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**International Journal of Multidisciplinary Research in  
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# A Study on Effectiveness of Digital India Campaign in Promoting Digital Literacy in Coimbatore City (North)

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**ABSTRACT :** The Digital India campaign, launched by the Government of India in 2015, aims to transform the country into a digitally empowered society and knowledge economy. One of its key pillars is the promotion of digital literacy, especially among rural and underserved populations. This study evaluates the effectiveness of the Digital India campaign in enhancing digital literacy across various demographics. Through a mixed-methods approach involving surveys, interviews, and secondary data analysis, the research assesses the reach, impact, and challenges of the campaign. Findings indicate a significant increase in basic digital skills and internet usage in targeted regions, along with improved access to government services and digital infrastructure. However, the study also highlights gaps in awareness, training quality, and infrastructure disparities. The paper concludes with recommendations for strengthening policy implementation, ensuring inclusive access, and fostering sustainable digital literacy initiatives.

## I. INTRODUCTION

Digital literacy has emerged as a key requirement for participation in today's information-driven society. Recognizing the need to empower citizens with digital skills, the Government of India launched the Digital India campaign in 2015. This initiative aims to provide digital infrastructure, increase internet connectivity, and promote digital literacy across the country.

One of the campaign's primary goals is to ensure that every citizen, especially in urban and semi-urban areas, is digitally literate. With rapid urbanization and technological growth, cities like Coimbatore play a crucial role in driving this transformation. Known as the "Manchester of South India," Coimbatore is a growing industrial and educational hub. The city has witnessed an increase in digital adoption in sectors like education, business, and governance. However, digital literacy levels still vary across different socio-economic groups.

Programs under Digital India, such as the National Digital Literacy Mission (NDLM) and PMGDISHA, have been implemented in Coimbatore to promote basic computer skills, online communication, and access to e-services. The effectiveness of these efforts depends on awareness, accessibility, and training quality.

## OBJECTIVE

To evaluate the impact of the Digital India campaign on digital literacy levels among citizens in Coimbatore city.

## II. RESEARCH METHADODOLOGY

The Research Methodology simply refers to the how functions of any given piece of research. The sample size for the study is set at 147 respondents, ensuring a balance between data reliability and feasibility. In this study used both primary and secondary data. Primary data is first hand information collected directly from the people in Coimbatore North Zone. Secondary data is obtained from government publications, policy reports, research articles, and official websites.





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### TOOLS USED FOR ANALYSIS

Simple percentage Analysis

### III. ANALYSIS AND INTERPRETATION SIMPLE PERCENTAGE ANALYSIS

**Table 1**  
**Assessment of Digital Literacy Levels of The Respondents**

Digital Literacy Levels	No of respondents	Percent
Beginner	33	22.4
Intermediate	47	32.0
Advanced	39	26.5
Expert	28	19.0
<b>Total</b>	<b>147</b>	<b>100.0</b>

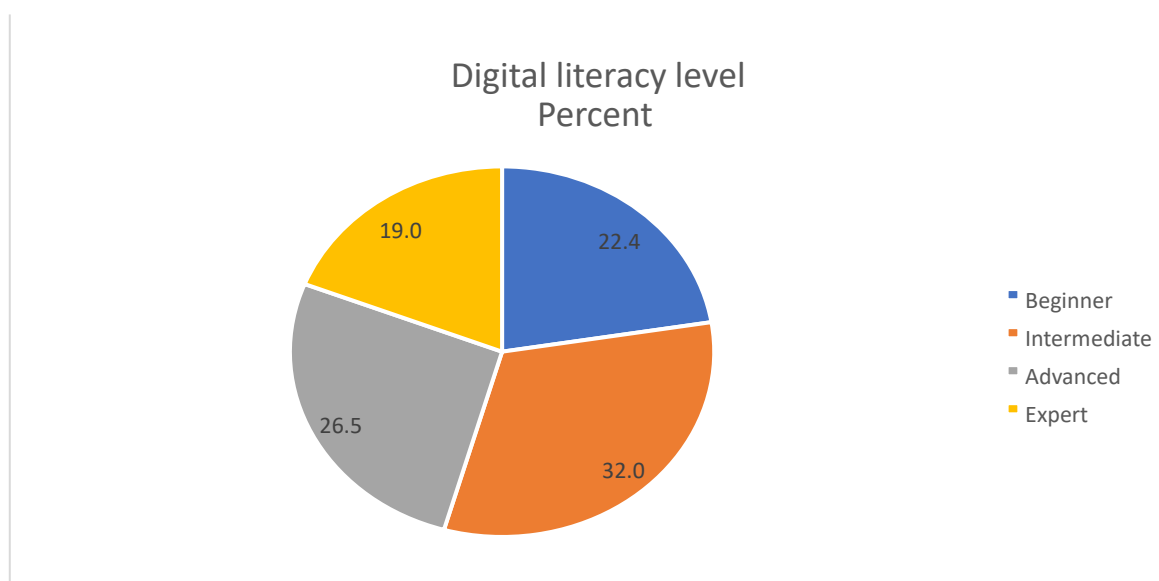
**Source: Primary Data**

#### INTERPRETATION:

Table No. 1 reveals that the highest (32.0%) of respondents in the study on evaluating the effectiveness of the Digital India campaign in promoting digital literacy in Coimbatore North Zone have an intermediate level of digital literacy, followed by respondents at the advanced level (26.5%), beginner level (22.4%), while the expert level (19.0%) contributes the least.

#### INFERENCE

Most (32.0%) of the respondents have an intermediate level of digital literacy.





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**Table 2**  
**Awareness of The Digital India Campaign of the Respondents**

Awareness	No of respondents	Percent
Social media	41	27.9
Television	37	25.2
Newspaper	33	22.4
Word of mouth	36	24.5
Total	147	100.0

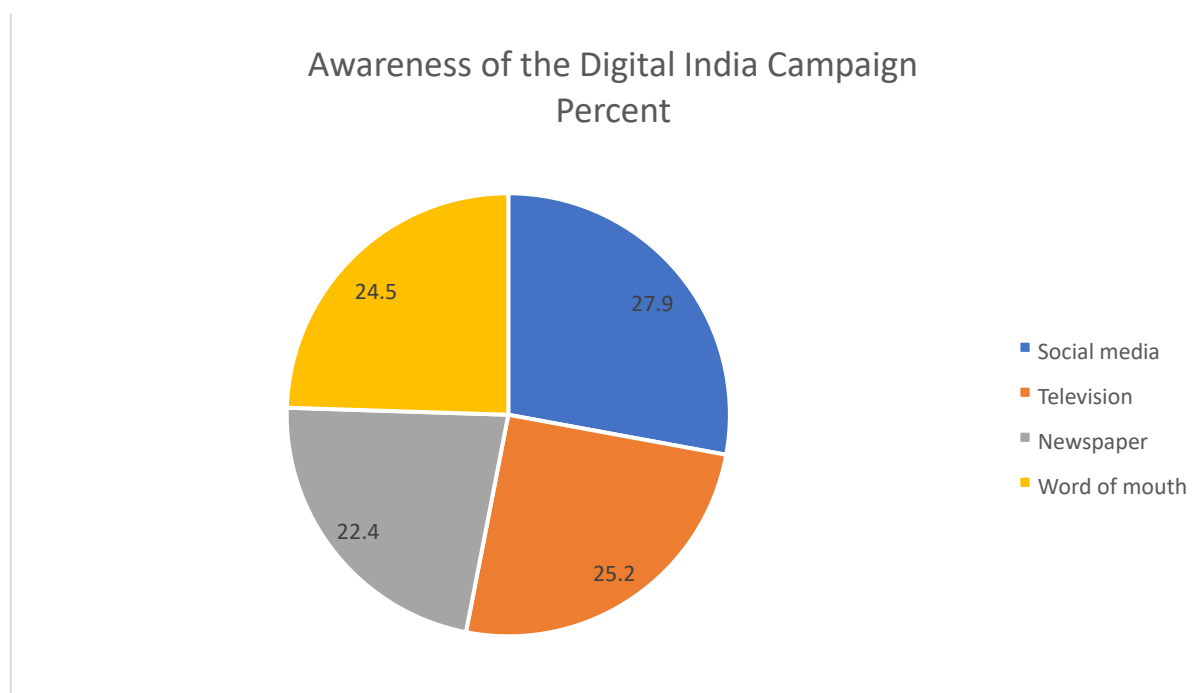
**Source: Primary Data**

### INTERPRETATION:

Table No. 2 reveals that the highest percentage of respondents in the study on evaluating the effectiveness of the Digital India campaign in promoting digital literacy in Coimbatore North Zone became aware of the campaign through social media (27.9%). This is followed by television (25.2%), word of mouth (24.5%), and newspaper (22.4%), which has the lowest percentage.

### INTERFERENCE

Most (27.9%) of the respondents became aware of the Digital India campaign through social media.





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**Table 3**  
**Personal Benefits Experienced from the Digital India Campaign of the respondents**

Personal Benefits	No of respondents	Percent
Improved access to government services	47	32.0
Increased online transactions	39	26.5
Enhanced employment opportunities	31	21.1
Others	30	20.4
<b>Total</b>	<b>147</b>	<b>100.0</b>

**Source: Primary Data**

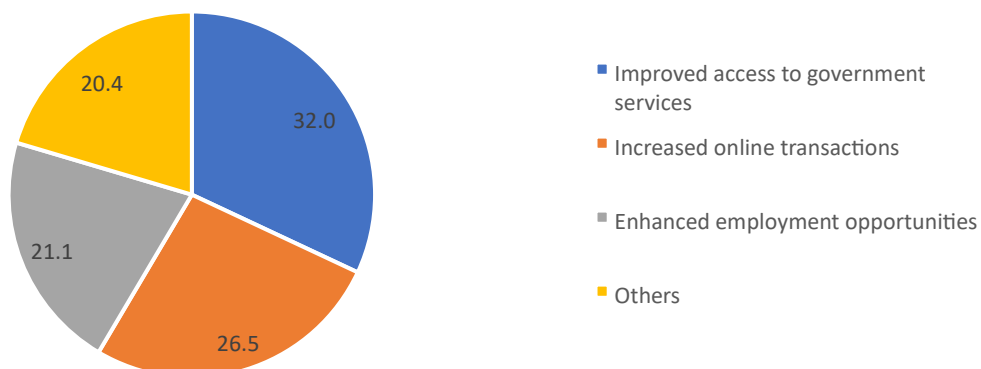
### INTERPRETATION:

Table No. 3 reveals that the highest percentage of respondents in the study on evaluating the effectiveness of the Digital India campaign in promoting digital literacy in Coimbatore North Zone have experienced improved access to government services (32.0%) as a personal benefit. This is followed by increased online transactions (26.5%), enhanced employment opportunities (21.1%), and other benefits (20.4%), which has the lowest percentage.

### INTERFERENCE

Most (32.0%) of the respondents have experienced improved access to government services as a benefit of the Digital India campaign.

**Personal Benefits Experienced from the Digital India Campign**  
**Percent**





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### IV. CONCLUSION

The study on evaluating the effectiveness of the Digital India campaign in promoting digital literacy in Coimbatore North Zone highlights critical insights into the current state of digital literacy and the impact of the campaign. The findings indicate that a significant portion of the respondents possess intermediate digital literacy skills and frequently use digital technology. However, while digital comfort levels appear to be relatively high, there is still a considerable need for advanced skill development and structured training programs. The awareness of the Digital India campaign has largely been driven by social media, making it a key platform for future outreach efforts.

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