



**INTEGRAL  
UNIVERSITY**  
LUCKNOW - INDIA



## **Report on Extension Programme “Gramin Digital Saksharta Abhiyan.”**

The Gramin Digital Saksharta Abhiyan, also known as the Rural Digital Literacy Campaign, is an initiative launched by the Government of India under the Ministry of Electronics and Information Technology (MeitY). The goal is to promote digital literacy among rural communities in India, bridge the digital divide, and empower citizens with essential digital skills. The Rural Digital Saksharta Abhiyan aims to make rural citizens digitally literate so they can efficiently utilize digital resources for various purposes like accessing government services, education, healthcare, banking, and more.

To further this objective, the Faculty of Commerce and Management conducted an extension drive on “Rural Digital Saksharta Abhiyan” under the aegis of Dean, Student’s Welfare. The organizing team was formed, responsibilities were assigned, and logistics were arranged. The event took place on February 19th, 2024, at 11:00 am in village Palka, Kursi Road, Lucknow.

Around 80 people attended the event, including 35 students from Integral University. During the extension drive, students and faculty members performed various activities to educate rural people. Dr. Shujauddin Khan addressed to the people and highlighted the issues of hacking bank accounts and personal details. Students performed a short skit on the process of making an AADHAR card and PAN card. Lastly, students and faculty members marched in the village with the slogan "Digital Bharat Banaynge Jan Jan thak Suvidha Pahunchayenge" (Digital India will be created and facilities will be provided to the people).

Mr. Rizwan Ahmad from Paikramau presided over the entire event, organized under the supervision of the Vice-Dean of the Faculty of Commerce and Management, Prof. Adeel Maqbool, and HOD of the Department of Management, Prof. S.S. Mazhar. The event was coordinated by Dr. Shujauddin Khan and Dr. Mohammed Mustehsan, faculty members of Commerce and Management. Prof. Monowar Alam Khalid, Dean, Students' Welfare, Integral University, Lucknow and Prof. Adeel Maqbool, Vice-Dean, Faculty of Commerce and Management, Integral University, Lucknow expressed their gratitude for the successful completion of the event.



