A Study on Growth and Prospect of Digital India Campaign

Prof. Bhageshri Murkute
Asst. Professor
St. Rock's College of Commerce and Science, Borivali (W), Mumbai, India

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 good 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 impact, challenges of digital India on all aspects of governance and improvement in the quality of life of citizens. The research methodology is descriptive cum analytical in nature and the data for this study is collected through secondary sources such as websites, research journals, newspapers, magazines etc. The study gives an optimistic thought of providing more employment prospects for the youth which will boost the nation's economy if it comes into reality.*

Keywords: Digital, Cloud Computing, Governance, Dream project

I. INTRODUCTION

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 1.2 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. The program launched on 1 July 2015 by Prime Minister Narendra Modi to make Government services available to people digitally and enjoy the benefit of the newest information and technological innovations.

II. 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.

The findings from the literature are presented below:

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.

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 ego. It was concluded that more prospects will open for the youth that will boost the nation's economy.

Quibria and Tschang [3] in their study states that Governance is well recognized as an area where IT can have a positive impact. There are two broad classes of uses of IT for improved government functioning. First, back-office procedures can be made more efficient, so that internal record-keeping, flows of information, and tracking of decisions

and performance can be improved. Second, when some basic information is stored in digital form, it provides the opportunity for easier access to that information by citizens. The simplest examples are e-mailing requests or complaints, checking regulations on a web page, or printing out forms from the web so that a trip to pick up the forms from a physical office can be avoided. More complicated possibilities are checking actual records, such as land ownership or transactions. Still more complicated are cases where information is submitted electronically by the citizen, for government action or response. The use of IT can increase transparency and accountability, simply by requiring information, such as basic complaints, to be logged completely and systematically.

Kapur and Ramamurti [4] in their study argue for even broader impacts, extending to industries such as biotech, chemicals, media and entertainment, and construction all require knowledge services that go beyond the basic definition of IT-enabled services, and have all benefited from the change in management approach wrought first within the IT sector.

III. 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.

3.1 Objectives of the study

1. To understand the concept of Digital India.
2. To find out the challenges in implementing this project.
3. To find out the impacts of implementing this project.
4. To analyse the future prospects of the project.

IV. 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

This present study is entirely based on secondary data source which has been collected from government official websites, journals, newspapers and related studies.

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 mad

VISION AREAS: The 3 major targets/Aims of the programme are To create a digital infrastructure as a utility to every Indian 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.

Digital empowerment of citizens

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.

Governance and services on demand

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 disbursal.
- Digitise India Platform for large-scale digitisation of records in the country to facilitate efficient delivery of services to the citizens.
- Bharat Net programe 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-service centres.
- To connect all schools with broadband and free wi-fi

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.

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's electronics.

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 for justice.

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.

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 at large.

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 jobs potentials.

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 online game.

Impending 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 department 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.

V. IMPACTS OF DIGITAL INDIA

There are some impacts of digital India which are as follows

Impact on Technology

The digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. A digitally connected India can help in improving social and economic condition of people living in different geographical area

Impact on Economy

It can play a key role in macro-economic factors such as GDP growth, employment generation, labour productivity, growth in number of businesses and revenue leakages for the government.

Impact on Social sector

Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, poverty, lack of funds, living locality and investments. Modern ICT makes it easier for people to obtain access to services and resources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from creation of entirely new services.

Impact on Environment

The major changes in the technology space have not only brought changes to the economic system but are contributing to the environment changes. The next generation technologies are helping in lowering the carbon footprint by reducing fuel consumption, waste management, greener management, greener workplaces and thus leading to a greener ecosystem.

Impact on Agricultural Sector

The governance will shift from e-governance to m governance i.e. is mobile governance. Farmers can access all kind of information though their mobile phones as when required which will boost this sector also.

VI. 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

Copyright to IJARSCT

www.ijarsct.co.in

ISSN
2581-9429
IJARSCT

192

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.

REFERENCES

[1]. Jani, Jinal, and Girish Tere. "Digital India: A need of Hours." International Journal of Advanced Research in Computer Science and Software Engineering 5.8 (2015): 317-319.

[2]. Sharma, S. K., Lama, V., & Goyal, N. (2015). Digital India: A Vision Towards Digitally Empowered Knowledge Economy. Indian Journal Of Applied Research, 5(10).

[3]. Quibria, M. G., & Tschang, T. (2001). Information and communication technology and poverty: An Asian perspective (No. 12). ADBI Research Paper Series.

[4]. Kapur, D., & Ramamurti, R. (2001). India's emerging competitive advantage in services. The Academy of Management Executive, 15(2), 20-32

Copyright to IJARSCT

www.ijarsct.co.in

ISSN
2581-9429
IJARSCT

193