

DIGITAL INDIA: CHALLENGES, THREATS AND OPPORTUNITIES

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ABSTRACT

After the demonetization drive in India the next word that is viral is “**Digitalization**”, in general is the use of digital systems or in layman terms use of computer for data management. Technology has shrunk the globe these days. Everyone is in need of huge amount of data in our day-to-day life for several purposes. Digitalization of India is nothing but making your daily life less dependent and devoid of human interaction with the help of technology. Now the entire world is in our mobile handsets. However, to implement this is a great challenge. There are many roadblocks in the way of its successful implementations. These challenges need to be addressed in order to realize the full potential of this programme. It requires a lot of efforts and dedication from all departments of government as well as private sector. If implemented properly, it will open various new opportunities for the citizens of the country. The Prime Minister of India launched digital India on 2nd July 2015 with well-defined objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India is inclusive growth in many areas such as electronic services, products, manufacturing and job opportunities etc. Digital India aims to provide the much needed focus on the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes. Each of these areas is a complex program in itself and cuts across multiple Ministries and Departments. Digital India is to be implemented by the entire Government with overall coordination being done by the Department of Electronics and Information Technology. Digital India is a program to convert India in to a digitally empowered society, and knowledge economy. It is an ambitious program of Government of India projected Rs. 1, 13000 crores. This project is delivering good governance to people and coordinated with both State and Central Government. All government services are available to the people electronically. This program will be implemented with the help of electronics and information technology department (**DeitY**).

Keywords: Digital India, Pillars of Digital India, Challenges, Opportunities.

INTRODUCTION

Digital India program launched by Honourable Prime minister Narendra Modi on 2nd July 2015. It is a national crusade to change India in to an internationally associated centre point. It incorporates different recommendations and motivating forces given to organizations, fundamentally the assembling organizations both household and unfamiliar to put resources in to India and make the nation an advanced goal. The accentuation of digital India crusade is making occupations and ability upgrade in the broadband highways,

e-governance, and electronic conveyance of administrations, universal access to mobile availability, electronics manufacturing and information for all and so forth. The battle's point is to determine the issues of availability and subsequently helps us to associate with each other and further more to share data on issues and concerns confronted by us. Now and again they likewise empower determination of those issues in close constant This actually is focussed to enable India to pick up a better provincial network with a stable legislative strategies out of sight combined with advantages and motivations by means of the battle. Digital India combines large number of ideas and thinking in to single. It covers multiple government ministries and development therefore digital India is an umbrella program. India as a nation is one of the influential government and political body in the world. Giving tough competition to developed countries and global markets. Yet, are few steps back when it comes to digitalization. Therefore, the present government is keen on developing India and taking it to the next level. To fulfil this dream, MODI has announced Digitalization of India. Radius of Digitalization of India is a core concept of the developmental aspects. Though the initiative has great impact, the path does not's seems to be a cakewalk. Despite of a population of 125 crores, only 30 crores people have access to smart phones. Only very, few of the rest 90 crores people have access to digital world. Unlike rural areas, large percentages of urban areas have high access to digital world. Rural areas fall short both in access and in understanding of the digital world. Government is launching various policies and programs with digital access. Yet, in doing it is quite hard to for Digitalization of India to the extent we imagine. In 2013, India stood at 68th position in readiness-digitized market. Currently we stand at 91st position. These statistics prove our mission of digitalization is not going as per our planned. Amidst these conditions, the government has to step up and further steps. Most of the citizens are unaware of the Government policies and programmes of digitalization.

RESEARCH OBJECTIVES

- To understand the concept of 'Digital India'
- To examine the features of 'Digital India'
- To evaluate the opportunities and challenges with special reference to 'Digital India'

LITERATURE REVIEW

'Digital India' initiative has been an area of interest of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector.

Gupta and Arora (2015) studied the impact of digital India project on India's rural sector. The study found that many schemes have been launched in digital India to boost agriculture sector and entrepreneurship development in rural areas. Digital India programme has also set the stage for empowerment of rural Indian women.

Midha (2016) concluded that digital India is a great plan to develop India for knowledge future but its improper implementation due to inaccessibility and inflexibility to requisite can lead to its failure. Though digital India programme is facing number of challenges yet if properly implemented, it can make the best future of every citizen. So we Indians should work together to shape the knowledge economy.

Rani (2016) concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. It also pointed out that many projects might require some transformational process, reengineering, refinements to achieve the desired service level objectives.

Prof. Singh began with the basic overview of what Digital India entails, led a discussion of conceptual structure of the program, and examined the impact of “Digital India” initiative on the technological sector of India. He concluded that this initiative has to be supplemented with amendments in labour laws of India to make it a successful campaign.

Sundar Pichai, Satya Nadella, Elon Musk researched about Digital India and its preparedness to create jobs opportunities in the information sector. He concluded that creating new jobs should be continued with shifting more workers into high productivity jobs in order to provide long-term push to the technological sector in India.

PILLARS OF DIGITAL INDIA

- **Broadband Services**

Government aims to improve the broadband services .This broadband services will be available in all 2.5 lakh Gram Panjayat. In Rural areas, the broadband services activated already, In Urban areas also it developed.

- **Increasing the connectivity of Mobile**

The Government is planning to ensure that by 2018, all rural areas are covered by mobile connectivity to improve the communication between people

- **Influence of Information technology in the field of job**

Government is training and developing the people to accrue a job.

- **Production of Electronics**

Government has aimed to put up smart energy meters, micro ATMs, Mobile, Card swiping devices, consumer and medical electronics. Due to this we can stop importing electronics.

- **Internet Access**

Government will provide a very speed internet to all rural areas to make India Digitally fit. In addition, will make around 105 post offices, these post offices will work as a multi service centres for the people

- **E-Governance**

All Government services will be available through online to reduce time and workload. Now days, all the facilities are available through online.

- **E-Kranti**

E-Kranti is a national level E-Governance program. It was initiated in 2006. Under this plan 31 mission mode projects like agriculture, land records, health, education, passports, police, courts, municipalities, commercial taxes, treasuries etc. In this mission some of the project have been implemented and started to deliver the services

- **Information available globally**

People will get all the information through online. "myGov.in" is a website is used for that and people can give their valuable suggestions and recommendations.

OPPORTUNITIES

- **Digital technology is spreading at a rapid pace and so are crimes**

As per the HBR Digital Evolution Index 2017, at present, on the planet, more people have access to a mobile phone than to a toilet. While an increase was observed in cross-border flows of digitally transmitted data, incidents of cyber attacks have also increased widely with a much deeper impact. The data breach report of a potential 120 Min user of Internet data provider reliance Jio is the most recent incidence.

- **Digital players have begin to dominate the market**

As per stock prices on July 6 2017, the most valuable companies globally were Apple, Alphabet, and Microsoft, Amazon, and Face book. China's Alibaba gained the seventh position, overall.

- **Digital technologies will change the way work is done**

As stated in the HBR Digital Evolution Index 2017, "Automation, big data, and artificial intelligence enabled by the application of digital technologies could affect 50% of the world economy." The present technology has the potential to automate over 1 billion jobs worth \$14.6 Trillion.

- **Public policy is essential to the success of the digital economy**

Globally, economists should adopt public-private policies to foster innovation in a digital economy, including India. In addition, they must encourage better integration of automation, data, and new technologies into the legacy economy. Steps must be taken to introduce skills required to thrive in a digital economy at early levels, specifically at schools.

- **Identifying a country's unique drivers of digital momentum is necessary**

Considering factors such as the current state of digital economy and country size, growth drivers for digital economy must be identified and amplified. While developed economies need to priorities on innovation, developing economies should focus on institution.

CHALLENGES

- Where there is still 25 % illiteracy the target of high level of digital illiteracy is one of the biggest challenge in the success of digital India programme. According to ASSOCHAM-Deloitte report on Digital India, November 2016, around 950million Indians are still not on internet. Reliance Jio has contributed a lot in his regard.
- Creating an awareness regarding the Digital India scheme among common masses is also a great challenge.

- It is a colossal task to have connectivity with each village, town and city. Connecting 250000 Gram Panchayats through National Optical Fibre is not an easy task. The biggest challenge is ensuring that each panchayat point of broadband is fixed up and functional. It is found that 67% of NOFN points are non-functional even at the pilot stage.
- India has very low internet speed. According to third quarter 2016 Akamai report on internet speed, India is at the 105th position in the world in average internet speed and it is the lowest in entire Asia Pacific region. This lowest internet speed cannot facilitate online delivery of various services.
- India's digital infrastructure is comprehensively inadequate to tackle growing increase in digital transactions. The biggest challenge faced by Digital India programme is slow and delayed infrastructure development.
- The private participation in government projects in India is poor because of long and complex regulatory processes.
- ASSOCHAM Deloitte Report pointed out that currently Over 50000 villages remain deprived of mobile connectivity because providing mobile connectivity in such locations is not commercially viable for service providers.
- India lives in its villages. However, it needs more amount of funds to meet the cost of infrastructure creation in rural areas than the urban areas. Division of fund among the rural and urban is not easy.
- India has 1600 languages and dialects. Non viability of digital services in local Languages is a great barrier in digital literacy.
- Fear of cybercrime and breach of privacy has been deterrent in adoption of digital technologies. Most of the technology including cyber security tools is imported. There is no sufficient skill to inspect for hidden malwares. India needs 1million trained cyber security professionals by 2025. The current estimated number is 62000.

CONCLUSION

India will be the largest consumer of digital technologies in times to come. Another reason is that the world-over, there are several channels of communication to access goods and services and digital channel happens to be the latest and the most convenient. The private sector and government, working together, must address these problems in ways that make the Internet a safe environment while not impeding its commercial development. Digital revolution, also known as 'The Internet Economy' or Internet of Everything (IoE) is expected to generate new market growth opportunities, jobs and become the biggest business opportunity of mankind in the next 30 to 40 years. We need to be ready, as an economy and a community, to respond to change and to grasp the opportunities of the digital economy. New and emerging digital technologies are changing the way industries and business work. There are many instances where the market is adjusting well to digital transformation. The long-term effects of Demonetization are yet to be ascertained. It is expected that it can improve the Indian economy in the end by increasing tax compliance, financial inclusion, consequently improving the state of the economy. It can boost the GDP by increasing the availability of funds for lending and by reducing transaction costs if the economy moves to digital modes of payments.

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