

# **Impact of digital india push on voters:A study**

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## **Abstract**

*Elections are very spacious term for the Indian political system and elected representatives. It is defined the every aspect of the polity. Elections are the basic part of the democracy where people elect their political candidates and decide the government that will run the country. Voting is the very powerful aspect in the democracy. India is the largest democratic country in the world. Voters have the right to choose their favorite candidates and can vote for them. The tenure of the elected government in India is five years. After every five years, the election held in which the voters decide if they want same ruling party or want to give the chance to another one. That is why voters are very essential in the process of election. But at the present period of time, the political parties are thinking about the youth of the nation. Parties shape their manifesto meanwhile considering the youth essential requirement. A manifesto is generally defined as a published declaration of the intentions, motives or views of an individual, group, political party or government whosoever issues it. A manifesto usually comprises a previously published opinion and promotes new ideas with prescriptive notions for carrying out changes for future. The major finding of this study is that youth find the declaration realistic or not or the youth exercised their vote only after getting lured by the poll promises. basically in the digitalized world, technology literacy make a trend among the people, if they are using such practical application like mobile phone and laptop, they think that these application help to improve their personal growth and development.*

**Keyword-** election, polity, manifesto, technology, digitalized world, development, transforming india.

## **INTRODUCTION**

Elections are of utmost importance in the democratic country. As all know, democracy is defined as a government of the people, for the people and by the people. India is a country in which the largest democracy in the world. Governments in India both at centre and in constituent states are elected for five years term. In democracy the election plays the most important role in shaping the destiny of the people, and the people, while exercising their franchise, constitute. The real source of power of the elections as make their choice and elect only those in whom they have faith.

The election is important because people choose their representation. They should have the necessary wisdom to elect only the right kind of people. Today, Indian democracy is 68 years old and in many countries still have dictatorship and military rule. The success of democracy is not only in India, but in other countries too there is a lot for the future of democracy.

A political campaign is a root of elections. "Political campaign" before the elections is the very important aspect in the Indian democracy. A political campaign is an organized effort which to influence the decision-making process within a specific group. In democracies, political campaign often refers to electoral campaigns, by which representatives are chosen or referendums are decided.

same as prime minister Mr. Narendra Modi's "digital India" push to empower the youth and connect them digitally with the world.

The main motive of this scheme has involved the youth in the digital world. Digital India is a campaign launched by the Government of India to ensure that government services are made available to citizens electronically by improved online infrastructure and by increasing internet connectivity or by making the country digitally empowered in the field of technology. It was launched on 2 July 2015 by Prime minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components. They are:

- The creation of digital infrastructure
- Delivery of services digitally
- Digital literacy

The vision of digital India programme is inclusive growth in area of electronic services, product, manufacturing and job opportunities etc. the government of India hopes to achieve growth on multiple fronts with digital India programme. Specifically, the government aims to target nine '**pillars of the digital India**'

- Broadband highway
- Universal access to internet
- Public internet access programme
- e-governance-reforming government through technology
- e-kranti –electronic delivery of services
- Information for all
- Electronics manufacturing
- IT for jobs
- Early harvest programmes

Basically, this paper conducted the research on political parties agenda that influence the youth by their services of widespread technology among their lifestyle. As discuss, about digital India push that is also an initiative for the get more votes in their favors. Political campaign of the BJP party in 2014 they declared that after formation of the government, transforming India play an integral role in the improving the economic level of the nation.

This study helps to find the voters are really influence by the such transforming ideas or really apply on their daily routine, is they really find it helpful or not?

### **OBJECTIVE OF THE STUDY**

- To find it out the respondents exercised their vote only after getting lured by the poll promises.
- To analyze the respondent find this lucrative promise as realistic or not.

### **HYPOTHESES**

- It is not that easy to lure the voters with such kind of freebies because they have their needs and worries also.
- Seeing the respective Government failing to fulfill the poll promises, voters are not optimistic about such scheme.

### **RESEARACH METHODOLOGY**

Research methodology is a way to solve the research problem is a very systematic manner. It is a scientific study of doing the research. In it we study various steps of the research process that are generally adopted to study the research problem and basic logics behind them.

### **RESEARCH DESIGN**

#### **Research methodology**

Survey: A survey method was used by the researcher to collect the data from the area under study.

**Data collection tool-** Questionnaires is the medium of communication between the investigator or researcher and the respondent. Questionnaire with open ended and close ended questions used in the study Questionnaires with close as well as open ended question.

### **Sample size**

100 respondent including 50 boys and 50 girls.

**Sampling** : random sampling

### **Review of literature**

Dr M.S Gill (THE ELECTORAL SYSTEM IN INDIA) Elections are conducted according to the constitutional provisions, supplemented by laws made by Parliament. The major laws are Representation of the People Act, 1950, which mainly deals with the preparation and revision of electoral rolls, and the Representation of the People Act, 1951, which deals, in detail, with all aspects of conduct of elections and post election disputes. The Supreme Court of India has held that where the enacted laws are silent or make insufficient provision to deal with a given situation in the conduct of elections, the Election Commission has the residuary powers under the Constitution to act in an appropriate manner.

Studying elections in india:scientific and political debate:(research journal)-Elections are a complex, multi-dimensional social and political event which can be captured only through a variety of methods: this literature review underlines how the different approaches complete each other and are therefore equally necessary. While Indian election studies, at least at the national and state levels, have been dominated, since the 1990s, by survey research, the Lokniti based project of 'Comparative Electoral Ethnography' should contribute to restoring some balance between various types of studies. Also, academic debates around the scientific and political implications and limitations of election studies seem to lead to a convergence: while questionnaire-based surveys evolve towards a finer apprehension of the opinions and attitudes of Indian voters, anthropological studies strive to overcome the limitations of fieldwork based on a single, limited area.

### **FINDING AND CONCLUSION**

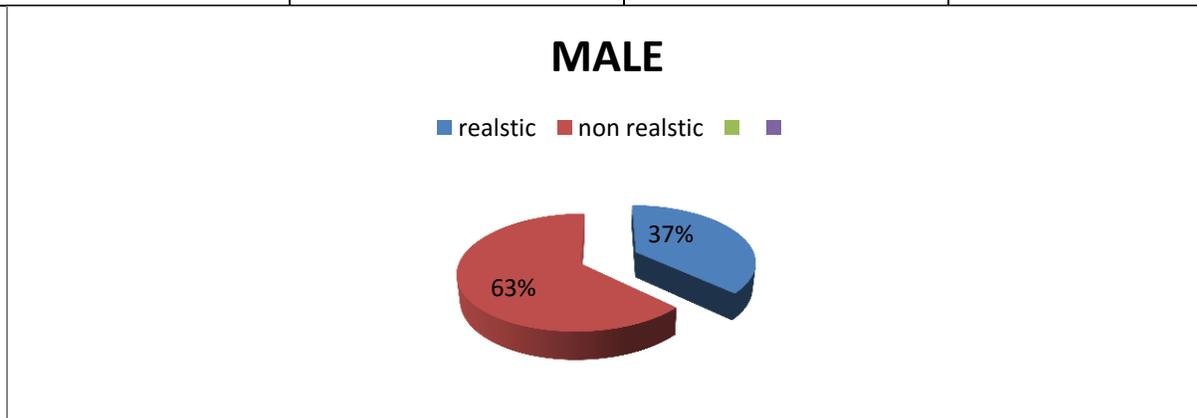
The findings indicate that voters generally greater target market. This study has been conducted through the survey method on 100 respondent equally divided in between male and female. The majority of the respondents (both male and female) well know about manifesto promises about digital push initiatives. There is the dimension in both of the findings. The greater number of male and female did not found that government will actually provides them any kind of technological advancement. The reason behind is government does not have that much debt for fulfill these kind of ability of voters. There are several other issues in the nation or in the society that is faced by the

population. e.g. unemployment, illiteracy, upliftment of the weaker section or corruption etc .

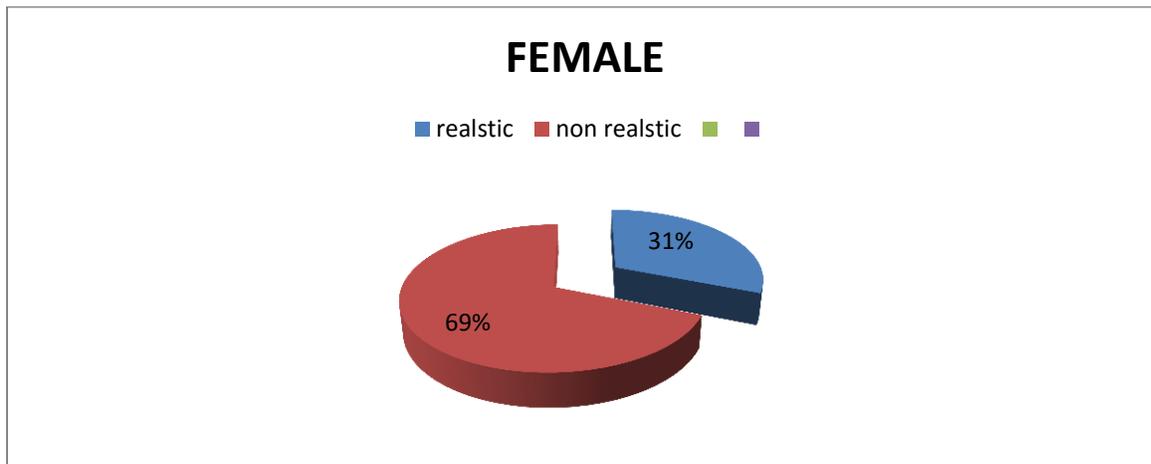
There are some data to show the political parties promises effects on voters:

**According to the voter what they think that this poll promise is realistic or non realistic.**

| MALE |     | FEMALE |     |
|------|-----|--------|-----|
| A.   | B.  | A.     | B.  |
| 37%  | 63% | 31%    | 69% |



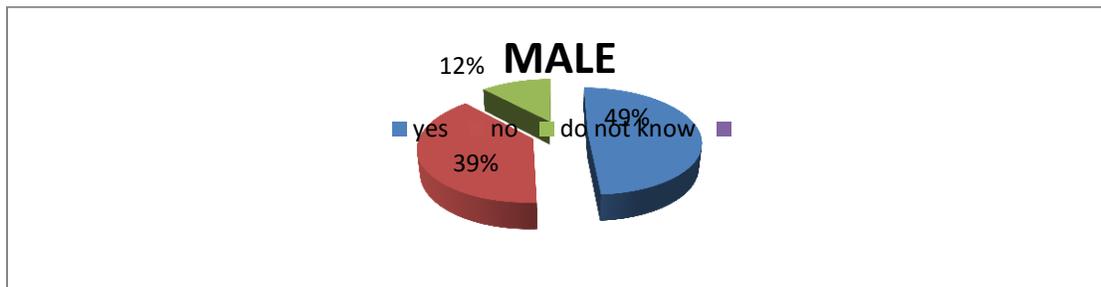
As table shows, 37% of them say that this promise is realistic and 63% of them say that this promise is non- realistic.



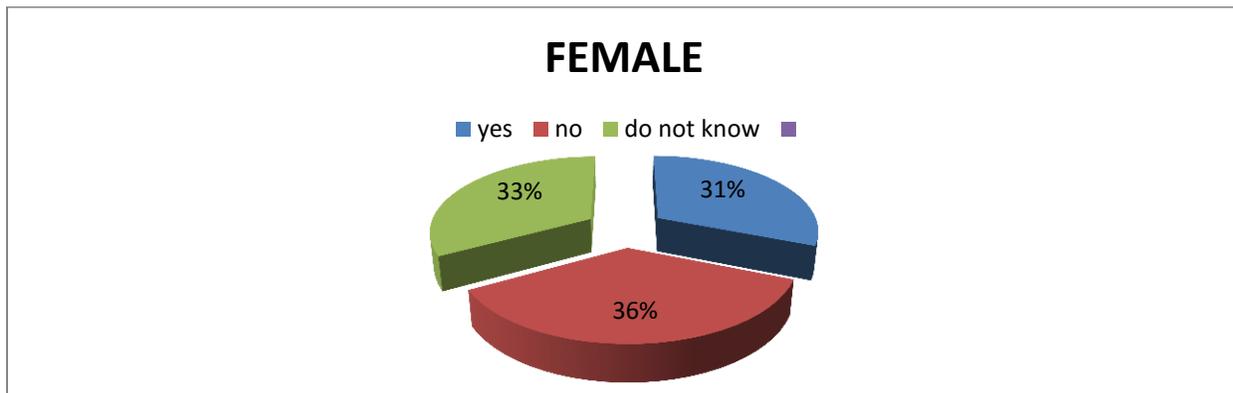
As table shows, 31% of them say that this promise is realistic and 69% of them say that this promise is non- realistic.

➤ **Technology intense among the voters can actually push digitally india initiative.**

| Male |     |             | Female |     |             |
|------|-----|-------------|--------|-----|-------------|
| Yes  | No  | Do not know | Yes    | No  | Do not know |
| 49%  | 39% | 12%         | 31%    | 36% | 33%         |



As table shows 49 % of them say that helps to push the digital India initiative. 39% of them say that there is no link between the digital india push. 12% of them say that they have no knowledge about these belongings.



As table shows 31 % of them say that helps to push the digital India initiative. 36% of them say that there is no link between the digital India push. 33% of them say that they have no knowledge about these belongings.

This is foremost justification for the voters to assume that this promise is not realistic. It is just a publicity stunt for concerned chiefly with the political party. In the

perspective of the election campaign, they thought it is just fantasy ability. On another hand, most of the male and female voters are considering this initiatives in the digital India program. The smartness of the smartphone is yet to be fully exploited as most of the youth or voters uses the smartphone for the digital empowerment and social networking platform. Social networking platform is being used by everyone.

People are going to have low-cost data services to accessing the internet. Jio network fulfills their ambitions. As comparative to government promises, private business of jio network is more beneficial for the people. The voter's response that Smartphone or digitalization is not the basic need for them .this study show that digitalization is not the basic need of the society and it's not a way to tempt more votes from the voters.

There are many examples of the digital revolution in India, one is about the job sector, there are numerous old jobs affected by this revolution and moreover it's not helpful or worthy to create new opportunities to the people of nation. As the two sides of coin, this revolution has positive side for the society like "Demonetization". Demonetization means currency banned in nation. People had not that much liquid cash in their pocket so in that case digital revolution proves itself acceptable.

Digital India opportunity basically more beneficial for the technological literate person, because they know how to access the technology wisely. And in present day youth are very advance in the technological world. So allurements of the technology is much in youth as comparatives to others age variables.

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