

A Study on Growth and Prospect of Digital India Campaign

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ABSTRACT: The Digital India drive is a dream project of the Indian Government which was launched on 1 July 2015 by Prime Minister Narendra Modi to remodel India into a knowledgeable economy and digitally empowered society, along with governance for citizens with an objective of providing participative, transparent and responsive government. Digital India imagines, universal digital literacy and approachability for all digital resources for citizens by ensuring that the resources and services are accessible in regional languages and providing digital scaffold to participatory governance ensuring convenience, like making all government certificates and documents available on the Cloud with portability. The objective of this paper is to know the importance, impact and challenges of digital India on all aspects of governance and improvement in the quality of life of citizens.

KEYWORDS: Digital India, E-governance, Pillars, Dream Project

I. INTRODUCTION

Background

Now-a-days world has transformed from knowledge centric to techno centric. And all information which one thinks is available in one click. A good governing body also requires a good communication platform to communicate with the stakeholders efficiently. The efficient way to communicate with the citizens of the world's largest democracy with a population of 1.3 billion is only possible by communicating with everyone on a digital platform. 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. So, Digital India is a step by the Modi government to inspire and connect Indian Economy to such a knowledge savvy world to techno knowledge savvy world. Digital India is an ambitious program of

Government of India projected at Rs.1,13,000 crores.

II. PROBLEM STATEMENT

The traditional process to operate any related applications into touchable devices acquire maximum amount of time to perform the task. The objective is to reduce the unwanted paper work, cost and time taken during the completion of contextual operations.

III. OBJECTIVES

1. To understand the concept of Digital India.
2. To find out the challenges in implementing this project
3. To study the importance and impact of digital India Project in Indian economy
4. To analyse the future prospects of the project.

IV. LIMITATIONS OF THE STUDY

Digital India is a dream project of the Modi government where some of the projects are ongoing and some of them are yet to start. Necessary design, redesign, reengineering activities is needed to for successful implementation of this project. As it is a new dream project much more data are not available and with the limited data this descriptive and analytical research has been made.

V. LITERATURE REVIEW

Review of Literature provides the information of research work already done by the researchers relating to the topic of study. The work related to the study may support or conflict with present results. A number of research papers and articles provide a detailed insight about the role of digital India and the implications of this project in India.

1. Narinder Kaur (2016) [3] examined "Digital India Program: Importance And Impact", and concluded in her research paper that a digitally connected India can help in improving social and economic condition of people through

development of non-agricultural economic activities apart from providing access to education, health and financial services

2. Jyoti Sharma (2016) [4] examined "Digital India and Its Impact on the Society", and concluded that ICT (Information and Communication Technology) alone cannot directly lead to overall development of the nation. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment etc.
3. Jain [1] in his study concluded that some projects are under various stages of implementation which may require some transformational process to achieve desired objectives.
4. Sharma [2] made a study and described that in this project every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of year's ago. It was concluded that more prospects will open for the youth that will boost the nation's economy.

VI. RESEARCH METHODOLOGY

To make research a success, one has to define and plan the whole program properly and effectively. The research methodology is descriptive cum analytical in nature.

❖ Data Collection Method

The secondary data has been collected. For this purpose, various magazines, journal, relevant websites and portals have been used for conceptual clarity. Thus, the focus is to know about the concept, importance and impact on economy. Therefore qualitative data have been used.

➤ Vision Areas of Digital India

Digital Infrastructure as a Utility to Every Citizen

This includes providing high-speed internet, mobile phone and bank account enabling participation in digital & financial space, shareable private space on a public cloud, and creating a safe and secure cyber space. The government is planning to provide high speed internet connectivity to 2, 50,000 gram panchayats, which will be a core utility for digital inclusion.

Governance and Services on Demand

This programme aims to empower citizens through digital literacy and universal access to digital resources e.g. Mygov website for

crowd sourcing ideas and will focus on finding ways to encourage people to opt for cashless financial transactions.

Digital Empowerment of Citizens

The initiative also aims at seamless integration across government departments/jurisdictions, and ensuring availability of services in real time from online and mobile platforms. It will also result in real time service delivery from online platform.

Projects and Products of Digital India:

- ❖ Digital locker system to minimise usage of physical documents and enable their e-sharing via registered repositories.
- ❖ MyGov.in as an online platform to engage citizens in governance through a "Discuss, Do and Disseminate" approach.
- ❖ Swachh Bharat Mission Mobile app to achieve the goals set by this mission.
- ❖ e-Sign framework to allow citizens to digitally sign documents online using Aadhaar.
- ❖ e-Hospital system for important healthcare services such as online registration, fee payment, fixing doctors' appointments, online diagnostics and checking blood availability online.
- ❖ National Scholarship Portal for beneficiaries from submission of application to verification, sanction and disbursement.
- ❖ Digitise India Platform for large-scale digitisation of records in the country to facilitate efficient delivery of services to the citizens.
- ❖ Bharat Net programme as a high-speed digital highway to connect all 250,000 gram panchayats of country -- the world's largest rural broadband project using optical fibre.
- ❖ BSNL's Next Generation Network to replace 30-year old telephone exchanges to manage all types of services like voice, data, multimedia and other types of communication services.
- ❖ BSNL's large scale deployment of wi-fi hotspots throughout the country.
- ❖ 'Broadband Highways' as one of the pillars of Digital India to address the connectivity issue while enabling and providing technologies to facilitate delivery of services to citizens.
- ❖ Outsourcing Policy to create such centres in different north-eastern states and in smaller towns across the country. Electronics Development Fund to promote innovation, research and product development to create a resource pool within the country as also

- ❖ a self-sustaining eco-system of venture funds.
- ❖ National Centre for Flexible Electronics to promote research and innovation in the emerging area of flexible electronics.
- ❖ Centre of Excellence on Internet on Things (IoT) as a joint initiative of the government

- agencies and private institutions such as Nasscom.
- ❖ To make Post Offices multi-servicecentres.
- ❖ To connect all schools with broadband and freewi-fi

9.Pillars of Digital India

1.Broadband Highway	4.E-Governance-Reforming government through technology	7.Electronic Manufacturing-Target NET ZERO IMPORT
2.Universal Access to Phones	5.e-Kranti-Electronic Delivery of Services'	8.IT for Jobs
3.Public Internet Access Programme	6.Information for All	9.Early Harvest Programme

Broadband highways

The government with the vision of digital India has allocated 5 billion to build high speed broadband highways connecting all the villages, government department, university etc. For faster implementation and growth of this project, participation of private players is very important to cover all the geographical area of this country.

Universal Mobile Access

Government is specially preparing to connect unconnected areas and speedy use of technologies like network technologies like 3G, 4G and 5G etc. General public will access the online government services with the help of handheld devices so that nation will be well connected, efficient and more productive

Public Internet access

Superior technologies that support cost containment, collaboration, and security, social connect and in-built intelligence that deliver remote access to any information or service available across the domain. This change will open new doors of e-services to every citizen.

E-governance

The national e-governance plan has been formulated by the department of electronic and information technology, and department of administrative reforms and public grievances. This project works in both centralized and decentralized way. There are many different initiatives from central Government as well as state government under this project to ensure government services are available to citizen'selectronics.

E-Kranti

The government has allocated 5 billion for

the e-kranti project with an objective of providing electronic delivery of services to the citizens which include: e-health, e-education and technology for farmers, technology for planning, technology for security, technology for financial inclusion and technology forjustice.

Information for all

Everything is connected through virtual networks for which fast work flow and no delays will be there due to wait in queues. Websites and mobile apps will convey data and practical participation and even through social media atlarge.

Electronics manufacturing

The empowerment of manufacturing through the internet of things will enable intelligent workshops that demonstrate data driven operational excellence and decentralised production control systems within and beyond the physical factory walls.

IT for jobs

The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector. BPO industries will be established for the fastest growing segment of the IT enabled services industry which offers e-services 24/7 in every field and gives more jobspotentials.

Early Harvest

This programme will generate short timeline projects where every manual service is altered by e- service. E-services like educational books to e-books, public Wi-Fi, sports to access

Challenges

The digital India initiative is the biggest

ambitious project of the government. There are many challenges that could come in the way of successful completion of the project. These are as follows:-

- ❖ High cost of implementation: The dream project Digital India requires new infrastructure for successful implementation which involves high cost as some are ongoing projects and some are yet to start.
- ❖ Time overrun: Some projects will take more time to harvest and the delayed project may lead to delay in other dependent projects and meeting the budget limit will be difficult.
- ❖ Poor private participation: The private participation in the government projects in India is poor because of long and complex regulatory processes.
- ❖ Lack of coordination among departments: In order to implement any new project, support and coordination from top to bottom is highly essential. It involves participation of several departments and demanding commitment and efforts. Hence, strong leadership and timely support of all the involved entities will play a critical role.
- ❖ Uniform and fast adoption of internet: Despite lowest data tariffs in the world, adoption of internet in India will be difficult due to illiteracy, affordability and availability of mobile devices.

Importance of Digital India Campaign

- ❖ Health: Digital health care would impart e-health care in the society.
- ❖ Farmer: This project is highly beneficial for farmers. The farmers would come to know real time price information through online communication.
- ❖ Justice: E-courts, E-police, E-jails, E-prosecution are in the plan of digital India.
- ❖ E-Sign: An initiative to eradicate forgery and fraudulent signature, the e-sign framework would allow citizens to digitally sign on document online using Aadhaar authentication.
- ❖ Education: Through digital India government has planned to making schools books accessible as digital books as e-books read on tablets and laptops. All schools will be connected with broadband.

Impact of Digital India

1) Economic Impact

According to analysts, the Digital India plan could boost GDP upto \$1 trillion by 2025. It can play a key role in macro-economic factor such as GDP growth, employment generation, labour

productivity, growth in number of business and revenue leakages for the Government.

2) Social Impact

The digital India project will be helpful in providing real-time education and partly address the challenge of lack of teachers in education system through smart and virtual classroom. Education to farmers, fishers men can be provided through mobile services.

3) Environmental Impact

The next generation technologies will help in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplace and thus leading to a greener ecosystem. The ICT sector helps in efficient man agreement and usage of scarce and non-renewable resources. Cloud computing technology minimizes carbon emissions by improving mobility and flexibility.

VII. CONCLUSION

With the imminent of “Digital India” campaign, India will have a heavy and powerful digital infrastructure. The outcome of Digital India is to provide Wi-Fi to people, creating job, universal phone connection, high speed internet, Digital Inclusion, e- Services, e Governance, Digitally motivated people, National Scholarships Portal, Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution. More employment prospects will open for the youth that will boost the nation’s economy. And some of the aforementioned projects are under various stages of implementation which may require some transformational process reengineering, refinements and adjustment for successful implementation to achieve the desired objectives. The success of this dream project lies not only in the hands of government but it requires all round support from the all citizens and other stake holders of the nation. Although, digital India programme is facing some barriers, yet it has a great impact on India to make the best future of every citizen. We Indians and others should work together to shape the knowledge economy. Let us all look forward and join hands for the successful implementation of this project for the brighter and prosperous India.

Scope for Further Study

Digital India is a dream project of the India’s Prime Minister Narendra Modi to remodel India into a knowledgeable economy and digitally empowered society, along with good governance for citizens. The study could have been made

empirically by taking some issues like financial, social, political, environmental issues of both urban and rural peoples also.

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