

# Factors contributing Awareness level of Urban citizens on the growing digital initiatives within the city of Bhopal , the capital of Madhya Pradesh

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## Abstract

The Government of Madhya Pradesh has laid enormous emphasis in the growth of Digital Technology. As per the Government officials all the initiatives taken by the IT Department in the field of Information Technology have been oriented towards real empowerment and growth of the millions of the masses. But the huge question mark is that the youth of the city are aware of this fact or not.

Keywords: *Digital literacy, Emerging Technology, Information Technology*

## 1. Introduction

In the past, India has witnessed the Green and White revolutions

Madhya Pradesh – the Heart of incredible India has set up as a reality to many of the IT investors.. Madhya Pradesh is in the forefront when it comes to taking e-governance to the masses. Madhya Pradesh has experienced Gyandoot project and won acclaim universal by initiating right steps for bridging the digital divide with the imminent government initiatives in the field of Information Technology. Bhopal is totally geared up with acceptance of many MNC's making their hubs. In Madhya Pradesh not much work has so far been done from an analytical point of view.

Madhya Pradesh State Electronics Development Corporation [MPSEDC] is a wholly owned undertaking of the Department of Information Technology to undertake IT business for public/private sector with a go-ahead from the government to develop IT in the State. The Corporation has urbanized the first Software Technology Park of the state at Indore with 100% power back up and international gateways for data communication. Expansion of existing STP in Indore is already under advancement. The Corporation is setting up STPs in Bhopal, Indore, Jabalpur and Gwalior.

Madhya Pradesh Agency for Promotion of Information Technology [MAP\_IT] is a society promoted by the Department of Information Technology to serve as Nodal Agency to meet the larger objectives of implementing IT and e-Governance initiatives in the State.

Bhopal ,the capital city of the state of Madhya Pradesh is better known as the city of lakes and is also well known for the traditions of Nawabs. The urban populations have increased immensely in the past few years with many educational institutions have come up . there is a steep growth in the technical institutions that has come up in the recent past which is actually changing the demand in terms of quality of life ,infrastructure etc.

## 2 e- governance within the state of Madhya Pradesh

The state has developed the IT investment policy keeping in mind an aim to promote e-governance in the state . The state has also focused on attracting IT investors..

The central Government is funding 10 mission projects ,of the state that pertains to departments like the Land Record, Transport, Police Treasuries, Property Registrations, employment Exchange, Agriculture , Municipalities , Gram Panchayats , Commercial taxes etc.

The major projects are long term initiative that would prolong for a period from 10 – 15 years.

With the State Investment Policy 2012 , it aims at attracting IT investments by establishing hardware as well as software Technology parks, Special Economic Zones and several other Infrastructural development.

The State has mainly focused on its cities Indore , Gwalior, Bhopal and Jabalpur.

By the year 2014 more than 9,254 CSC have been set by in the state of Madhya Pradesh under the PPP mode as informed by Shri Hariranjana Rao the Then Secretary for Information Technology.

The broad vision of the State in the Information and Technology sector is to improve the life of the common man and to attract investments in the state so that the educated youth of the state of Madhya Pradesh is able to contribute for their state.

This would also reduce the rate of migration from the state.

### 3 Review of Literature

As it is acknowledged that a large number of jobs are created in small and medium – sized firms , it is also realized that many jobs are lost by the closure of smaller firms. (Davis et.al.1996;Gerlach and Wagner 1997;caves 1998)

At the same time the current debates is on focused on contribution of the New Technology Firms – have they made to employment and awareness? Information Technology [IT] is an mechanization process which controls the information production using computers, telecommunications, software and ancillary equipments such as automated teller machines and debit cards [Khalifa 2000]. It is a term that generally covers the harnessing of Electronic Technology for the information needs of a business at all levels.

Networking of computers gave birth to Information Technology [IT], UNESCO considers IT as “scientific, technological and engineering disciplines and management techniques used in information handling and processing their application, computers and their interaction with men and machines and associated social, economical and cultural matters”.

Sansanwal [2000] defined Information Technology as a use of hardware and software for efficient management of information i.e., storage, retrieval, processing, communication, diffusion and sharing of information for social, economical and cultural up-liftmen.

### 4 Objectives of study

- **To identify the factors contributing awareness of citizens in urban city of Bhopal regarding growth of IT sector**
- **To test the reliability of the variables chosen**
- **To find if the citizens are using M.P Online services**

### 5 Hypothesis

**H<sub>0</sub>:** There is no statistical significant association of IT Profession with regard to the awareness on growth of IT sector within the Bhopal city

**H<sub>1</sub>:** There is a significant association of IT Professional with regard to the awareness on growth of IT sector within the Bhopal city

### 6 Research Questions

- **Are the local citizens of Bhopal aware of the growth of IT sector in Bhopal?**
- **What percent of the urban population is into digitalization using M.P online services?**
- **Are the variables chosen to know the Awareness Reliable ?**

**7 Research Methodology** – The different Statistical tools used were mean , media, percentages, chi –square, and Test of Reliability using Cronbach’s Alpa .The Software Package for social Sciences was used for all the mentioned calculations.

### 8 Research Sample and size

A sample size of 150 respondents was taken from the urban population of Bhopal city, which included IT professionals as well as other professionals between the age group of 18 years to 50 years. An attempt done to find out the awareness of citizens on different areas pertaining to Information Technology

### 9 Observations and Analysis

The Key areas of awareness selected for the survey on awareness were:-

- IT Growth taking place within the State.
- IT Initiatives within the state
- E- governance within State
- IT investments within State
- IT workshops within State
- IT Newsletter in Hindi
- IT Awards happening within State
- Soft ware Technology Parks developed within State
- Implementation of various IT Projects within State
- Digital Documentations happening within State

The results on above areas were tabulated for SPSS output and are as follows

**Table. 1 Awareness on growth of IT sector**

		Frequency	Percent	Valid Percent
Valid	yes	104	69.3	69.3
	can't say	26	17.3	17.3
	no	20	13.3	13.3
Total		150	100.0	100.0

Of the 150 surveyed, 104 were aware of the growth on IT sector which contributes to 69.3%. This indicated that the growth of IT sector has done a lot to contribute awareness level among the citizens

**Table. 2 Awareness on various initiatives**

	Frequency	Percent	Valid Percent
Valid yes	92	61.3	61.3
can't say	30	20.0	20.0
no	28	18.7	18.7
Total	150	100.0	100.0

The awareness on various IT initiatives within the state contributed to 61% which also indicated that the citizens within the Bhopal are aware about the various initiatives.

**Table. 3 Awareness on e- governance**

	Frequency	Percent	Valid Percent
Valid	118	78.7	78.7
can't say	10	6.7	6.7
Total	150	100.0	100.0

The response for awareness on e-governance contributed to a very high score of 78.7% being aware. This, indeed, was a good indication that the citizens of Bhopal have a high awareness level on the e-governance within the state

**Table. 4 Awareness on IT investments**

	Frequency	Percent	Valid Percent
yes	78	52.0	52.0
can't say	32	21.3	21.3
no	40	26.7	26.7
Total	150	100.0	100.0

all set on attracting IT investors towards it but the question lied citizens aware of this fact. The survey proved that only 52% of those surveyed were aware of this fact. This was slightly surprising as the government of Madhya Pradesh is doing a lot with its efforts in 2012 indicating huge attractive features for investors but in reality not much citizens within the city are not much aware of these efforts.

**Table. 5 Awareness on Workshops on IT**

	Frequency	Percent	Valid Percent
Valid yes	74	49.3	49.3
can't say	16	10.7	10.7
no	60	40.0	40.0
Total	150	100.0	100.0

The workshop sessions on IT contributes a lot for creating awareness amongst its citizens regarding the growth of this booming sector. Workshops and seminars are known for its awareness drive programs. The survey shows that just 49% of the citizens surveyed were aware of the workshops taking place in the IT sector. Since the sample includes IT professionals, a few percentage may be contributing from the sector. To make a note at this point, it is very essential to point out that the awareness drives are not effective as far as workshops on IT or are concerned within the city. The government should take alternative measures and cover a wider area of participation of its citizens through such Workshops which can have a greater impact on the level of awareness.

**Table. 6 Awareness on circulation of Hindi Newsletter**

	Frequency	Percent	Valid Percent
Valid yes	26	17.3	17.3
can't say	12	8.0	8.0
no	112	74.7	74.7
Total	150	100.0	100.0

The Government of Madhya Pradesh claims that it circulates a Hindi newsletter giving the details of the growth of IT sector. The state of Madhya Pradesh, and the city of Bhopal, though considered to be now urbanized the education sector has not proved much as far as high standards are considered. This may be one reason why the government made effort to publish its newsletter in Hindi. The survey was disappointing as only 17% of the respondents were aware of such a newsletter and a good per cent age of this could be again from the IT profession.

**Table. 7 Awareness on IT Awards happenings**

		Frequency	Percent	Valid Percent
Valid	yes	52	34.7	34.7
	can't say	14	9.3	9.3
	no	84	56.0	56.0
	Total	150	100.0	100.0

Awards and ceremony are one mega event which attracts the general public. The IT awards should be known as one among such an event. The survey showed that only 34% knew about the IT awards happening within the state. But the government has been taking lot of efforts in organizing IT awards since last many years.

**Table. 8 Awareness on Software Technology Parks**

		Frequency	Percent	Valid Percent
Valid	yes	100	66.7	66.7
	can't say	20	13.3	13.3
	no	30	20.0	20.0
	Total	150	100.0	100.0

Software Technology Park has been state across various cities in India with one of its major objectives micro, small and medium entrepreneurs. In such a situation, the effort of the government of Madhya Pradesh in setting up of Software Technology Parks in Indore and Gwalior which are a few kilometers from the city of Bhopal should have an impact on the youth opting for IT sector as their career. The survey showed that 66.7% of the respondents were aware of such technology parks.

**Table. 9 Awareness on implementation of projects**

		Frequency	Percent	Valid Percent
Valid	yes	74	49.3	49.3
	can't say	16	10.7	10.7
	no	60	40.0	40.0
	Total	150	100.0	100.0

The Government of Madhya Pradesh has taken several initiatives in implementation of several IT projects. The survey showed that only 49% of the respondents were aware of the ongoing implementation of projects

**Table. 10 Awareness on documentation**

		Frequency	Percent	Valid Percent
Valid	yes	110	73.3	73.3
	can't say	14	9.3	9.3
	no	26	17.3	17.3
	Total	150	100.0	100.0

Many of the documentation within the state government has now become digital. The response from the survey was that about 73% of the respondents were aware of the digital documentation happening within the city. This reflects the fact that the MPOnline kiosks operating at various areas of the city are helping the citizen in one way or the other.

**Table. 11 Output of SPSS calculation to find the statistical significance between IT professionals and others**

		IT professional or not		
		Frequency	Percent	Valid Percent
Valid	0	74	49.3	49.3
	1	76	50.7	50.7
	Total	150	100.0	100.0

Of the 150 respondents selected 74 were from non- IT sector and 76 were from IT sector

**Table. 12 Reliability Statistics**

Cronbach's Alpha	N of Items
.727	10

The Reliability Test was done with the help of SPSS on the variables and the result showed that the value of Cronbach's Alpha for ten items was .727 which indicated a high reliability.

**Table. 13 Item Statistics**

Awareness on	Mean	Std. Deviation	N
Growth of IT sector	2.56	.719	150
Various Initiatives	2.43	.789	150
e- governance	2.64	.726	150
IT investments	2.25	.853	150
Workshops on IT	2.09	.944	150
Circulation of Hindi Newsletter	1.43	.772	150
IT Awards happenings	1.79	.931	150
Software Technology Parks	2.47	.808	150
Implementation of projects	2.09	.944	150
Documentation	2.56	.773	150

The mean of the items considered under Awareness is as above

**Table. 14 Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.281 <sup>a</sup>	2	.869
Continuity Correction			
Likelihood Ratio	.281	2	.869
Linear-by-Linear Association	.107	1	.743
N of Valid Cases	150		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.87.

The data collected /surveyed was tested for its significant relationship .The value of Chi square using Pearson Chi-Square was obtained as 0.281 for degrees of freedom 2. Since  $P > 5\%$  we have no evidence that in the population considered IT Professionals are more likely to be aware on the growth of IT sector in the city of Bhopal

**Table 15. % use of on-line service (MPOne)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	46	30.7	30.7	30.7
no	102	68.0	68.0	98.7
can't say	2	1.3	1.3	100.0
Total	150	100.0	100.0	

The result above shows the % use of on-line services (M.P.Online) is relatively shocking ,as only 30.7% of the respondents were making use of the facility

A major group i.e., about 68% was not using digital services by the kiosks which was a real question now pondering the mind of the researcher. The researcher would now investigating on this in her further papers.

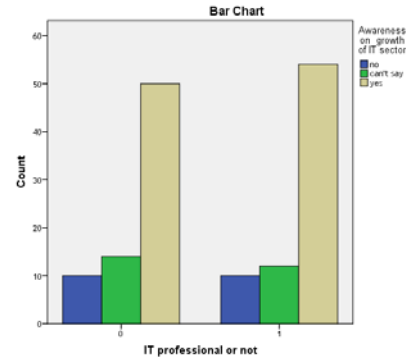


Fig 1.Bar graph showing awareness on growth of IT sector of IT Professionals and other citizens of Bhopal city

## 10 Limitations of study

The researcher could find out very few respondents from the age group of 50 years. Also many of the IT professionals also were not much keen in filling the questionnaire as they said they did not have time .So getting the respondents was hurdle..

## Conclusions and suggestions

The conclusions drawn after this research is that though the govt of Madhya Pradesh is doing so many IT programs , the common mass is not much aware of the happenings.

The government should take necessary steps ahead to plan up some drive s or events within the city so that the urban crowd is targeted and are aware of the initiatives.

The city of Bhopal is flooded with young minds and it's the need of the hour that they do not migrate because of lack of awareness so that the city can develop to its fullness with this young brains.

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**Working Thesis** Management of Digital Technology-An Analytical study on Consumer Awareness and level of Satisfaction with the growth of IT sector in Bhopal City .

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