



DIGITAL INDIA: VISION, CHALLENGES AND ECONOMIC DEVELOPMENT

Dr. Anita Sharma

D.A.V. (P.G.) College, Karnal, Haryana

ABSTRACT

The Government of India had launched a campaign known as Digital India to ensure the Government's services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. It is launched on 1 July 2015 by our honourable Prime Minister Narendra Modi.

It is a well-known proven fact that Digital India mission is the outcome of many innovations and technological advancements. The motive behind the concept of digital India is to build participative, transparent and responsive system. Today every nation wants to be fully digitalized and the concept of digital India provides equal benefit to the people and service providers. The scope of the paper here represents the impacts, challenges and opportunities of digital India. The paper presents the vision of digital India. The paper elaborates the initiatives taken by the govt. of India to make every field digital. The schemes launched by the govt. of India are discussed here.

KEYWORDS: *Vision, Development, Digital, E-governance, Government, Internet access*

OBJECTIVES

- To understand the concept of Digital India
- To know about the visions of Digital India
- To explain the scope of Digital India
- To understand the pillars and initiatives of Digital India
- To study the Economic development.
- To explore the opportunities in digital India Programme.
- To explore the challenges those are barriers in the way of the digital India Programme.

INTRODUCTION

Digital Technologies like Cloud Computing and Mobile Applications have emerged as catalysts for quick economic growth and citizen empowerment across the world. Digital technologies are being increasingly used by us in everyday lives, from retail stores to government policies. Digital technology is playing a vital role in developing our country from traditional systems to digital technologies in offices.

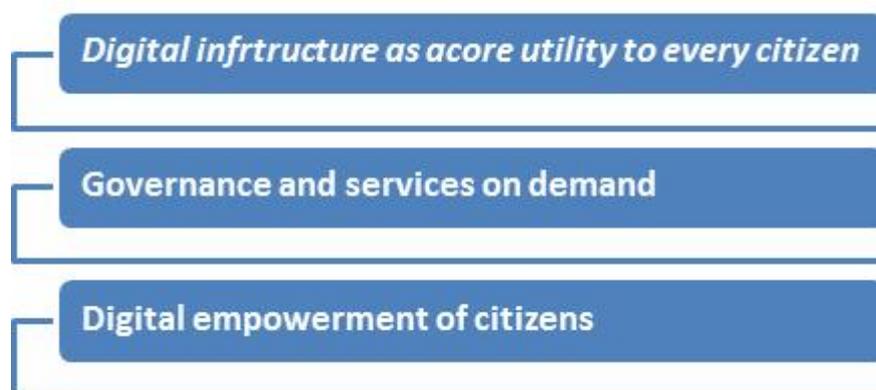
The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens. This brings synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to make information reachable across government departments. It is a campaign where technologies and connectivity will come together to return an impact on all aspects of governance and improve the quality of life of citizens.

INITIATIVE PLANS OF DIGITAL INDIA

The initiative plans of Digital India include connecting rural areas with high-speed internet network. It will help to achieve digital innovation and create positive impact on the people who lives in rural and urban areas. It will provide a attraction for investment by all product manufacturing industries. Digital India is a step by the government to inspire and connect Indian Economy to such knowledge across the world. By this program it is target to make Government services available to people digitally o that they can enjoy the benefit of the latest information and new technological innovations. It consists of various schemes like **E-Health, Digital Locker, E-Sign, E-Education** etc. and nationwide scholarship portal. The program was launched to provide equal benefit to the user and service provider. The consumers will be benefited by the means of saving time, money, physical & cognitive energy that is spent in lengthy government processes. Andhra Pradesh is the first State to opt this implementation. The Digital India project aims to transform our country into a digital economy including 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.

VISION OF DIGITAL INDIA INITIATIVE

The three visions of digital India are explained with the diagram given below:



Here is what the government of India aims to achieve through Digital India initiative:-

1. Digital Infrastructure as a Utility to Every Citizen:

- High speed Internet connectivity is provided as a core utility for delivery of services to citizens.
- It provides unique digital identity that is lifelong, online and authenticable to every citizen.
- Providing digital banking through mobile phones enabling citizen participation in digital and financial space.
- It makes easy access to a Common Service Centre for every citizen.
- It provides shareable private space on a public cloud for every citizen.

2. Governance and Services on Demand:

- Seamless integration across departments or jurisdictions.
- Services are assured to be available in real-time from online & mobile platforms.
- To make all national entitlements moveable and obtainable on the cloud
- Business becomes easy when services are transformed to digital
- Introducing Geospatial Information Systems (GIS) for decision support systems & development

3. Digital Empowerment of Citizens:

- Digital literacy makes every citizen empowered.
- To make on the market digital resources / services in Indian languages.
- To provide universal accessible digital resource.
- To provide collaborative digital platforms for participative governance.
- Govt. documents / certificates can be submitted online by citizens.

SCOPE OF DIGITAL INDIA

The overall scope of this programme is:

- To develop India for a knowledgeable future by developing central technology for allowing revolution this covers many departments under one Umbrella Programme.
- The Digital India Programme will pull together many existing schemes which would be refocused, restructured and implemented in a synchronized manner for their transformative impact.
- Digital India targets to provide the much needed sense to the following nine pillars of growth areas.

- The digital India mission would make all the government services available to people of country through common service delivery outlets. This would lead to inclusive growth by enabling access to education, healthcare and government services to all the citizens of the country.
- People can get better advice on health services. Those who can't afford school/ colleges can get chance to online education.
- There would be more transparency as all the data would be made online. E-Governance will help in reducing corruption and getting things done quickly. Digital locker facility will help citizen to digitally store their important documents like Pan Card, passport, mark sheets etc. accessible to citizens of the country.
- It will help in getting things done easily. For example when we need to open an account, we will give official Details of our digital locker, where they can verify our documents. By this we can save time and the pain of standing
- Long queues for getting our documents would be reduced.
- It will help in decreasing documentation and reducing paper work.
- Digital India mission is a way for cashless transactions.

DIGITAL INDIA INITIATIVES

1. **Digital payments in India:** - It is the shift from a cash-based economy to a card-based and mobile transaction.
2. **AADHAAR and DBT:** - Aadhaar-enabled Direct Benefit Transfer (DBT) is a major governance reform initiative to bring greater transparency and accountability in public service delivery. DBT, with Aadhaar at its core, includes subsidies and benefits that may be either in cash or kind as well as services. Through its authentication services (demographic/OTP based/biometric), Aadhaar provides for accurate and targeted beneficiary identification.
3. **E-education (SWAYAM):** - SWAYAM is unique because it consists of massive open online courses (MOOCs) in a controlled environment. Free of cost courses are available for all students from 9th standard to PhD. The Study of Webs of Active – Learning for Young Aspiring Minds (SWAYAM) project is aimed at providing learning opportunities

to students anytime, anywhere and at any place, but within a structured curriculum

4. **E- Health:** - Online appointments and registration under this system enables people to avail services like online registration, payment of fees and appointment, online diagnostic reports, checking on the availability of blood online, etc.
5. **Swach bharat mission app:** This app will enable organizations and citizens to access information regarding the cleanliness drive and achieve the goals of the mission.

NINE PILLARS OF DIGITAL INDIA PROGRAMME

Pillar No-1:-Broadband Highways (Internet for All):- Broadband highways are the first most important pillars of digital India. It will connect rural, urban and government department with the internet. Rs 5 Billion will be spent Government to build high speed broadband highways.

Pillar No-2:- Universal access to mobile phones:- As Mobile phone is the basic need of present time, under this pillar mobile connectivity is provided to uncovered areas. Mobile phone connectivity is being provided to 42,300 villages in next 4 years.

Pillar No-3:- Public Internet Access mission –National Rural INTERNET mission: - Virtuous technologies that support cost containment, collaboration, security, and services-on-the-go, 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. The internet services by government aims to provide to 2.5 lakh villages this facility which comprises of one in every Panchayat by March 2017 and 1.5 lakh post offices in the next two years. These post offices will become Multi Service centers for the people.

Pillar No-4:-E-Governance:- Every manual work of the government will be transformed into fully automation system. It will revolutionize the system in the following ways.

- Online access to applications i.e. availability of all databases and information in electronic format.
- Tracking of assignments are effortlessly done in departments for superior production of work.
- By its quick response, analyze and resolve persistent problems are done and many more.

Pillar No-5: E-Kranti: - Program like education, health, farming, rights, financial and many more services will be delivered on a very high bandwidth. E-Kranti will fully focus on digital knowledge. Physical boundaries are no longer a limitation when almost everyone and everything becomes digital.

Pillar No-6:-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.

Pillar No-7: IT Training for Jobs: - It offers e-services 24*7 in every field and gives more jobs potentials. 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 Information Technology Enabled Services industry. This initiative seeks to train 10 million people to work in IT sector.

Pillar No-8:-Early harvest programs: This programme will generate short timeline projects where every manual service is altered by e-service. E-services like: Implementation of Wi-Fi in all the universities. Public Wi-Fi Sports to access online information. Educational books to e-books. People will use the e-services for entertainment, weather information, latest updates etc. Replacement of manual attendance to Biometric procedure is done to keep updated and correct information.

Pillar No-9: Manufacturing of electronics: This pillar will create a huge base for electronics manufacturing in India with the aid of digital technologies and skills. Target NET ZERO Imports is a striking demonstration of internet. This ambitious goal requires coordinated action on many fronts.

CHALLENGES FOR DIGITAL INDIA PROGRAM

The Digital India Initiative is an ambitious project of the government. There are so many challenges for the completion of the project.

- ❖ Lack of coordination among departments.
- ❖ A strong and timely support is most important for the timely completion of the projects.
- ❖ High cost of Implementation: -
- ❖ High level of digital illiteracy:
- ❖ Compatibility with center state databases:
- ❖ Cyber Crime
- ❖ Lack of infrastructure
- ❖ Net neutrality
- ❖ Less Social Acceptability in rural area
- ❖ Technology phobic
- ❖ Not willing to experiment in the traditional setup
- ❖ Irrational concepts for the technology
- ❖ Lack of facilities in the rural area
- ❖ No proper training

OPPORTUNITIES

The vision of digital India is grand. It is a large step towards building a much sceptred nation. If successful, it transforms citizen access to multimedia information, content and services. However the goal remains secluded since most of the 9 pillars of digital BHARAT mission face serious challenges in implementation.

It is imperative that targeted persistent attention should run to to each and every pillar so that this programme does not end up. A digitally connected India can help in rising social and status of individuals through development of non-agricultural economic activities with the exception of providing access to education, health and financial services. However, it is important to note that ICT (Information and Communications Technology) alone cannot directly lead to overall development of the nation. The overall growth and development is accomplished through supporting and enhancing goals such as literacy, basic infrastructure, overall business environment, regulatory environment, etc.

CONCLUSION

Digital connectivity is making sweeping changes to the socio economic and geopolitical map of the world. Transforming India From entertainment to commerce, education to health, a digital society is at the heart of this worldwide transformation. The ICT industry is connecting billions of people by the transformative power of the Internet

and mobilizing every device we use in our daily lives. In fact, we are in the midst of a digital revolution that is being driven by the connectivity revolution. The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities. A digitally connected Bharat will facilitate in rising social and status of individuals through development of non-agricultural economic activities with the exception of providing access to education, health and financial services. Also, it is not only the ICT sector is responsible directly to lead to overall development of the nation.

The overall growth and development of the mission will be achieved through supporting and enhancing components such as literacy, basic infrastructure, overall business environment, regulatory environment, etc.

The initiatives of e-health, e-education and a wide variety of citizen services can be delivered to rural citizens subject to conducive and progressive policy initiatives by the government and with the participation of the entire ecosystem. Though governments are making efforts to enhance service delivery through portals, apps and help desks, last mile connectivity and personalization remain a challenge with regard to citizen services. Governments need more capacity to comprehend and respond to intricate issues and seamlessly provide services aligned with national and citizens' aspirations. A start has been made in this direction and it needs to be taken forward with the next leap to fulfill the aspirations of people. The Digital India project itself can produce employment opportunities for seventeen million people directly or indirectly which is able to facilitate in fighting against unemployment problems in India. Government has planned to relinquish IT coaching to one hundred million students in smaller towns, cities and villages as employment opportunity chance in IT sector is extremely high in India. In the next 5 years, India will emerge as a leader in using IT in sectors like health, defense, education, agriculture and banking. Also the service sectors will be digitally empowered.

SUGGESTIONS

We all support Digital Bharat however we should always bear in mind of the hazards and setbacks, in order that we are able to prepare ourselves for the forthcoming challenge. We should be mentally prepared for the changes and challenges in implementing the policy, only then it would be possible to change it to reality. Digital education is emerging as one of the solutions to the challenges faced by education.

Technical support- Teachers must have adequate access to functioning computers, smart class; digital equipment's and is provided with sufficient technical support. There should be a technical expert in the organization for the technical problems and support.

Availability of technical equipment's -It should be made mandatory that a teacher education institution should have a demonstration school which should have certain facilities such as laboratories, resource room, libraries and other important audio-visual equipment's. There must be adequate facilities of smart class, laboratory, computers, technical equipment's so that digitalization can be made possible in traditional educational system.

Adequate time- Student educator must be allowed for the development of new skills, explore their integration into their existing teaching practices and curriculum.

Community Digital Education Programs – Government should evolve and spread strategies to engage and support the whole community in digital education, including information, programs and support for parents to obtain digital skills to better assist their children's education.

REFERENCES

1. Arvind, P. P., Vitthalrao, M. P., & Mukund, J. M. (2015). *Digi Locker (Digital Locker): Ambitious aspect of Digital India Programme*. *GE- International Journal of Management Research*, 3(6), 299-308.
2. Goswami, H. (2016). *Opportunities and Challenges of Digital India Programme*. *International Education and Research Journal*,
3. Prakash, Amit. "Digital India needs to go local". *The Hindu*. Retrieved 2017-02-26.
4. http://deity.gov.in/sites/upload_files/dit/files/Digital%20India.pdf 14.
5. <http://digitalindia.gov.in/content/approach-and-methodology> 15.
6. <http://iksa.in/india-ink/digital-india/2782/> 16.
7. <http://www.mapsofindia.com/my-india/government/modis-digital-india-plan-faces-real-worldchallenges>.
8. <http://digitalindia.gov.in>