



# A Study on Digital Literacy and Rural Entrepreneurship: Evaluating PMGDISHA's Contribution in Nagaland

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## ABSTRACT:

Digital literacy is an essential component of economic empowerment in the modern era, particularly in rural areas where access to digital resources remains limited. The Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) was launched to bridge the digital divide by providing basic digital literacy training to rural citizens across India, including Nagaland. This study evaluates the impact of PMGDISHA on digital literacy and rural entrepreneurship in Nagaland, focusing on how the scheme has contributed to socio-economic development and employment generation. The research explores the effectiveness of PMGDISHA in equipping beneficiaries with fundamental digital skills, such as online transactions, accessing government services, and digital communication. Additionally, it assesses how digital literacy has facilitated entrepreneurial activities, enabling rural entrepreneurs to expand their businesses, access markets, and leverage digital tools for financial inclusion. The study employs a mixed-methods approach, incorporating quantitative data from PMGDISHA training records and qualitative insights from beneficiary interviews across different districts in Nagaland.

Findings indicate that PMGDISHA has significantly enhanced digital awareness and usage among rural populations, leading to increased participation in e-governance and financial activities. However, challenges such as inadequate internet connectivity, lack of advanced training, and limited awareness about digital opportunities persist. The study underscores the need for complementary initiatives, such as continuous skill enhancement programs and infrastructure development, to maximize the benefits of digital literacy for sustainable rural entrepreneurship.

By analyzing the role of PMGDISHA in fostering digital inclusion and economic growth in Nagaland, this research contributes to policy discussions on rural development and digital transformation. Strengthening digital literacy initiatives can play a pivotal role in shaping a self-reliant and digitally empowered rural economy, aligning with India's vision for inclusive growth and digital empowerment by 2047.

**Keywords:** Digital Literacy, Rural Entrepreneurship, Economic Empowerment, Financial Inclusion, Digital Infrastructure and E-Governance.

## INTRODUCTION:

The rapid advancement of digital technology has transformed economies and societies worldwide, making digital literacy an essential skill for participation in modern economic activities. In rural areas, digital literacy plays a crucial role in bridging socio-economic disparities, enabling financial inclusion, and fostering entrepreneurial activities. However, the digital divide remains a significant challenge, particularly in developing regions such as Nagaland, where limited access to digital infrastructure and education hampers inclusive growth (**World Bank, 2020**). Recognizing this issue, the Government of India launched the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) in 2017 to provide basic digital literacy to rural citizens, including those in Nagaland, with the aim of empowering them to utilize digital tools for education, governance, and entrepreneurship (**Ministry of Electronics & Information Technology [MeitY], 2023**).

Entrepreneurship is a key driver of economic development, especially in rural areas where formal employment opportunities are scarce. Digital literacy serves as a catalyst for entrepreneurship by providing access to online markets, e-commerce platforms, and financial services (**Mitra, 2021**). Rural entrepreneurs who are digitally literate can leverage digital banking, mobile payments, and government e-services, thus reducing operational costs and enhancing business efficiency (**Kumar & Sharma, 2022**). In Nagaland, a predominantly agrarian and small-business-driven economy, the integration of digital skills through PMGDISHA has the potential to transform rural livelihoods by enabling better market access and improved financial management (**Government of Nagaland, 2023**).

Despite the positive intent and implementation of PMGDISHA, challenges persist in ensuring its effectiveness. Poor internet connectivity, lack of digital devices, and limited awareness about digital opportunities often hinder the full realization of the program's benefits (**Singh & Dutta, 2022**). Moreover, while PMGDISHA focuses on basic digital literacy, there remains a gap in providing advanced digital skills that are crucial for scaling entrepreneurial ventures in rural areas. Therefore, it is imperative to assess the impact of PMGDISHA in Nagaland and identify key areas for improvement.

This study aims to evaluate the contribution of PMGDISHA in enhancing digital literacy and promoting rural entrepreneurship in Nagaland. It seeks to understand how digital literacy has influenced business development, access to government services, and financial inclusion among rural communities. Additionally, the study will explore the barriers that limit the effectiveness of PMGDISHA and provide recommendations for policy enhancements to maximize its impact. The findings of this research will contribute to broader discussions on rural digital transformation and entrepreneurship, aligning with India's vision of a digitally empowered economy by 2047.

## Review of Literature:

Digital literacy has emerged as a critical enabler of economic growth, social empowerment, and entrepreneurial success, particularly in rural areas. Several studies have explored the impact of digital literacy programs on rural entrepreneurship and economic development, highlighting the role of government initiatives such as the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) in bridging the digital divide.



This literature review examines existing research on digital literacy, rural entrepreneurship, and the effectiveness of PMGDISHA, with a specific focus on its contribution to Nagaland's rural economy.

Digital literacy refers to the ability to use digital devices, access the internet, and navigate digital platforms effectively. It plays a vital role in enhancing financial inclusion, accessing government services, and promoting entrepreneurship (**Ragnedda & Muschert, 2020**). Studies have shown that individuals with digital literacy skills are more likely to participate in digital banking, online marketplaces, and e-commerce, thereby improving their economic opportunities (Banerjee, 2021). In the context of rural India, digital literacy has been linked to increased adoption of digital financial services such as mobile banking and Unified Payments Interface (UPI) transactions (**Kumar & Sharma, 2022**).

Entrepreneurship is a key driver of rural development, offering self-employment opportunities in regions where formal employment is limited. Digital tools have enabled rural entrepreneurs to expand their businesses beyond local markets, connect with suppliers, and access government schemes (**Mitra, 2021**). According to **Sharma and Gupta (2023)**, digital platforms have helped small-scale farmers, artisans, and self-help groups reach wider consumer bases, thereby increasing their income and business sustainability. However, the lack of digital literacy remains a major barrier to rural entrepreneurship, as many rural business owners struggle to leverage digital marketing, online sales, and financial tools effectively (**Singh & Dutta, 2022**).

The Government of India launched PMGDISHA in 2017 to provide basic digital literacy to six crore rural citizens, with the goal of enabling them to participate in the digital economy (**MeitY, 2023**). The program covers essential digital skills such as operating computers, using mobile applications, and conducting digital transactions. Several studies have examined the effectiveness of PMGDISHA in enhancing digital literacy and financial inclusion. For instance, a study by **Patil et al. (2022)** found that PMGDISHA has significantly improved digital awareness among rural households, leading to increased use of digital financial services and e-governance platforms.

Nagaland, a predominantly agrarian state with a strong community-based economic structure, has witnessed a growing interest in digital entrepreneurship. The implementation of PMGDISHA has played a crucial role in providing digital skills to rural communities, thereby enabling them to access financial resources, government welfare schemes, and online marketplaces (**Government of Nagaland, 2023**). According to a study by Lotha and Ao (2023), PMGDISHA has facilitated the growth of small businesses in Nagaland by improving access to digital tools and e-commerce platforms. However, challenges such as inadequate internet connectivity, lack of advanced digital training, and limited awareness about online business opportunities persist (**Sangtam & Zhimomi, 2023**).

While PMGDISHA has made notable progress in enhancing digital literacy, several challenges hinder its full impact. A major limitation is the focus on basic digital skills without advanced training that could help rural entrepreneurs scale their businesses (**Chakraborty & Sen, 2022**). Additionally, the effectiveness of PMGDISHA varies across different states and districts, depending on factors such as internet infrastructure, awareness levels, and government support (**Das, 2023**). In Nagaland, rural entrepreneurs require additional training in digital marketing, cybersecurity, and online business management to fully leverage the benefits of digital literacy (**Kikon, 2023**).

Future policy recommendations include integrating PMGDISHA with skill development programs, enhancing internet infrastructure in remote areas, and providing hands-on digital training tailored to rural entrepreneurs. Strengthening these aspects will ensure that digital literacy not only enables individuals to use digital tools but also empowers them to become self-reliant entrepreneurs, contributing to economic growth and rural transformation in Nagaland.

## Objectives of the Study:

1. To assess the effectiveness of PMGDISHA in improving digital literacy among rural entrepreneurs in Nagaland.

2. To evaluate the role of digital literacy in enhancing financial inclusion and access to e-commerce platforms.
3. To analyze the challenges and limitations faced by rural entrepreneurs in adopting digital tools.
4. To provide policy recommendations for improving the effectiveness of digital literacy programs in rural settings.

## Research Methodology:

This study employs a random sampling method to select individuals, small business owners, and rural entrepreneurs with varying levels of digital literacy. The sample consists of 150 respondents, including rural participants, as well as 150 rural entrepreneurs across various districts of Nagaland who have completed PMGDISHA training.

Data collection was conducted using structured questionnaires and interviews, ensuring comprehensive insights into the participants' experiences with digital literacy and financial inclusion. The study considers key variables, including age, education level, digital literacy before and after training, use of digital financial services, access to e-commerce platforms, adoption of digital tools in business, and the challenges faced by respondents.

## Result and Discussion:

The findings indicate that PMGDISHA has significantly improved digital literacy among rural communities in Nagaland, enhancing access to digital financial services, e-governance, and online business platforms. Beneficiaries reported increased confidence in using digital tools for entrepreneurship, leading to better market access and financial inclusion. However, challenges such as poor internet connectivity, lack of advanced digital training, and limited awareness of online opportunities persist. Addressing these gaps through infrastructure development and specialized training can further strengthen rural entrepreneurship in Nagaland.

**Table – 1 Demographic Profile of Respondents**

Category	Percentage (%)
<b>Age Group</b>	
<b>18-25</b>	45 (30)
<b>26-35</b>	60 (40)
<b>36-45</b>	25 (16)
<b>46 and above</b>	20 (14)
<b>Educational Background</b>	
<b>Below 10th grade</b>	50 (33)
<b>10th-12th grade</b>	70 (47)
<b>Graduate</b>	30 (20)
<b>Gender Distribution</b>	
<b>Male</b>	95 (63)
<b>Female</b>	55 (37)
<b>Years in Business</b>	
<b>Less than 1 year</b>	25 (17)
<b>1-3 years</b>	100 (67)
<b>More than 3 years</b>	25 (16)
<b>Occupation</b>	
<b>Small Business Owners</b>	100 (67)
<b>Self-Employed</b>	30 (20)
<b>Unemployed/Students</b>	20 (13)

**Source: Primary Data**

The table 1 demographic profile of respondents reveals key insights into their age, education, gender, business experience, and occupation. A significant portion of respondents (40%) fall within the 26-35 age

group, followed by 30% in the 18-25 range, indicating that younger individuals are more engaged in digital literacy and financial inclusion initiatives. Education-wise, 47% have completed schooling up to the 10th-12th grade, while only 20% are graduates, highlighting the need for digital literacy programs that cater to diverse educational backgrounds. Gender distribution shows that 63% of the respondents are male and 37% are female, suggesting a gap that could be addressed through targeted initiatives to encourage greater female participation. In terms of business experience, 67% have been in business for 1-3 years, while 16% have more than three years of experience, showing that digital training reaches both emerging and established entrepreneurs. Additionally, 67% of respondents are small business owners, while 20% are self-employed, and 13% are unemployed or students, indicating that digital financial education is also benefiting those preparing to enter the workforce. Overall, the findings suggest that while digital literacy efforts are positively impacting younger and mid-career individuals, there is a need to enhance outreach to older participants, women, and those with lower education levels to ensure a more inclusive digital and financial ecosystem.

**Table – 2 Adoption of Digital Transactions**

Transaction Type	Before Training	After Training
<b>Cash Transactions</b>	150 (100)	40 (27)
<b>Digital Payment Methods</b>	-	110 (73)
<b>Usage of E-Wallets</b>	-	-
<b>Google Pay</b>	-	80 (53)
<b>Paytm</b>	-	30 (20)
<b>PhonePe</b>	-	25 (17)
<b>Others</b>	-	15 (10)
<b>Increase in Online Transactions</b>	-	150 (100)

**Source: Primary Data**

The table 2 adoption of digital transactions among respondents shows a significant shift from cash-based transactions to digital payment methods after receiving digital literacy training. Before training, all 150 respondents (100%) relied entirely on cash transactions, but after training, cash usage dropped to 27%, demonstrating a strong transition toward digital payments. The use of digital payment methods increased to 73%, with Google Pay emerging as the most preferred platform (53%), followed by Paytm (20%) and PhonePe (17%), while 10% of respondents used other digital payment services. Notably, there was a 100% increase in online transactions, indicating that all respondents engaged in some form of digital payment post-training. This data highlights the effectiveness of digital literacy programs in fostering financial inclusion and promoting cashless transactions. However, further efforts are needed to enhance awareness and accessibility of various digital payment platforms to ensure sustained usage and financial empowerment.

**Table - 3 Online Presence and Business Growth**

Digital Engagement	Percentage (%)
<b>Use of social media for business</b>	60 (40)
<b>Increased customer reach and revenue growth</b>	40 (27)
<b>Selling products online</b>	25 (17)
<b>Accessing e-Governance portals</b>	25 (16)



The table 3 data highlights the growing role of digital engagement in business growth among respondents. Social media has emerged as a key tool, with 40% of respondents utilizing platforms like Facebook, Instagram, and WhatsApp for business purposes, demonstrating an increased awareness of digital marketing and customer engagement. Additionally, 27% of respondents reported improved customer reach and revenue growth, indicating that digital literacy has positively influenced business expansion. However, the relatively lower percentage suggests that more targeted training in digital marketing and online customer acquisition strategies could further enhance business performance. Furthermore, 17% of respondents started selling products online, reflecting a growing acceptance of e-commerce, while 16% accessed e-Governance portals, highlighting increased digital interactions with government services. Overall, while digital literacy has contributed to better online engagement, further support in areas like digital marketing, online sales strategies, and e-Governance utilization could help entrepreneurs maximize their digital potential and achieve greater business growth.

**Table - 4 Digital Literacy Improvement and Financial Inclusion**

Digital Literacy Level	Before Training (%)	After Training (%)
No prior digital knowledge	150 (100)	-
Improved ability to use digital tools	-	150 (100)
Awareness of digital banking services	10 (7)	140 (97)
Usage of online banking	5 (3)	145 (97)
Adoption of mobile wallets	5 (3)	145 (97)

**Source: Primary Data**

The table 4 data demonstrates a remarkable improvement in digital literacy and financial inclusion among respondents after training. Before the training, 100% of respondents had no prior digital knowledge, highlighting a complete lack of familiarity with digital tools and financial services. However, post-training, all 150 respondents (100%) reported an improved ability to use digital tools, reflecting the effectiveness of the program. Awareness of digital banking services saw a significant increase, rising from just 7% before training to 97% after training. Similarly, the usage of online banking and mobile wallets was minimal before training, with only 3% of respondents utilizing these services. After training, 97% of respondents adopted mobile wallets and engaged in online banking, showcasing a major shift towards digital financial inclusion. This indicates that digital literacy programs play a crucial role in equipping individuals with the knowledge and confidence to engage in digital financial transactions. However, continued training, awareness initiatives, and improved digital infrastructure are necessary to ensure long-term adoption and financial empowerment, particularly in rural and underserved communities.

**Table – 5 Adoption of Digital Financial Services**

Financial Service	Before Training (%)	After Training (%)
Cash Transactions	150 (100)	-
Digital Payments (UPI, E-wallets)	-	150 (100)
Internet Banking	-	45 (30)
Credit/Debit Card Usage	-	70 (47)
Loan Access via Digital Platforms	-	35 (23)

The table 5 data highlights a significant transformation in the adoption of digital financial services among respondents after receiving digital literacy training. Before training, 100% of respondents relied solely on cash transactions, indicating a complete absence of engagement with digital payment methods. However, after training, all 150 respondents (100%) adopted digital payment methods such as UPI and e-wallets, demonstrating a strong shift towards cashless transactions. Despite this progress, internet banking adoption remains relatively low at 30%, suggesting that while respondents are comfortable with mobile-based payments, traditional online banking services still require further awareness and accessibility. Additionally, credit/debit card usage increased to 47%, reflecting a growing acceptance of digital financial tools, though further efforts are needed to expand their reach. Moreover, 23% of respondents accessed loans through digital platforms, highlighting an initial but gradual shift towards digital credit services. Overall, the findings suggest that digital literacy programs have been highly effective in encouraging the use of digital financial services, but further efforts are needed to enhance trust, security, and confidence in a broader range of financial tools, ensuring deeper financial inclusion and long-term adoption.

**Table – 6 Access to E-Commerce Platforms**

E-Commerce Activity	Percentage (%) Before Training	Percentage (%) After Training
Online Shopping	40 (27)	110 (73)
Selling products online	25 (17)	125 (83)
Awareness of e-commerce platforms	35 (23)	115 (77)
Usage of social media for business	50 (33)	100 (67)

**Source:** Primary Data

The table 6 data demonstrates a significant increase in access to and participation in e-commerce platforms after digital literacy training. Online shopping saw a substantial rise from 27% before training to 73% after training, indicating that more respondents became comfortable purchasing goods and services online. Additionally, selling products online increased dramatically from 17% to 83%, showing that digital training has empowered entrepreneurs and small business owners to expand their businesses through e-commerce. Awareness of e-commerce platforms also improved significantly, rising from 23% to 77%, highlighting the effectiveness of training programs in familiarizing respondents with digital marketplaces. Furthermore, the usage of social media for business purposes grew from 33% to 67%, emphasizing the growing importance of social media as a tool for business promotion and customer engagement. These findings suggest that digital literacy training has successfully enabled respondents to leverage e-commerce platforms for both personal and business purposes. However, further support in areas such as digital marketing, secure online transactions, and logistics management can help businesses optimize their e-commerce presence and achieve sustained growth in the digital economy.

**Table – 7 Challenges Faced**

Challenge	Percentage (%)
Internet Connectivity Issues	45 (30)
Lack of Advanced Digital Skills	35 (23)
Trust Issues with Digital Payments	30 (20)
Limited Availability of Digital Infrastructure	40 (27)

**Source:** Primary Data

The table 7 data highlights several challenges that continue to hinder full digital adoption despite improvements in digital literacy and financial inclusion. Internet connectivity issues remain a significant barrier, with 45% of respondents facing difficulties, indicating that inadequate access to stable internet is limiting the effectiveness of digital platforms. Additionally, 35% of respondents reported a lack of advanced digital skills, suggesting that while basic digital literacy has improved, there is a need for specialized training in areas such as cybersecurity, digital marketing, and financial management. Trust issues with digital payments also persist, rising to 30% post-training, reflecting concerns about online fraud and data security, which require targeted awareness programs and stronger security measures. Furthermore, 40% of respondents cited the limited availability of digital infrastructure as a challenge, emphasizing the need for better access to reliable internet, digital devices, and financial technology services, particularly in rural areas. These findings indicate that while digital literacy programs have been effective, overcoming these challenges through improved internet access, skill development, and enhanced security measures is crucial for ensuring long-term digital inclusion and financial empowerment.

## **Challenges and Limitations Faced by Rural Entrepreneurs in Adopting Digital Tools in Nagaland:**

Rural entrepreneurs in Nagaland face several challenges and limitations in adopting digital tools, which hinder their ability to fully integrate technology into their businesses and improve financial inclusion. These challenges stem from infrastructural, financial, and socio-cultural factors unique to the region.

1. **Limited Internet Connectivity** – Many rural areas in Nagaland suffer from poor network coverage and slow internet speeds due to hilly terrain and underdeveloped digital infrastructure. This makes accessing digital platforms, online banking, and e-commerce services unreliable and inconvenient.
2. **Lack of Digital Literacy** – A significant portion of the rural population lacks adequate digital knowledge and skills. Many entrepreneurs are unfamiliar with the use of digital payment systems, online marketplaces, and financial management software, making it difficult to transition from traditional business models.
3. **Trust Issues with Digital Payments** – Rural entrepreneurs in Nagaland are often hesitant to use digital payment systems due to concerns about fraud, transaction failures, and a general lack of trust in online financial transactions. Many still prefer cash-based transactions, limiting the adoption of digital financial tools.
4. **High Cost of Digital Devices and Internet Services** – The cost of smartphones, computers, and stable internet connections remains high for many rural entrepreneurs, making digital adoption financially challenging. Limited purchasing power and lack of access to affordable digital infrastructure further hinder progress.
5. **Language and Technical Barriers** – Many digital platforms and applications are primarily designed in English or Hindi, which can be a barrier for rural entrepreneurs in Nagaland, where local dialects are predominantly spoken. This creates difficulties in understanding and using digital tools effectively.



6. **Limited Awareness of E-Commerce Opportunities** – Many rural entrepreneurs lack awareness about the benefits of e-commerce and digital marketing. As a result, they do not utilize platforms like Amazon, Flipkart, or regional online marketplaces to expand their businesses beyond local markets.
7. **Power Supply and Infrastructure Issues** – Frequent power outages and an inconsistent electricity supply in rural areas disrupt digital adoption efforts. Businesses relying on digital tools often face operational challenges due to the lack of reliable power sources.
8. **Cultural and Behavioral Resistance to Change** – Traditional business practices remain deeply ingrained in rural communities. Many entrepreneurs prefer face-to-face transactions and conventional business operations over digital alternatives, slowing the shift toward a technology-driven economy.
9. **Limited Government and Institutional Support** – While initiatives such as PMGDISHA and other digital literacy programs exist, gaps in implementation, inadequate outreach, and lack of follow-up support prevent rural entrepreneurs in Nagaland from fully benefiting from these schemes.

While digital tools offer immense potential for rural entrepreneurs in Nagaland, barriers such as poor internet connectivity, low digital literacy, financial constraints, and cultural resistance limit widespread adoption. Addressing these challenges through improved infrastructure, localized digital training, government support, and awareness programs will be crucial in fostering a more digitally inclusive entrepreneurial ecosystem in rural Nagaland.

## **Policy Recommendations for Improving the Effectiveness of Digital Literacy Programs in Rural Nagaland:**

To enhance the effectiveness of digital literacy programs in rural areas of Nagaland, a multi-pronged approach focusing on infrastructure, education, accessibility, and awareness is required. The following policy recommendations can help bridge the digital divide and promote sustainable digital adoption among rural entrepreneurs and communities:

### **1. Strengthening Digital Infrastructure**

- **Expand Internet Connectivity:** Improve broadband and mobile network coverage, particularly in remote villages, through public-private partnerships and government investments in digital infrastructure.
- **Provide Affordable Digital Devices:** Introduce subsidies or financing schemes to make smartphones, tablets, and computers more accessible to rural households and entrepreneurs.
- **Ensure Reliable Electricity Supply:** Invest in alternative energy solutions such as solar-powered internet hubs to address frequent power outages that disrupt digital access.

### **2. Enhancing Digital Literacy Training**

- **Localized Training Programs:** Develop training modules in local languages and dialects to improve understanding and usability for rural participants.
- **Hands-on Practical Learning:** Incorporate interactive workshops that provide real-world experience with digital payment systems, e-commerce platforms, and online financial services.

- **Customized Training for Different Groups:** Tailor digital literacy programs for specific demographics, such as farmers, small business owners, women entrepreneurs, and students.

### 3. Increasing Awareness and Trust in Digital Platforms

- **Digital Awareness Campaigns:** Conduct regular awareness drives on the benefits of digital tools, e-commerce, and financial technology through community outreach programs, radio broadcasts, and local events.
- **Address Security Concerns:** Educate rural communities about cybersecurity, safe online transactions, and fraud prevention to build trust in digital financial services.
- **Encourage Adoption of Digital Payments:** Partner with local businesses and cooperatives to promote the use of UPI, mobile banking, and e-wallets in everyday transactions.

### 4. Strengthening Government and Institutional Support

- **Improve Implementation of Existing Schemes:** Ensure proper execution and monitoring of programs like PMGDISHA (Pradhan Mantri Gramin Digital Saksharta Abhiyan) by increasing accessibility and outreach.
- **Create Digital Hubs and Centers:** Establish community-based digital centers with internet access and trained personnel to assist rural populations in learning and using digital tools.
- **Encourage Public-Private Collaboration:** Work with NGOs, private companies, and educational institutions to provide resources, training, and mentorship programs for rural communities.

### 5. Promoting E-Commerce and Digital Entrepreneurship

- **Support Rural Entrepreneurs in Digital Marketplaces:** Provide training on selling products online, using digital marketing, and accessing e-commerce platforms like Amazon, Flipkart, and regional marketplaces.
- **Facilitate Microfinance and Digital Credit Access:** Enable rural entrepreneurs to access small business loans and digital financial services through fintech solutions and self-help groups (SHGs).
- **Encourage Digital Cooperative Models:** Promote group-based digital initiatives where small businesses and artisans can collaborate to access broader markets.

By improving infrastructure, expanding digital literacy training, increasing awareness, strengthening government support, and promoting digital entrepreneurship, rural communities in Nagaland can be better equipped to participate in the digital economy. A holistic and inclusive approach will help bridge the digital divide, enhance financial inclusion, and create more opportunities for rural populations to thrive in a rapidly evolving digital landscape.

## Conclusion:

Digital literacy plays a pivotal role in empowering rural entrepreneurs by enabling them to access financial services, engage in e-commerce, and improve business operations. The Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) has contributed significantly to enhancing digital skills among rural entrepreneurs in Nagaland. The program has led to increased adoption of digital payment systems, improved



awareness of e-commerce platforms, and greater participation in online transactions. However, challenges such as poor internet connectivity, lack of advanced digital skills, trust issues with digital payments, and limited access to digital infrastructure continue to hinder the full potential of digital adoption in rural areas. Despite these challenges, the progress made through PMGDISHA demonstrates that with the right policies, training, and infrastructure support, rural entrepreneurs in Nagaland can harness digital tools to expand their businesses and improve their livelihoods. Strengthening digital infrastructure, tailoring training programs to local needs, and fostering trust in digital financial services will be essential for sustaining the momentum of digital transformation. Moving forward, a collaborative effort involving government agencies, private stakeholders, and local communities is necessary to bridge the digital divide and ensure that rural entrepreneurs in Nagaland can fully leverage digital technology for economic growth and financial inclusion.

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