Digital Economy: A new change in Indian Economy

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Abstract: *"Digital India" is an initiative of the Central Government of India to transform India into a global digitized hub by improving digital connectivity and skill enhancement and various other incentives to make the country digitally empowered in the field of technology. It is the outcome of many innovations and technological advancements to bring digital revolution. The drive behind the concept is to build participative, transparent and responsive system. It is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing Internet connectivity. There are many problems in the way of its successful implementation like digital illiteracy ,poor infrastructure, low internet speed, lack of coordination among various departments, issue pertaining to taxation etc . These challenges need to be addressed in order to realize the full potential of this programme. Hence, an attempt has been made in this paper to present the concept of Digital India program and its vision behind its implementation by the central Government. The paper also highlights the opportunities that would pave the way for achieving the program's aim of making India the preferred choice for digital activities and various hindrances or challenges for its implementation.*

Key Words: *Digital Empowerment, Job Creation, Skill Enhancement, Employment, Information Technology etc.*

1. INTRODUCTION:

Digital India Program is a national campaign to transform India into a globally connected hub. It includes various proposals and incentives given to companies, basically the manufacturing companies both domestic and foreign to invest in India and make the country a digital destination. The emphasis of Digital India campaign is on creating jobs and skill enhancement in the Broadband Highways, e-Governance, and Electronic delivery of services, Universal access to Mobile Connectivity, Electronics Manufacturing, and Information for all etc. The campaign's aim is to resolve the problems of connectivity and therefore help us to connect with each other and also to share information on issues and concerns faced by us. In some cases they also enable resolution of those issues in near real time. This initiative is focussed to help India gain a better rural connectivity with a stable governmental policies in the background coupled with benefits and incentives via the campaign. Simultaneously the initiative is designed to create jobs and enhance skill development which will ultimately lead to increase in GDP and revenues from tax.

2. LITERATURE REVIEW:

Laila Memdani (2015)[1] said Indian farmers are no longer traditional and illiterate. They are capable to grab the opportunities they get and make full use of the available technology.

Gupta and Arora (2015)[2] studied that the impact of digital India project on India's rural sector 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.

Rani (2016)[3] concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. She also highlighted many projects which require some transformational process, reengineering, refinements to achieve the desired service level objectives.

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[1] Laila Memdani**. "**An Overview of Digitalization of Rural India and Its Impact on the Rural Economy". ABHINAV ,*Volume No.1, Issue No.6. 2015, ISSN 2277-1182, pp12-15.*

[2] Gupta Neeru and Arora Kirandeep (2015). "Digital India: A Roadmap for the development of Rural India". *International Journal of Business Management, vol (2)2, pp1333-1342.*

[3] Rani Suman(2016) .Digital India: Unleashing Prosperity . *Indian Journal of Applied Research, volume-6, Issue 4, pp187-189.*

Midha (2016)[4] recognized digital India as a great plan to develop India for knowledge future but he also expressed his doubt regarding implementation due to inaccessibility and inflexibility to requisite which can lead to its failure. He admitted that though digital India programme is facing number of challenges yet if properly implemented it can make the best future of every citizen.

Seema Dua (2017)[5] in her article expressed that the mission of digital India is facing serious challenges in implementation. She believed that Digital India campaign can't be successful until there is massive digital literacy among the citizen, development of infrastructure in rural and remote areas, improved skill in cyber security and effective participation of various departments and demanding commitment and efforts.

3. OBJECTIVE OF THE PAPER:

The following are the objectives for the present study:
- To present the concept of Digital India
- To study the Vision of Digital India program of Central Government.
- To study the pillars of Digital India for implementation in India.
- To present the various Issues & Challenges of Digital India Program.

4. RESEARCH METHODOLOGY:

The specific types of information and / or data needed to conduct a secondary analysis will depend on the focus of study. For this research purpose, secondary data analysis is usually conducted to gain in-depth understanding of the "Digital India" initiative. Secondary data review and analysis involves collecting information, statistics, and other relevant data at various levels and mostly the paper is based on the information retrieved from the internet via journals, research papers and expert opinions on the same subject matter.

5. ORIGIN OF DIGITAL INDIA:

Prime Minister Narender Modi launched digitalization system in the country on 1st July, 2015. The plan for making India digital is to connect rural Areas with high speed internet networks. Digital India is a program to prepare India for a Knowledge future.

Digital India is an initiative made by the PM Narender Modi to transform India into digital empowered society and knowledge economy. This program is an ambitious program of Government of India with a project amount of rupees 1,13000 crores. This program is for preparing India knowledge based. The words of **PM Modi** for Digital India are"The more technology we infuse in Governance the better it is for India". "Digital India is more for poor underprivileged. It Aims to bridge the gap between digital haves and have not's by using the technology for the citizens" words of **Shri Ravi Shankar Prashad** (the Hon'able Minister of Communication and IT Government of India).

The components of Digital India are:
- Creating Digital infrastructure.
- Providing of services digitally.
- Digital literacy.

There are three Vision Areas and Nine Pillars for the implementation of digital program in India. Digital India is a complex program that reduces the manual working of multiple departments. Digital India program is a use of computer technology and mobile applications for taking up of Government services quickly. Digital India today becomes a major innovative program for the economic development of our country.

Digitalization system in India will not only makes changes in government processes, policies, increases but also brings about huge democracy in the economy of a country. This vision of digital system is the development of a country through electronic technology and for creating more job opportunities.
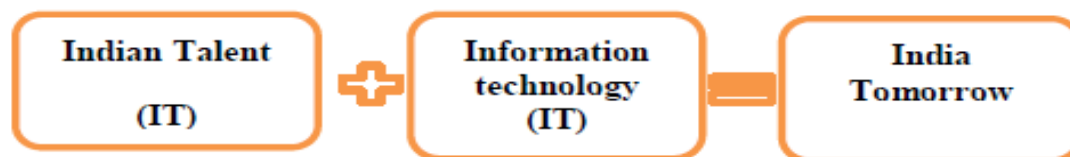
[4] Midha Rahul (2016). "Digital India: Barriers and Remedies". International Conference on Recent Innovations in Sciences, Management, Education and Technology. Conferenceworld.in/ICISMET/P256-261.
[5] Seema Dua(2017). **"**Digital India: Opportunities & Challenges". IJSTM,*volume-6, Issue 3, pp61-67*

6. VISION OF DIGITAL INDIA:

Vision	Benefits
Digital infrastructure facility as utility to every citizen	➢ High speed internet access. ➢ Cradle to grave digital identity that is unique, lifelong, online and authenticable to every citizen. ➢ Mobile phone and Bank account. ➢ Easy access to common services centres within their locality.
Governance and service on demand	➢ Single window system for all citizens. ➢ Availability of all government services under one roof. ➢ Availability of online government services. ➢ Availability of services for 24*7. ➢ Electronic technology system
Digital empowerment of citizens	➢ Digital literacy ➢ Availability of all government services in Indian languages.

7. PILLARS OF DIGITAL INDIA:
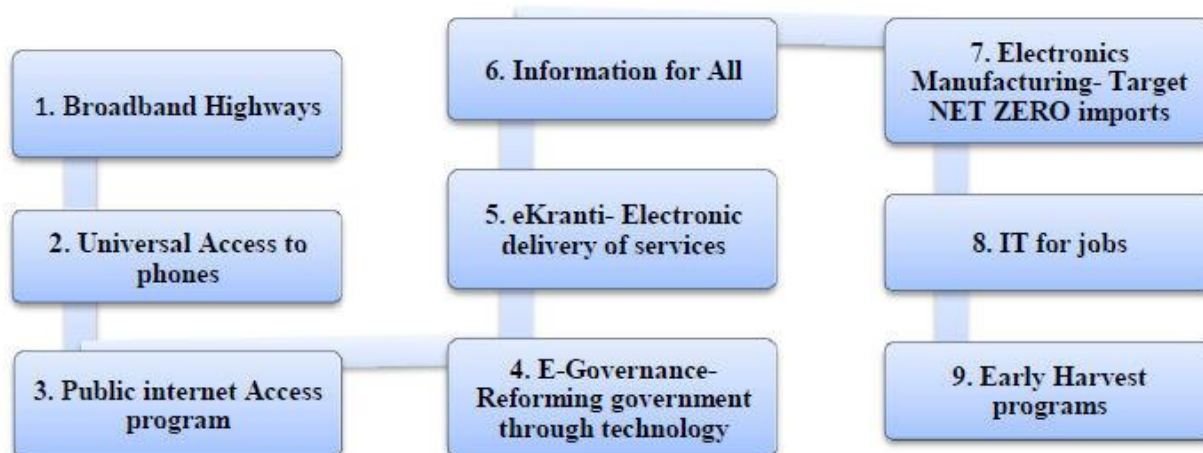
a) **Broadband Highways:** The Government of India launched Digital India program with the vision of broadband networks all over the country in which government allocated 5 billion to connect high speed broadband highways for connecting all the villages, government departments, institutes and universities. For fulfilling this pillar, the National optical fiber network(NOFN) is launched. Investment in this project is funded by Universal services obligation fund, it has set the process for connecting broadband networks to the country's 2, 50, 000 gram panchayats.

b) **Universal Access to Phones:** In this Pillar, Government of India focuses on network connectivity and filling the gap in connecting the different areas of the country to mobile access or network with the help of internet coverage. In the past years, network technology like 2G was running in the country which was at one time becomes the most useful network connect but then there becomes a need for the further high speed connectivity to reach the maximum of areas within the country as in some of the areas, there was no coverage for 2G networks. Government felt the need for the startup of new and modified network and for this they have started with 3G and 4G which we are using today for better and efficient mobile connectivity. But still, there is a need arise for the further more improved internet connectivity and for this government is focusing on 5G network connectivity in future period.

c) **Public Internet Access Program:** The two components of this pillar are common service centres (CSC) and Post office as Multi service centres**.** This Pillar focuses on connecting the National Rural internet mission. It consists of those technologies that support effective cost, security, services, connectivity that delivers remote access to any information or service available across the domain. This change in technology will open new

doors of e-services to every citizen i.e. e-governance. EGovernance is an easy services delivery program government started for connecting with the public. Common Service centres are the centres that cover the local area for nearby places. It provides multi end point for service delivery. Its coverage is 2,50,000 villages.

d) **E-Governance -Reforming Government through Technology:** E- Governance is a Re-Engineering process of government business using IT to improve its processes and policies. This pillar is formed by government for transforming government to e-government and its governance to e-governance. E-Governance is the situation where the interaction with the government can be done through one counter, 24 hours a day, 7 days a week without waiting in queues at government offices. Each citizen can make a contact with government through a website where all forms, laws, news and other information will be available. This model of E-Governance could be put to three categories: G2G ,G2B ,G2C.

e) **Initiatives by Government of India:** The Government of India has been attempting continuously to provide citizens better services. Government of India launched various projects at Central and State level projects for the overall development of a country.

f) **eKranti – electronic delivery of services:** eKranti means electronic delivery of services to public. This Kranti focuses on providing information and knowledge to people regarding health, farming, rights, financial services electronically with easy access. Government of India has allocates 5 billion for eKranti projects in the country.

g) **Information for All:** The next pillar for implementation of Digital India project in India is availability of information for all. Two way communication system between government and citizens. Availability platform for open data makes easier for the citizens to take the benefit of all services under a single system of information. Government of India has launched a web based online site for public access for quicker and easier access and interaction. Government started data.gov.in website for interacting with public. MyGov.in is a website implemented by government of India as a platform for citizens to engage in governance.

h) **Electronic Manufacturing- Target Net Zero Imports by 2020:** This Pillar focuses on promoting manufacturing of electronics in the country and not to be imported from outside the country. This will promote and develops industrialization in India. This fabulous aim can be achieved only by the coordination between the following actions: By making suitable changes in taxation system by the government for motivating the industrial sector for manufacturing electronics, development of Skills and talent,by enhancing and providing fund to PhD students in universities across the country for research in manufacturing of electronic.

i) **IT for Jobs:** This pillar focuses on providing training to youth for developing their skills required for jobs opportunities in IT sector. There are four components for completing this aim.

- First component is to provide training to youngsters to build them eligible for getting jobs in IT sector. The target for achievement of this aim is to train 1 crore students from small towns, villages for IT jobs within a period of 5 years.
- The second component is to establish BPO's in every north eastern states to enable ICT growth in these sectors.
- The third component of this pillar is to train 3 lakh service delivery agents to run viable business delivering IT services.

IT parks are established by government of India in different states for the development of skills and talent of youth in the country like IT Park in Chandigarh, Bharat Electronics limited in Panchkula (Haryana).

j) **Early Harvest Programs:** This pillar focuses on the generation of short timeline projects which replaces manual services by transformation of manual services to e-services. These includes Wi-Fi in all schools, colleges and Universities, IT platform for messages, Public Wi-Fi hotspot, Biometric attendance ,Government greetings to e-greetings, SMS based weather information .

8. OPPORTUNITIES OF DIGITAL INDIA CAMPAIGN:

The Digital India initiative will be create approx $1-trillion business opportunities **related to** communications, IT and IT-enabled services, telecom and manufacturing of electronics. Digital India program brings or opens up a excess of opportunities for technology companies such as broadband infrastructure building; generate identity

solutions, system of payment, online delivery system etc. Digital India programme provides **business opportunities** initially in the following sectors:

- **Electronic Manufacturing**: Providing skill development opportunities for private sector through telecom and electronics. Investment in infrastructure of testing laboratories under the required standard.
- **Information and Communication Technology**:- Required IT trainer to train people in villages and small town, training for service delivery agent. Jobs for IT experts, software developer and network experts.
- **National e-governance departmen**t: - with its establishment, requirement of senior consultant and IT consultant generated.
- **Healthcare**: - T**elemedicine and remote health plan** will create huge opportunity for universal accessibility to quality healthcare.
- **Cyber security**: - Cyber security is important area of focus where abundant opportunities are available. It is necessary that all type and size of organizations should invest significantly in securing their products and services.
- **Telecom**:- Provide training to Rural workforce on telecom and telecom related services(TSP‟s)
- **Infrastructure**: - To establish broadband and integrate the network and cloud infrastructure for better connectivity creates many opportunity for networking experts and related organizations.
- **Agriculture**: - Agriculture sector in India contributes 16% in India GDP while almost 51% in employment. It will help our farmers to know-how in various agriculture activities like crop choice, seed variety weather, plant protection and market rate information. The opportunity will increase if government makes a framework for private sector to compete and offer best services to farmer. Set up of virtual market, crop insurance, soil health card scheme etc.
- **Economy**: - Digital economy has great power to change the lives of millions of Indian people. It is a tool which could provide the opportunity for country to expand its role and
- **Marketing**:- Numerous opportunities related to the marketing such as Digital process of advertisement, e – business, online shopping etc.
- **Finance**:- Finding new way from online banking to digital wallet, crowd funding, low cost commercial transaction

9. CHALLENGES FOR DIGITAL INDIA PROGRAM:
The Digital India program is a very large scale project of the Indian government. Thus, Indian government facing many challenges for completes the project. The major challenges are as follows:
- **Less co-ordination among various departments:** As we know it is very large project that consist of many departments. So, timely and strong support of departments is very important for properly and timely completion of the projects.
- **Implementation Cost is very high:** As shown above still very high amount is required to implement the Digital India plan.
- **Infrastructure:** Robust and large data centre (used to store large data of entire country) are other supportive infrastructure require for National Optic Fibre Network (NOFN) project. It is planned to build for high speed broadband highway.
- **Excess time**: **-** Project like NOFN has been delayed several times and taken almost 2 year so; it has also delayed other related projects. The project will be successful when it completed on time.
- **Contribution of Private Players: -** Many regulations as well as very long and delayed projects are inhibiting the entry of private organization in Digital India programme. Private organization will play a necessary role in its success.

10. CONCLUSION:
Digital India is a program that transforms India into digital India. This program was launched by PM Narender Modi in 1st July, 2015. Digital India is power to empower which transforms manual system of Government into electronic system. Now, it becomes easier for the citizens to take the benefit of electronic delivery of government services. Digital India is an initiative made by Government of India to interact easily and efficiently with the public. It is the electronic system which a government of India uses for providing efficient government services to public electronically by electronic modes for improving and making good interaction with the citizens. The Digital India

initiative is a dream project of Government to transform India into a digitally empowered society and knowledge economy. The government of India has embarked upon an ambitious journey which has a vision to transform India into digital state where government will interact with citizens and businesses digitally. Few of these initiatives includes: Gyandoot, Akshya, MobileOne, e-Education, e-Health, e-Farming and many more. It can be concluded from the paper that Digital India program makes India a country with a knowledge economy. Let us all look forward for the successful implementation for this project for the brighter and prosperous India and hope India will again called a Golden Sparrow.

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