

## **Citizen Preference in Digital India Initiative: A Study on Communication Strategy of Indian Government Web portals**

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### **Abstract**

Globalisation brings everything under a roof and consequently connects everyone from all the four corners of the world through technology, via the internet in different modes depending on their needs. Inaccessibility to information generates mistrust and distress in the people as the development demands communicating and educating the public. Thus eminence of a government lies in the transparency and in providing service or information to the public access. Information dissemination being indispensable in connection with digitisation enhanced the role of government websites. Since 2015, India encounters a massive number of initiatives to facilitate Citizen access the service of the government in form digitalized data and information. Being a Democratic nation, Citizen demands and opinion is fundamental to fulfil the purpose. The effectiveness of communication strategy implemented by the government in information dissemination plays key role in purpose fulfilment. The study focuses on analysing citizen participation and preference in these services provided. The effectiveness of the service influenced by the responsiveness of the web portals alongside by the bilingual portals is analysed. The study follows quantitative analysis by a well-developed questionnaire survey and Literature analysis.

**Keywords:** Digital India, Communication Strategy, Web portals, Government, multilingual.

### **Introduction**

Information, being an essential source of development has to be disseminated into the hands of the respective entities. Considering National Development as the ultimate goal, the information regarding the government, the plans and policies formulated and applied has to reach its citizens. A nation, on the whole, is built on the elements called the public and being a Democratic nation, the Indian public has the right to know what is happening in their nation, making information dissemination to be vital. The mode of information dissemination has widely changed from earlier times to modern technologies. The change in the method of information dissemination has made it easily accessible to a vast range of audience. Technological developments, as of now, have paved the way to reach a wider audience in lesser time. Traditional methods of delivering legal information by paper leaflet still have many advantages, but the internet is now the highly used medium. Its 24/7 availability gives people the access they need at anytime. But despite its popularity, there will always be some groups who can not, or choose not to, use it. The mass media is often overlooked as a way of reaching a wide audience - but it is where most people get their information.

Information is often disseminated hoping that respective entities in an organisation or community will improve their knowledge base and thereupon make better judgements and decisions in future conditions. In general, Information is disseminated considering the purpose to educate, explain or promote a concept, process or principle. Dissemination takes on the theory of the traditional view of communication, which involves a sender and receiver.

With dissemination, only half of this communication model theory is applied. The information is

sent out, not to one individual, but many in a broadcasting system and received. The feedback plays an important role in building effective communication strategy. This Digital India Initiative was adopted, to give better access to the government services, and for the information to reach nook and corner of the nation. These developments are adopted to bring in two way communication, which is identified to be a best mode of communication for productive implementation of ideas or actions. The government on one side can disseminate information to it's citizens where as Citizens on the other side should be given a voice, to ask for what's needed or to put forward their situations which needs to be looked into. Common methods of dissemination include Publishing project findings in national journals and state-wide publications that has greater audience.

The key to effective dissemination is to match the means to the message and needs of the audience. There are lots of ways to deliver information, from entertainment facts to legal information. The key is to adopt a method that will work for the target audience and for the type of content you have to deliver. And this Government websites, website created and designed for a local, regional, national or international unity government to communicate accurate governmental data, facts, statistics and information members of the public feel is just, fair and require awareness, is used as the platform for information dissemination. Local, regional, national, and international governments now have a website where information is provided for members of the public to access when they require it. The current status of the government website at its effective stage is the development of India.gov.in, the Indian government's web portal for citizens. It presents information resources and online services from government sources, accessible from a single point. It is also known as the National Portal of India. Public approach government websites for various purpose such as credibility, authenticity, timely updates and so on but kn the other hand, questions regarding the purpose fulfilment of this initiative arises.

As a part of Digitalization, the government commenced an initiative to deliver government services through online web portals making the process highly flexible yet lessened time-consumption. This study speaks of the aspects which are anticipated to be introduced or reinforced in web portals by the government to induce full-fledged utilization by the people. Ahead to bring out the awareness of government web-based services, its level of understanding besides calling attention to the prerequisites of the citizen.

As Government websites are highly reliable sources, owing to its authentication, it supports and provides service to the citizen enabling access to the verified information for their needs. Indian Government is making the country digitally empowered with the Digital India Initiative even in the level of grassroots. As complete digitalization is a time consuming but an incremental process providing better access to verified information. This emphasis on the usage of web portals, lead to the emergence of enormous websites to handle varied operations/undertaking. As of today, there are over Eight thousand government websites in India.

Yet the ultimate success relies on the purpose fulfilment of the initiative which is in the hands of public. The digital platforms with bilingual context may complicate the public interest to acknowledge and utilize the service. Awareness of their existence and the service it provides in developing the nation is in concern. Although, these websites are in question for their purpose fulfilment of the public prerequisites.

## **Objectives**

- To analyse the active engagement of the public in the utilization of the service provided by government websites.
- To study the prerequisites of the public considering the service provided by the government websites.

- To study the necessity for a multilingual government website to promote citizen participation in government websites.

## **Hypothesis**

- If public is unaware of the existing service provided, the active engagement cannot be attained as the websites do not attain purpose fulfilment.
- The awareness of such service existence will be attained if information dissemination has reached wider audience,
- If public prerequisite is fulfilled, then the citizen participation in the service provided may proliferate.
- If government websites are available in regional language then the public participation may proliferate as the language barrier is vanquished.

## **LITERATURE REVIEW**

Sunil A Mhamane and AtulChoudhary, (April 2014), worked on " Study of usability of Indian websites ".The comparative study on different categories of websites concluded that Usability of Indian websites is poor. For this purpose, both manual and automated tools. The study comprehended that shopping websites are more usable than other websites.

Poonam Malik and RuchiraBhargav, Kavita Chaudhary (Oct 2017)worked on " comparative analysis of Indian government Websites by using Automated tool and by End, User Perspectives "states that Indian government websites require further improvements in Usability and accessibility as considerable errors results in Challenging the preference of citizens to access e-government services".

Maristella Matera, Francesca Rizzo, Giovanni ToffettiCarughi (2006) on ' Web usability: Principles and Evaluation ' overviewed most acknowledged methods adopted for the usability evaluation of websites. The study suggested the usage of different methods in a complementary manner for complete evaluation and adoption of automated tools can be a reliable process.

TejalTiwary, Rahul Kumar Sharma and Atal Tiwari,(October 2018) in his ' Infringement of WCAG 2.0 Guidelines in Indian government Websites ' studied the accessibility range of websites for people with disabilities. The study stated that most of the websites chosen violated WCAG and recommended the web developers to build websites according to WCAG for better accessibility along with Artificial Intelligence making websites more accessible to all.

## **CITIZEN PARTICIPATION AND MULTILINGUAL WEBSITES**

Researches have suggested that there is a linkage between internet usage and the language of the websites. There is evidence that suggests that internet penetration increases when the content on the websites is available in the language which is more widely used in a particular region.

Arjun Karki (2016 ) study on ' Interactivity of the government of Nepal's websites (a case study of Dot GoV Domain) states that "The interactivity of people with their government will be promoted and ascertained by the uses of different features supported by Web 2.0 browsers. It tries to record such features functionality of websites like FAQ, Complaints/Suggestions form, Contact Address, Email, SM, Site Maps, Galleries (Photo, Audio and Videos) and others. The study completely focused on communication tools rather than technical

tools'. The study also stated that 'For the interactivity, regardless of the nations around the world, it is always considered as better to have multi-lingual features in the websites.'

Hillier, Mathew. (2002). Multilingual Website Usability: Cultural Context. studied " the relationship between language, cultural context and usability. The paper argued on the necessity for more researchers on usability implications of translating websites. This may highlight the cultural context of multilingual websites and rule of thumb for developers."

MangeshKarandikar's study on 'The language of government: A study of websites of Indian states' 'Most of the states do not follow the National informatics Centre's norms of vernacular version which prevents active participation. And to increase citizen participation in websites features like search, feedback, discussion forum and chat rooms should be present. The study also states that the economic growth is low where websites have low scores. This seems to indicate that most of the state governments use their websites only to inform the public, but do not encourage their active participation in good e-governance'

From the above researches, citizen participation is inter linked with multi-lingual websites. And most government websites use websites to disseminate information but they lack focusing on improving citizen participation. And in order to build up citizen participation features like plug ins , feedbacks, FAQ's , Suggestions should be incorporated. These studies also state that Indian government websites are of poor usability and low focus on citizen participation. The research gap analysed is, citizen requisite and multi lingual websites playing a role in increasing citizen participation. The E-governance turns to be effective only when citizen participation increases. The way to drive in participation is to provide service or activity according to the needs and ants of the audience. Similarly, to increase citizen participation the stand of government websites in providing services according to the public requisite is to be studied.

## Methodology

The study points towards analysing the communication strategy implied in Indian government web portals in association with citizen preference, participation and impacts of bilingual websites. This study will be following quantitative method of analysis.

The quantitative method of analysis mainly focuses on objective measurements, mathematical or numerical analysis of data collected through various methods like questionnaires and surveys. The survey covers India as a whole, among adults irrespective of age, gender, literacy or professional differences. The Population size, corresponding to Indian population of Approx.1,390,901,395, which is covered by Random Stratified sampling technique. A configurative questionnaire with around 25-30 questions is disseminated through online mode for over 500 samples with ratio representing South India, Central India and North India.

The variables of consideration in quantitative study is based on the parameters of citizen preference , participation and language. The indicators of the parameters and its indicators.

Parameters	Indicators
Citizen Preference	<b>Needed services, Pre requisite meeting level</b>
Participation	Awareness level, Accessibility level , Citizen preference level, Citizen Participation level, Satisfactory level
Language	Accessibility barrier

## ANALYSIS AND FINDINGS

### 1. DEMOGRAPHIC VARIABLES

**Table 1: Demographic variables (Gender, Age, Educational Qualification and Employment status), counts and Percentage**

Row	Demographic Variables	Levels	Count	Percentage
1	Gender	Female	264	47.9%
		Male	242	43.9%
		Unwilling to disclose	34	6.2%
		Others	11	2.0%
2	Age	15- 30 years old	383	69.5%
		40 and below	106	19.2%
		50 and below	39	7.1%
		50 and above	23	4.2%
3	Educational Qualification	Below High School	109	19.8%
		Others	37	6.7%
		Postgraduate	165	29.9%
		Undergraduate	240	43.6%
4	Employment	Government Sector	151	27.4%
		Private Sector	114	20.7%
		Self Employed	129	23.4%
		Unemployed	157	28.5%

Table 1 shows that 47.9% out of the total 551 are females, 43.9% are males, 6.2% are unwilling to disclose and remaining 2.0% are of other gender. The age group is also one demographic variable which is above mentioned in the table. 69.5% of the respondents in the survey is between the age group of 15-30 years old, 19.2% are of age group 40 and below old, 7.1% are between the age group of 50 and remaining 4.2% are between the 50 and above old. Educational Qualification is also one of the demographic variable in the table. 19.8% of the respondents in the survey with educational qualification are below high school, 43.6% are Under- graduates, 29.9% are postgraduates and 6.7% are Others. Another demographic variable in the survey is Employment status, 28.5% are Unemployed, 23.4% are self-employed, 27.4% work in Government Sectors and

remaining 20.7% work on private sectors.

## 2 CITIZEN PREFERENCE IN DIGITAL INDIA INITIATIVE

**TABLE: 2.1 FREQUENCY TABULATION ON PROVIDING SERVICES ACCORDING TO CITIZEN NEEDS AND PREFERENCES IN DIGITAL INDIA INITIATIVE**

<b>Citizen Response on government websites provide services according their needs and preferences</b>			
	Frequency	Percent	Valid Percent
Agree	242	43.9	43.9
Completely Agree	76	13.8	13.8
Completely Disagree	2	.4	.4
Disagree	49	8.9	8.9
Neutral	182	33.0	33.0
Total	551	100.0	100.0

Table 2.1 refers to the frequency distribution of the response on government websites providing services according to Citizen needs and preferences. The above data shows that n (242) 43.9% of the respondents out of the total 551 agree. And the n (2) 4% make completely disagree the least preferred category.

**TABLE: 2.2 FREQUENCY TABULATION ON AWARENESS ABOUT INDIAN GOVERNMENT WEB PORTALS PROVIDING SERVICES THROUGH AMPLE AMOUNT OF WEBSITES**

<b>Response on Awareness about Indian Government providing services through ample amount of websites</b>			
	Frequency	Percent	Valid Percent
Yes	210	38.1	38.1
No	341	61.9	61.9
Total	551	100.0	100.0

Table 2.1 refers to the frequency distribution of the response on awareness about Indian Government providing services through ample amount of. The above data shows that n (341) 61.9% of the respondents out of the total 551 no. And the n (210) 38.1 % make completely yes the least preferred category

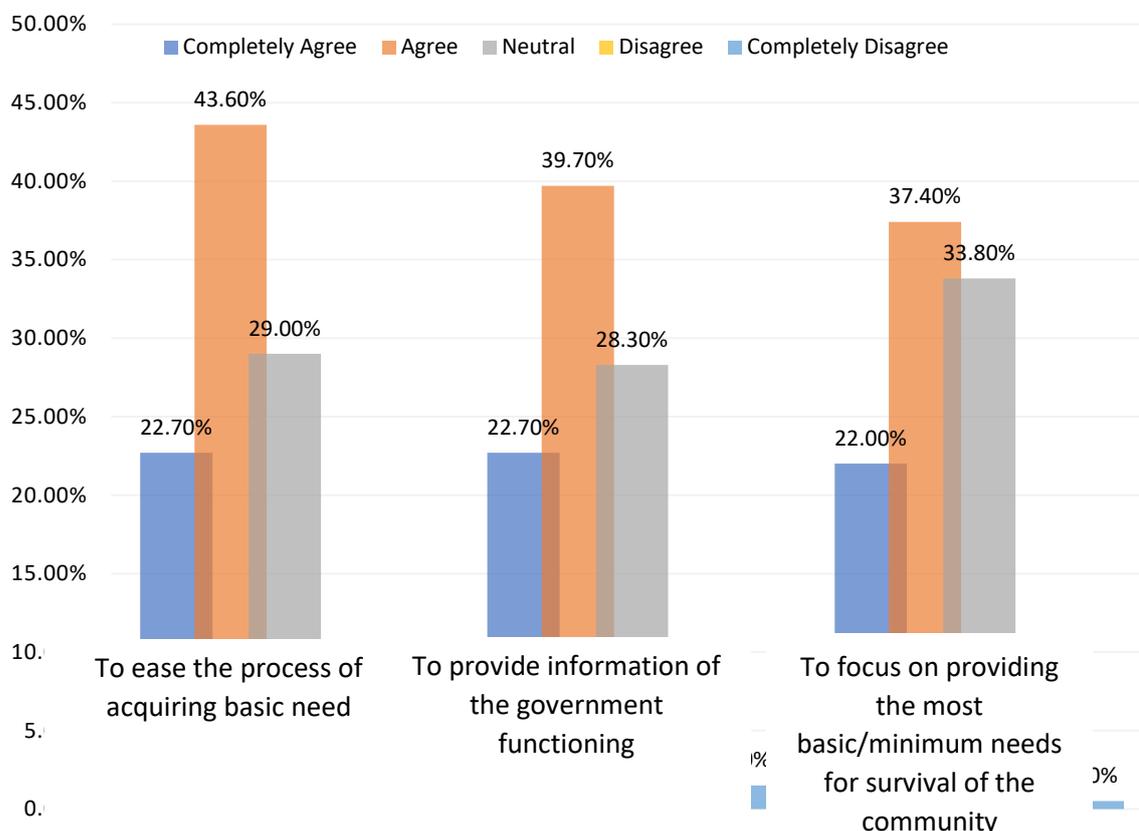
**TABLE: 2.3 FREQUENCY TABULATION ON EFFECTIVE PURPOSE FULFILLING BY GOVERNMENT WEB PORTALS IN DIGITAL INDIA INITIATIVE**

<b>Response regarding the effective purpose fulfilling by the government web portals</b>			
	Frequency	Percent	Valid Percent
Yes	249	45.2	45.2
No	302	54.8	54.8

Total	551	100.0	100.0
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Table 2.2 Refers to the frequency tabulation of the respondents based on effective purpose fulfilling by the government web portals. among 551 respondents, majority of n (302) ,54.8% prefer no and the least of n (249),45.2% prefer yes.

**FIGURE 1 RESPONDENTS ON TYPES OF SERVICE WEBSITES REQUIRED**



The above chart represents the responses of 551 respondents on the type of service website required.

43.60% respondents agree that they require websites that ease the process of acquiring basic need, and 0.2% completely disagree making it a minority.

39.7% respondents agree that they require websites to provide information of the government functioning and 1.5% completely disagree making it a minority.

37.40% respondents agree that they require websites to focus on providing the most basic/minimum needs for survival of the community, and 0.5% completely disagree making it a minority.

### 3.CITIZENPARTICIPATION

**TABLE: 3.1 FREQUENCY TABULATION ON PROVIDING SERVICES ACCORDING TO CITIZEN NEEDS AND PREFERENCES IN DIGITAL INDIA INITIATIVE**

Citizen Response on government websites provide services according to your needs and preferences		
Frequency	Percent	Valid Percent

Agree	242	43.9	43.9
Completely Agree	76	13.8	13.8
Completely Disagree	2	.4	.4
Disagree	49	8.9	8.9
Neutral	182	33.0	33.0
Total	551	100.0	100.0

Table 3.1 refers to the frequency distribution of the response on government websites providing services according to Citizen needs and preferences. The above data shows that n (242) 43.9% of the respondents out of the total 551 agree. And the n (2) 4% make completely disagree the least preferred category.

**TABLE 3.2 FREQUENCY TABULATION OF THE RESPONDENTS PERCIEVED VIEW AS THE REASON FOR UNAWARENESS OF THE SERVICE WEBSITES**

**Respondents on their view as a reason for unawareness will about the service websites**

	Frequency	Percent	Valid Percent
Illiteracy	93	16.9	16.9
Less effort by the Government's to create awareness	171	31.0	31.0
Media being ignorant to spread word.	240	43.6	43.6
Others	47	8.5	8.5
Total	551	100.0	100.0

Table 3.2 refers to the frequency tabulation of respondents on the reasons that may contribute to the unawareness of the benefits provided by government service websites Among n (551) respondents as a region of respondents of the sample in the survey, the majority n (240), 43.6% respondents responded that Media being ignorant to spread word is the reason and with n (47) 8.5%, being the least category of respondent, responded that there may be other reasons.

**TABLE: 3.3 FREQUENCY TABULATION ON DIGITAL INDIA BOOSTING CITIZEN PATICIPATION**

**Respondents on Digital India Initiative has boosted citizen participation**

	Frequency	Percent	Valid Percent
No 180		32.7	32.7
Yes 371		67.3	67.3
Total 551		100.0	100.0

Table 3.3 refers to the frequency distribution of the response on proliferation of citizen participation through Digital India Initiative The above data shows that n (371) 67.3% of the respondents out of the total 551 says yes. And the n (180) 32.7% of the respondents say no.

**TABLE: 3.4 CROSS TABULATION ON EMPLOYMENT STATUS AND KNOWLEDGE ON MAXIMUM NUMBER OF GOVERNMENT WEBSITES**

**Employment Status \* What is the maximum number of government service websites do you know of? Cross tabulation.**

		What is the maximum number of government service websites do you know of?			
		10-50	50-100	Below 10	More than 100
Employment Status	Govt. Sector	62	12	76	1
	Private Sector	48	12	52	2
	Self Employed	42	5	82	0
	Unemployed	56	11	88	2
<b>Total</b>		<b>208</b>	<b>40</b>	<b>298</b>	<b>5</b>

Table 3.4 refers to the cross tabulation of respondents on the Maximum number of government service websites they know, among n (551) respondents as a base of employment status of the sample in the survey, n (298) respondents know only less than 10 websites and with n (40) respondent, category of respondents who know around 50-100 governmental service websites are the least.

**TABLE: 3.5 CROSS TABULATION ON EDUCATIONAL QUALIFICATION AND THE BARRIERS FACED BY GOVERNMENT WEBPORTALS IN FULFILLING THE PURPOSE OF BENEFITING ITS CITIZENS**

Educational Qualification: \* The barriers faced by government web portals in fulfilling the purpose

The barriers faced by government web portals in fulfilling the purpose of benefiting its citizens can be?

		The benefits\ info. acquiring process is complex.	The websites have unfriendly user interface	You are unaware of such service existence	You are unaware of the means to access the existing service	Total
Educational status	Below High School	14	9	34	52	109
	Others	12	10	6	9	37
	PG	53	17	44	51	165
	UG	59	20	78	83	240
<b>Total</b>		<b>138</b>	<b>56</b>	<b>162</b>	<b>195</b>	<b>551</b>

of benefiting its citizens can be? Cross tabulation

Table 3.5 refers to the cross tabulation of respondents the barriers faced by government web portals in fulfilling the purpose of benefiting its citizens, among n (551) respondents as a base of educational qualification level sample in the survey, n (195) respondents say that they are unaware of the means to access the existing service existence and with n (56) respondents saying that the websites use an unfriendly user interface is the least.

#### 4 MULTILINGUAL WEBSITES TO PROMOTE CITIZEN PARTICIPATION

**TABLE: 4.1 CROSS TABULATION ON EDUCATIONAL QUALIFICATION AND STAND**

<b>Educational Qualification: * Bilingual websites are Cross tabulated</b>				
		<b>Bilingual websites are</b>		
		Easy to use	Not easy to understand	Not persuasive
<b>Educational Qualification</b>	Below High School	10	53	46
	Others	23	7	7
	Post-Graduation	44	56	65
	Under Graduation	42	83	115
<b>Total</b>		<b>119</b>	<b>199</b>	<b>233</b>

#### ON BILINGUAL WEBSITES

Table 4.1 refers to the cross tabulation of respondents with and stand on the nature of bilingual websites, Among n (551) respondents as a base of educational qualification level sample in the survey, n (233) respondents say that Bilingual websites are not persuasive and with n (119) respondents saying bilingual websites are easy to use is the least.

**TABLE: 4.2 FREQUENCY TABULATION ON CATEGORY BEING AFFECTED BY LANGUAGE BARRIER IN GOVERNMENT WEBSITES**

<b>Respondents on category being affected by Language barrier in government websites</b>			
	Frequency	Percent	Valid Percent
Both literate and illiterate.	219	39.7	39.7
Only illiterate	124	22.5	22.5
Only those with minimum education	134	24.3	24.3
The majority	74	13.4	13.4
<b>Total</b>	<b>551</b>	<b>100.0</b>	<b>100.0</b>

Table 4.2 refers to the frequency tabulation of respondents on category being affected by Language barrier in government websites. Among (551) respondents n(219) 39.7% say language barriers affect both literate and illiterate people,, making it the majority. n(74) 13.4% say language barriers affect the majority , making it the least .

#### BARGRAPH

Figure 2 respondents stand on Multilingual websites to help increase in citizen participation.

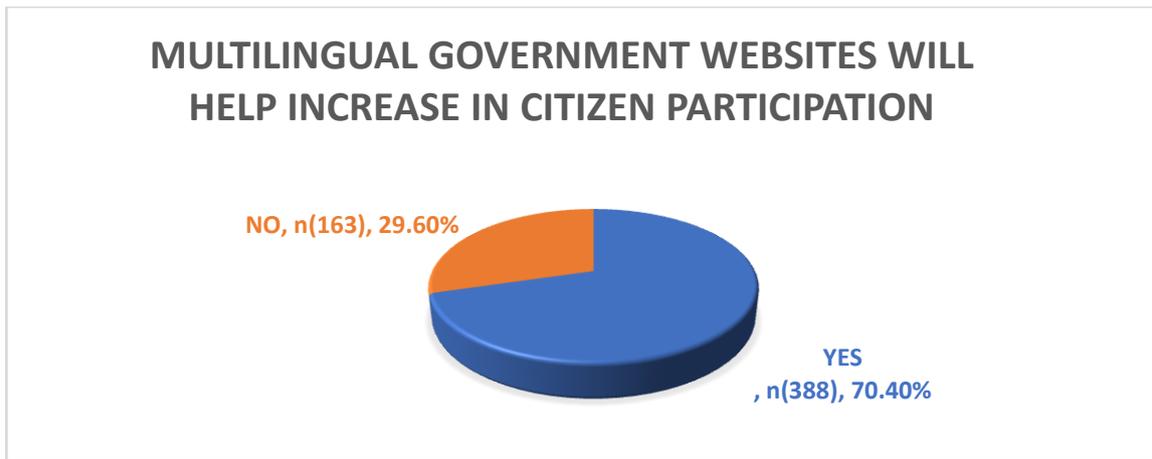


Figure 1 represents the response of 551 respondents, n(388) 70.4% responded yes, i.e. Multilingual government websites will help increase in citizen participation, and remaining n(163) 29.6% prefer no..

### FINDINGS& INTERPRETATIONS

Majority of the respondents are in the age group of around 15 to 30 years. The online survey has considerable response from people with age group of 40 and below but very least access to the age group of 50 and above. As on Gender basis, the Majority of the respondents are Female but couldn't reach up to other gender respondents in a considerable amount. Over 43.6% of the respondents are of Under Graduation educational qualification. Majority of the respondents are unemployed or employed in government sectors and the least respondents are from the private sectors.

54.8% of the respondents agree that Indian Government Web portals are not effective in fulfilling its purpose. The majority of the respondents agree that on government websites providing services according to Citizen needs and preferences Over 43.6% respondents perceive that Media being ignorant to spread the word on the benefits being provided by the Government websites under Digital India Initiative is the reason for the existing unawareness. Majority of the respondents, of over 67.3% say that Digital India Initiative has boosted Citizen participation. Majority of respondent despite employment status differences as in even those respondents who work in government sectors knows only less than 10 websites. Majority of the respondent state that they are unaware of the means to access the services being provided by the Indian Government Websites as a part of Digital India Initiative. Despite having high educational qualification such as Post Graduation, majority of the respondents feel that acquiring the benefits of information in the Indian Governmental websites are complex. Majority of the respondents say that language barriers affect both literate and illiterate people. 70.4% of the respondents think that Multilingual government websites to help increase in citizen participation.

### HYPOTHESIS TESTING

**If public is unaware of the existing service provided, the active engagement cannot be attained as the websites do not attain purpose fulfilment.**

- $H_0$ : Public is unaware, websites do not effectively fulfil the purpose
- $H_1$ : Public is aware, web portals do effectively fulfil its purpose.

Websites Fulfilling the purpose		Total
Yes	No	

Awareness about services	Yes	238	103	341
	No	146	64	210
Total		384	167	551

The Chi-Square value is 0.929 , which is  $>0.5$  , thus we accept the  $H_0$ . The conclusion is public is unaware of the service being provided as the websites does not fulfil its purpose.

**The awareness of such service existence will be attained if information dissemination has reached wider audience,**

- $H_0$ : Public is aware, information dissemination does reach wider audience
- $H_1$ : Public is unaware, information dissemination doesn't reach wider audience

		Awareness		Total
		Yes	No	
Wide audience reach	Yes	103	168	271
	No	22	66	88
	Maybe	88	104	192
Total		213	338	551

The Chi-Square value is 0.004 , which is  $<0.5$  , thus We accept the  $H_1$ . The conclusion as many of the respondents are still unaware of the services being provided in government service websites as digital India initiative has not yet reached wider audience.

**If public prerequisite is fulfilled, then the citizen participation in the service provided may proliferate.**

- $H_0$ : services according to citizen need will not increase citizen participation
- $H_1$ : services according to citizen need will increase citizen participation.

		Participation		Total
		Yes	No	
Service according to needs	Yes	60	25	85
	No	55	17	72
	Maybe	108	53	161
Total		223	95	551

The Chi-Square value is 0.355 , which is  $<0.5$  , thus we accept the  $H_1$ . The conclusion is if services according to citizen requisites are provided, citizen participation in digital India initiative will increase.

**If government websites are available in regional language then the public participation may proliferate as the language barrier is vanquished.**

- $H_0$ : Multilingual websites even by breaking language barrier in bilingual websites cannot increase citizen participation
- $H_1$ : Multilingual websites by breaking language barrier in bilingual website can increase citizen participation.

		Multilingual websites increase participation		Total
		Yes	No	
Bilingual websites are	Easy	80	39	119
	Not Easy to use	155	44	199
	Not persuasive	153	80	233
Total		388	163	983

The Chi-Square value is 0.015 , which is  $<0.5$  , thus we accept the  $H_1$ . The conclusion is bilingual websites are not easy to understand whereas multilingual websites can increase citizen participation.

**DISCUSSION**

This study aims to find the citizen preference in digital India initiative, the citizen participation level and the factors influencing the citizen participation in governmental service websites. For this study, a well-structured questionnaire of over 25 questions was circulated. The survey tried to cover all regions of the nation and received 551 responses. The hypothesis test was done by using the chi-square test. This study shows that despite enormous websites existing , citizens know only negligible amount of websites. The citizen participation is reduced as information dissemination has not reached all regions of the nation. The study also shows that inculcating multilingual websites in government web portals may increase citizen participation.

**CONCLUSION**

As per the research conducted, this section conveys the major findings derived throughout the way. From the results of the data analysed we arrived at a conclusion considering all the three objectives. It is identified that though people are aware of digital India and that there are enormous websites provided by Indian Government through web portals, but not about the services being provided in those websites. Information dissemination can bring in societal development if and only if it has reached the entire region or population. Media being ignorant to spread a word or create awareness about the various kinds of benefits that can be obtained although these service websites is a factor for the unawareness. The effective purpose fulfilling is not attained as it couldn't reach wider audience. Preference or desired services are major favouring factor for active participation. Thus Citizen participation in E-governance and Digital India Initiative can be increased by providing services of public requisite. Language barrier is a factor influencing citizen participation, as it is not just a barrier faced by illiterate population but on the majority of the population. Thus by making

government service websites a multilingual website, citizen participation can be increased.

### Scope for future studies

The study tried to cover the Indian population for the survey randomly as categorizing regions into Central, North and South India. This study can be further done by conducting surveys in every state of India with proper ratio of respondents from all states. The study can also involve in-depth interviews of people from categories to effectively showcase how information dissemination has still not reached wider audience and expose what kind of services public expect from the government service websites.

### Limitations of the study

Due to Covid-19 pandemic crisis, data collection was difficult due. Even though the survey was carried out through online platforms, the time at which the study has been conducted was aid uncertainty, and thus couldn't reach all category of population in an even ratio or with higher respondents. Citizen service needs and wants was desired to be studied in-depth, but due to crisis, connecting people or on-field observation and analysis was difficulty.

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