



## **Moodlakatte Institute of Technology**

**(A Unit of Moodlakatte Nagarathna Bhujanga Shetty Trust(R.))**

**(Approved by AICTE, New Delhi & Affiliated to VTU, Belagavi)**

**Moodlakatte – 576 217, Kundapura Taluk, Udupi District, Karnataka**

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### **NSS UNIT**

**Event** : "Empowering Rural Commerce: Students Demonstrate  
Digital Payments in Local Shops"

**Organized On** : November 2022

**Place** : Moodlakatte and Kundapura

**Participants** : Students from CSE, ECE ,Civil and Mechanical

### **Preamble**

As part of the National Service Scheme (NSS) unit's extension activities, students from the MITK have actively participated in initiatives aimed at furthering the goals of Digital India. Digital India, launched by the Government of India, aims to transform India into a digitally empowered society and knowledge economy. This report highlights the significant contributions made by MITK students towards this national mission.

# REPORT

MITK students participated in extension activities organized by the NSS unit has been instrumental in advancing the objectives of Digital India. Through their proactive involvement in digital literacy initiatives, e-governance campaigns, cyber security awareness programs, and entrepreneurship workshops, they have made tangible contributions towards creating a digitally empowered society. Moving forward, it is imperative to sustain and scale these efforts to realize the full potential of Digital India and ensure inclusive growth and development for all.

## Activities Undertaken:

1. **Digital Literacy Workshops:** MITK students organized digital literacy workshops in nearby communities to educate people, especially from rural areas, about basic digital skills. These workshops covered topics such as using smartphones, accessing government services online, and digital payment methods. By imparting such skills, students contributed to bridging the digital divide and empowering individuals to participate in the digital economy.
2. **E-Governance Awareness Campaigns:** Recognizing the importance of e-governance in promoting transparency and efficiency, MITK students conducted awareness campaigns to educate citizens about various government schemes and services available online. Through seminars, street plays, and door-to-door campaigns, they disseminated information about accessing services like Aadhaar registration, PAN card application, and online utility bill payments.
3. **Cybersecurity Awareness Programs:** In collaboration with cybersecurity experts, MITK students organized workshops and seminars to raise awareness about cyber threats and best practices for online safety. With the increasing digital footprint, such initiatives were crucial in educating individuals, especially youngsters, about safeguarding their personal information and staying vigilant against cyber-attacks.
4. **Digital Entrepreneurship Workshops:** MITK students facilitated workshops on digital entrepreneurship to inspire and guide aspiring entrepreneurs in leveraging digital technologies to start and grow their businesses. These workshops covered topics such as e-commerce platforms, digital marketing strategies, and utilizing social media for business promotion. By nurturing entrepreneurial spirit, students contributed to the growth of the digital economy.

## Impact and Outcomes:

1. **Empowerment of Marginalized Communities:** MITK students played a pivotal role in empowering marginalized communities by equipping them with digital skills. Through their efforts, individuals from rural and underserved areas gained access to information and services that were previously inaccessible, thereby fostering inclusion and empowerment.
2. **Enhanced Government Service Accessibility:** The awareness campaigns conducted by MITK students resulted in increased adoption of online government services among citizens. By simplifying the process and addressing concerns related to digital transactions, they facilitated smoother access to essential services, ultimately contributing to the efficiency of governance.

3. **Improved Cybersecurity Awareness:** The cybersecurity awareness programs organized by MITK students helped in building a more cyber-resilient community. By educating individuals about cyber threats and preventive measures, they contributed to creating a safer digital environment and reducing the risk of cybercrimes and fraud.
4. **Fostering Digital Innovation:** The digital entrepreneurship workshops inspired students and community members to explore innovative business ideas and harness digital technologies for economic growth. By nurturing a culture of innovation and entrepreneurship, MITK students contributed to the advancement of the digital ecosystem.

## **ORGANIZING COMMITTEE**

### **Staff co-coordinators:**

Prof. Balanageshwar, NSS Coordinator

Prof. Sookshma Adiga, Dept of ECE

### **Student Coordinators:**

Amar, Final year ECE

Aryan, Third year CSE

## **Feedback**

**Beneficiaries:** There is very good response from shop owners after our students explained about Digital India. Some were enthusiastic and interested in learning more about how digital technologies could benefit their businesses. They appreciated the potential for reaching more customers and streamlining operations..

**Students:** We are really thankful to college for giving this wonderful opportunity. It's our great pleasure to interact with rural areas people and to share our knowledge about digital India.

## PHOTOS





*Principal*  
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Udupi Dist, Karnataka

**PRINCIPAL**