"EMPOWERING INDIA THROUGH DIGITAL TRANSFORMATION : A SUSTAINABLE APPROACH"

Volume - II

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Dr. M.V. Sathiyabama

Associate Professor and Head, Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College

Dr. B. Indira Priyadharshini

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Ms. P. Anu Shruthi

Research Scholar, PG & Research Department of Commerce,
Nallamuthu Gounder Mahalingam College

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        Dr. B. Indira Priyadharshini

        Dr. T. Kiruthika

        Dr. N. Ponsabariraj

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Digital India– A Key to Transform India

Dr. M.V. SATHIYABAMA
Associate Professor and Head of Department of E–Commerce,
Nallamuthu Gounder Mahalingam College, Pollachi.

Ms. P. SUDHA
Assistant Professor, Department of Commerce with International Business,
Nallamuthu Gounder Mahalingam College, Pollachi.

Abstract

"Digital India" is an initiative of the Central Government of India introduced by our honorable prime minster Mr. Narendra Modi, to see that services of government are made available to Indian people electronically, this is done by improving infrastructure online and by increasing connectivity of internet and also by making India digitally stronger in the area of technology. It is designed to transform India into a global digitized place. This is done by improving digital sector of India with the help of skill enhancement and various other incentives to make India digitally empowered. This paper helps to understand the concept of digital India, vision of digital India, the pillars of the campaign, opportunities and also the challenges that might affect the successful implementation of the program.

Keywords : Digital India, Digital Empowerment, Pillars, Vision, Skill Enhancement.

Introduction

21st century is known as the age of internet and digitalization, almost everything is available on World Wide Web. 1980's was the year, in which internet services in India was started, from

that year till today our country is growing at very fast growth rate. In India there is this phase of digitalization taking place. Digital technologies are being used by everyone everywhere from schools to stores to offices. Digital technologies help us to connect with each other and to connect with the entire world with click of a button. In this world there are lot of changes taking place specially changes in technology. In India also there are efforts made to have changes in technologies one of such change is made by our Honorable Prime Minister Mr. Narendra Modiji. He came up with the concept of digital India. Digital India, a programme launched by government of India to see that services of government are made available to Indian people electronically, this is done by improving infrastructure online and by increasing connectivity of internet and also by making India digitally stronger in the area of technology. To connect various rural parts of India with high speed internet networks is a key initiative of digital India. Digital India consists of major three components they are as follows

- To develop stable and secure digital infrastructure

- To Deliver government services digitally and

- To provide digital literacy.

Digital India is the project of Indian Government for the people and Industries of India which could help to bring India to a global platform. From this project government services are available for urban and rural citizens electronically or digitally. It will help to achieve digital innovation and create positive impact in the people living in rural and urban areas. It will attract investment in all product manufacturing

industries. The Digital India project aims to transform our country into a digital economy with participation from rural or urban citizens and businesses. This will ensure that all government services and information are available anywhere, anytime, on any device that is easy-to-use, highly available and secured. Digital India Project removes digital gap between the rural and urban India.

Objectives of the Study

- To understand the visions of digital India.
- To assess the pillars of digital India.
- To know the initiatives of digital India programme.
- To identify the opportunities and challenges of digital India.

I) Vision of Digital India

The basic Vision of Digital India is to transform the country into to empowered society digitally and to improve the economy. The digital India is centered on three key vision areas they are as follows.

- **Digital Infrastructure for every Citizen as Core Utility**

Digital infrastructure as a utility which seeks to provide every citizen with high speed internet facility, a cradle to grave internet identity, mobile phone and bank account, access to common service centre, sharable private space on a public cloud and safe and secure cyberspace.

- **Governance and Services of Government on Demand**

Digital India aims to create a seamless ecosystem across multiple government departments to make services available

on both online and mobile platforms. As part of the initiative, financial transactions would be made cashless and entitlements would be available on the cloud.

● **Digital Empowerment of Citizen**

This programme will provide universal digital literacy to enable citizens to use the digital platform. The government services can be accessed in local languages to help users participate in the new governance mechanism. Since technology is the key driver in India's economic growth, it will spur growth in areas of governance and service delivery.

II) Pillars of Digital India

Digital India is a programme which is like a umbrella that covers different Government Ministries and Departments. In digital India Programme it tries to combine together large number of thoughts and ideas into a comprehensive and single vision so that each of this ideas and thoughts can be implemented as a part of a bigger goal. Each individual element. stands on its own, but is also part of the larger picture. 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 aims to provide the much needed thrust to the nine pillars of growth areas, namely Broadband Highways, Public Internet Access Programme, Universal Access to Mobile Connectivity, -Kranti – Electronic Delivery of Services, e-Governance: Reforming Government through Technology, e-Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes. Each of these initiatives is a complex programme in itself and will travel across multiple Ministries and Departments.

- **Broadband Highways**

Under the digital India Programme, high speed broadband coverage highways will connect various government departments, 250,000 villages, universities, etc. In addition to this there will be integration of the cloud infrastructure and network within the country to provide high-speed connectivity by National Information Infrastructure (NII) to various government departments. These components include networks such as National Knowledge Network (NKN), State Wide Area Network (SWAN), Government User Network (GUN) National Optical Fibre Network (NOFN) and the MeghRaj Cloud.

- **Universal access to Mobile Connectivity**

There are around 55,619 villages today in India that have no mobile coverage. To cover all this villages of India a proper initiative is being taken under Digital India programme make Villages mobile network covered.

- **Public Internet Access Programme**

The underlying principle of this Platform is to make Common Service Centres (CSCs) (around 250000) operational at the gram Panchayat level to deliver government services. And also, 150,000 post offices will be converted into multi-service centres.

- **E-governance: Reforming Government through Technology**

Under this initiative there will be use of business process re-engineering which will transform government processes and will make this processes simple, efficient and automated. Also

the form will be simplified that is only minimum information which is necessary will be collected. Similarly application form can be tracked to know the status online. Also there will be use of online repositories for education degrees, certificates, ID proofs so that physical documents need not be submitted in office.

- **Ekranti - Electronic Delivery of Services·**

This pillar focuses on the use of technology for service delivery such as e-healthcare, e-education, technology for planning etc.

- **Information for all**

This is to provide open access to government information and documents available online. This will be a two way communication between the government and citizens through online platforms and social media. The biggest success story is My Gov.in, a platform for citizen engagement in governance. which was launched by the Prime Minister Narendra Modi on 26th July 2014 as a medium to exchange ideas or suggestions with the government.

- **Electronics Manufacturing**

Under this programme, the target is to take India's import to reach net zero imports in electronics by 2020 through electronics manufacturing by focusing in the areas of taxations, skill development, economies of scale, government procurement etc.,

- **IT for Jobs**

This step will provide the required training and skills to enable youth to find jobs in the IT sector. This component also focuses on the setting up of BPOs to enable IT sector growth.

- **Early Harvest Programmes**

Early harvest programmes basically consist of a small and early pushup range of projects to be carried out within a small timeline. This includes an e-greetings from the government, IT platform for messages, Wi-Fi in all universities and biometric attendance and etc.

III) Initiatives of Digital India

- **E-Pathshala : Transforming Learning through Technology**

E-Pathshala is a programme which is introduced by the Ministry of Human Resource Development to promote among students, teachers and parents "learning on go". Through this programme, free access to NCERT books both in Hindi and English are available to students of classes 1 to 12.

- **E-Biz Platform**

To Provide Business entities with Comprehensive Government to Business Service with speed, Transparency and certainty e Biz platform have been initiated under Digital India programme by the Department of Industrial Policy and Promotion (DIPP). The aim is to establish single-window services, to reduce many levels of points of contact between government agencies and business entities and lower the burden of compliances.

- **My Gov Platform**

My government platform is a platform for the people of India to exchange suggestions and ideas with government of India. From this initiative, the government receives inputs, feedback and ideas from people of India regarding policy decisions and new initiatives like Swachh Bharat, Digital India Make in India, among others.

- **Jeevan Praman**

The Jeevan Praman programme enables to conveniently submit life certificates of pensioners online through this portal. This Life Certificate are stored in the Life Certificate Repository and are available to pensioners and Disbursing agencies.

- **Digital Locker System**

One of the key initiative of Digital India is DigiLocker. DigiLocker programme is targeted at governance which is paperless and is a system for issuance and verification of certificates and documents digitally. Whoever register for Digital Locker account gets a cloud storage space. To make it an easy, this storage is linked to respective account holders Aadhar (UIDAI) number. People who are registered with Digital Locker system can push electronic copies of certificates and documents (e.g. voters ID, driving license, School certificates) directly into their respective Digi lockers accounts. As per the official website, there are 50,47,204 uploaded documents and 39, 64, 008 registered users.

- **e- Sampark**

Vernacular email service- Out of total 10% English speaking Indians, only 2% reside in rural areas. Rest everyone depends on their vernacular language. As of now, email addresses can only be created in English language. In order to connect rural India with the Digital India, the Government of India invited email services provider giants including Rediff, Gmail to provide the email address in regional local Languages. The big email provider companies have shown positive sign and will be working in the same process. In India, Indian based company, Data Xgen Technologies Pvt Ltd, has launched world's first free linguistic email address under the name 'DATAMAIL'. Which allows creating email ids in eight Indian languages, 3 foreign languages – Russia, Arabic, Chinese and English. Over the period Data Xgen Technologies will be providing email services in 22 different languages.

- **BPO and Job Growth.**

The Indian government is planning to start 28,000 seats of BPOs which will be in different states. And to set up at least one Service Centre in each of the gram panchayats in the state which will be a common service centre.

- **Pradhan Mantri Gramin Digital Saksharta Abhiyan.**

Under Digital India program Pradhan Mantri Gramin Digital Saksharta Abhiyan have a total outlay of Rs 2,351.38 crore with the main objective of making 6 crore rural households in India digitally literate by March 2019. Pradhan Mantri Gramin Digital Saksharta Abhiyan (abbreviated as PMGDisha) is an program under Digital India program, approved by The

Union Cabinet chaired by our PM Narendra Modi. The main Objective of this initiative is to reach around 40% of rural households by atleast covering one member from every household who are eligible.

IV) Opportunities and Challenges of Digital India Opportunities

- Government services will be provided electronically so this will bring a great amount of Public accountability.

- Due to Digital India programme there will be a end to corruption system which is the main feature of our country.

- There will be reduction in paper work due to digital India which will help to save trees & protect environment.

- The complicated scholarship process which involves from submission of student's application, verification, sanction and disbursement to end beneficiary for scholarships provided by India Government will be avoided because Under Digital India Programme there is introduction of National Scholarship portal.

- Due to use of Internet by the village people there will be great improvement of Knowledge amongst rural population of India.

- Under the Digital India programme almost all the citizen of India will have a Bank account.

Challenges

- India is a country of Diversified People in terms of culture, language, food habits, customs, traditions and laws. The whole country will be integrated due to this digital India programme. To complete this integration process that is integrations of language and technology will be one of the main obstacle the digital India mission in coming years.

- There are variety internet protocols in different states of India depending on what kind of software and Hardware they implement and chances are that might lead to connectivity problems and glitches. Therefore there is a need to have a standardization all the software protocols.

- In India there are various government departments. The main aim of Digital India is to Transform country into digitally empowered economy but it will not be a easy task as the programme will need a proper coordination and cooperation of all government departments. Without a proper teamwork amongst this departments the vision of Digital India will not come true.

- On of the major pillar of digital India is Public internet access to all. But in India the major obstacles is poverty and illiteracy. In India there is high illiteracy rate which is a major problem in expanding the reach of internet in India.

- In India Cyber crime and internet are two inseparable items. The digital India programme should ensure that there should be a proper authentication done for all the documents uploaded online by the citizens and its will be available for right person at the right time. Privacy norms should be established in India so that there will be no cyber crime.

- There will be use of National Optical fiber network which will ensures that broadband reaches in every nook & corner of the country. To reach broadband connection in entire country wide it is not a easy task at all.

Conclusion

The vision of digital India is Huge. Digital India is a big step towards building a empowered nation. If this programme became successful, it will surely transform India by giving citizen of India access to multimedia information, content and services. There are a great amount of opportunities of Digital India programme but we have to realize that the goal of Digital India is still far away since most of the pillars that is nine pillars are facing challenges in implementation. It is very important that a focused persistent attention is being given to each and every pillar so that this programme will not end up in failure. In fact as a citizen of India we all should prepare our self mentally for this big change and should be ready to face challenges in implementing this programmer, only than it will be possible that vision of this programmer will become a reality.

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