EXPLORATION OFTHE POLITICAL PARTICIPATION OF YOUTH: A SOCIAL MEDIA INTERVENTION WITH REFERENCE TO *DIGITAL INDIA* AND *SWATCH BHARATH* MISSIONS

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Abstract:

Young people between the ages of 15 and 25 constitute a fifth of the world's population. India is one of the youngest countries in the world, with an estimated 65 percent of the population under the age of 35. UN report says, with 356 million 10-24 year-olds, India has the world's largest youth population despite having a smaller population than China. There are 243 Million internet users in India and it is likely to increase to 500 Million by 2018 making India larger than the US in terms of the number of Internet users (RajanAnandan, MD, Google India). In 2018, it is estimated that there will be around 283 million social network users in India, up from close to 216.5 million in 2016 (The Statistics Portal). Indians are very active on different social networks and 88% of users share content on their social profiles and as wellincreasingly spend time on various social networking sites. The ease of using and creating social media have spawned an explosion of grassroots participation, allowing individuals to express their opinions more openly and freely as well as to build a more active and significant relationship with official institutions (Rojas H 2012). The Swachh Bharat Abhiyan and Digital India, one is the most significant cleanliness campaign by the Government of India and the other, to ensure that Government services are made available to citizens electronically by improving online infrastructure and increasing Internet connectivity.

The purpose of this thematic paper is priority to investigate the relationship between social media use and political participation focusing on India's two massive movements Swach Bharath and Digital India which happen in the network society. This paper provides an overview of what is considered the power of social media and how it shapes national news agenda with democratic values. It also analyses how social media users shape the future of news and information about these movements. This paper attempts to explain the exposure to human interest and conflict frames of news based on Swach Bharath and Digital India as a result of use of social media and it concludes on all aspects of governance and attempts to improve the quality of life of citizens.

Keywords: Social media, political participation, Indian democracy, News access concept, Quality life.

INTRODUCTION

"The whole, Is the Internet a good thing or a bad thing? We're done with that. It's just a thing. How to maximize its civic value, its public good, that's the really big challenge." (Aitkenhead 2010)

The Swachh Bharat Abhiyan and Digital India, one is the most significant cleanliness campaign by the Government of India and the other one is the digital India plan to ensure that Government services are made available to citizens electronically by improving online infrastructure and increasing Internet connectivity. Today more than 3 billion people are now using the Internet, according to the United Nations agency that oversees international communications. The number of Internet users has increased from 738 million in 2000 to 3.2 billion in 2015, according to a new report from the International Telecommunication Union. As of the most recent reported period, the number of internet users worldwide is 3.17 billion, up from 2.94 billion in the previous year. Around 40% of the world population has an internet connection today. In 1995, it was less than 1%. The number of internet users has increased tenfold from 1999 to 2013. The first billion was reached in 2005. China, the country with most users (642 million in 2014), represents nearly 22% of the total, and has more users than the next three countries combined (United States, India, and Japan). Among the top 20 countries, India is the one with the lowest penetration: 19% and the highest yearly growth rate.

It is impossible today to imagine the world without the Internet: it enables us to do things that only a few years ago would have been unthinkable, and reaches every facet of our lives. In the words of Arthur C. Clarke, "Any sufficiently advanced technology is indistinguishable from magic." The rapid pace and reach of the changes wrought by the Internet indeed has a touch of magic about them. As a tool available to a fairly wide public, the Internet is only twenty years old, but it is already the key catalyst of the most extensive and fastest technological revolution in history. It is the most extensive because over the past two decades its effects have touched practically every citizen in the world. And it is the fastest because its large-scale adoption is quicker than that of any earlier technology. To put this into perspective it was 70 years after the invention of the airplane that 100 million people travelled by air; it took 50 years after the invention of the telephone for 100 million people to use this form of communication. The 100-million user mark was achieved by PCs in 14 years, the Internet in seven. The cycles of adoption of Internet-related technologies are even shorter Facebook reached 100 million users in 2 years (Francisco Gonzalez, 2013).

Media communication can be a very powerful tool in affecting change whether it is political and social. A majority of the public believes the media can't be trusted. According to this new ICMPA study most news outlets are unwilling to let the public see how their editorial process works. Fewer than half of the websites publicly corrected mistakes in their stories and only a handful shared with readers the journalistic and ethical standards that theoretically guide their news rooms. Media in India have expressed mixed but passionately-held opinions on political parties' reluctance to come under the Right to Information Act (RTI).

News Transparency is one of the important factors of online media scenario; it helps you find out more about the people who produce the news and allows you to hold them accountable. Academics of the University of Oxford and Warwick Business School, conducting empirical research on the operation and effects of transparent forms of clinical regulation in practice, describe a form of 'spectacular transparency'. They suggest that government policy tends to react to high profile media 'spectacles', leading to regulatory policy decisions that appear to respond to problems exposed in the media have new perverse effects in practice, which are unseen by regulators or the media. Transparency is fundamentally connected to CSR, as Dubbink, says, ''transparency is a necessary condition for CSR'' (Dubbink et al. 2008). The relationship is

explained by considering that ''transparency is fundamentally about the availability of information to all the actors within the firm, principals, agents and stakeholders alike,'' and that ''transparency not only aligns managers and owners, it also raises issues of firm behavior that allow other stakeholders to engage the corporation more broadly'' (Hebb 2006).

The report, which is the ninth edition of the study in South Asia, is titled 'Free Speech in Peril'. On the Nira Radia episode, the report said: "A number of intercepted conversations between a high flying industry lobbyist and some prominent figures in the domain of business, politics and administration surfaced". The report said that while there was less threat to media persons' life in 2010 in the South Asian countries, challenges of decent wages and working conditions remain the same. Pakistan, it said, is now the world's most dangerous country for media workers. "The Indian situation cries out for such an independent, comprehensive, hard look into the culture, practices and ethics of news media and into the questions of what kind of regulatory and governance mechanism need to be put in place,". The power of social networking is such that, the number of worldwide users is expected to reach some 2.95 billion by 2020, around a third of Earth's entire population. An estimated 650 million of these users are expected to be from China alone and approximately a third of a million from India. The region with the highest penetration rate of social networks is North America, where around 60 percent of the population has at least one social account. As of 2016, 78 percent of the United States population had a social networking profile (Statistical Portal 2016).

Not to be confused with the Facebook profile change that's doing the rounds, here is an explainer about PM Modi's Digital India initiative. Several people have changed their Facebook profile pictures after CEO Mark Zuckerberg and Prime Minister Narendra Modi did so and urged others to follow suit to support the Digital India initiative. SundarPichai, CEO, Google said that India will play a big part in driving technology forward in future which will improve people's lives in India. Prime Minister NarendraModi showed keen interest and wanted to use Tesla Motors' power wall technology which will store electricity in a battery for a long term.

The role of youth is of most importance today. It has underplayed itself in the field of politics. Participation of the young is important because they are the country's power. India is one of the youngest countries in the world. By 2020, India is set to become the world's youngest country with 64 percent of its population in the working age group. With the West, Japan and even China aging, this demographic potential offers India an unprecedented edge that economists believe could add a significant two percent to the GDP growth rate (*The HinduSurvey* 2016). Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.It was launched on July1, 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components. These include:

- The creation of digital infrastructure
- Delivery of services digitally
- Digital literacy

Swachh Bharat Abhiyan is a campaign by the Government of India to clean the streets, roads and infrastructure of the country's 4,041 statutory cities and towns. The campaign was officially launched on October2, 2014 at Rajghat, New Delhi, by Prime Minister NarendraModi. It is

India's largest ever cleanliness drive with 3 million government employees, and especially school and college students from all parts of India, participating in the campaign.

No one is born a good citizen; no nation is born a democracy. Rather, both are processes that continue to evolve over a lifetime. Young people must be included from birth. In the area of political participation, in a third of countries, eligibility for national parliament starts at 25 years old or older. 1.65% of parliamentarians around the world are in their 20s and 11.87 % are in their 30s. The average age of parliamentarians globally is 53 (50 years old for women parliamentarians).

A whopping 75.73% of the Gen Y respondents said that they do have a Facebook account, out of which21% of users post daily and 25% post thrice a week. Surprisingly, after Facebook, Google+ is the mostpreferred social networking site of Gen Y Indians as 17.6% have an account there.The survey findings revealed that social networks like Facebook, Twitter are theprimary and clear favourites among today's youth to connect with their peers with 92percent of the respondents preferring Facebook."Interestingly, preference for Facebook is equally high among respondents in bothmetros (92 percent) and mini-metros (91 percent)," it added.Seventy four percent of the respondents said that they prefer social platforms tocommunicate instead of calls and emails.Besides, the youth have graduated to utilizing the full potential of smart phones andalmost 70 percent of the students surveyed carry a handset.
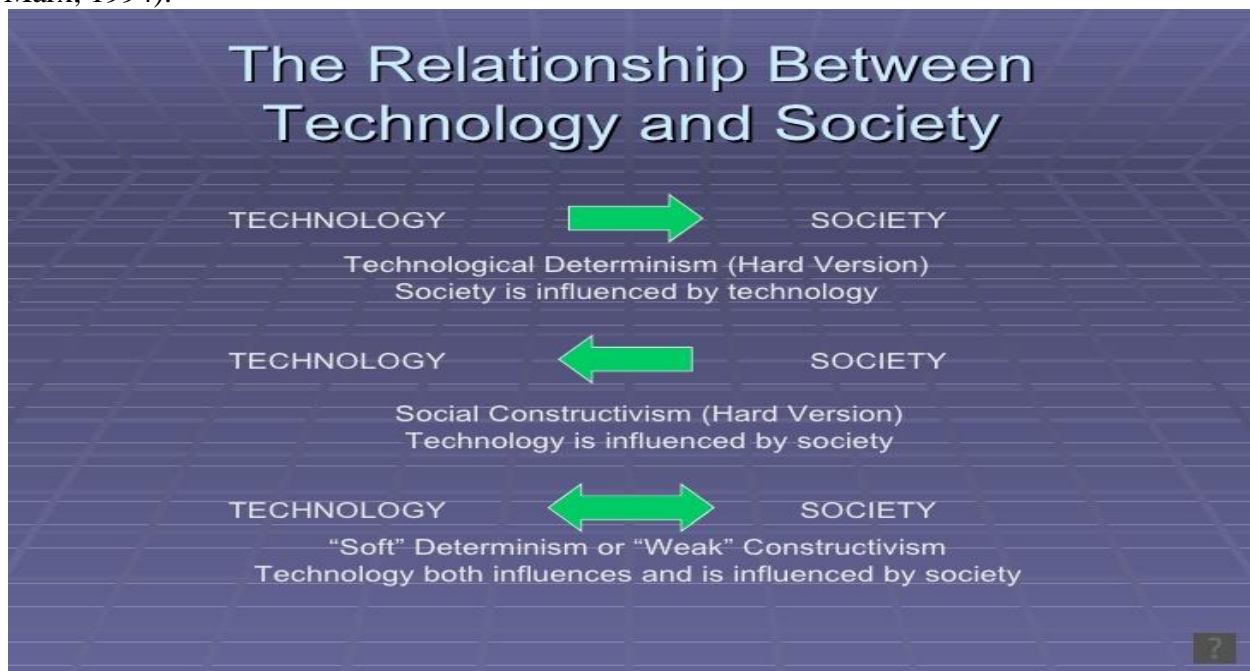
MAJOR PROJECTS UNDER THE INITIATIVE

Digital India comprises various initiatives under the single programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

1. Highways to have broadband services: Government aims to lay national opticfibre network in all 2.5 lakh gram panchayats. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure.

2. Easy access to mobile connectivity: The government is taking steps to ensure that by 2018 all villages are covered through mobile connectivity. The aim is to increase network penetration and cover gaps in all 44,000 villages.

3. IT Training for Jobs: This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. It also aims to train 0.3 million agents to run viable businesses delivering IT services. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.

4. Manufacturing of electronics: The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.

5. Provide public access to internet: The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become MultiServicecentres for the people.

6. E-Governance: The government aims to improve processes and delivery of services through e-Governance with UIDAI, payment gateway, EDI and mobile platforms. School certificates, voter ID cards will be provided online. This aims for a faster examination of data.

7. E-Kranti: This service aims to deliver electronic services to people which deals with health, education, farmers, justice, security and financial inclusion.

8. Global Information: Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.

9. MyGov.in is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality.

10. Early harvest programs: Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices where recording of attendance will be made online.
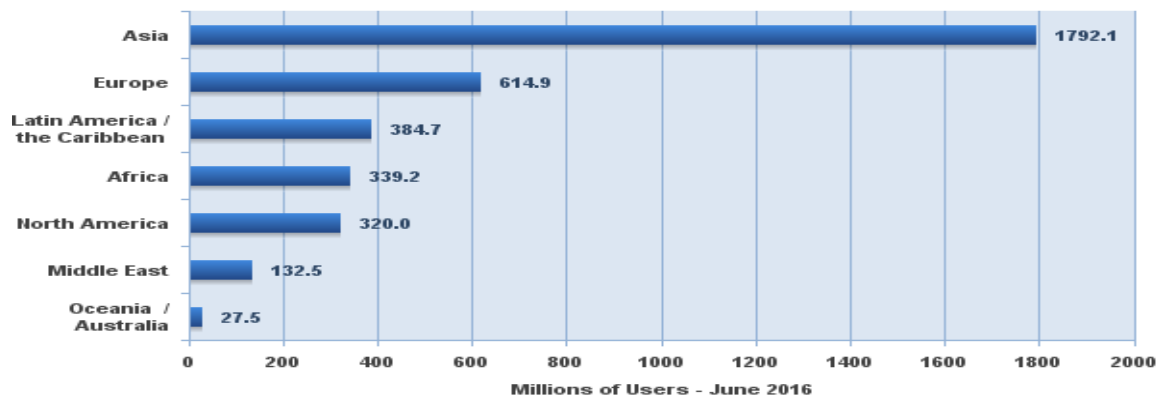
Review of related literature

Today everyone uses technology, from children to teenagers to adults to elders. Technology is vital in today's world and makes everything easier. According to the technological determinism theory, technical developments, media or technology as a whole, is the key mover in history and social change. The Technological Determinism theory needs to be focused upon as the communication technology is a fundamental part of human society. According to this theory, as new technologies are discovered, they form a cause-and-effect relationship with society. Technical developments in communication technology and media, to a great extent influences change in the society. They provide solutions and create new needs. A sense of technology's power as a crucial agent of change has a prominent place in the culture of modernity (Smith and Marx, 1994).

The Relationship Between Technology and Society

TECHNOLOGY → SOCIETY

Technological Determinism (Hard Version)
Society is influenced by technology

TECHNOLOGY ← SOCIETY

Social Constructivism (Hard Version)
Technology is influenced by society

TECHNOLOGY ↔ SOCIETY

"Soft" Determinism or "Weak" Constructivism
Technology both influences and is influenced by society

The theory focuses on technical developments, where media or technology as a whole, is seen as the key mover in history and social change. New technology today can alter the very structure of daily life and is no longer just a bystander in everyday life. The notion of digital democracy can refer to a fairly wide range of technological applications including televised 'people's parliaments' or citizens' juries, e-mail access to electronic discussion groups, and public information kiosks. "Digital democracy" refers to the integration of Internet technologies into the functions of government and the apparatus of democracy, i.e., making governmental information accessible through web sites; online political mobilization; and, now Internet voting (Solop, Frederic I.; 2001: 289). Internet voting is the latest innovation in digital democracy. As a whole, digital democracy reflects the shifts in the democratic process in the digital world. Influence of ICT in political Sphere is referred to by different names–Cyber democracy, Electronic democracy, Digital Democracy, E-governance and M-governance.

Most people will agree that the *Internet* has had a tremendous *impact* upon society. The Internet is the decisive technology of the Information Age, and with the explosion of wireless communication in the early twenty-first century. The media have both positive and negative influences on people. Social media also take up a lot of time, and internet users are happy to get stuck in. This leads to the use of platforms such as Facebook and Twitter becoming second nature, forming habits that influence their lives, both on and offline. By now, we are all aware that social media have had a tremendous impact on our culture, in business and on the world-at-large. Social media websites are some of the most popular haunts on the Internet. They have revolutionised the way people communicate and socialise on the web. Political participation involving social media is one of the relevant areas of social segments like economic, educational and cultural factors. Social websites have played an important role in many elections around the world, including in the U.S., Iran, and India.

Internet Users in the World by Geographic Regions - June 2016

Region	Millions of Users - June 2016
Asia	1792.1
Europe	614.9
Latin America / the Caribbean	384.7
Africa	339.2
North America	320.0
Middle East	132.5
Oceania / Australia	27.5

Source: Internet World Stats - www.internetworldstats.com/stats.htm
Basis: 3,611,375,813 Internet users estimated for June 30, 2016
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As we all know, President Obama was the first to enter social media for his campaigns. His 'Ask Me Anything' (AMA) campaign on Reddit became one of the most threads of all times. His strategy was to reach minority groups and young voters. It was highly successful and effective in the 2008 and 2012 elections. Following him, Hillary Clinton and Jeb Bush have entered Instagram and Snapchat to reach the increasing number of the younger generation who
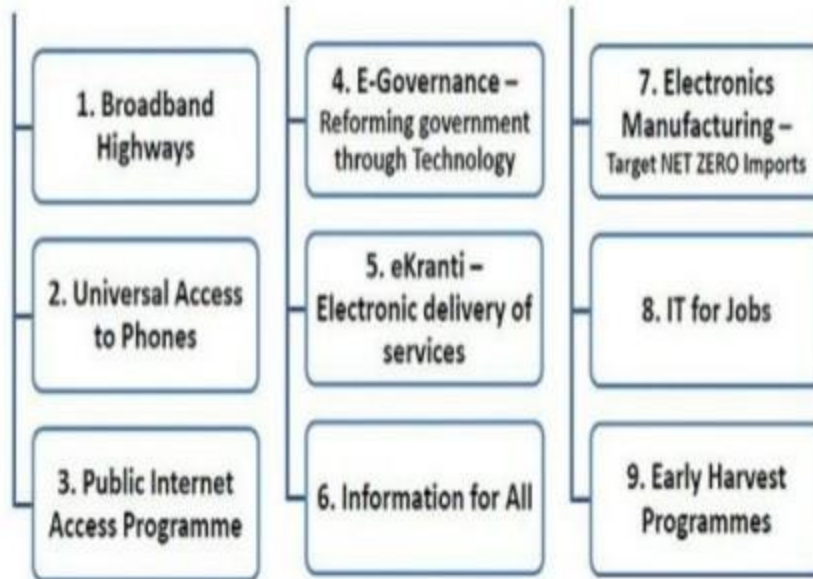
use this social media channel.It is a well-known fact that digital India is the outcome of many innovations and technological advancements. These transform the lives of people in many ways and will empower the society in a better manner.

Government aimed to provide the benefits of the 'Digital India' initiative to the country's farmers, for which a virtual platform of a national agricultural market is in the works. Digital India also aims to transform ease of doing business in the country. Global investors like Sundar Pichai, Satya Nadella, Elon Musk have supported Modi's Digital India initiative. Microsoft CEO, Satya Nadella intends to become India's partner in the Digital India program. He said that his company will set up low cost broadband technology services to 5 lakh villages across the country. The official website of Digital India (www.digitalindia.gov.in) states, "A well connected nation is a prerequisite to a well served nation. Once the remotest of the Indian villagers are digitally connected through broadband and high speed Internet, then delivery of electronic government services to every citizen, targeted social benefits and financial inclusion can be achieved in reality. One of the key areas on which the vision of Digital India is centred is 'digital infrastructure as a utility to every citizen'. A key component under this vision is high speed Internet as a core utility to facilitate online delivery of various services. It is planned to set up enabling infrastructure for digital identity, financial inclusion and ensure easy availability of common services centers. It is also proposed to provide citizens with "digital lockers", which would be sharable private spaces on a public cloud, and where documents issued by government departments and agencies could be stored for easy online access. It is also planned to ensure that the cyberspace is made safe and secure".

Net neutrality is the principle that Internet service providers and governments should treat all data on the Internet equally, not discriminating or charging differentially by user, content, site, platform, application, type of attached equipment or mode of communication. The term was coined by Columbia University media law professor Tim Wu in 2003. According to him, "The best way to explain network neutrality is as a principle to be used when designing a network: that a public information network will end up being most useful if all content, sites and platforms are treated equally. A more detailed proposed definition of technical and service network neutrality suggests that service network neutrality is the adherence to the paradigm that operation of a service at a certain layer is not influenced by any data other than the data interpreted at that layer, and in accordance with the protocol specification for that layer".

The motive behind the concept is to build participative, transparent and responsive system. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments.

Nine Pillars of Digital India

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1. Broadband Highways	4. E-Governance – Reforming government through Technology	7. Electronics Manufacturing – Target NET ZERO Imports
2. Universal Access to Phones	5. eKranti – Electronic delivery of services	8. IT for Jobs
3. Public Internet Access Programme	6. Information for All	9. Early Harvest Programmes

The vision of Digital India programme aims at inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. It is centred on three key areas –

- Digital Infrastructure as a Utility to Every Citizen
- Governance & Services on Demand and
- Digital Empowerment of Citizens

With the above vision, the Digital India programme aims at providing Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, E-Governance: Reforming Government through Technology, eKranti – Electronic Delivery of Services, Information for All, Electronics Manufacturing: Target Net Zero Imports, IT for Jobs and Early Harvest Programmes.
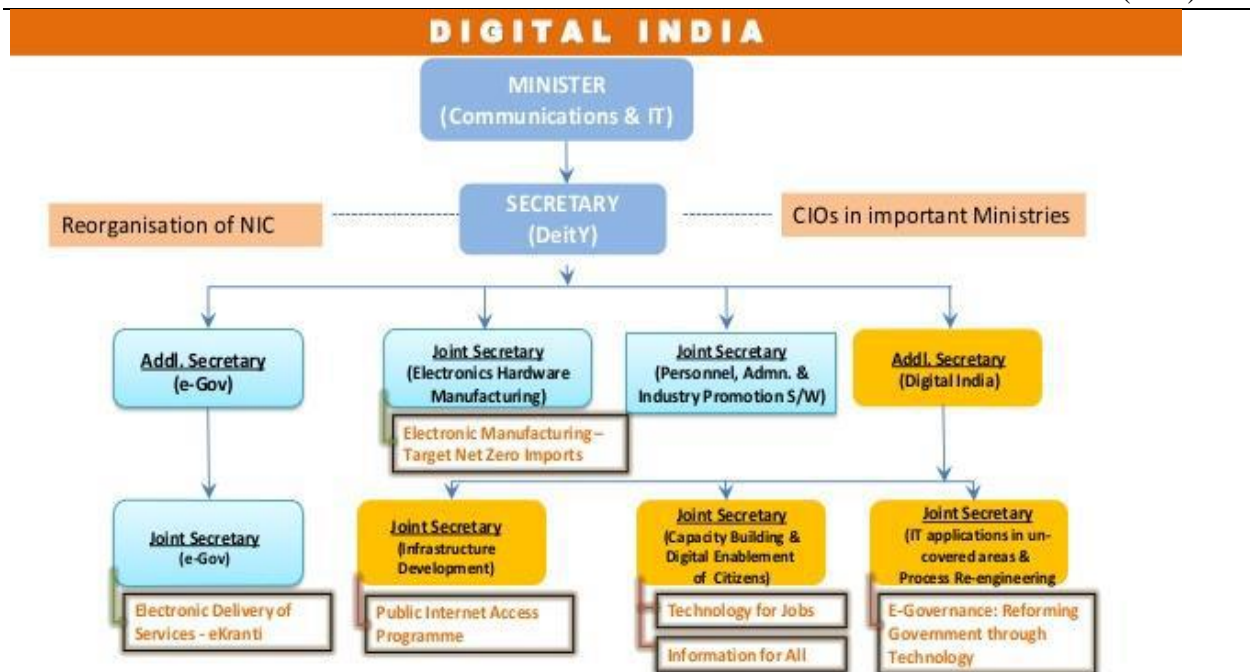
The estimated impact of Digital India by 2019 would be cross cutting, ranging from broadband connectivity in all Panchayats, Wi-fi in schools and universities and Public Wi-Fihotspots. The programme will generate huge number of IT, Telecom and Electronics jobs, both directly and indirectly. Success of this programme will make India Digitally empowered and the leader in usage of IT in delivery of services related to various domains such as, Digital Marketing , health, education, agriculture, banking, etc.

There is no doubt in it. India is ready for this. Immediately with the introduction of this campaign, many organizations came forward to lend their hands for achieving India a digitally equipped country. Organizations like BSNL, Reliance Ltd. are coming forward to spread digitalization among rural areas. And over 42000 villages all over India will be having seamless mobile connectivity by 2018. The Internet *Saathi* initiative aims to cover 4,500 villages over the next 18 months, starting with Gujarat, Rajasthan and Jharkhand. India is aiming to achieve universal digital literacy across the country. The prime importance is to make sure every individual can leverage the potential of Digital India. The focus is at least one person in a household should transform into an e-literate. This can be achieved by BBNL which is planning to connect 2, 50,000 panchayats under the scheme. This will ensure the digitization and connectivity of local institutions like panchayats offices, schools, other government offices and libraries etc. India is reforming its government through technology in the name of E-Governance with the advancement of technology and digitalization. Under the e-governance programme, out of 252 schemes planned, 222 services have been provided in short span of time. The nine pillars of Digital India programme clearly confirms that India as a nation is at its nascent stage. One can easily assure that India will be digitally ready in the next three years (UmaNarang, 2016).

The Honourable Prime Minister Sri NarendraModi announced the making of "Swachh Bharat " (Clean India) into a mass movement and linking it to economic activity to ensure greater participation, Mission Swachh Bharat has been launched. This programme launched on

October 2, with Mahatma Gandhi as the inspiration, to create a clean India of his dreams by 2019, his 150th birth anniversary. The Prime Minister has said that the pursuit of cleanliness can be an economic activity, contributing to Gross Domestic Product growth, reduction in health care costs, and a source of employment. Linking Cleanliness to tourism and global interest in India, the Prime Minister has said world class levels of hygiene and cleanliness are required in India's top 50 tourist destinations, to bring about a paradigm shift in the country's global perception.

The main aim of SwachBharath Mission is that public awareness will be provided about the drawbacks of open defecation and promotion of latrine use for which a dedicated ground staff will be recruited. For proper sanitation use, the mission will aim at changing people's attitudes, mind sets and behaviours.

- To keep villages clean, solid and liquid waste management will be ensured through gram panchayats.
- To lay water pipelines in all villages, ensuring water supply to all households by 2019.

About 590 Million persons in rural areas defecate in the open. The Mindset of a major portion of the population habituated to open defecation needs to be changed. Many of them already have toilets but prefer to defecate in the open. The biggest challenge therefore is triggering behaviour change in vast section of rural population regarding need to use toilets. Other problems like problems of convergence between MNREGA and NirmalBharatiAbhiyan, need for availability of water for use of toilets, how to deal with toilets already constructed which have become defunct or dysfunctional, inadequate dedicated staff at the field level for implementation of rural sanitation have also to be dealt with. The 'Clean India' campaign must capitalize on the momentum generated by the existing sanitation initiatives and networks in India especially the rural India. The agenda now must be for the 'total sanitation' in the country, be it villages, slums, towns or cities. It must move from the provision of sanitary toilets to the

sustainable safe sanitation and clean environment. The emphasis must also be placed on analyzing budget allocations to make sure that money is spent appropriately and effectively and that implementers should be held accountable for their roles and responsibilities. Most importantly, the target based deadlines shall not be jumped and the mission 'Clean India' shall be achieved as per the fixed deadline i.e. 2nd October, 2019. Therefore, the 'Clean India' campaign must focus on the complete prohibition of dry latrines and total rehabilitation of persons liberated from manual scavenging in terms of skilled trainings and gainful employment. It must also ensure that it should not be a game of numbers, affidavits and declarations whereby the district administration and state governments vociferously claim for 'Clean India' achievements while remaining oblivious to the existing reality of manual scavenging.This project is expected to cost over Rs. 2 Lakhs crore. Fund sharing between the Central and State Governments and Urban Local bodies is allocated in the ratio of 75:25.

Swachh Bharat Mission is a massive mass movement that seeks to create a Clean India by 2019. The father of our nation Mr. Mahatma Gandhi always puts the emphasis on swachhta as swachhta leads to healthy and prosperous life. Keeping this in mind, the Indian government has decided to launch the swachhbharat mission on October 2, 2014.The mission will cover all rural and urban areas. The urban component of the mission will be implemented by the Ministry of Urban Development, and the rural component by the Ministry of Drinking Water and Sanitation.

In the school of freedom struggle, 'Safai' and 'Swachchata ' was the test to graduation VinobaBhave, Takkar Baba, J.C.Kumarappa and innumerable youngsters with sparkling brilliance, joined the freedom struggle and took to safai and swachchata root to independence. As a researcher of truth, Gandhiji maintained meticulous lifestyle and accorded highest importance to cleanliness. As father of the Nation, he realised the indispensable place of sanitation in nation building and stated 'cleanliness is next to Godliness'! Spearheading freedom struggle, he explained the dimensions of freedom and highlighted the importance of 'clean behaviour'. In this context, he stated 'before we think of self government, we shall have to do necessary plodding. From the stand point of health, Gandhiji termed the condition of villages as deplorable (P.Venkata Subbarao2015).

About 3 million government employees, school and college students of India participated in this event and it is considered as India's biggest ever cleanliness drive. The modules of the programme are:

a) Construction of individual sanitary latrines for households below the poverty line with subsidy (80%) where demand exists.

b) Conversion of dry latrines into low-cost sanitary latrines.

c) Construction of exclusive village sanitary complexes for women providing facilities for hand pumping, bathing, sanitation and washing on a selective basis where there is not adequate land or space within houses and where village panchayats are willing to maintain the facilities.

d) Setting up of sanitary marts.

e) Total sanitation of villages through the construction of drains, soakage pits, solid and liquid waste disposal.

f) Intensive campaign for awareness generation and health education to create a felt need for personal, household and environmental sanitation facilities (Clean India Journal. Creating Cleanliness).

The prime objective of the mission is to create sanitation facilities for all. It aims to provide every rural family with a toilet by 2019 (Rukmini. S. October, 2014. *The Hindu*). Modi has directly linked the Clean India movement with the economic health of the nation. This mission, according to him, can contribute to GDP growth, provide a source of employment and reduce health costs, thereby connecting to an economic activity. Cleanliness is no doubt connected to the tourism and global interests of the country as a whole. It is time that India's top 50 tourist destinations displayed highest standard of hygiene and cleanliness so as to change the global perception (Phukan. S.R, September, 2014). Clean India can bring in more tourists, thereby increasing the revenue. He has appealed to the people to devote 100 hours every year to cleanliness. Not only had the sanitation programme, Modi also laid emphasis on solid waste management and waste water management. He has also directed that separate toilets for boys and girls should be provided in every school in the country by 15 August, 2015. According to government data, in January 2015, 7.1 lakh individual household toilets have been built under this dream project. This number is considered the highest for any month since its launch in October 2014. 31.83 lakhs individual toilets have been built until January 2015. So far, Karnataka is the best performer by achieving 61% of the target while Punjab is the worst performer by achieving 5% of the target (Sharma. Y. Feburary, 2015). With effect from 1 April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC). To give a fillip to the Total Sanitation Campaign, effective June 2003 the government launched an incentive scheme in the form of an award for total sanitation coverage, maintenance of a clean environment and open defecation-free panchayat villages, blocks and districts called Nirmal Gram Puraskar. Effective 1 April 2012, the TSC was renamed to Nirmal Bharat Abhiyan (SBA). On 2 October 2014 the campaign was launched as Swachh Bharat Abhiyan (Dulk. 2014). Both campaigns that encourage people to clean their surroundings and promote it on social networking sites like Facebook and Twitter. According The Economic Times, "A total of 31.83 lakh toilets have been built between April 2014 and January 2015, which is 25.4% of the target for 2014-15. The programme entails an investment of nearly Rs 2 lakh crore over the next five years to construct 12 crore toilets in India".

This paper, seeking an insight into priority to investigate the relationship between social media use and political participation focusing on India's two massive movements Swach Bharath and Digital India which happen in the network society resents the problem as "Exploration of the political participation of youth: A social media intervention with reference to Digital India and Swatch Bharath missions". This paper attempts to explain the exposure to human interest and conflict frames of news based on Swach Bharath and Digital India as a result of use of social media and it concludes on all aspects of governance and attempts to improve the quality of life of citizens.

Focus of the paper

1. To know how the technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.
2. To explore the influence of social media on youth for political participation and social engagement based on SwachBharth and Digital India.

3. To find out the power of social media and how it shapes national news agenda with democratic values.

Discussion

A total number of research articles and reports were read in detail. Thematic analysis identified the following components.

- Technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens.
- Social media influence SwachBharth and Digital India campaign.
- Digital India program is just the beginning of a digital revolution.
- SwachBharatAbhiyanwillcertainlysupporttheIncredibleIndiaCampaign and it influence onthemedicaltourism.
- Digital India will have more transparency in the processes and governance and this program will increase employment with quality of online service improving.

India's economy has witnessed a significant economic growth in the recent past by growing 7.3 per cent in 2015 as against 6.9 per cent in 2014. The steps taken by the government in recent times have shown positive results as India's gross domestic product (GDP) at factor cost at constant (2011-12) prices 2014-15 is Rs 106.4 trillion (US$ 1.596 trillion), as against Rs 99.21 trillion (US$ 1.488 trillion) in 2013-14, registering a growth rate of 7.3 per cent. This clearly shows that the Digital India initiative introduced by Indian government has contributed a lot to boost the economy of the country. The Digital India project itself will create employment opportunities for 17 million people directly or indirectly which will help in fighting against unemployment problems in India. Government has planned to give IT training to 100 million students in smaller towns and villages as employment opportunity in IT sector is very high in India. In the next 5 years, India will emerge to be a leader in using IT in sectors like health, defence, education, agriculture and banking. Also the service sectors will be digitally empowered. In the field of education, it also assures broadband connectivity in all panchayats, schools, libraries and other public places. Apart from Broadband connectivity, every village is provided with universal phone connectivity across the country. Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs. The digital inclusion among the country ensures the manufacturing sector to revive the electronics manufacturing. With the Make in India campaign and Digital India, the nation is planning to achieve net zero imports by 2020 (Uma Narang 2016).

Conclusion

This paper concludes technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens. The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities for the citizens. The Digital India Programme aims to transform India into a digitally empowered society and knowledge economy by leveraging IT as a growth engine of new India. The swatch baharath mission a significant investment in cleanliness, hygiene training, maintenance and human resource linked to Swatch Bharat Abhiyan will certainly support the Incredible India Campaign.

Digital India initiation also face some challenges like: Privacy Protection, Data Protection, Cyber Law, Telegraph, E-Governance and E-Commerce Etc. Recently, ninth India Digital Summit was been hosted by the Internet and Mobile Association of India (IAMAI) in New Delhi on January 2015 to discuss the plans of Digital India Initiative. Clean India development is totally connected with the economic strength of the nation. The completion of this mission would in a roundabout way draw the attention of business investors in India, draw tourists attention from everywhere throughout the world, improve the GDP growth, bring variety of sources of jobs, diminish wellbeing costs, reduce death rates and reduce deadly sickness rate and some more. One of the major initiatives of this campaign was to get rid of unwanted waste and keep the surroundings clean. Unwanted waste also includes unused and old electronics or e-waste which needs to be disposed properly. Swatch Bharath and Digital India mission has become a social movement and both are makes a splash on social media especially Facebook and Twitter. There are many obstacles in the path of Digital India and Swatch Bharath.

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