



IAS YOUTH COMPUTER CENTRE

DIGITAL RISE

A Practical Guide to Digital Skills, Digital Work & Future-Ready Technology

INSTITUTE ADDRESS

88/1, Queen Apartment, 2nd Floor, Dumdum Road, Near Life Line Medical Store, Kolkata – 700030, West Bengal

Learn • Create • Connect • Work • Grow

About Digital Rise

“Digital Rise” is designed as a practical foundation for learners who want to build confidence with digital tools and understand how technology can support education, employment, entrepreneurship and everyday life. India’s current digital-skills direction emphasizes progressive capability—from foundational digital literacy to tech-fluent practice and advanced digital expertise. ■cite■turn0search12■

The Government of India’s Digital India programme connects digital infrastructure, online service delivery, digital empowerment, IT-for-jobs and access to digital services. ■cite■turn0search1■turn0search0■

This book therefore combines practical digital literacy with productivity, communication, online safety, digital payments, content creation, employability, entrepreneurship, cloud tools, AI awareness and emerging technologies. Current national skilling initiatives also emphasize AI and emerging-technology readiness. ■cite■turn0search8■turn0search11■

Course Note

Digital tools change frequently. The goal of this book is to build transferable concepts and practical habits rather than depend on one software interface. Learners should follow current security guidance and institutional policies when using specific services.

Learning Outcomes

By the end of the programme, learners should be able to use digital devices confidently, manage files and information, create professional documents and presentations, work with spreadsheets, communicate online, search and evaluate information, use cloud services, perform digital transactions safely, create basic digital content, understand cybersecurity, use AI responsibly, build a simple digital presence and plan a practical digital project.

Contents

1. The Digital Rise: Digital Literacy & the New Economy
2. Computer, Smartphone & Digital Device Fundamentals
3. Operating Systems, Apps, Files & Digital Organization
4. Internet, Browsing, Search & Online Information
5. Office Productivity: Documents, Sheets & Presentations
6. Email, Messaging, Video Meetings & Digital Communication
7. Social Media, Personal Branding & Digital Presence
8. Digital Content Creation: Graphics, Photos & Video
9. Cloud Computing, Online Storage & Collaboration
10. Cybersecurity, Privacy, Passwords & Scam Awareness
11. Digital Payments, Online Services & E-Governance
12. Digital Marketing Fundamentals & Online Promotion
13. Website Basics, SEO & Online Business Presence
14. AI Tools, Prompting & Responsible AI Use
15. E-Commerce, Freelancing & Digital Entrepreneurship
16. Data, Analytics & Measuring Digital Performance
17. Emerging Technology: IoT, Automation, AI & Future Skills
18. Digital Rise Capstone Project, Assessment & Career Readiness

Practical Portfolio: Digital Skills Audit • File System • Web Research • Professional Document • Spreadsheet • Presentation • Email • Social Profile • Poster/Video • Cloud Folder • Cybersecurity Audit • Digital Payment Safety • Marketing Plan • Website/SEO Audit • AI Prompt Portfolio • Freelancing Profile • Analytics Dashboard • Emerging-Tech Case Study • Final Digital Project

1. The Digital Rise: Digital Literacy & the New Economy

Chapter Focus

Digital literacy is more than operating a device. India's Unified Digital Skills Framework describes progressive levels from basic digital literacy and universal proficiency to tech-fluent practitioners and digital pioneers/leaders. ■cite■turn0search12■

Key Skills & Terms

- Digital literacy
- Digital skills
- Productivity
- Online presence
- Digital economy
- Digital inclusion
- Tech fluency
- Future skills

Practical Exercise

Complete a personal Digital Skills Audit: rate confidence in devices, internet, documents, spreadsheets, communication, safety, content, AI and online work.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

2. Computer, Smartphone & Digital Device Fundamentals

Chapter Focus

Modern learners may use PCs, laptops, smartphones, tablets, printers, cameras and connected devices. Understanding common hardware, storage, connectivity and device settings supports confident use.

Key Skills & Terms

- CPU
- RAM
- Storage
- Display
- Camera
- USB
- Wi-Fi
- Bluetooth

Practical Exercise

Identify 15 devices/components and create a chart showing purpose, connection method and safe-use practice.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

3. Operating Systems, Apps, Files & Digital Organization

Chapter Focus

Organized files and applications save time and reduce errors. Learn folders, file extensions, naming conventions, downloads, backups, app permissions and updates.

Key Skills & Terms

- Operating system
- App
- Folder
- File extension
- Backup
- Update
- Sync
- Permissions

Practical Exercise

Build a project folder structure with naming rules, version control and a two-location backup plan.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

4. Internet, Browsing, Search & Online Information

Chapter Focus

Internet skills include browsers, search queries, source evaluation, bookmarks, downloads and responsible information use. Digital India also emphasizes access to information and online services. ■cite■turn0search1■

Key Skills & Terms

- Browser
- URL
- Search query
- Source
- Bookmark
- Download
- Fact-check
- Digital footprint

Practical Exercise

Research a topic using five different sources. Record queries, sources, dates and a short reliability note.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

5. Office Productivity: Documents, Sheets & Presentations

Chapter Focus

Productivity tools are core workplace skills. Practice professional documents, formulas and charts in spreadsheets, and clear visual presentations.

Key Skills & Terms

- Document
- Styles
- Spreadsheet
- Formula
- Chart
- Slide
- Template
- PDF

Practical Exercise

Create a two-page report, a monthly budget sheet and a six-slide presentation on a digital topic.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

6. Email, Messaging, Video Meetings & Digital Communication

Chapter Focus

Digital communication includes email, messaging, collaboration and video meetings. Good digital communication requires clarity, professionalism, privacy and appropriate online etiquette.

Key Skills & Terms

- Email
- CC
- BCC
- Attachment
- Calendar
- Video meeting
- Chat
- Netiquette

Practical Exercise

Write a professional email, schedule a mock meeting, prepare an agenda and create a follow-up message.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

7. Social Media, Personal Branding & Digital Presence

Chapter Focus

A digital presence may include social profiles, a portfolio, business listings and professional networks. Personal branding should be accurate, consistent and respectful.

Key Skills & Terms

- Profile
- Bio
- Portfolio
- Personal brand
- Content
- Engagement
- Reputation
- Privacy

Practical Exercise

Create a professional digital-profile plan with photo guidance, bio, skills, portfolio links and privacy settings.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

8. Digital Content Creation: Graphics, Photos & Video

Chapter Focus

Digital content combines text, graphics, images, audio and video. The objective is to communicate clearly for a defined audience.

Key Skills & Terms

- Design
- Typography
- Image
- Video
- Reel
- Thumbnail
- Storyboard
- Export

Practical Exercise

Create a small content pack: one poster, one short-video storyboard and one social caption for a fictional organization.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

9. Cloud Computing, Online Storage & Collaboration

Chapter Focus

Cloud services support storage, synchronization and collaboration. Learners should understand access permissions and the difference between synchronization and independent backup.

Key Skills & Terms

- Cloud
- Storage
- Sync
- Share
- Permission
- Version history
- Collaboration
- Backup

Practical Exercise

Create a cloud-folder structure for a student project and define view/edit/share permissions.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

10. Cybersecurity, Privacy, Passwords & Scam Awareness

Chapter Focus

Digital growth requires digital safety. Protect accounts with strong unique passwords and MFA where available; recognize phishing and suspicious links; keep devices and software updated.

Key Skills & Terms

- MFA
- Password
- Phishing
- Malware
- Privacy
- Encryption
- Backup
- Scam

Practical Exercise

Conduct a cybersecurity self-audit covering passwords, MFA, updates, backups, privacy settings, app permissions and phishing awareness.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

11. Digital Payments, Online Services & E-Governance

Chapter Focus

Digital public services and digital payments are increasingly important in daily life. Digital India emphasizes digital delivery of services, while public digital infrastructure supports access at scale. ■cite■turn0search0■turn0search9■

Key Skills & Terms

- UPI
- Digital wallet
- OTP
- DigiLocker
- e-Governance
- CSC
- Digital identity
- Transaction safety

Practical Exercise

Create a safe digital-transaction checklist: verify recipient, inspect payment details, never share OTP/PIN, save receipts and report suspicious activity.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

12. Digital Marketing Fundamentals & Online Promotion

Chapter Focus

Digital marketing uses online channels to reach audiences and support business goals. Learn audience definition, content, search, social media, paid promotion and measurement.

Key Skills & Terms

- Audience
- SEO
- Social media
- Content
- PPC
- Lead
- Conversion
- Campaign

Practical Exercise

Create a basic one-month digital marketing plan for a fictional local business with objectives, audience, channels, content and KPIs.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

13. Website Basics, SEO & Online Business Presence

Chapter Focus

A website is a digital home for information or business. Basic HTML structure, domain/hosting concepts and SEO fundamentals help learners understand online presence.

Key Skills & Terms

- Domain
- Hosting
- HTML
- Web page
- SEO
- Keyword
- Title tag
- Meta description

Practical Exercise

Plan a five-page website and create an SEO checklist covering titles, headings, content, internal links, images and basic technical checks.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

14. AI Tools, Prompting & Responsible AI Use

Chapter Focus

AI is becoming part of digital-skilling ecosystems. Current national skilling initiatives include AI-readiness courses and AI/application-oriented qualifications. ■cite■turn0search8■turn0search11■

Key Skills & Terms

- AI
- Generative AI
- Prompt
- Context
- Verification
- Hallucination
- Privacy
- Responsible AI

Practical Exercise

Build a prompt portfolio with five prompts for study, writing, research, productivity and content creation. Verify outputs before use.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

15. E-Commerce, Freelancing & Digital Entrepreneurship

Chapter Focus

Digital entrepreneurship includes freelancing, e-commerce, online services, creator work and small-business digitization. Learn offer design, portfolio building, client communication and basic business records.

Key Skills & Terms

- Freelancing
- E-commerce
- Portfolio
- Proposal
- Client
- Invoice
- Marketplace
- Entrepreneurship

Practical Exercise

Create a fictional freelancer profile, three service packages, a proposal template and a simple monthly income/expense sheet.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

16. Data, Analytics & Measuring Digital Performance

Chapter Focus

Data helps measure whether digital work is producing useful results. Learn basic metrics, data cleaning, tables, charts and interpretation.

Key Skills & Terms

- Data
- Metric
- KPI
- Reach
- Traffic
- Conversion
- CTR
- Dashboard

Practical Exercise

Build a simple monthly digital-performance dashboard with traffic, reach, leads, conversions and conversion rate.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

17. Emerging Technology: IoT, Automation, AI & Future Skills

Chapter Focus

Future-ready digital skills increasingly involve AI, connected devices, automation, cloud platforms and data. India's digital-skills frameworks explicitly emphasize emerging trends and progression toward advanced technology capabilities. ■cite■turn0search12■

Key Skills & Terms

- IoT
- Automation
- AI
- Cloud
- Analytics
- Cybersecurity
- Robotics
- Digital transformation

Practical Exercise

Choose one emerging technology and prepare a case study showing its use, benefits, risks, required skills and a realistic small-project idea.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

18. Digital Rise Capstone Project, Assessment & Career Readiness

Chapter Focus

The capstone brings together digital literacy, productivity, communication, safety, content, online presence, AI and measurement.

Key Skills & Terms

- Project plan
- Digital presence
- Content
- Analytics
- Security
- AI
- Presentation
- Viva

Practical Exercise

Complete a Digital Rise project for a fictional small business or community organization: digital audit, online profile, content pack, website plan, marketing plan, cybersecurity checklist, AI workflow and KPI dashboard. Present the complete solution.

Quick Revision

1. Identify the digital task. 2. Choose the appropriate tool. 3. Create/manage information accurately. 4. Save and organize work. 5. Communicate professionally. 6. Protect accounts and data. 7. Measure or document the result.

Digital Rise Daily Checklist

Device charged • secure connection • important files backed up • software updated • passwords protected • notifications managed • important tasks planned • suspicious messages checked • cloud folders organized • accounts logged out on shared devices.

Digital Skills Audit Template

Skill | Current Level | Tool Used | Practice Goal | Evidence/Project | Review Date

Content Planning Sheet

Audience | Objective | Platform | Topic | Format | Hook | Main Message | CTA | Visuals | Publish Date | Result

Cybersecurity Audit

Unique passwords • MFA • updates • backup • privacy settings • app permissions • secure Wi-Fi • phishing awareness • device lock • recovery information.

Digital Marketing Campaign Template

Business | Objective | Audience | Offer | Channel | Content Plan | Budget | Landing Page | KPI | Reporting Frequency | Result

Freelancing Starter Template

Skill | Service | Target Client | Portfolio Sample | Package | Price | Proposal | Delivery Time | Revision Policy | Payment Record

30-Day Digital Rise Plan

Days 1–3: digital skills audit. Days 4–6: devices/files. Days 7–9: internet/search. Days 10–12: documents/sheets. Days 13–14: presentations. Days 15–16: email/collaboration. Days 17–18: social/profile. Days 19–20: content creation. Days 21–22: cloud. Days 23–24: cybersecurity. Days 25–26: digital payments/services. Days 27–28: digital marketing/website. Day 29: AI and future skills. Day 30: capstone presentation.

Final Diploma Assessment

Part A: digital-skills theory. **Part B:** device/file practical. **Part C:** document/spreadsheet/presentation. **Part D:** web research and communication. **Part E:** cybersecurity and digital-payment safety. **Part F:** content/digital presence. **Part G:** AI task and verification. **Part H:** final Digital Rise project and viva.

Career Readiness

Possible pathways include digital office support, content assistance, social media support, junior digital marketing, customer support, data-entry/information management, freelancing and entrepreneurship. Actual eligibility depends on the employer, role and qualification. Government skilling initiatives are also expanding digital and AI-oriented learning pathways.

■cite■turn0search2■turn0search8■

Glossary

Digital literacy — ability to use digital technologies effectively and responsibly. **Cloud** — network-based computing/storage services. **SEO** — practices that improve discoverability in search engines. **KPI** — key performance indicator. **CTR** — click-through rate. **Conversion** — completion of a desired action. **MFA** — multi-factor authentication. **Phishing** — deceptive attempt to obtain information or trigger unsafe action. **Prompt** — instruction given to an AI system. **IoT** — connected devices that collect/exchange data. **Digital footprint** — information about activity left across digital services.



IAS YOUTH COMPUTER CENTRE

DIGITAL RISE

Learn • Create • Connect • Work • Grow

88/1, Queen Apartment, 2nd Floor, Dumdum Road, Near Life Line Medical Store, Kolkata – 700030, West Bengal