

DIGITAL INDIA

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Abstract

In 21st Century our Economy is converging to digital economy, cities are becoming smart cities and governance is moving towards e governance. 160 million Jan Dhan Accounts, 130 million Direct Benefit Transfer and 110 million Insurance Policies only in few weeks. It is the power of Digitization.

The Digital India drive is a dream project of the Indian Government launched on 1 July 2015 by Prime Minister Narendra Modi to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and coordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Hence, an attempt has been made in this paper to understand Digital India – as a campaign where technologies and connectivity will come together to make an impact on all aspects of governance and improve the quality of life of citizens. The research methodology is descriptive cum analytical in nature and the data for this study is collected through secondary sources such as websites, research journals, newspapers, magazines etc. This paper will evaluate different trends and impacts for digital transformation.

KEYWORDS: Digital India, Smart Cities, E-Governance, Digitization, Digital Transformation.

INTRODUCTION

India, formally the Republic of India, the seventh-biggest nation by land, the second-most packed nation (with more than 1.3 billion individuals) after China, and the most populous democracy on the planet. It has shown remarkable advancement in the field of science and innovation and is rising as one of the robust economies on the international platforms. Information and technology advancements have brought huge changes the improvement of the Indian society through information dissemination. The digital world that we live in today is that where every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. It is the outcome of several innovations and technology advances. Today, every nation wants to be fully digitalized that will empower society in a better manner.

The 'Digital India' programme, an initiative of honorable Prime Minister Mr. Narendra Modi, launched on 1 July 2015 to make Government services available to people digitally and enjoy the benefit of the newest information and technological innovations. In the inaugural speech of this program he has mentioned his dream from digital India i.e. for driving innovation, knowledge is strength and empowers the people, access of information knows no barrier, government is open & governance is transparent, technology ensures the citizen government interface is incorruptible, governmental services are easy and efficiently available to citizens on mobile devices, government productivity engaged with people through social media, quality education reaches the most inaccessible corners driven by digital learning, quality health care percolates right up to remotest region powered by e health care, farmers are empowered with real- time information to the connected with global market, mobile enable emergency services ensures personal security, cyber security is integral part of national security, mobile & e-banking ensures financial inclusion, ecommerce drive entrepreneurship , world looks to India for next big idea, etc.

Now-a-days world has transformed from knowledge centric to techno centric. A good governing body also requires a good communication platform to communicate with the stakeholders efficiently. The efficient way to communicate with the citizens of the world's largest democracy with a population of 1.2 billion is only possible by communicating with everyone on a digital platform. So, Digital India is a step by the Modi government to inspire and connect Indian Economy to such a knowledge savvy world to techno knowledge savvy world.



Pillars of Digital India

S.No.	Pillar	Summary
1	Broadband Highway	<ul style="list-style-type: none"> To provide high-speed broadband coverage highways connecting about 250,000 villages, various government departments, universities, etc. To provide an integrated information infrastructure with integration of State Wide Area Network (SWAN), National Knowledge Network (NKN) and National Optical Fibre Network (NOFN)
2	Universal access to mobile	<ul style="list-style-type: none"> To provide mobile connectivity to about 42,300 villages
3	Public Internet Access Programme (PIAP)	<ul style="list-style-type: none"> To make 250,000 CSCs operational at Gram Panchayat level for delivery of government services To convert 150,000 post offices into multi-service centres
4	E-governance	<ul style="list-style-type: none"> To use business process re-engineering to transform government processes and make them simple, automated and efficient
5	E-kranti	<ul style="list-style-type: none"> To use technology for service delivery such as e-education, e-healthcare, technology for planning, farmers, security, financial inclusion, justice, etc.
6	information for all	<ul style="list-style-type: none"> To provide open access to government information and documents online To provide two-way communication between citizens and the government through online platforms and social media
7	Electronics manufacturing	<ul style="list-style-type: none"> To target net zero imports by 2020, through various actions in areas such as taxation/incentives, economies of scale, skill development, government procurement, etc.
8	IT for jobs	<ul style="list-style-type: none"> To provide necessary skills and training that enable the youth to avail jobs in IT/ITes sector
9	Early harvest programmes	<ul style="list-style-type: none"> To focus on execution of project within short timelines, such as IT platform for messages, e-greetings from the government, biometric attendance, Wi-Fi in all universities, etc.

Source: DeitY on "Digital India, A programme to transform India into a digitally empowered society and knowledge economy"

Digital India attracted more than 4lakh crore investments and generated more than eighteen lakh job opportunists at its launch. Global investors like Sundar Pichai, Satya Nadella, and Elon Musk have supported Modi's Digital India initiative.

LITERATURE REVIEW

Review of Literature provides the information of research work already done by the researchers relating to the topic of study. The work related to the study may support or conflict with present results. A number of research papers and articles provide a detailed insight about the role of Digital India and the implications of this project in India.

The findings from the literature are presented below:

Jain [1] in his study concluded that some projects are under various stages of implementation which may require some transformational process to achieve desired objectives.

Sharma [2] made a study and described that in this project every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of year's ago. It was concluded that more prospects will open for the youth that will boost the nation's economy.

Kapur and Ramamurti [3] in their study argue for even broader impacts, extending to industries such as biotech, chemicals, media and entertainment, and construction all require knowledge services that go beyond the basic definition of IT-enabled services, and have all benefited from the change in management approach.

OBJECTIVES OF THE STUDY

- To understand the concept of Digital India.
- To study the opportunities of the programme for the people of the country.
- To find out the impacts of implementing this project.
- To analyze the future prospects of the project, particularly in Indian context.

RESEARCH METHODOLOGY

As the research paper is of conceptual and review nature, the research methodology is descriptive cum analytical in nature.

To make research a success, one has to define and plan the whole program properly and effectively.

.Along these lines, the focus are to find out about the idea, its application and the effect on economy. In this manner qualitative data has been employed.

DATA COLLECTION METHOD

This present study is entirely based on secondary data source which has been collected from government official websites, journals, newspapers, magazines, media reports and related studies.

Thus, the focus is to know more about the concept, its application and the impact on economy via other parameters. Therefore, qualitative and quantitative data have been used.

DIGITAL INDIA CAMPAIGN

The Digital India project purposes to transform India into a digital economy with involvement from rural or urban areas and businesses. This will ensure that all government services and information are avail-able everywhere, whenever, on any device that is highly accessible and secure.

Pillars of Digital India

Digital India comprises of 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 coordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

1. **Highways to have broadband services:** The government with the vision of digital India has allocated 5 billion to build high speed broadband highways connecting all the villages, government department, university etc. For faster implementation and growth of this project, participation of private players is very important to cover all the geographical area of this country.
2. **Universal Mobile Access:** Government is specially preparing to connect unconnected areas and speedy use of technologies like network technologies like 3G, 4G and 5G etc. General public will access the online government services with the help of handheld devices so that nation will be well connected, efficient and more productive.
3. **IT Training for Jobs:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in five years. The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector. BPO industries will be established for the fastest growing segment of the IT enabled services industry which offers e-services 24/7 in every field and gives more jobs potentials.
4. **Manufacturing of electronics:** The government is focusing on zero imports of electronics. The empowerment of manufacturing through the internet of things will enable intelligent workshops that demonstrate data driven operational excellence and decentralized production control systems within and beyond the physical factory walls.
5. **Provide public access to internet:** Superior technologies that support cost containment, collaboration, and security, social connect and in-built intelligence that deliver remote access to any information or service available across the domain.
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:** The government has allocated 5 billion for the e-kranti project with an objective of providing electronic delivery of services to the citizens which include: e-health, e-education and technology for farmers, technology for planning, technology for security, technology for financial inclusion and technology for justice.
8. **Global Information:** Hosting data online and engaging social media platforms for governance is the aim of the government.
9. **Early harvest programs:** This programme will generate short timeline projects where every manual service is altered by eservice.

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.

INDIAN ECONOMY & DIGITAL INDIA CAMPAIGN

There is no doubt in it that India is ready for Digitization. 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.

The prime importance is to make sure every individual can be able to leverage the potential of Digital India. The focus is at least one person in a household should transform into an e-literate. 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 few years.

A. Economic impact:

As indicated by experts, the Digital India design could help GDP up to \$1 trillion by 2025. It can assume a key part of large-scale monetary factors, for example, GDP development, work age, work profitability, development in the number of organizations and income spillages for the Government.

According to the World Bank report, a 10% expansion in port-able and broadband entrance builds the per capita GDP by 0.81% and 1.38% individually in the creating nations. India is the second biggest telecom showcase on the planet with 915 million remote endorsers and world's third biggest Internet advertise with very nearly 259 million broadband clients.

B. Social impact:

Social parts, for example, training, medicinal services, and saving money can't contact the natives because of obstacles and constraints, for example, mediator, absence of education, numbness, neediness, absence of assets, data and speculations. These difficulties have prompted an imbalanced development in the rustic and urban regions with checked contrasts in the financial and economic wellbeing of the general population in these regions. Present day ICT makes it less demanding for individuals to get access to administrations and assets.

The infiltration of cell phones might be very valuable as a correlative channel to open administration conveyance separated from making of completely new administrations which may enormously affect the personal satisfaction of the clients and prompt social modernization. The poor education rate in India is because of inaccessibility of physical foundation in country and remote territories. This is the place m-Education administrations can assume a vital part by achieving remote masses. As indicated by gauges, the computerized proficiency in India is only 6.5% and the web entrance is 20.83 out of 100 populace. The advanced India venture will be useful in giving constant training and somewhat address the test of absence of educators in instruction frame-work through brilliant and virtual classrooms. The fast system can give the sufficient framework to online instruction stages like huge open online courses (MOOCs).

C. Environmental impact:

The significant changes in the innovation space won't just conveyed changes to the financial framework, however, will like-wise add to the natural changes.

The cutting-edge advances will help in bringing down the carbon impression by decreasing fuel utilization, squander administration, greener work environments and in this way prompting a greener biological system. The ICT part helps in effective administration and utilization of rare and non-inexhaustible assets.

CONCLUSION

With the imminent of “Digital India” campaign, India will have a heavy and powerful digital infrastructure. The outcome of Digital India is to provide Wi-Fi to people, creating job, universal phone connection, high speed internet, Digital Inclusion, e-Services, e Governance, Digitally motivated people, National

Scholarships Portal , Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution. More employment prospects will open for the youth that will boost the nation’s economy. And some of the aforementioned projects are under various stages of implementation which may require some transformational process reengineering, refinements and adjustment for successful implementation to achieve the desired objectives.

The success of this dream project lies not only in the hands of government but it requires all round support from the all citizens and other stakeholders of the nation. Although, Digital India programme is facing some barriers, yet it has a great impact on India to make the best future of every citizen. We Indians and others should work together to shape the knowledge economy. Let us all look forward and join hands for the successful implementation of this project for the brighter and prosperous India

The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities for the citizens and thereby creating a “*New India*”.

SCOPE FOR FURTHER STUDY

Digital India is a dream project of the India’s Prime Minister Narendra Modi to remodel India into a knowledgeable economy and digitally empowered society, along with good governance for citizens. The study could have been made empirically by taking some issues like financial, social, political, environmental issues of both urban and rural peoples also.

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