



Impact of Digital Literacy on Women's Economic Empowerment in Rural Rajasthan

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ABSTRACT

Focusing on Sustainable Development Goal 8 (SDG 8), which promotes decent work and economic growth, this study examines how digital literacy affects women's economic empowerment in rural Rajasthan. Even though digital technologies are becoming more widely used, rural women frequently encounter several obstacles when trying to access and use them for business purposes. The study examines how rural women's current levels of digital literacy affect their ability to access financial services, engage in entrepreneurship, and participate in income-generating activities. A mixed-methods approach was used to gather data from case studies, surveys, and structured interviews in a few chosen rural districts. The study identifies major obstacles to women's full digital inclusion, including inadequate training programs, sociocultural constraints, and limited infrastructure. Furthermore, a critical analysis is conducted of the role that government programs and non-governmental organizations play in improving women's digital literacy. Results show that through increasing job opportunities, facilitating market access, and promoting financial independence, better digital literacy greatly supports women's economic empowerment. In order to ensure inclusive and long-term economic growth in Rajasthan, the paper ends with suggestions for improving digital literacy initiatives geared toward rural women. This study adds to the larger conversation about digital inclusion and gender equality in rural India.

Keywords: Digital literacy, Economic growth, Digital inclusion, Rural Rajasthan, SDG 8, Women empowerment.

1. INTRODUCTION

For inclusive and sustainable development to be achieved, women's economic empowerment is essential, especially in rural India. With a large rural population, Rajasthan is one of India's largest states and offers both special opportunities and difficulties for increasing women's involvement in economic development. Because they have less access to technology, education, and finance, rural women continue to be marginalized in many economic domains despite coordinated policy initiatives and social reforms. Overcoming these obstacles and advancing women's economic participation have been made possible by digital literacy, which is the capacity to use digital devices, connect to the internet, and interact with digital platforms. This study examines how digital literacy affects rural Rajasthani women's economic empowerment within the framework of SDG 8, which prioritizes decent work and inclusive economic growth.

Workforce Participation of Rural Women in Rajasthan

The Female Workforce Participation Rate (FWPR) provides information about how involved women are in the workforce. Over the previous ten years, FWPR in Rajasthan has gradually improved. Notably, the majority of women in the workforce are from rural areas, which emphasizes how crucial it is to concentrate empowerment initiatives there.

Table 1. Workforce Participation Rate

Year	Female Workforce Participation (%)	Rural Female Workforce Participation (%)	Urban Female Workforce Participation (%)
2011	35.1	82	18
2017	38.5	87	13
2023	40.3	90	10

Source: Rajasthan State Labor Reports, Census of India 2011, and Annual Economic Surveys 2017-2023.

With rural women showing noticeably higher labour engagement than their urban counterparts, these figures show a positive, if gradual, trend of increased participation. However, the prevalence of rural participation suggests that concentrated efforts are required to increase digital literacy and economic opportunities in rural areas for long-term empowerment.

The Gender Digital Divide in India

One significant obstacle is still the gender gap in digital. In terms of smartphone ownership, internet usage, and mobile phone ownership, Indian rural women fall well short of men, which restricts their ability to use digital tools for business purposes.

Table 2. Mobile Gender Gap Report 2024

Indicator	Percentage (%)
Mobile Phone Ownership (Women)	75
Mobile Phone Ownership (Men)	85
Smartphone Ownership (Women)	35
Smartphone Ownership (Men)	65
Mobile Internet Awareness (Women)	57
Mobile Internet Use (Women)	37

Source: GSMA Mobile Gender Gap Report 2024; UNDP-ICRIER Policy Brief 2025.

Economic disparities are sustained because women's lower levels of digital connectivity and proficiency limit their access to digital financial services, education, market data, government programs, and entrepreneurial resources.

Impact of Digital Literacy Training Programs

The transformative potential of digital literacy in enhancing the socioeconomic outcomes of women has been demonstrated by several training programs. According to an assessment conducted in Jharkhand, participants' digital competency, school retention, and scheme awareness significantly improved following digital literacy training.

Table 3. Digital Literacy Program Evaluation

Parameter	Baseline (%)	Midline (%)	Endline (%)
Digital Literacy Score Above Median (Intervention)	40	64	90
Digital Literacy Score Above Median (Comparison)	42	41	42
School Continuation (Intervention)	30	50	70
School Continuation (Comparison)	32	35	32
Knowledge of Govt Schemes (Intervention)	35	55	85
Knowledge of Govt Schemes (Comparison)	33	38	40

Source: Digital Literacy Program Evaluation, Jharkhand, 2017-2020.

These results support the inclusion of digital literacy in rural development strategies for women by confirming the substantial returns on investment in this area.

Regional Variations in Rural Women's Digital Literacy

According to a comparative study, rural women's digital literacy varies greatly among Indian states. Rajasthan lags behind states like Tamil Nadu, Kerala, and Jharkhand, highlighting the significance of state-specific issues like infrastructure deficiencies and sociocultural factors.

Table 4. National Surveys & Academic Studies

State	Rural Women with Digital Skills (%)
Rajasthan	18
Jharkhand	35
Manipur	12
Telangana	10
Kerala	25
Tamil Nadu	27

Source: National Surveys & Academic Studies, 2024.

The digital gap highlights the need for enhanced and localized interventions in Rajasthan.

Economic Activities of Rural Women in Rajasthan

The majority of rural women's economic engagement is in traditional agriculture, which has a significant bias in their employment participation. There are few options for diversification into the formal or service sectors, and most of the work is low-wage and informal.

Table 5. Rajasthan Labor Market Surveys 2023.

Sector	Percentage of Rural Women Workers (%)
Agriculture	82
Household Industry	5
Services	10
Other	3

Source: Rajasthan Labor Market Surveys 2023.

By allowing rural women to access markets and engage in digitally enabled entrepreneurship, digital literacy can increase economic participation.

Policy Frameworks and Institutional Support

The government's initiatives to increase digital literacy, with a focus on underserved groups like rural women, are best represented by India's Digital India and PMGDISHA programs. In a similar vein, Rajasthan's state policies acknowledge gendered digital divides and have launched programs to combine digital skill development with programs for women's economic empowerment.

However, issues like poor infrastructure, cultural resistance, the cost of digital devices, and the relevance of the content continue to exist. Therefore, in order to maintain progress, comprehensive strategies that combine community involvement, financial incentives, and technology access are required.

OBJECTIVES

1. To assess the current level of digital literacy among rural women in Rajasthan.
2. To analyse the impact of digital literacy on women's participation in economic activities such as employment and entrepreneurship.
3. To identify the barriers and challenges faced by rural women in acquiring and utilizing digital skills.
4. To evaluate the role of government schemes and NGOs in promoting digital literacy for rural women in Rajasthan.
5. To examine how digital literacy influences women's access to financial services and markets.
6. To recommend strategies for enhancing digital literacy to further women's economic empowerment and contribute to sustainable economic growth in rural Rajasthan.

REVIEW OF LITERATURE

Both the transformative potential of digital inclusion and the significant obstacles women face are highlighted in the body of research on digital literacy and women's economic empowerment in rural India, with a focus on Rajasthan.

Digital Literacy and Women's Empowerment in Rajasthan

Malik (2023) investigated how digital literacy programs increased the empowerment of women in Jaipur District, Rajasthan, who were members of self-help groups (SHGs). According to the study, NGOs were essential in providing digital education, which enhanced women's self-esteem, capacity for making decisions, and involvement in the economy. This study emphasized local, culturally sensitive intervention models that address gender norms limiting women's access to technology, underscoring the significance of combining educational attainment with technology use for improving socioeconomic status.

Accordingly, the Education for All Foundation (EAF) and the Women Empowerment Society (WES) in Rajasthan have successfully closed the digital divide between urban and rural women through the implementation of focused digital literacy initiatives. Through practical instruction and integrated modules on digital safety and technology economics, these interventions empowered women to use digital tools for financial independence and entrepreneurship.

Digital Technology as an Economic Enabler

Increased digital literacy affects women's entrepreneurship and labor market participation in Rajasthan and throughout India, according to a policy brief from the United Nations Development Programme (UNDP) published in 2025. It cited research from China and Senegal that demonstrated how digital access helped women start and expand businesses, improve their knowledge of the market, and create new types of flexible, platform-based work—all of which are particularly important for marginalized and rural women. According to the report, supporting rural women's access to mobile internet and digital skills training will force inclusive economic growth that is in line with SDG 8.

Challenges due to Digital Divide

The gender digital divide in access to smartphones, mobile phones, and the internet is still present, according to research, especially for rural women. Kumar et al. (2024), for instance, discovered that 40% of female business owners in Gurugram lacked adequate knowledge of digital marketing, which limited the expansion of their companies. Furthermore, women's use of digital tools is restricted in rural Rajasthan due to sociocultural norms and inadequate digital infrastructure, which exacerbates already-existing economic disparities.

In addition to impeding women's access to financial services, market data, and government programs—all of which are increasingly offered through digital platforms—this digital divide also affects the growth of entrepreneurship. To overcome these obstacles, studies recommend integrated strategies that incorporate gender-sensitive training with the development of technology infrastructure.

Impact of Digital Literacy Programs

Training in digital literacy significantly improves women's knowledge, school retention, and engagement with government welfare programs, according to data from Jharkhand and other states. Programs in Jharkhand raised digital literacy levels from 40% at baseline to 90% after the intervention, and they also improved awareness of the scheme and the continuation of education. These results demonstrate the quantifiable advantages of focused digital literacy initiatives and provide insightful guidance for Rajasthan's implementation.

Comparative Insights Across Indian States

Rajasthan lags behind states like Jharkhand and Kerala in terms of rural women's digital literacy, according to comparative studies. This implies how varying infrastructure, policies, and sociocultural contexts impact the advancement of digital inclusion. Effective empowerment has been emphasized as requiring customized policy responses that take these regional quirks into account.

RESEARCH METHODOLOGY

Research Design in order to examine how digital literacy affects women's economic empowerment in rural Rajasthan, this study will use a descriptive research design and a combination of primary and secondary data. Structured surveys, in-depth interviews, and focus groups with rural women involved in a range of economic endeavours and stakeholders in digital literacy initiatives will be used to gather primary data. Government reports, policy documents, academic papers, and publications from development agencies that are pertinent to digital literacy programs, women's employment, and economic empowerment in Rajasthan will be considered secondary data. This method works well for gathering qualitative information about obstacles, enablers, and lived experiences in addition to quantitative data on economic engagement and digital literacy. In order to fill in knowledge gaps and improve policy implementation regarding rural women's digital inclusion, the research design enables a thorough analysis of current levels of digital literacy, the efficacy of current programs, and sociocultural factors influencing women's use of digital technologies for economic growth.

SOURCES OF DATA

The study primarily focuses on relevant primary and secondary data obtained from the following sources:

- **Government Reports and Policy Documents:**

Data on women's digital literacy programs, workforce participation, and economic empowerment initiatives can be found in official reports and publications from the Ministry of Women and Child Development, the Ministry of Labour and Employment (India), and the Rajasthan State Government. These include Rajasthan-specific SDG 8 progress indicators, program implementation reports for PMGDISHA and Digital India, and regional labor surveys.

- **Academic Research Papers and Articles:**

Books, conference papers, and peer-reviewed journals that examine how digital literacy affects women's economic engagement in India, with an emphasis on rural areas like Rajasthan. This includes comparative regional studies on digital inclusion and empowerment, case studies on self-help groups, and digital interventions led by NGOs.

○ **Development Organization and NGO Reports:**

Publications and assessment reports from the World Bank, NASSCOM Foundation, UNDP, and regional non-governmental organizations (NGOs) that support rural women's digital empowerment in Rajasthan. These resources shed light on the difficulties, successes, and best practices of programs aimed at improving digital skills.

○ **Survey and Field Data:**

Primary data on the quantitative and qualitative aspects of digital literacy and economic empowerment was gathered from rural women and program stakeholders through focus groups, in-depth interviews, and structured surveys.

○ **Statistical Databases and Online Portals:**

Updated data on digital access, gender disparities, and economic indicators pertinent to the study are provided by data dashboards and statistical reports from the Rajasthan Government SDG portals, Statifacts, and GSMA Mobile Gender Gap Reports.

○ This multi-source approach ensures comprehensive coverage of digital literacy and women's economic empowerment dynamics in rural Rajasthan for robust analysis.

SIGNIFICANCE OF STUDY

This study is significant because it adds to the expanding conversation about gender equality, women's economic empowerment, and digital literacy in rural Rajasthan, an area that offers opportunities and difficulties for women's economic engagement. The study's conclusions will be helpful to policymakers, development professionals, non-governmental organizations, and scholars who want to use digital technology to empower rural women and advance sustainable economic growth.

Participating in the Development of Policies

This study will provide critical insights into how existing digital literacy programs are implemented in rural Rajasthan and their effectiveness in empowering women economically. For example, large-scale initiatives like Google and Tata Trusts' Internet Saathi program have trained millions of rural women to use the internet and digital tools, enabling better livelihoods and social status. The study's evaluation of such programs and state-led efforts will help policymakers identify gaps and tailor strategies to increase the reach and impact of digital literacy. This evidence can inform future digital inclusion policies and gender equality frameworks specific to rural contexts with infrastructural and cultural constraints.

1. Enhancing Workforce Gender Equality

Digital literacy is a key enabler of women's participation in the workforce and entrepreneurship. As demonstrated in programs where trained women reported improved internet use and new income streams, digital skills reduce barriers to market access and flexible work options. This study will assess how digital literacy facilitates rural women's labour market engagement post-training, thus promoting gender equality in economic participation. It will add to understanding how technology-driven empowerment can balance traditional labour force disparities in Rajasthan and support more inclusive economic development.

2. Strengthening Women's Economic Empowerment

By acquiring digital skills, rural women can diversify income sources, access financial services, and improve business operations. Research shows that increased digital literacy leads to better job retention, enhanced entrepreneurial capacity, and income generation. This study will quantify these economic benefits within Rajasthan's rural setting, highlighting the value of integrating digital literacy with economic empowerment programs to boost women's financial stability and independence.

3. Increasing Advocacy and Awareness

Despite program availability, many rural women remain unaware of digital literacy opportunities or the benefits of technology usage. The study will explore awareness gaps and information dissemination challenges, aiming to propose strategies that enhance outreach. Improving knowledge and positive attitudes towards digital tools is essential to encourage uptake among women traditionally excluded from technological advancements.

4. Highlighting the Challenges Faced by Rural Women

Social norms, limited infrastructure, digital illiteracy, and economic vulnerability often impede rural women's access to digital tools. Initiatives like Internet Saathi reveal difficulties in sustained use without personal smartphones and logistical challenges faced by trainers. This study will examine these contextual barriers deeply, providing nuanced understanding necessary for designing culturally sensitive and locally appropriate interventions.

5. Contributing to Academic Literature

While digital literacy's role in women's empowerment is well documented broadly, region-specific studies focusing on Rajasthan are scarce. This research will fill the knowledge gap by providing robust empirical evidence from Rajasthan, serving as a model for comparative research in similar socio-economic contexts. The findings will add to academic discussions on gender, technology, and rural development, especially in emerging economies.

6. Guiding NGOs, Employers, and Development Organizations

The study's practical recommendations will help NGOs tailor training methods, employers foster supportive environments for digitally skilled women, and development agencies optimize resource allocation. Insights into challenges and success factors will aid organizations in scaling programs effectively, ensuring sustainable empowerment of women aligned with economic development goals and inclusive growth.

RESEARCH PROBLEM

Despite efforts by government and NGOs to promote digital literacy among rural women in Rajasthan, significant gaps remain in access, usage, and empowerment outcomes. Rural women face socio-cultural constraints, inadequate infrastructure, and limited skill development opportunities, which restrict their ability to fully leverage digital technologies for economic participation. This digital divide hinders their access to markets, financial services, education, and government schemes, limiting economic empowerment and labor force contributions. The problem lies in understanding the extent to which digital literacy impacts rural women's economic opportunities, identifying barriers and facilitators, and evaluating the effectiveness of current programs tailored to Rajasthan's unique socio-economic landscape.

DATA ANALYSIS AND PROCEDURES

Thematic Analysis

To identify key themes and patterns from the collected primary and secondary data, thematic analysis will be applied. This will involve examining qualitative data from interviews, focus groups, and policy documents to explore:

- Levels of digital literacy among rural women in Rajasthan.
- The impact of digital literacy on women's economic participation and empowerment.
- Barriers and facilitators influencing digital skills acquisition and utilization.
- Effectiveness of government and NGO digital literacy initiatives.

Statistical Analysis

Quantitative data from surveys and secondary sources such as government reports and digital literacy program records will be analyzed using descriptive statistics (percentages, means, frequencies) to assess the prevalence of digital literacy, economic outcomes, and demographic characteristics. Inferential statistics, including regression analysis, will be employed to explore relationships between digital literacy and economic empowerment indicators. Sector-wise comparisons will also be performed.

Content Analysis

Content analysis will be conducted on scholarly articles, case studies, and reports to extract insights on strategies, outcomes, and challenges related to digital literacy programs. This will aid in contextualizing Rajasthan's digital inclusion efforts within broader academic and policy debates.

Synthesis of Findings

Data from multiple sources will be synthesized to provide a comprehensive understanding of digital literacy's role in empowering rural women economically in Rajasthan. The integration of qualitative and quantitative findings will help identify consistencies, contradictions, and knowledge gaps, supporting robust conclusions and policy recommendations.

Comparative Analysis

The study will include a comparative analysis of digital literacy and women's economic empowerment initiatives in Rajasthan with similar programs in other Indian states or comparable contexts. This will offer a broader perspective on best practices, implementation challenges, and potential adaptations.

Ethical Considerations

As the study involves both primary and secondary data, ethical measures will be strictly observed, including obtaining informed consent from interview and focus group participants. Careful attribution of secondary data sources and ensuring data integrity without manipulation will also be maintained throughout the research. Confidentiality and cultural sensitivities will be respected during data collection and analysis.

RESULTS AND FINDINGS

This section presents the key results and findings derived from the analysis of both primary and secondary data on digital literacy and women's economic empowerment in rural Rajasthan. The data highlights current digital literacy levels, economic participation patterns, the impact of digital literacy programs, common barriers, and comparative insights with other Indian states. The findings are organized to provide a comprehensive understanding of how digital literacy influences rural women's economic engagement and the factors that either facilitate or hinder empowerment.

1. Level of Digital Literacy Among Rural Women in Rajasthan

Survey and secondary data indicate that digital literacy levels among rural women are significantly lower compared to men and urban counterparts. Approximately 18% of rural women in Rajasthan possess basic digital skills, indicating a considerable digital gap.

Indicator	Rural Women (%)	Rural Men (%)
Basic Digital Literacy	18	60
Mobile Internet Access	25	45
Smartphone Ownership	20	53

Source: GSMA Gender Mobile Gap Report 2024, UNDP-ICRIER Policy Brief 2025

2. Economic Activities and Digital Literacy Impact

Data reveals that 82% of rural women primarily engage in agriculture, a sector with low financial returns and limited digital uptake. However, women with better digital skills showed increased participation in service and entrepreneurial sectors, reflecting digital literacy as a key enabler for economic diversification.

Economic Sector Participation	Percentage of Rural Women Workers (%)
Agriculture	82
Household Industry	5
Services	10
Other	3

Women with digital literacy skills were found more likely to utilize mobile banking, access digital marketplaces, and adopt online marketing for their ventures.

3. Barriers to Digital Literacy and Economic Empowerment

Qualitative interviews and focus group discussions highlighted key barriers:

- Infrastructure Issues: Lack of consistent internet connectivity and affordable smartphones.
- Socio-Cultural Constraints: Gender norms restricting women's technology use and mobility.
- Limited Awareness: Insufficient knowledge about digital literacy programs and government schemes.
- Financial Limitations: Inability to afford digital devices and associated costs.

4. Effectiveness of Digital Literacy Programs

Evaluations of digital literacy initiatives such as the Internet Saathi program have shown improvements in digital skills and economic outcomes.

Program Impact Indicator	Baseline (%)	Endline (%)
Digital Literacy Score Above Median	40	90
School Continuation Rate	30	70
Awareness of Government Schemes	35	85

Source: *Digital Literacy Training Evaluation, Jharkhand, 2017-2020*

Such programs, when combined with financial literacy and entrepreneurship support, significantly boost women's economic empowerment.

5. COMPARATIVE INSIGHTS ON RURAL WOMEN'S DIGITAL LITERACY RATES

Rajasthan's digital literacy rate among rural women (18%) is notably lower than several other Indian states. The table below offers a comparative snapshot to contextualize Rajasthan's position:

State	Rural Women with Digital Literacy (%)
Jharkhand	35
Kerala	25
Tamil Nadu	27
Rajasthan	18
Manipur	12
Telangana	10

Source: *National Surveys & Academic Studies, 2024*

6. SYNTHESIS AND POLICY IMPLICATIONS

The integration of quantitative and qualitative data illustrates that while digital literacy positively influences rural women's economic participation, significant hurdles in infrastructure, social norms, and program reach must be addressed. Policies should prioritize expanding affordable digital access, awareness campaigns, and tailored digital skill training, coupled with economic support systems to maximize empowerment outcomes.

7. CONCLUSION

This study underscores that digital literacy serves as a vital catalyst for empowering rural women economically in Rajasthan. Despite limitations posed by inadequate infrastructure, socio-cultural barriers, and a pronounced gender digital divide, digital skills enhance women's access to financial services, market information, and entrepreneurial opportunities. Programmatic interventions like digital literacy training and mobile learning initiatives have shown significant positive impacts on women's confidence, income diversification, and social participation. However, tailored, region-specific strategies are essential to bridge remaining gaps and create sustainable economic inclusion. Strengthening digital literacy among rural women aligns closely with broader development goals, fostering gender equality and inclusive growth in Rajasthan.

KEY FINDINGS

- Only about 18% of rural women in Rajasthan possess basic digital literacy skills, significantly lower than rural men and women in other Indian states.
- The majority of rural women work in agriculture (82%), with limited access to diversified economic sectors, which digital literacy can help expand.
- Barriers such as poor internet infrastructure, gender norms limiting technology access, low awareness, and financial constraints hinder widespread adoption of digital tools among rural women.
- Digital literacy programs like Internet Saathi and mobile learning initiatives yield substantial improvements in women's digital skills, educational attainment, and economic opportunities.
- Comparative data reveal Rajasthan's rural women lag behind peers in Jharkhand (35%) and Kerala (25%) in digital literacy, highlighting the need for context-sensitive programming.
- Integration of qualitative and quantitative data indicates positive associations between digital literacy and women's economic empowerment but also stresses the need for holistic approaches addressing structural challenges.

RECOMMENDATIONS

1. Expand Community-Based Digital Literacy Programs

Community-led, peer-to-peer digital literacy initiatives have proven highly effective in rural India. Scaling such programs through women's self-help groups (SHGs) and local village institutions will enhance accessibility and sustainability by leveraging trusted social networks and culturally relevant training methods.

2. Improve Rural Digital Infrastructure

Reliable and affordable internet connectivity along with access to smartphones must be prioritized in Rajasthan's rural areas. Government and private sector collaboration to expand broadband coverage and subsidize devices can eliminate key infrastructural barriers limiting women's digital access.

3. Integrate Financial Literacy with Digital Skills

Combining digital literacy with financial education empowers women to navigate digital financial services confidently, improving their ability to save, invest, and access credit—crucial steps toward economic independence and entrepreneurship.

4. Enhance Awareness and Outreach

Targeted awareness campaigns tailored to local languages and cultures are necessary to inform rural women about the benefits of digital literacy programs and government schemes. This will encourage greater participation and consistent use of digital tools for economic activities.

5. Foster Public-Private Partnerships

Collaborations among government agencies, NGOs, and private enterprises (such as digital platforms and telecom companies) can pool resources and innovation to provide comprehensive digital skills training and support services, ensuring wider reach and long-term impact.

AREAS OF FURTHER STUDY

1. Longitudinal Studies on Digital Literacy Impact

Future research should track rural women's digital literacy progress over long periods to assess sustained socio-economic benefits. This will help determine whether increased digital skills translate into lasting improvements in income, education, health access, and social empowerment.

2. Digital Literacy's Role in Health and Education

Further studies could explore how digital skills enable rural women to access healthcare services (such as telemedicine), health information, and educational resources, influencing personal and family well-being.

3. Gender-Specific Barriers to Digital Adoption

In-depth qualitative studies are needed to understand socio-cultural and familial restrictions uniquely impacting women's use of digital tools, including perceptions, safety concerns, and intra-household dynamics.

4. Effects of Digital Literacy on Women Entrepreneurs

Sector-specific research can illuminate how digital skills affect the establishment, growth, and sustainability of women-led microenterprises, including marketing strategies, access to finance, and networking.

Comparative Evaluation of Regional Programs

A comparative analysis of digital literacy initiatives across various Indian states or regions would identify effective strategies, implementation challenges, and adaptable models to inform Rajasthan's program development.

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