



DIGITAL INDIA AND ITS OPPURTUNITIES

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Abstract: India, a union of states, is the second most populous nation in the Asian region behind China. The country has achieved impressive progress in the field of science and technology and is emerging as one of the strongest economies in the developing world. The 'Digital India' programme, an initiative of honourable Prime Minister Mr. Narendra Modi, will emerge new progressions in every sector and generates innovative ideas for geNext. The motive behind the concept is to build participative, transparent and responsive system. Digital India programme is the outcome of the changes brought by the information and communication technology. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. 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 centre and state 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.

Keywords: Digital India, E-Commerce, e-Kranti, e-Governance

INTRODUCTION

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. It aims at ensuring that the Government services are made available to citizens electronically by reducing paper work. The initiative also includes plan to connect rural areas with high speed internet networks. It is an initiative to transform the country into digitally empowers knowledge economy. All educational institutions and government services will soon be able to provide I-ways round the clock. Digital India will provide all services electronically and promote digital literacy. Electronic commerce refers to wide range of online business activities for services. E-commerce is the use of electronic communications and digital information processing in business transactions to create, transform and redefine relationships for value creation between organizations and individuals

OBJECTIVES

1. To know how the technologies will make an impact on all aspects of governance and improve the quality of life of citizens and to make their life easier.
2. To find out how the government services can work effectively with practical solutions and innovative ideas to fulfill the dreams of digital india.

DATA COLLECTION

The secondary data has been collected. For this purpose, various magazines and journals have been used as it is a conceptual paper. 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.

Projects under Digital India Programme

Under digital India programme the Government of india has undertaken some projects. These projects are as follows:

- a) Digital locker system of the digital India programme will help citizens to digitally store their important documents like pan card, passport, mark sheets and degree certificates. It will help to minimize the usage of physical documents and will provide secure access to Government issued documents.
- b) Another key projects under Digital India programme is my gov.in which has been implemented as platform for citizen engagement in governance, through a "Discuss, Do and Disseminate" approach.
- c) Swachh Bharat Mission Mobile App is one of the projects of Digital India programme which will help the people and the government organization for achieving the goal of Swachh Bharat Mission.
- d) e- Sign framework would allow citizens to digitally sign a document online using Aadhar Authentication.
- e) Online registration system under the e- Hospital application has been introduced. This application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of

blood online etc.

- f) The Government of India has undertaken an initiative namely Bharat Net, a high speed digital highway to connect all 2.5 gram panchayats of the country. This would be the world's largest rural broadband connectivity project using optical fibre.

BSNL has introduced Next Generation Network, to replace 30 years old exchanges, which is an IP based technology to manage all types of services like voice, data, multimedia/video and other types of packet switched communication services.

DIGITAL INDIA

The programme contains tasks that target to make sure that govt. services are available to people digitally and people get advantage of the newest information and connections technological innovation. Gandhiji felt that 'India resides in its villages,' and technology will help the villages to grow and prosper. Digital libraries, online magazines, e-books can be made available for free which will further help in knowledge sharing. PM Modi rightly said in his speech in San Jose, "I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities." Technology is a bridge indeed, a bridge that connects the hope that India's villages will be educated and aware to the opportunity of internet and access to information from across the world. 'Digital India' is not just an initiative but a need for this country, where majority of population still does not have access to the world of internet. The Digital India initiative seeks to lay emphasis on e-governance and transform India into a digitally empowered society. It is to ensure that government services are available to citizens electronically. Digital India also aims to transform ease of doing business in the country. The Department of Electronics and Information Technology (deitY) anticipates that this program will have a huge impact on the Ministry of Communication and IT. The program is projected at Rs 1, 13,000 crore which will prepare the country for knowledge-based transformation.

It will focus on providing high speed internet services to its citizens and make services available in real time for both online and mobile platform. Modi's government is focussing on providing broadband services in all villages of the country, tele-medicine and mobile healthcare services and making the governance more participative.

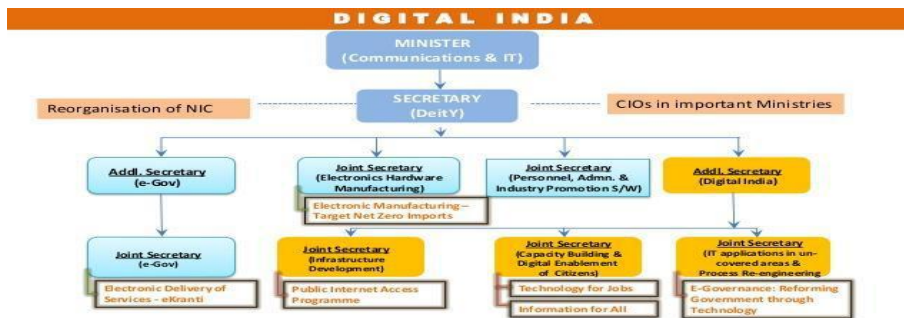


Figure-1: Digital India

MAJOR PROJECTS UNDER THE INITIATIVE

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 co-ordinated engagement of the entire Government. Nine projects have been undertaken. These are as follows:

1. **Broadband highways:** Broadband for all rurals it will cover 250000 GP and its expected time line is December 2016. Broadband for the rural will be laid by December 2016 and broadband for all urban will mandate communication infrastructure in new urban development and buildings. By March 2017, the government aims to provide nationwide information infrastructure.
2. **Jobs training for all:** This initiative seeks to train 10 million people in towns and villages for IT sector jobs in seven years. Additionally, the project involves training of 0.5 million rural IT workforce in five years and setting up of BPOs in each North-eastern state.
3. **Electronic manufacturing target net zero import:** The government is focusing on zero imports of electronics. In order to achieve this, the government aims to put up smart energy meters, micro ATMs, mobile, consumer and medical electronics.
4. **Internet for all:** The government aims to provide internet services to 2.5 lakh villages which comprises of one in every panchayat by March 2017 and 1.5 lakh post offices in the next two years.

5. **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.
6. **E-kranti electronic delivery of services:** E-Kranti will include technology for education, technology for health, technology for planning, technology for farmers, technology for security, technology for financial inclusion and technology for justice.

Global Information: Hosting data online and engaging social media platforms for governance is the aim of the government. Information is also easily available for the citizens.

Opportunities of Digital India Programme

Though Digital India programme has faced many challenges in its implementation but it has some prospects which are mentioned below –

1. It would bring in public accountability through mandated delivery of Government services electronically.
2. Digital India programme will put an end to corruption system which becomes the main feature of the country.
3. Digital India programme aims to reduce paper work which will help to save trees & protect environment.
4. National scholarship portal, a project under Digital India, will put an end to scholarship process right from submission of student's application, verification, sanction and disbursement to end beneficiary for all scholarships provided by The Government of India.
5. It benefits people of India in every village in terms of knowledge improve by using internet in day to day life.
6. Each person will be having bank account.

IMPACT

India's economy has witnessed a significant economic growth in the recent past by growing 7.3 per cent in 2015 as against 6.9 per cent in 2014. The steps taken by the government in recent times have shown positive results as India's gross domestic product (GDP) at factor cost at constant (2011-12) prices 2014-15 is Rs 106.4 trillion (US\$ 1.596 trillion), as against Rs 99.21 trillion (US\$ 1.488 trillion) in 2013-14, registering a growth rate of 7.3 per cent. This clearly shows that the Digital India initiative introduced by Indian government has contributed a lot to boost the economy of the country. The Digital India project itself will create employment opportunities for 17 million people directly or indirectly which will help in fighting against unemployment problems in India. Government has planned to give IT training to 100 million students in smaller towns and villages as employment opportunity in IT sector is very high in India. In the next 5 years, India will emerge to be a leader in using IT in sectors like health, defence, education, agriculture and banking. Also the service sectors will be digitally empowered. In the field of education, it also assures broadband connectivity in all panchayats, schools, libraries and other public places. Apart from Broadband connectivity, every village is provided with universal phone connectivity across the country. Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models. Telecom operators get additional revenue streams while the banks can reach new customer groups incurring lowest possible costs. The digital inclusion among the country ensures the manufacturing sector to revive the electronics manufacturing.

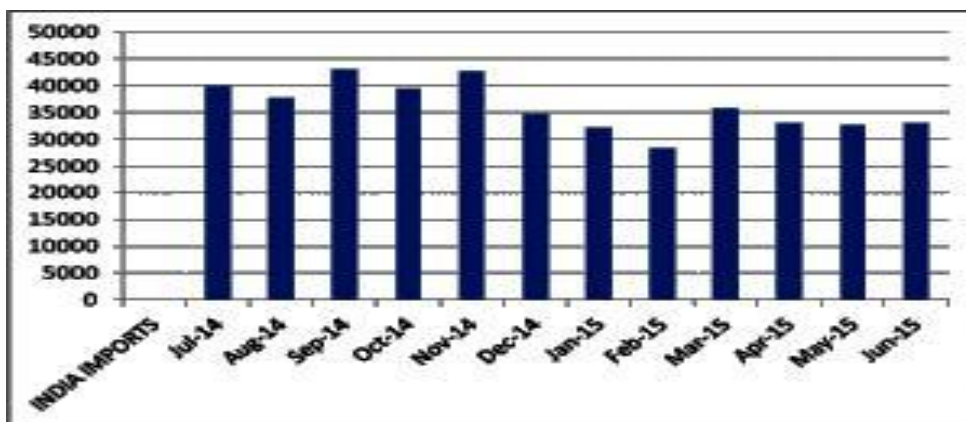


Figure-2: India's Import of Software and Hardware

In Million USD

World's leading research firm McKinsey has commented that the adoption of new technologies and innovative ideas across sectors by the Digital India programme will help India boost its GDP by \$550 billion to \$1 trillion by 2025.

Thus, the estimated impact of Digital India by 2019 would be cross cutting, ranging from broadband connectivity in all Panchayats, Wi-Fi in schools and universities and Public Wi-Fi hotspots. The programme will generate huge number of IT, Telecom and Electronics jobs, both directly and indirectly. Success of this programme will make India Digitally empowered and the leader in usage of IT in delivery of services related to various domains such as health, education, agriculture, banking, etc.

CONCLUSION

Government will do well to take into account the recommendation of the council on Digital Government strategies as entrusted in the OECD 2013 Ministerial Council Meeting while considering the agenda on “trust in Government: evidence, policies and decision making” at this stage of implementation of Digital India programme. The programme, which has been conceived at the behest of the highest level in political hierarchy, foresees inter-ministerial co-operation and collaboration towards the outline priorities with the expectation that relevant agencies across levels of Government would engage themselves in pursuing the Digital India agenda.

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