

No. O-15012/16/21-Research
Government of India
NITI Aayog
(Governance & Research Vertical)

Sansad Marg, New Delhi-110001

Dated the January 04, 2022

PUBLIC NOTICE

**Sub: Eol on Research Study on "Status of Digital Literacy in India, Bottlenecks & Way Forward"
-reg.**

NITI Aayog invites expressions of Interest (Eol) for conducting research/study on the topic as mentioned in Annexure-I from institutions/organisations of repute (including university/deemed university). A brief scope/ToR of the study proposed is also enclosed at Annexure-I. The detailed Research Scheme of NITI Aayog, 2021 (RSNA-2021) guidelines may be seen in the NITI Aayog website at <http://www.niti.gov.in/guidelines>.

2. Here, the aim is to arrive at the policy prescriptions on the issue and to have more focused feedback for future policy-making. The Research/Study Proposals for which Eol is being invited, will be funded under the Research Scheme of NITI Aayog 2021 (RSNA-2021) and its amendments, if any. All the institutions/organisations are requested to go through the Guidelines of the Research Scheme of NITI Aayog 2021 (RSNA-2021) before responding to this public notice, especially to satisfy themselves that they fulfill all the eligibility criteria for availing of grant under the said scheme and also that they can conduct the research study project as per the guidelines.

3. The hard copy of Eol as per Annexure-II must be submitted by hand or by Registered post or E mail to Deputy Secretary (Governance & Research), Room # 401, NITI Aayog, Sansad Marg, New Delhi-110001. The EoI must be sent in envelopes superscribed with the words "Eol on (name of the topic as mentioned in Annexure- I)" and the same must reach the NITI Aayog within 45 days of the notified date of Public Notice. EoI through E mail may be sent at address rana.kulwant@nic.in. For any query in this regard, the Deputy Secretary(Research) may please be contacted over telephone - 011-23096749/mail – rana.kulwant@nic.in.



(Kulwant Rana)
Deputy Secretary(Research)

Copy to : Adviser(HRD) for information please.

Topic : Research Study on Study on “Status of Digital Literacy in India, Bottlenecks & Way Forward

Terms of Reference (ToR)

Background

Like other developing countries, India also needs a sufficient thrust to overcome the challenges of exclusion, poverty and inequality. India is in the midst of the greatest demographic and technological transformations. 65.07% of the population of the country is in rural areas, however, digital penetration has also picked up pace in the past few years, thanks to the one of the cheapest rates of the internet globally. In fact, the total number of internet users in India is more than the whole population of USA. However, who uses the internet remains the question. Almost half of the Indian population does not have access to the internet. Most of the internet users are in urban educated classes. This situation reflects that majority of the Indians still remain unfazed by the information technology revolution. With such a disparity in digital access and literacy, it is hard to aspire for inclusion and equity.

India is expected to have the largest working age population, which requires rapid job creation. Digital literacy becomes a crucial medium of communication with global citizens.

A study on the "**Status of Digital Literacy in India, Bottlenecks & Way Forward**" that can identify the opportunities and challenges faced by India to overcome the prevalent Digital divide is hence required in order to know the current scenarios and calculate the future projections based on the statistical evidences generated on the basis of primary & secondary data and its impact on the overall economic activities of the country across various sector including agriculture, per capita income and GDP.

Detailed Scope of Work

The tentative scope of service envisaged for the preparation of study on Digital Literacy in India is as follows:

1. To Study and analyze the status on Digital Literacy

- i. On award of work, the agency shall collect the available data for the Departments, sources relevant to the study. The agency will carry out actions enclosed but not limited to the same.
 - o Understand the status of Digital Literacy of overall population of the country and measures required to improve it.
 - o Understand the status of Digital Literacy of population aging above 40 years and measures required to improve it.
 - o Analysis of State wise data (Based on secondary literature – all States/UT’s)
 - o Understand the status and impact of Pradhan Mantri Gramin Digital Saksharta Abhiyan
 - o Analysis of State wise data (Based on primary research, for the sample States/UTs)
 - o Literature review and brief of the studies including recommendations
- ii. Identifying development needs to strengthen Digital Literacy in India
- iii. Suggest recommendations to strengthen existing and new initiatives regarding Digital Literacy
- iv. NEP 2020’s vision on Digital Literacy
- v. Initiatives in various Ministries/Departments of Union Government regarding Digital Literacy like Digital India Mission, (encompassing but not limited to DigiDhan Mission, AI for All, National Mission on Digital Literacy, Digital India Program campaign among others)
- vi. National Digital Literacy Schemes among other initiatives and schemes.

- vii. Targets, challenges and achievements in various schemes and missions pertaining to digital literacy

2. Digital Literacy Projections, Correlations and Comparisons

Provide projections and comparisons based on the National/International KPIs. Below are some KPIs, the study is to include below and other indicators.

- i. Impact of Digital Literacy on GDP growth,
- ii. Correlation of Digital Literacy & Purchasing Power Parity (PPP),
- iii. Correlation of Digital Literacy & Per capita Income
- iv. Correlation of Digital Literacy & GDP growth globally (US, UK, China, Singapore, Germany, Dubai) vis-a-vis its comparison to India
- v. Current status of India with respect to Digital Literacy
- vi. Census, NFHS, NSSO data on Digital Literacy
- vii. Identify problems in aligning to Digital India Mission
- viii. National level data comparison

3. Digital-Educational Literacy

- i. Impact of Digital Literacy on Educational Technology sector
- ii. Need and Impact of Assistive Technology for differently abled individuals, in Digital Literacy
- iii. M-learning Technology's Impact and growth in Digital Literacy
- iv. Strengthening Open & Distance Learning (ODL), in digital literacy age
- v. Access to Ed-Tech platforms for Digital Literacy
- vi. Capacity Building in Digital Literacy to maximize output from Ed-Tech
- vii. Online Education & Digital Literacy
- viii. Teacher Training & Digital Literacy

4. Digital-Financial Literacy

The study will also include the status of digital platforms and their penetration state in the country. Identifying the problem statements, challenges and recommendations to strengthen Digital Literacy across all platforms.

- i. Unified Payments Interface (UPI) usage
- ii. Online Banking
- iii. Payment gateways
- iv. Fast Tech Systems
- v. Need for digital literacy in terms of financial literacy
- vi. Status of Digital – Financial literacy, Bottlenecks, and Way Forward

5. Impact of Digital Literacy on Key sectors like E-Commerce, Agriculture, Health, Food etc. and need of expansion

6. Correlation between Digital Literacy & Employment generation and its future projections

7. Identify challenges and recommend solutions to strengthen Digital Literacy in India

- i. Comparison between Literacy and Digital Literacy to understand the problem areas around Digital Literacy
- ii. High-Tech and Low-Tech Technologies for Digital Literacy
- iii. Identify regional disparity in Digital Literacy in the country

- iv. Status of Digital Literacy in Post & Pre-COVID times and strategies for India in the field of Digital Literacy to counter future Pandemic
- v. Status of Digital Infrastructure in Schools/Colleges/Institutes/Offices/Departments/Ministries

6. Data collection, research and analysis

On award of work the Agency should carry out necessary activities to support the identification of problem statements and recommendations to support the findings.

- i. Carry out surveys in the sample States/UTs to support finding and recommendations
- ii. Data analysis/analytics of the Survey to be carried out
- iii. Preparation of questionnaire for the Survey

7. Implementation Strategy and Plan

- i. Look critically at information to determine its relevance, suitability and reliability
- ii. Be critical and skeptical about sources and information to ensure authenticity
- iii. Check for accuracy, authenticity and validity as measures of information quality
- iv. Make sure all information and resources are fit for purpose.
- v. Provide recommendations to overcome challenges and problem areas to attain Digital Literacy in India.
- vi. The Agency must suggest mechanisms to strengthen and improve Digital Literacy.
- vii. Agency must avoid any type of plagiarism and the draft study will be examined as per the existing UGC rules regarding Plagiarism.

8. **Duration of the Study:** 6 (Six) months from the Effective Date, unless extended by mutual consent of the Authority and the Consultant.

9. Methods of review and Schedule of Research Study:

- i. Starting date of Study: Actual release of 1st instalment by RTGS/ECS/NEFT
- ii. Closing date of Study: After 6 (Six) months from the effective date
- iii. Submission of 1st draft report: Within 3 (three) month
- iv. Submission of the final Draft Report: Last day of completion of 6 (Six) month period or earlier
- v. Power Point presentation to share findings and recommendations of the draft reports (if any): should be provided
- vi. Submission of Final Project completion report: within 2 months after the closing date of study.
- vii. Any other: If required, a stakeholder consultation may be conducted in NITI Aayog

10. Any support or inputs to be provided to the consultant to facilitate this consultancy.

11. The final outputs expected from the consultant.

Format of Expression of Interest (EoI)

1. Scope of work and organisation

- (i) The broad scope of work or service (briefly in about 100 words)
- (ii) Type of Inputs to be provided by NITI Aayog on the subject
- (iii) Eligibility of the consultant(s) for the study

Type of organisation	Address of Organisation	Registration no. as per NGO portal of NITI Aayog	Samavesh Partner/Chair professor unit/ other	Single or Joint or collaboration (Name of all organisations)	Whether blacklisted by Govt of India/ State Govt/any Other department*
*If so, details thereof					

2. Required Documents:

- (i) Copy of Registration Certificate of the Institution/Organisation **OR** Articles of Association {Copy of the Constitution/MOA (Memorandum of Association) of the Institute/ Any letter issued by UGC if University }
- (ii) Registration number (Copy) in NGO-Portal “Darpan” of NITI Aayog, if applicable.
- (iii) Photo copy of PAN card of the organisation.

3. Undertaking: "The [Institute/ Organisation/University (name only)] has not obtained or applied for assistance for the same purpose/activity for[Name of study] from any Ministry/Department of Central Government / State Governments. It is solely depending on the assistance of NITI Aayog". [To be given separately on A4 size paper]

4. Information of PI and Organisation

Details of Bidder		
1	Name of the Principal Investigator (PI)	
2	Address of PI	
3	Status of the Organisation (Public Ltd./ Pvt. Ltd./ NGO/ Society/ Trust/ University/ Autonomous Body/ Deemed University)	
4	Status as per Registration certificate/ Act	
5	Name and Designation of the contact person/ PI and Co-PI to whom all communication shall be made	
	Telephone No. (with STD code)	
	Mobile Number	
	Email of the Contact/ key person	
	Fax No. (with STD code)	
	Website:	

Name and Signature of the Principal Investigator (PI)

Name and Signature of the Head of the Institution
/ Registrar (if university) /Principal (if college)

Date:

Official Seal

Place: