



Representing the ecosystem of Internet -Bharat Model

# Significance of Digital Literacy

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for the Growth of Internet.

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# Importance of Digital Literacy

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- ❑ Helps to empower the citizens.
- ❑ Increases usage of Internet.
- ❑ Reduce the divide between the “haves” and “have not's”.
- ❑ Improves the economy of the nations.

# The Indian Story so Far

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- Total Active Internet Users ~ 89 Mn
- Total Broadband Users ~ 15 Mn
- Internet Penetration ~ 14%
- Computer literacy ~ 6.5%

**There is still a long way to go.....**

# The Top 5 Challenges

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Today, the Top Challenges for Internet penetration today in the country are :

Access

Digital literacy and Multilingualism

Awareness & Usage of the existing e-services

Create meaningful and relevant value proposition for users

In-depth understanding from all stakeholders on issues

# Initiatives Taken so Far



<b>Government</b>	<ul style="list-style-type: none"><li>• NeGP</li><li>• National IT Policy</li><li>• ICT in schools scheme</li></ul>
<b>Civil Societies &amp; NGO's</b>	<ul style="list-style-type: none"><li>• Project Gyan</li><li>• Akshyaa</li><li>• eKutir</li></ul>
<b>Corporate</b>	<ul style="list-style-type: none"><li>• Intel Easy Steps Digital Literacy Programme</li><li>• National Digital Literacy Mission</li></ul>

## Snapshot of Project Gyan till date

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- ❑ Conducted with the support of NIXI.
- ❑ More than 8000 students have been certified in 35 cities.
- ❑ Successful in Internet proliferation, since it is not only the students who have/are undergoing this course, but also their families, as education is revered in all Indian families.
- ❑ Adding a source of revenue and walk-ins for the small cybercafé entrepreneurs.
- ❑ This program has been recommended in the National Broadband Plan of TRAI 2010 and voted as the Editors' Choice and Best Practices by US based [digitalliteracy.org](http://digitalliteracy.org).

## About CCAOI

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- ❑ A not-for-profit body representing the interest of the ecosystem of internet in India.
- ❑ The objective of the body is to promote internet to the common masses of the country.
- ❑ Members of CCAOI comprise of connectivity providers (ISP's cybercafes/CSC's), content providers and consumers of Public Internet access points (cybercafés/ CSC's).
- ❑ All services like legal support, information on the current technologies and best practices, new earning opportunities are provided to members free of cost.



## Few of our Initiatives

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- ❑ Workshops to promote Internet in the local languages – for example, Marathi Language Technology
- ❑ Cyber Security Newsletter to promote Safe and Secure Internet Access
- ❑ Study on the Emerging issues in Use and Governance of Internet from the Indian Perspective
- ❑ Promoting the PIA community at International forums such as ICANN
- ❑ Promoting Online Value Added Services-Empowering consumers online

## Our Suggestions

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- The PPAC platform should invite Governments to come and share their experiences and best practices pertaining to Digital literacy.
  
- The Government should:
  - Support and encourage successful digital literacy programs such as Project Gyan to train citizens across the country.
  
  - Help in formulating roadmaps to create future employability of deserving candidates.
  
  - Promote the Public Internet Access Points (PIA's) – Cybercafés/ CSC's/ Kiosks as they provide assisted Internet services to communities.



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# Thank You!

We request for your feedback.

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