



Digital Literacy Program

Impact Assessment Report



March **2025**

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Executive Summary

Digital Literacy Program

Introduction

India, with 47% of its population under the age of 20, is experiencing a significant demographic dividend with immense economic potential. With rapid technological advancement, digital skills have become essential, especially for the country's vast youth and informal workforce. As industries increasingly rely on tech-savvy workers, digital literacy enables access to education, financial services, and e-governance, helping reduce socio-economic disparities.

Recognizing this, Capgemini launched a **Digital Literacy Program** aligned with the National Digital Literacy Mission (NDLM) to equip the community members especially from socio-economically disadvantaged communities, with essential digital literacy. The program targeted individuals aged 14 to 60 years to ensure that both young learners and working-age adults could benefit from this training. By establishing one hub Centre in each of the four locations—Noida, Gurgaon, Chennai, and Bengaluru—Capgemini created localized training centers to facilitate structured digital education

This study evaluates the effectiveness of the Digital Literacy Program by examining its objectives and broader long-term outcomes. Designed to empower communities through digital literacy training, the evaluation explores how well the program has succeeded in meeting its objective

Assessment Objectives

- Assess the program alignment with digital literacy needs of communities.
- Measure the alignment of the program with other initiatives, policies, and interventions.
- Evaluate the achievement of the program, including training completion rates and outreach effectiveness.
- Assess the resource utilization of the program across different locations.
- Measure the long-term social and economic impact of digital literacy training on participants and communities.



Research Design:

The study employs an exploratory mixed method, combining quantitative and qualitative approaches to gather comprehensive insights. Quantitative data will be collected from program data and surveys, while qualitative data will be obtained through interviews.



Sample Size:

The study employed a mixed-methods approach, combining both quantitative and qualitative data collection. A survey of 390 beneficiaries provided broad quantitative insights, while in-depth interviews captured detailed qualitative perspectives. The qualitative component included interviews with 10 trainees, 6 trainers, 6 community leaders, and 3 staff members from implementing partner organizations. Data collection for the study was conducted in Bengaluru, Noida, and Gurugram.

Findings

Demographic Insights

The program successfully reached individuals aged 13–59, with the 36–45 age group (52.3%) being the largest segment, followed by the 26–35 age group (29.5%). Female participation was slightly higher (54.7% vs. 43.8% male), highlighting the program's role in promoting gender inclusivity.

Education and Occupation

A significant proportion of participants had higher secondary education (43%), followed by those with secondary education (25.1%) and undergraduate degrees or higher (20.2%). In terms of employment, 31.1% were private sector employees, 25.7% were self-employed, and 13% were students, underscoring the importance of digital skills for career advancement.

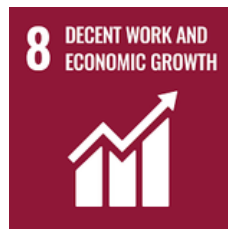
Motivations for Participation

The primary reasons for joining this digital literacy program included improving basic digital skills (23.6%), enhancing employment opportunities (23.1%), and developing digital skills for business (21.2%). Additionally, 16.3% joined the program to better access e-governance services, highlighting the efficacy of the program.

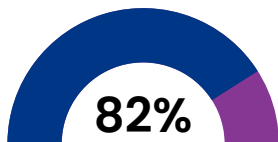
“This digital literacy training has been very useful for me to transact money online, use Excel files, Word files, or book tickets online.
–Trainee, Bengaluru

“Many trainees have secured jobs after completing the training, while some have started their own CSC centers.
– Trainer, Bengaluru

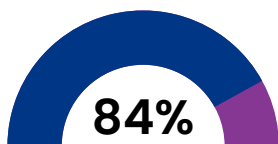
Mapping with SDGs



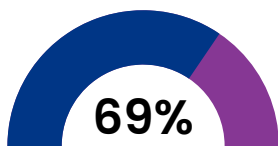
Impact Snapshots



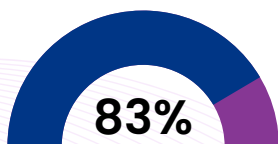
82% of the participants continued using the digital skills they learnt during the program showcasing sustained digital engagement.



84% of the participants found the the digital literacy program to be effective in addressing the digital literacy gaps in the community,



69% of the participants considered the Digital literacy program to be relevant to their goals.



83% of the participants found the training content to be useful and relevant to their learning needs.



Around 77% of the participants found the locations of training centres to be accessible, ensuring their participation in the training modules. over 80% of participants found the training materials useful. Furthermore, 62% of the participants used their skills to access e-government services.

Key learning areas included basic computer skills (16.6%), internet browsing and email usage (15.5%), online banking (13.5%), and e-governance services (11.1%), demonstrating a well-rounded digital literacy approach.



Recommendations



Training Duration:

Increase training duration and adopt a modular approach, allowing participants to learn at their own pace and revisit topics for deeper understanding.



Trainer Engagement & Support:

Enhance trainer skills through additional training and interactive teaching methods like demonstrations, case studies, and real-world applications for better engagement.



Advanced & Tailored Curriculum:

Develop customized learning paths (beginner to advanced) and introduce specialized modules on cybersecurity, digital finance to meet diverse needs.



Rural Outreach & Accessibility

Establish more training centers in rural areas through local partnerships and deploy mobile digital literacy units to reach underserved communities.

Conclusion

Digital Literacy Program has demonstrated a positive and meaningful impact on the participants by equipping them with essential digital skills that enhance their daily digital interactions. While the program has been successful, certain improvements like increasing training duration, trainer engagement and providing tailored Curriculum will help in strengthening the scope and sustainability of the program.