

National Digital Literacy Mission- An Update

The National Digital Literacy Mission has come a long way since its inception in August 2012. The program started as an industry initiative with 9 partners the IT industry coming together to accelerate digital literacy in India in keeping with the government's vision of having 1 e-literate person per household. In 2013 the program added 5 new members, started achieving scale in execution and collected some accolades in the form of industry recognition as well as collective learning that can be useful for the industry and government in promoting inclusive growth in India. Here is a quick update.

1) Awards and Recognitions

Best Social Development Campaign of the Year- Flame Awards

Having trained over **3 million citizens** over the past two years, "The National Digital Literacy Mission" was selected as the best '**Social Development Campaign of the Year**' at the prestigious **FLAME Awards 2013**. These awards are instituted by the '**Rural Marketing Association of India**' to recognize excellence in Marketing and Social Development in rural markets.



Gold Award- Social Development- Flame Awards

The National Digital Literacy Mission won the **Gold award** in the category of **Social Development**. At the award citation, NDLM was recognized for the massive scale and impact that the program has been able to generate in rural India and more importantly the potential it would help unlock in Rural India.

2) Strong Government engagement

Increasing digital literacy in India has to be a common charter for the industry, government and the civil society too. It is not the challenge of one entity alone. With this in mind, the strategy of NDLM was to role model scalable programs that the government or industry bodies can leverage to structure their own programs in order to create maximum impact in increasing Digital Literacy in India. Towards this we have had immense traction with MOCIT and various state governments. Some of the progress we have made so far is captured below.

Federal Program (Reach 1Million in 1 year with Government's budget of USD 20M)

- '**NDLM – IT for Masses Program**'- This program will be launched in by the Ministry of IT, Government of India, to drive 100% digital literacy across India by 2020. In Phase-I the Government aspires to train 1 million citizens with a US\$20 Million budget that's been set aside for this. This will be the formal roll out of the adoption of NDLM as a Government program. The industry will continue to be a key part of the steering committee.
- '**E-Inclusion: IT Training for Rural women**' launched by NeGP (National eGovernance Plan), to augment digital skills among women on an ongoing basis



State Government programs: (Reach 4.2Mn over 3 years, Governments' Budget- US\$5.8Mn)

- **Government of Kerala**
 - **Kudumbashree** - to train 3 Million women over the next 3 years.
 - **100% Digital Literacy Program** –Phase-I commenced in January 2014 aims to train 200k citizens and US\$ 1.5Million has been earmarked towards training & devices. Aim is 100% e-literacy by 2016.
- **Government of Tamil Nadu**
 - **Skill Development Program**- Accelerate Digital Literacy and reach 30,000 students and US\$300,000 is earmarked for digital infrastructure.
- **Government of Karnataka**
 - **Student Internet World**- Marquee program of the State to train 300,000 students in 2014.
 - **Digital Literacy Program** for Government Employees covering 100,000 people, and has earmarked an incentive of USD 4 M for the same.
- **Government of Gujarat**
 - **Student internet world** – Program to reach over 300,000 students
 - **Women Digital Skills Program**- Program to cover over 10,000 women in 2014 and scale to over 1 Million women over the next three years.



3) Digital Literacy Week

The second National Digital Literacy Week was organized between 9th and 13th December 2013. This year over 800 employees from 20+ organizations participated in the week training over 15,000 citizens. In the first Digital Literacy Week held in 2012 over 500 employees from about 11 organizations had participated.

3) Follow the Fiber Program

Intel announced in September'13 that 100% digital literacy was achieved in the three villages that received broadband connections under the National Optic Fiber Network pilot with over 1800 people trained using the Intel® Easy Steps program. Intel led this program and a post pilot impact study was conducted and published by the 'Open Knowledge Community' which called out that increased digital literacy led to improvement in the society across four broad areas of Education, Empowerment, Entrepreneurship and Employability. Today NASSCOM Foundation is going to utilize the key findings of this study in order to scale digital literacy efforts to over 30 villages in India.