

A

Project Report On

CSR FIELD ACTIVITY ON DIGITAL LITERACY

Submitted by

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INTRODUCTION

Digital Literacy refers to the skills required for the full participation in the technology and the internet. As the phrase contains two words Digital and Literacy

Lets understand these two words individually :

- Digital –Digital describes electronic technology.
- Literacy- refers to the ability to read ,write ,implement ,learn and execute.

We created a understanding about digital wallets eg: paytm,mobikwik,bhim etc.



PURPOSE

The purpose of this is to raise awareness of the importance of digital literacy within the education framework and a chance to reflect and introspect on the teaching and learning process.

OBJECTIVES

Creating awareness in the mind of the people who are unaware about digital literacy and telling about the benefits of digital wallet. However things are not that simple. Digital literacy is not only the ability to read and write, but rather the ability to put these skills to work in shaping the course of one's own life.



SPREADING AWARENESS IN FAST FOOD STALL

ADVANTAGES AND DISADVANTAGES

By our awareness trip we came to know that most of the shopkeepers are using digital payment system and they are quite happy and they also told us they do not need to carry cash, it's also a safer and easier spending option while we are travelling but some of them are not using these kind of digital wallets because they could not afford a smart phone and those who have one they told us that they don't like digital payments system because of the network issues of Indian telecommunication. And these network issues are the biggest problem coming in the way of digitalisation.



CONCLUSION

- Explaining the merits of digital payment system to the vendors.



- Making people understand how to make use of digital wallets like paytm, mobikwik, bhim etc.
- We made the people aware about the digitalisation in marketing.
- We convinced people to make use of digital payment system and most of them agreed.



