**Field Work**

**On**

**DIGITAL INDIA**

**(power of Empower)**

**Submitted**

**to**

**KCES’s Institute of Management and Research, Jalgaon**

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**Submitted by**

**Name: Vaishnavi Mukesh Desai**

**Email id:vaishnavidesai29012007@gmail.com**

**Name: Bhumika Vijay Chavan**

**Email id:bhumikachavan26@gmail.com**

**Under the Guidance of**

**Name**: **Miss.Aarati Hinge**

**In Partial Fulfillment of**

**Master of Computer Application  (Integrated)**

**Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon**

**ACKNOWLEDGEMENT**

We have great pleasure in submitting this Fild Work on **“DIGITAL INDIA(power of Empower)”** to **Kavayitri Bahinabai Chaudhari  North Maharashtra University, Jalgaon.**

 It is humble brief that any Field Work can be carried out with success by a two person. Many other personalities helpings to accomplished this project and it is our duty to express our appreciation to them.

 We are indebted to **Miss.Aarati Hinge**for helping us as guide and  allow us to do the Field Work at their site.

 We wish to thank the teaching staff, our friends and persons who help us directly or indirectly for completion of Field Work.

**DECLARATION**

We hereby declare that the project work entitled **“ DIGITAL INDIA(power of Empower)”** has carried out result on the basis of investigations and analysis by us under the guidance of **Miss.Aarati Hinge.**

 We further declare that this work has not been submitted in partly or fully to any other University or Institute for the award of any other degree. Material obtained from other source has been daily acknowledged in the Field Work.

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ntroduction

The bus travel industry in India is unorganized and highly fragmented. It is a 120 billion annual turnover

industry with a growth rate of 25% per year. (Note 1) This industry is growing phenomenally in India, being one

of the most preferred modes of transport for millions of Indians. There are around 2000 private bus operators

which function with almost 20000 buses on point to point routes. (Note 2) In the Indian bus travel industry, most

of the private players were regional players and did not have a pan India presence and therefore there was a lack

of a centralized platform for organized scale of operations. The market for online car rentals and bus reservations

business was anticipated to arrive at $150 million in the year 2011 as per Applied Travel Intelligence. (Note 3)

The two carriage categories when it comes to Indian bus travel industry operations are contract carriages and

stage carriages. The contract carriages are usually long distances from city to city with less number of stop points

whereas stage carriers are comparatively short distances with several stop points. The contract carriage industry

in India is fragmented, with more than 65% of the bus operators possessing over less than 20 buses each. Despite

of growth of online ticket reservations in India through renowned players like makemytrip.com (airline) and

IRCTC.com (train), there was a reasonably slow growth when it came to online bus reservations. The role of IT

in revenue management is prominently discussed by many researchers (Kimes, 2001; Bakos, 1997). The reasons

for this slow growth could be attributed to several reasons like the unwillingness of the majority of the Indian

population to book their bus tickets online, low internet penetration and more than that, the unavailability of a

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**Introduction:**

In An Era Defined By Technology, *Digital India* Emerges As A Transformative Initiative Aimed At Reshaping The Nation’s Future. Launched In 2015 By The Government Of India, This Ambitious Campaign Envisions A Digitally Empowered Society And A Knowledge-Based Economy.

1. With The Slogan "Power To Empower," Digital India Seeks To Bridge The Digital Divide, Making Technology Accessible To Every Citizen – From Rural Villages To Urban Cities. It Empowers Individuals By Providing Access To Essential Services, Education, Information, And Employment Opportunities Through Digital Platforms. More Than Just A Policy, Digital India Represents A Movement Towards Inclusivity, Transparency, And Growth, Where Every Citizen Is An Active Participant In The Country’s Digital Revolution.

**Objectives**

**1. Digital Infrastructure as a Core Utility to Every Citizen**

* **Provide high-speed internet in all Gram Panchayats.**
* **Offer unique digital identity (Aadhaar) to every citizen.**
* **Ensure mobile connectivity and access to banking services.**
* **Create safe and secure cyber space.**

**2. Governance and Services on Demand**

* **Make government services available online and on mobile platforms.**
* **Promote e-Governance and digitize records.**
* **Facilitate real-time access to services such as healthcare, education, and agriculture.**

**3. Digital Empowerment of Citizens**

* **Provide digital literacy to all citizens.**
* **Make digital resources universally accessible.**
* **Encourage participative governance through technology.**
* **Promote use of local languages and digital tools for inclusivity.**

**Methodology:**

**The methodology of the *Digital India* program is based on a structured, multi-layered approach to digitally empower citizens, improve governance, and boost economic growth. It uses a mix of technology, policy, and public-private partnership to reach every part of the country. The campaign operates through three core vision areas and several pillars of action.**

**1. Digital Infrastructure as a Utility to Every Citizen**

* **Broadband Highways: Development of broadband connectivity in rural and urban areas (e.g., BharatNet project).**
* **Mobile Connectivity: Expanding mobile networks to remote regions.**
* **Digital Identity: Use of Aadhaar for secure and unique identification.**
* **Public Internet Access: Establishing Common Service Centres (CSCs) in villages for access to digital services.**

**2. Governance and Services on Demand**

* **e-Governance: Digitizing government processes for faster, transparent service delivery.**
* **Integrated Services: Linking various departments (e.g., land records, healthcare, education) through a single online platform.**
* **Online Citizen Services: Portals like UMANG, MyGov, and DigiLocker offer services such as applying for documents, paying bills, and accessing certificates**

**Conclusion/Result**

The *Digital India* initiative truly embodies the vision of transforming India into a digitally empowered society and knowledge economy. By promoting digital infrastructure, improving online services, and enhancing digital literacy, it bridges the gap between urban and rural areas. It empowers citizens with access to information, transparency in governance, and opportunities for growth in education, business, and innovation. Ultimately, *Digital India* is not just a program—it is a movement that harnesses the power of technology to empower every citizen and build a stronger, inclusive, and progressive nation.

**Suggestions for Digital India: Power to Empower**

1. **Improve Digital Infrastructure**  
   Expand high-speed internet connectivity in rural and remote areas to ensure equal access for all citizens.
2. **Enhance Digital Literacy**  
   Launch more training programs, especially for students, farmers, and small business owners, to help them use digital tools effectively.
3. **Strengthen Cybersecurity**  
   Implement strong data protection laws and awareness programs to keep citizens safe from online fraud and cyber threats.
4. **Promote Local Innovation**  
   Encourage startups and entrepreneurs to develop digital solutions that address local community needs.
5. **Ensure Affordable Access**  
   Make digital devices and internet services more affordable so that no one is left behind in the digital revolution.
6. **Increase E-Governance Transparency**  
   Expand online government services and ensure their user-friendliness to reduce corruption and save citizens’ time.
7. **Support Digital Education and Health Services**Strengthen platforms like e-learning and telemedicine to improve access to quality education and healthcare**.**

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**Questionnaire**















































































