OPPORTUNITIES AND CHALLENGES OF DIGITAL INDIA PROGRAMME.

Dr.B.Shailaja

Assistant Professor, Department of Commerce,
Osmania University College For women,
Koti, Hyderabad.

Abstract

We are living in arena of technologies and digital world. Mr. Narendra Modi's government innovative thought is Digital India. It is an initiative of government of India to integrate the government Departments and the people of India. The aim of the government is to ensure that the services should be available to the public electronically to reduce the paper work. It is the initiative to transform the country into digitalized manner which empowers knowledge on economy. The motive behind the concept is to connect rural areas with high speed internet network and improving digital literacy. The programme weaves together a large number of ideas and thought into a single, comprehensive vision so that each of them is seen a part of larger goal. It is coordinated by Deity, implemented by the entire government both at the center and state. Electronic commerce refers to wide range of online business activities for products and services. E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform and redefine relationships for value creation between organizations and individuals. This paper attempts to highlight the different challenges faced by the Digital India Programme. It also describes the different opportunities of the programme for the people of the country.

Keywords: - Digital India, E-Commerce, Challenges, Opportunities

INTRODUCTION

India, a confederation of nations, is Asia's second-most populated country after China. One of the strongest economies in the developing world, the nation has made significant strides in the fields of science and technology. Through the distribution of knowledge, information and communication technologies have significantly altered the evolution of Indian society.

The Digital India programme is the result of the transformations that information and communication technology has brought about. A cutting-edge idea of the government of Mr. Narendra Modi is Digital India. Integrating government agencies with the Indian people is a government of India project. By minimizing paperwork, it seeks to ensure that government services are made electronically accessible to citizens. The effort includes a goal to build high speed internet networks in rural areas as well. The goal is to make the nation a knowledge economy that is empowered by technology. The programme combines a wide range of concepts and viewpoints into a single, comprehensive vision, allowing each to be understood as a component of the overall objective. The entire government, both at the federal and state levels, implements it under the direction of the Deity. A wide variety of

online business activities for goods and services are referred to as electronic commerce. E-commerce is the use of digital information processing and electronic communications in economic transactions to establish, modify, and redefine relationships between businesses and people in order to create value.

Through the nine "pillars" of Digital India—broadband highways, open internet access, widespread mobile connectivity, e-governance, e-kranti, information for all, a strong electronic manufacturing regime, early harvest initiatives, and IT for jobs—the project seeks to connect 2.5 lakh villages across India. This project is expected to cost Rs 1,13,000 crore. The Cabinet Secretary will serve as the group's chair, and the Prime Minister and his staff will keep an eye on it. The e-governance project's original design and programme content have been significantly enhanced for the Digital India initiative.

Vision of Digital India

The vision of digital India is centered on three key areas. They are as follows:

- Every citizen should have access to high-speed internet, a cradle-to-grave digital identity, a mobile phone, a bank account, a common service centre, shareable private space on a public cloud, and safe and secure online conduct.
- On-demand governance and services that are seamlessly linked across departments and jurisdictions and made available in real time on internet and mobile platforms. All citizen documentation will be made available on the cloud platform, so residents won't be required to present them in order to use certain services. Additionally, the availability of cashless electronic transactions will aid in corporate growth. The development plans will be connected with geographic information systems (GIS). Make citizens more capable by teaching them digital literacy, especially in rural areas.
- Make citizens more capable by teaching them digital literacy, especially in rural areas. In order to make their participation a reality, this will be accomplished through cooperative digital platforms and by making the digital resources accessible in their local tongue. It will assist in gaining access to the data that will be readily available without restriction on the cloud computing platform.

Objectives of the study:

- To study the opportunities of the programme for the people of the country.
- To study the various challenges faced by the Digital India Programme in its implementation

Methodology:

An attempt has been made in this study to analyze the secondary data available in the field of study.

OPPORTUNITIES PROVIDED BY DIGITAL INDIA:

Employment

- **Job creation:** With an estimated overall cost of INR 1,000 billion in ongoing schemes and INR 130 billion for proposed and new schemes, Digital India aims to create 17 million direct and 85 million indirect jobs by 2019.
- **Digital Training Programmes:** The initiatives towards training and digital literacy by the government and private sector players such as NDLM, Digital Literacy Mission etc. have been successful in reaching out to millions of people. This has resulted in an increase in employability of the trained personnel, higher adoption of digital technologies and empowerment of a large section of society.
- **Universal Accessibility:** The DigiLocker service has provided universal accessibility to citizens, by allowing then to access and share documents. Currently, there are approximately 4 million registered users with 5.0 million 48 documents uploaded on the digital locker facility.
- **Healthcare:** Digital India has the potential to provide solutions to problems such as poor doctor patient ratio (1:1674)54, fewer quality physicians, insufficient healthcare infrastructure, lack of equal access to

healthcare facilities and advice (24% in rural areas)55, and high healthcare costs. The e-hospital program is increasing delivery speed of healthcare services by allowing patients to book appointments online. Social hence there will be imminent resistance from the working staff.

- **Digital India programme is the slow progress of infrastructure development:** The BharatNet project was approved in October 2011, with a two year implementation target. As of 2016, under 40% of the target has been achieved. Public Wi-Fi penetration remains low. Globally, there is one Wi-Fi hotspot for every 150 citizens. For India to reach that level of penetration, over 8 million hotspots are required of which only about 31,000 hotspots are currently available.
- **Delay in development of infrastructure:** One of the biggest challenges faced by the While the project has seen delays, the exercise needs to be reinforced with both funds and involvement of senior government functionaries towards making it happen on a 'war footing'
- **Contracting:** Implementation of the Digital India program has been hampered by contracting challenges such as the following: Several projects assigned to PSUs are delayed given challenges related to skills, experience and technical capabilities. Several RFPs issued by the government are not picked up by competent private sector organizations since they are not commercially feasible

HOW TO OVERCOME THE CHALLENGES FOR SUCCESSFULL IMPLEMNTATION OF DIGITAL INDIA PROGRAMME:

- **Digital Literacy:** Despite rising smartphone penetration and internet user base, digital literacy in India has been low. In order for the benefits of the Digital India programme to reach all sections of the population, improving digital literacy is imperative
- **Skill Building:** A strong skill base is required to support the initiatives and services that are envisaged under the Digital India umbrella. Development of technical skills within ministries and state governments will enable the spread of e-governance services, maintenance and up gradation and decision making on all digital initiatives
- **Digital Adoption:** For Digital India to be successful, all segments of Indian society need to adopt digital technologies. This will not only create demand for Digital India but also achieve its vision of empowering all citizens.
- **Defining the role of the private sector:** A framework needs to be defined for participation of the private sector in skill development programs which defines the role of the private sector, expectations in terms of investments, content and job guarantees.
- **Introduction of digital skill programs at an institutional level:** Skill training and digital literacy should be introduced as part of institutional trainings in schools, colleges and universities across India. Curriculum and interactive programmes should be mandated to ensure adequate digital skills of all graduates
- **Increase availability of digital infrastructure at rural and remote locations:** The speed at which digital infrastructure (especially fiber networks) is being developed needs to be increased. Existing government infrastructure assets (e.g., post offices, government buildings, CSCs) should be further leveraged for provision of digital services at remote locations.

CONCLUSION

The Digital India program is now in the second year of its existence and several projects under the program have now moved from the planning phase to the execution phase. The project has started showing its impact on the lives of citizens and on businesses. Several schemes of the project have been adoption successfully. The service like DigiLocker is now being used by four million users. The MyGov application which provides a platform for citizens to interact with the government is used by over one million users to interact with the government. India now represents the second largest internet user base in the world. This provides a significant opportunity to transform the lives of the citizens through digital technologies. The Digital India program is likely to benefit citizens over the next few years by generating employment opportunities, increasing speed and quality of service

delivery and enhancing social and financial conclusion. Businesses will benefit by realizing higher productivity, an improved ease of doing business and a boost in innovation and investments. The adoption of next generation technologies under Digital India such as tele presence.

REFERENCES:

- ErHarjotKaur and MrsDaljitKaur (2015)," E-commerce in India – challenges and prospects" International Journal of Engineering and Techniques, Vol-1, issue 2, pg No- 36-40.
- Digital India, a programme to transform India into a digitally empowered society and knowledge economy, Department of Electronics and Information Technology, Government of India, available at www.slideshare.net.
- Recommendation of the council on digital Government strategies, adopted by the OECD council on 15 July 2014, OECD.
- M.M.K Sardana(2012)," Vision of Digital india challenges ahead for political establishment DN2012/09,ISID.
- Usha Rani Das, challenges of Digital India some heads –up of NarendraModi, Business insider India.
- Digital India power to empower, available at www.nextgenias.com/2015/09/eassydigital-india-programme-upsc-ias
- Kaur,P.and Joshi, M.M., "E-Commerce in India: A Review", IJCST,Vol.3, Issue 1,JanMarch 2012,pp-802-804
- Kaur,Ranmeet, E-Commerce in India, Asian journal of research in business economics and management, vol.2, issue 6,2012