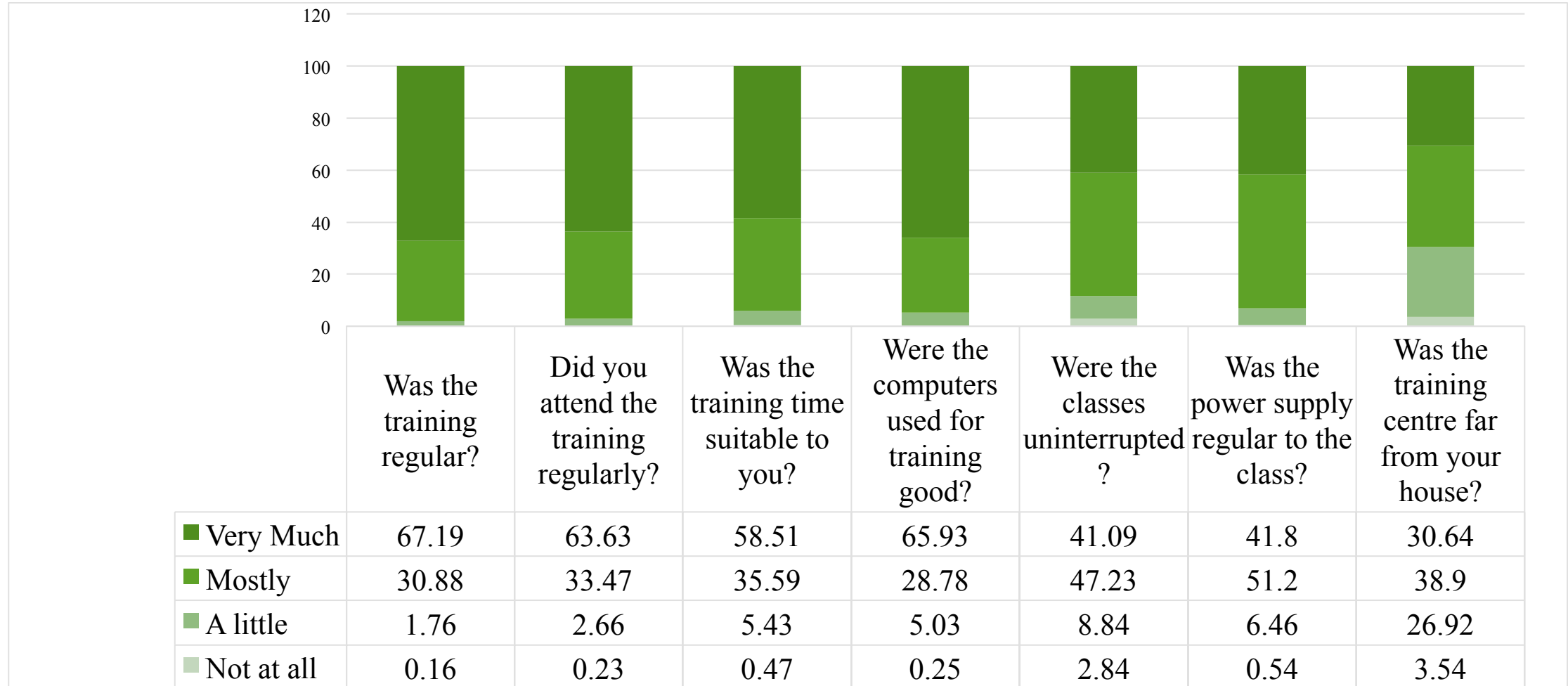
- ▶ Conduct
 - Regularity, Interruption, Distance, Power Supply
- ▶ Content
 - Teaching Methods, Queries, Assessments
- ▶ Perceived Value
 - Plan similar training, recommend and teach others

Training Impacts

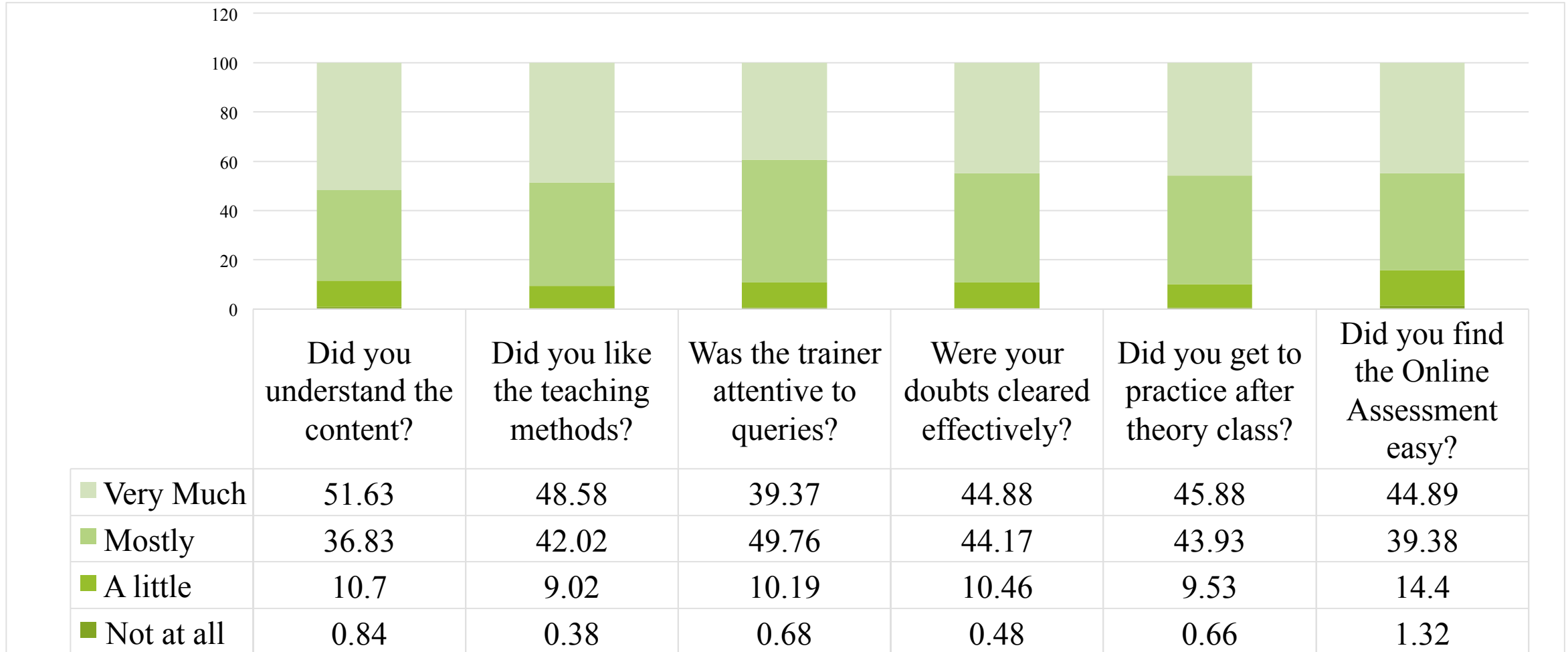
- ▶ Knowledge
- ▶ Comfort
- ▶ Frequency

- ▶ Stand Alone ICTs
- ▶ Interactive ICTs

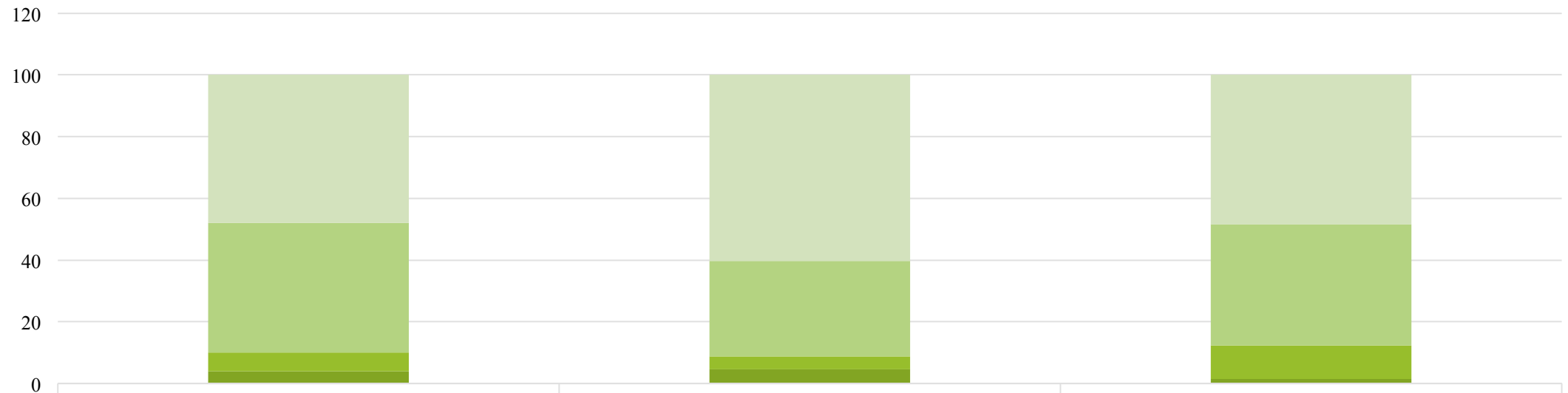
Conduct



Delivery



Perceived Value



	Do you plan to attend similar trainings?	Would you like to recommend the same kind of training to others?	Are you confident of teaching others about Computer and Internet?
Very Much	47.87	60.34	48.32
Mostly	42.21	30.96	39.31
A little	5.88	4.11	11
Not at all	4.04	4.58	1.36

Survey Results

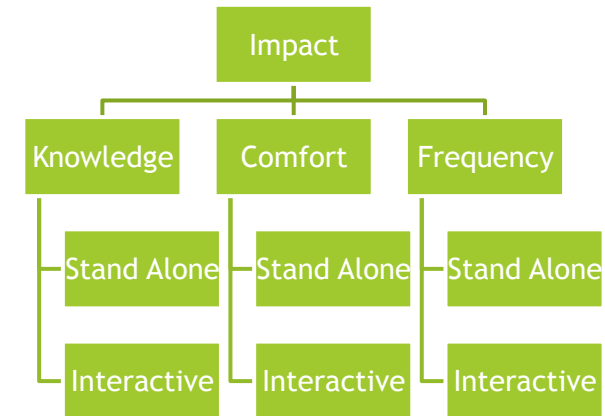
- ▶ 98.07% - Training programme was regular and very good.
- ▶ 94.1% - Timings
- ▶ 97.1% - Regularity of trainers
- ▶ 90.0% - respondents are willing to attend the similar programme again
- ▶ 91.3% - would recommend to others
- ▶ 7.92% - Gender important
- ▶ 78.9% - knowledge in using computer
- ▶ 82.53% -mobile/smart phone
- ▶ WhatsApp (83.64%), social media (79.85%), YouTube (66.98%) and internet search engines (68.11%)

Training Benefits

- ▶ Confidence Levels - for getting a new job- employed (98.56%) and unemployed (98.96%)
- ▶ 98.82% - to use computers/ mobile phones/ tablets/internet - increase in income
- ▶ 97.76% - new initiatives
- ▶ 89.65% - to learn new skills for a better job or to start their own business.
- ▶ 91.3% - recommend to others.
- ▶ After receiving training, most of the respondents felt more aware of the related educational needs (93.06%) and surroundings (93.73%).

Statistical Tests - Analytic Hierarchy Process (AHP)

An effective tool for dealing with complex decision making, and may aid the decision maker to set priorities and make the best decision.



Statistical Tests

- ▶ Knowledge = $0.415 - 0.079 \text{ Content} + 0.080 \text{ Perceived Value}$
- ▶ Comfort = $0.343 + 0.063 \text{ Content} + 0.019 \text{ Perceived Value}$
- ▶ Frequency = $0.243 + 0.016 \text{ Content} - 0.099 \text{ Perceived Value}$

Recommendations

- ▶ Hands-on sessions to enhance the learning related to job portals, weather updates, online payments and educational opportunities
- ▶ Tutorials and skill development videos on YouTube in participants' mother tongue. Discounts and offers to promote the use of digital platforms
- ▶ Provision of low budget smartphones, laptops and/or other devices with internet connectivity/free Wi-Fi
- ▶ Changes in law to ensure digital literacy and connectivity for all citizens

Thank you for your attention

nimishjoseph@gmail.com

www.nimishjoseph.in