

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 6155 Cities in 195 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	EFFECTS OF SOCRATIC AND CONVENTIONAL LECTURE TEACHING METHODS ON ACADEMIC PERFORMANCE OF SECONDARY SCHOOL STUDENTS IN FINANCIAL ACCOUNTING IN ADAMAWA STATE, NIGERIA <i>Dr. TITUS AMODU UMORU & BABANGIDA HARUNA</i>	1
2.	HUMAN RESOURCE MANAGEMENT PRACTICES & WORK LIFE BALANCE: WOMEN INFORMATION TECHNOLOGY PROFESSIONALS <i>SARITA VAIDYA, Dr. PRASHANT GUPTA & Dr. JYOTI SHARMA</i>	6
3.	EVALUATION OF EMPLOYEES' PERFORMANCE USING DATA ENVELOPMENT ANALYSIS AS A TOOL: A PILOT STUDY OF HR EXECUTIVES OF THDCIL <i>ASHUTOSH KUMAR ANAND & Dr. V.P.GANGWAR</i>	11
4.	DIGITAL INDIA – A CRITICAL REVIEW <i>Dr. NARINDER TANWAR</i>	16
5.	A STUDY ON CUSTOMERS ATTITUDE TOWARDS SOCIAL MEDIA NETWORKING <i>S. CHITRA & M. BHUVANESWARI</i>	20
6.	ASSESSMENT OF EMOTIONAL INTELLIGENCE AND ITS IMPACT ON LEADERSHIP STYLE OF LEATHER ENTREPRENEURS AND EXECUTIVES <i>A. NIYAZ AHMED</i>	28
	REQUEST FOR FEEDBACK & DISCLAIMER	32

CHIEF PATRON**Prof. (Dr.) K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinara Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. CHRISTIAN EHIOBUCHIE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. ANIL K. SAINI

Professor, Guru Gobind Singh Indraprastha University, Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELİ ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. LALIT KUMAR

Faculty, Haryana Institute of Public Administration, Gurugram

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA****FINANCIAL ADVISORS****DICKEN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (**[FOR ONLINE SUBMISSION, CLICK HERE](#)**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post*

Institution/College/University with full address & Pin Code

Residential address with Pin Code

Mobile Number (s) with country ISD code

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Alternate E-mail Address

Nationality

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

DIGITAL INDIA – A CRITICAL REVIEW

Dr. NARINDER TANWAR

ASSOCIATE PROFESSOR

FACULTY OF COMMERCE & BUSINESS STUDIES

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

FARIDABAD

ABSTRACT

Digital India was going at its slowest pace until in 2016 government began to give stress on accelerating digitization in every sphere of activity. Digitization comes with a cost and it is not only to sound politically for pleasing the people. The IT department which is the carrier of digitization is completely new in India and symbolical. Until the government strengthen the Ministry of IT with huge network of human resources and technology and progress would continue to move at snail pace. At tertiary level, the progress is very dismal. It is matter of opportunity that elite is grabbing the fruits of digitization because they are going along with IT which is a good source of income and consolidation of knowledge. We have seen the widening of knowledge gap across the country. The literacy knowledge is pre-requisite for acquiring the digital knowledge which about 70% of the people are lacking. The social cost of digitization is very high because India is still not into the production of telecom equipments and also optical fibers used for spreading digitization. Where wireless IT is used the cost is still higher evident from the fact that the government sold spectrum to the telephone operators since 2015 are winding up the business and these are replace by Reliance Jio whose primary equipment is costing Rs. 2700 alone. People have been fleeced to use Jio free of cost for last 6-7 months and now the bill will be minimum Rs. 1500-2000 for the same usage. Is it digital India the country wish to achieve? The digital India is possible only when the people of India are given their due status in terms of their education and activities and enhanced status is capable of giving good taxes which are to be used for transforming the raw literacy to digital literacy. The research paper will focus upon exploring new insights of online marketing, to what extent e-marketing helps in achieving these goals and enlighten the readers that digital India is a good spirit but achievement an uphill talks.

KEYWORDS

digitisation, digital literacy, e-commerce, infrastructure, smartphone.

JEL CODE

M3, M30.

INTRODUCTION

Prior to exploring the innumerable possibilities of 'Digital India', let us first understand the concept of the program. This is a program intended to transform India into a digitally empowered society and knowledge economy. The idea is to provide people with a 'cradle to grave identity' that is "unique, lifelong and online." The authorities have conveyed that the overall scope of this program is to prepare India to have the requisite knowledge to be equipped for the future and make technology the center that enables change. It envisions becoming the umbrella program across sectors. The project focuses on being transformative that helps realize the popular equation i.e. IT+IT= IT, which means India Today + Information Technology = India Tomorrow. 'Digital India' is a vision, which is based on three key areas. The first is to make various utilities available to the citizens through cutting-edge digital infrastructure. It will enable delivery of services like banking and access to service centers at the doorstep of citizens with the assistance of high speed internet. The second area of vision will be the focus on governance and services. This digital movement will bring everything in the palms of people across departments and places. It will enable providing services to people in real time, cutting across every hindrance. It will also enhance the usage of cloud services and enable citizens to receive their due just from these services. Furthering the benefits, it will ease the procedures for starting businesses in India and even the financial transactions will become effortless as people wouldn't have to set foot outside their houses. The third and the foremost vision would be to empower citizens digitally. The digital resources, like documents etc. will be easily available on the cloud, making access to information easier and faster. This will consequently lead to a digital revolution in the country. Further, the services would be friendlier as they would be available in native languages, making their penetration comprehensible and vast. With e-Governance coming into power, the private sector sees a lot of opportunity in this space. This will magnify the efficiency of the Government and induce more transparency into the system. Digital payment companies stand to benefit with this move as it will increase the number of people accessing Internet in India. The future of a country is generally determined by the growth of its economy and the Digital India campaign is one such way that will not only strengthen the economy of India, but will also play a major role in putting India in the league of developed nations. The transformation of the country into a knowledge economy will ensure the industry gets rock solid support and a fertile ground to flourish in the time to come. Additionally, the huge investment of Rs. 1.13 lakh-crore and 18 lakh direct or indirect jobs in the country will generate trust among major investors across the globe making it the new mecca for emerging technologies. Consequently, the next Apple or Facebook might just come from India!

LITERATURE REVIEW

'Digital India' initiative has been an area of interest of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector. Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long term push to the technological sector in India. Microsoft CEO, Satya Nadella intends to become India's partner in Digital India program. He said that his company will set up low cost broadband technology services to 5lakhs villages across the country.

Prof. Singh began with the basic overview of what Digital India entails and led a discussion of conceptual structure of the program and examined the impact of "Digital India" initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labor laws of India to make it a successful campaign.

Arvind Gupta intends to say that Digital India movement will play an important role in effective delivery of services, monitoring performance, managing projects and improving governance. An Integrated Office of Innovation & Technology to achieve the same, for problem solving, sharing applications and knowledge management will be the key to rapid results, given that most departments work on their own silos. Tracking and managing the projects assumes significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached implementation stage. Sharing learning's and best practices across departments needs to be driven by this Office of Technology.

Gupta and Arora (2015) studied the impact of digital India project on India's rural sector. The study found that many schemes have been launched in digital India to boost agriculture sector and entrepreneurship development in rural areas. Digital India programme has also set the stage for empowerment of rural Indian women.

Rani (2016) concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. It also pointed out that many projects may require some transformational process, reengineering, refinements to achieve the desired service level objectives.

Midha (2016) concluded that digital India is a great plan to develop India for knowledge future but its improper implementation due to inaccessibility and inflexibility to requisite can lead to its failure. Though digital India programme is facing number of challenges yet if properly implemented it can make the best future of every citizen. So we Indians should work together to shape the knowledge economy.

Furthering the benefits of Digital India, the roadmap ahead looks promising. By the year 2019, 2.5 lakh villages will have broadband connection along with the added feature of phone connectivity. The imports of the country will turn zero as India will have a staggering 400,000 Public Internet Access Points. Not only that, over 2.5 lakh educational institutions including schools and universities will have Wi-Fi facility. The program aims to impact the employment scenario immensely by increasing skills and job prospects. It is estimated that by 2019, about 1.7 crore young Indians will have proper training in IT, Telecom and electronics. This directly leads to 1.7 crore jobs for Indian Youth in about four years from now.

With these developments, India is expected to become the world leader in IT interface with e-Governance and e-services getting maximum exposure. Driven by such digital engagement, Indian firms are expected to leave the best-in-the-world companies behind, with their IT expertise permeating into services like health, education and banking. The efforts made by present government to ramp-up the agenda of Digital India is to reinvigorate India's digital infrastructure. The initiative introduces nine "pillars" that the government will expand on, in its push to try to bridge the country's digital divide.

Digital India aims to have broadband networks that will span India's cities, towns and 250,000 villages by end-2016, along with a system of networks and data centres called the National Information Infrastructure. It could transform citizen access to multimedia information, content and services. It also gives the government access to a great deal of information. After years of broadband and nationwide fibre-optic infrastructure targets, India remains stuck at a total of 15 million wire line broadband users. Yet mobile broadband use has exploded, currently standing at 85 million users, driven by apps like Facebook and WhatsApp, and the sharing of images and videos. Experience shows that it is communications and content, not empty pipes that drive network usage. And manufacturing content is not government strength. This project needs content and service partnerships with telecom companies and other firms, with new entrepreneurs.

These are the low-hanging fruits and the projects already under way. For instance, a new messaging platform for government employees has over 13 million mobiles and 2 million emails in the database; biometric attendance for all central government offices in Delhi, wi-fi in universities and in public locations, eBooks in schools, SMS-based weather information, disaster alerts. For instance, the project aims to provide secure email as the primary form of communications within the government, and to the outside world. Official email has been available for well over a decade in India, though its security is debatable. Yet most government officials and politicians prefer to use personal email services from Gmail and other public providers that can be accessed on their mobile phones.

The discussion on Information Explosion, Challenges and opportunities documents that digital revolution has been sweeping the world and there is already explosion of information at an unprecedented scale, so much so that storage and retrieval of the available data is assuming challenging proportions. Further, what is more challenging is the analysis and processing of data for possible economic and social gains. There is empirical evidence to substantiate that those societies and individuals who can operate computer-based tools and related software are able to develop software(s) that can adapt to the emerging challenges and develop skills to analyze the avalanche of data, thus entering the higher pay brackets. On the other side, those who are not able to cope with the digital tools and remain digitally illiterate are being down the ladder in the job market. To bridge the digital divide between the societies and individuals, governments should encourage education planners to reorient the functioning of the schools and institutions of higher learning in favour of a technology-friendly environment. This will, not only enable students to become digitally literate and essentially inquisitive, but also help dig gold nuggets out of the data mines to facilitate economic and social benefits. Further, this move will also help address existing negativities of the growing digitization which impinge on the privacy of individual firms and the government and also on easy availability of tools for mischief mongers who spread misinformation.

Digital India vision is going to be imperative to propel the country into its next phase of growth. While the government is trying to connect remote areas/ villages via high-speed Internet services to digitally empower people it has to deal with multiple issues. **The demand side of digital in a country like India is a no-brainer but it is the supply side management and operating model of the proposed transformation that requires thoughtful planning and phased implementation to ensure that the impact is as immense as envisaged. What have been the efforts by the government on this?** The supply side can be put into three sets of initiatives. The first is the digital infrastructure, which requires to be put in place. For this the telecom infrastructure will form the base. On top of this layer we need the IT infrastructure in the form of apps, software etc. The second set is content that needs to be relevant to the citizens and address their real-time requirements. The third layer is capacity. Unless we have the all these three sets (i.e. telecom infrastructure, content, capacity) we won't be able to meet the supply commence rate of the demand. The reason of separating them into these three elements is because they are different departments with different sets of issues (policy issues as well as operational concerns around each). But by no means is government the only player in these three areas. For example, today telecom infrastructure is largely been provided by the private sector whereas the role of the government is to provide the right policies. Now there is a vision which brings all these elements together and then breaks that vision into road maps. For example, telecom infrastructure, broadband, mobile, digital identity, etc. are some areas or building blocks of the infrastructure which are clearly identified.

Actual programs and roadmaps like BharatNet and National Optic Fibre Network (NOFN) have delivered quantifiable objectives and milestones. Now mobile payments are going to kick-in in a big way and we see mobile operators coming together with banks. So basic building blocks are in place, but for the next level of digital transformation to happen the content, applications and capacity need to come together. **The government plans to make India a truly digital nation by offering a plethora of e-governance services across sectors by using cloud, mobility, and analytics. What are the execution challenges when it comes to the implementation of these solutions across implementation government departments, state governments and the UTs (Union territories)?** True value of digital means that work flow becomes automated. Efficiencies have to be brought in the processes, and it needs to be much faster and transparent. Only then it makes sense to be called digital.

The challenge is around change management as the government has been working in a particular way and suddenly, we want them to work in a completely different environment. We are now asking them to put information online, respond to grievances and criticism. All this is difficult for people who are not used to function in this manner. Another aspect is to make them understand and educate on the advantages that digital will bring in running the government. If we were to take a single organization like the Election Commission of India with a single objective of conducting elections; then technology becomes much easier to implement. But if we are dealing hundreds of government organizations, each having a different objective and diverse kind of citizen problems, the implementation is challenging. We are trying to address these issues by opening up multiple information and communication channels for the masses. An example in this context would be MyGov, an innovative platform to build partnership between citizens and government with the help of technology for growth and development of India. One positive aspect is that we have witnessed a rise in accountability from various departments. This is because for every major program that the government has taken; we have been asked to benchmark ourselves and put the information online. **With over a billion dollars of cess collected from Operators for universal access, how is USOF building a digital India? What role is it taking to lead and orchestrate the ecosystem?** Right now USOF is working on to provide broadband to every single panchayat in India. This translates into enabling a quarter million by broadband access. Another step that we have taken is in the form of six major schemes in which we are in the process of rolling out access to ensure that every single villager and village in India is covered and connected. The Digital India program was launched in July 2015, with the objectives of offering seamless e-Governance services available on demand, providing infrastructure as a utility to every citizen, bringing about digital empowerment of citizens and more. As part of this highly ambitious project of the Modi Administration, the last year saw an increased focus on the Indian government to provide:

- Internet access across rural and urban regions of India;
- Digital lockers for verifying documents;
- e-Governance as well as government services; and
- More cashless and electronic transactions across India.

But, where do we stand with regard to the Digital India campaign? What progress has been made, and what significant roadblocks lie ahead? In order to get answers to these queries and more, let us take an in-depth look at the Digital India initiative and the related accomplishments.

OBJECTIVE

The objective of the research paper is to focus upon exploring new insights of digital marketing and to what extent digital marketing has achieved its goals in various fields.

RESEARCH METHODOLOGY

For the purpose of collecting data, qualitative and quantitative information has been collected related to various fields using digital concept.

UNIVERSAL ACCESS TO PHONES

This focuses on mobile network penetration, with a plan to fill the gaps in connectivity in India by 2018. Though mobile networks have reached most populated parts of India, the last mile is a long one: 42,300 villages still exist outside the reach of a mobile signal. "Universal access" does not, however, guarantee a working network. Even in its major cities, India's mobile network is so stressed that many say it's broken, with call failures and drops a common complaint. An intense shortage of spectrum has driven up costs and driven down service quality for India's telecom industry. But the problem is much bigger than dropped calls. As many as 85% of India's 100 million broadband users are mobile. As users ramp up multimedia use, and the next 100 million mobile broadband users come on board, networks will not be able to keep up which justifies the need of more spectrum.

PUBLIC INTERNET ACCESS

This aims to increase the number of government-run facilities (Common Service Centres or CSC) that provide digital services to citizens, especially in remote or rural areas with low connectivity. The objective is to increase the 140,000 facilities to 250,000, or one in nearly every village. It also aims to convert 150,000 post offices into multi-service centres. The vision is that the longest distance a villager or tribesperson should have to travel should be to the nearest CSC. This project was first approved in 2006, but moved slowly in its initial years. One of the big boosts from Digital India could be the dramatic ramp-up the mega-project is setting as a target. Citizen services will be one driver of adoption.

e-GOVERNANCE: REFORMING GOVERNMENT THROUGH TECHNOLOGY

Of all the "pillars" of Digital India, this is the oldest and most mature initiative. For decades, hundreds of e-governance projects have been piloted across India. Many were quick successes that however died out once the chief promoter, often a bureaucrat on a two-year posting, moved on. The processes and services include digitising manual databases, introducing online applications and tracking, using online repositories for citizen documents, introducing publicly-visible government workflow automation, and public grievance redress. Experts say that almost every e-governance project that India needs has been successfully piloted somewhere in the country. The daunting task for Digital India will be to take successful pilot projects, replicate and scale them up.

e-KRANTI - ELECTRONIC DELIVERY OF SERVICES

e-Kranti comprises 41 large e-governance initiatives, called "mission mode projects". They span e-education (all schools to get broadband and free wi-fi, as well as MOOCs - Massive Online Open Courses), e-Healthcare and technology for farming, security, financial inclusion, justice, planning and cyber-security. The sheer scale of these projects helps ensure that they do not meet the fate of most e-governance projects in India, which remain pilots. Several have been completed successfully, including the overhauled passport service, and the "MCA21" project for company registration from the Ministry of Corporate Affairs.

ELECTRONICS MANUFACTURING

This plan aims for "net zero imports" in electronics, or imports that match exports by value, by 2020. As of now, India stands to import three quarters of the \$400bn worth of electronics products it will consume in the next five years. Hardware exports as of now are still under \$10bn. This calls for a very big ramp-up in local manufacturing. The plan includes incentives for big chip fabrication as well for mobile and set-top box manufacturers, and clusters and incubators for start-ups. There is another school of thought that "net zero" imports should be seen on a wider canvas - for instance across technology products and services. India exports nearly \$100bn worth of technology and business process services.

IT FOR JOBS

This is a project to train 10 million students from smaller towns and villages for IT sector jobs over five years. Among the plans: Business Process Outsourcing (BPO) locations in every north-eastern state, 300,000 service delivery agents to be trained for IT services, and 500,000 rural workers to be trained by telecom operators for their own needs. The challenge here is not just the numbers, but quality. The technology sector increasingly finds that the dwindling manpower resources available for its jobs are under-trained and mismatched to its needs. Most firms are forced to invest a great deal into their own training for "fresher" recruits.

MAJOR ACCOMPLISHMENTS

- Launch of the MyGov.in portal, with more than 19 lac citizens interacting on it.
- Establishment of BharatNet for the distribution of broadband connectivity, using fibre cable technology.
- Training of 55 lac people under the digital literacy programme and allotment of INR 6 crores for the programme, during the last budget.
- Enrollment of 15 lac pensioners onto the biometric-enabled digital service, Jeevan Pramaan.
- Initiation of the E-sign framework to digitally sign documents.
- Generation of interest among Silicon Valley tech giants, such as Google, Microsoft, Qualcomm and Cisco, to participate in the Digital India and Smart City projects.
- Bharat Sanchar Nigam Limited (BSNL) to undertake large-scale deployment of WiFi hotspots across India.
- Introduction of the Unified Payment Interface (UPI) by National Payments Corporation of India (NPCI) to enable citizens to carry out instant push and pull transactions without issues.
- Launch of an exclusive job portal dedicated to the differently abled people.
- Kickstart of Mahila-E-Haat programme and encouragement of aspiring women entrepreneurs.
- Introduction of free "mobile TV" by a public broadcaster, Doordarshan, to air free TV content on mobile phones across 16 cities initially (without any internet connection).

CAMPAIGN STATUS AND PROGRESS REPORT

Some of the Digital India programme goals may not be easily achieved by 2019-20. The initial phase to kick start new initiatives has been difficult and it will get even more so as the deadline looms. So, if we go by the figures (as detailed hereunder) and compare them with the targets, it may seem that the campaign is lagging behind. But, the progress is still significant and it is sure to help bring about digital empowerment in the lives of millions of Indians by the time it comes to an end.

Let us track the progress until June-July 2016 below:

- According to the World Bank's Doing Business 2016 report, India has raised their rank by 12 places from rank 142 (in 2015) to rank 130 (in 2016), showcasing tremendous improvement rarely seen in an economy as large as India's and within such a short timeframe. The two major contributors towards this improvement in rank for India have been the greater ease of starting a business (through the elimination of the minimum capital requirement and the need of a certificate to start business operations) as well as greater availability of electricity.
- The extensive use of the eBiz portal (India's single window government to business online platform) helped to provide more eGovernance services on demand. The portal now offers more than 16 services, against the 12 that it offered initially. It has contributed to reducing the average time it takes to start a business in India from more than 30 days to an average of only 29 days.

- BharatNet aims to connect 2,50,000 gram panchayats across India. As per this scheme, the OFC pipe laid (till July 2016) is around 1,40,742 km (against 2,292 km in 2014), while the OFC fibre laid is approximately 1,12,871 km (against 358 km in 2014). It has offered optical fibre connectivity to around 48,199 gram panchayats so far.
- This campaign has managed to make the internet reach out to around 40 crore Indian citizens, while the number of broadband users has increased to 12.088 crore.
- Out of the 40,000 Wi-Fi hotspots planned by BSNL for important locations across India, it has managed to commission around 2,504 Wi-Fi hotspots at 1,227 locations.
- The number of Common Service Centres (CSCs) has rose from 80,000 (before this digital movement) to around 1,66,000.
- Digitisation of around 21,319 post offices has occurred, out of a target of 1,55,000 post offices.

DIGITAL LITERACY

One of the major challenges for the Digital India programme from the start has been to increase digital literacy. Even after making the internet available and offering low-cost computing devices the question remains, will the citizens use the internet? This question persists even today as there is little demand seen for state-offered broadband internet and even less interest in booking rail tickets online or checking mark sheets over the internet. To overcome this hurdle, a Digital Literacy Mission with estimates of about INR 1,800 crore (\$26.5 crore) is in the pipeline to train 6 crore rural people (at INR 300 for training one person). Also, earlier this year, Intel India initiated three projects to accelerate digital literacy and upskill people at the grassroots level (non-urban regions, tier two cities and beyond). It will be interesting to see if the government is able to fast track the key measures to enable timely achievement of all the objectives of the Digital India initiative.

CONCLUSION

Therefore, it can be concluded that 'Digital India' is all set to transform the interface of the country's socio-economic dynamics. It is deemed to bring systems and infrastructure up to speed and leverage the country's workforce, establishing a firm foundation towards sustainable practices and eventually progress.

REFERENCES

1. Arvind, P. P., Vitthalrao, M. P., & Mukund, J. M. (2015). Digi Locker (Digital Locker): Ambitious aspect of Digital India Programme. *GE- International Journal of Management Research*, 3(6), 299-308.
2. Gupta Neeru and Arora Kirandeep (2015). Digital India: A Roadmap for the development of Rural India. *International Journal of Business Management*, vol (2)2, pp1333-1342. Retrieved from www.ijbm.co.in
3. Gupta, N., & Arora, K. (2015). Digital India: A Roadmap for the Development of Rural India. *International Journal of Business Management*, 2(2), 1333-1342.
4. <http://egovernance.in/news/digital-indiaachievements-concerns>
5. <http://www.digitalindia.gov.in/content/trans-formingindia-ebook>
6. <http://www.indiacelebrating.com/governme nt/digital-india>
7. Midha Rahul (2016). Digital India: Barriers and Remedies. *International Conference on Recent Innovations in Sciences, Management, Education and Technology*. Retrieved from <http:// data. Conference world.in/ICISMET/P256-261>. Pdf.
8. Rani Suman (2016). Digital India: Unleashing Prosperity. *Indian Journal of Applied Research*, volume-6, Issue 4, pp187-189.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

