

## The Role of Intermediaries in E-Government Adoption in India: Bridging the Digital Divide

**Authors :** Rajiv Kumar, Amit Sachan, Arindam Mukherjee

**Abstract :** Despite the transparency and benefits of e-government, and its potential to serve citizens better, there is low diffusion and adoption of e-government services in India. Limited access to computer and internet, lack of computer and internet skills, low trust in technology, and risk associated in using e-government services are major hindrances in e-government adoption in India. Despite a large number of citizens belonging to the non-adopter category, the government has made some services mandatory to be accessed online where citizens have no other choice. Also despite the digital divide, a large number of citizens prefer online access to government services. In such cases intermediaries like common service centers, internet café and services agents' roles are significant for accessing e-government services. Hence research is needed to explore this. The study aims to investigate the role of intermediaries in online access to public services by citizens. Qualitative research methodology using semi-structured interview was used. The results show that intermediaries play an important role in bridging the digital divide. The study also highlights on what circumstances citizens are taking help of these intermediaries. The study then highlights its limitations and discusses scope for future study.

**Keywords :** adoption, digital divide, e-government, India, intermediaries

**Conference Title :** ICBEMM 2017 : International Conference on Business, Economics and Marketing Management

**Conference Location :** Singapore, Singapore

**Conference Dates :** March 29-30, 2017