

Digital India: Need and Expectations From Digitalization

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Abstract

Digital India is a project started by the government of India on 1st of July, 2015 (from 1st to 7th of July as digital week) in order to transform India into a complete digitally empowered nation. It is an initiative planned to digitalize Indian society by integrating the government departments and leading companies (national or international level) to provide government services to Indian citizens digitally and reduce paper work. This will provide all services electronically and promote digital literacy. Success of this program lies in high speed internet, universal digital literacy and approachability of all digital resources to 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 purpose to this paper is to find out essential things that needs to be done for accomplishment of digital India and fulfilment of expectations from digitalization.

Introduction

Digitalization is process to convert analog information in any form to digital form with suitable electronic device (such as scanner, mobile or computer) so that information can be processed, stored and transmitted through digital circuits, equipment and networks. Digital India is a program to deliver government services electronically and provide benefits of newest technology in IT department. This programme has been envisaged by Department of Electronics and Information Technology and will impact ministry of communications & IT, ministry of rural development, ministry of human resource development, ministry of health and others. This programme will also benefit all states and union territories. The existing/ ongoing e-Governance initiatives would be revamped to align them with the principles of Digital India. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components. These include:

- The creation of digital infrastructure
- Delivery of services digitally
- Digital literacy

Literature Review

Digital India” initiative has been an intriguing subject matter of numerous researches from various disciplines because of its great significance and influence on the economy as a whole and particularly the technological sector. Being a recent move, there have been various researches on

different aspects of the initiative ranging from the economical to social and ethical dimensions. Some of these researches retrieved through internet searches have been reviewed here.

Facebook's CEO, Mark Zuckerberg, changed his profile picture in support of Digital India and started a chain on Facebook and promised to work on WiFi Hotspots in rural area of India.

Google is working with Indian government to launch a nationwide contest for developing a mobile application for the PM's Office, an initiative to support the Digital India programme. Google committed to provide broadband connectivity on 500 railway stations in India. As part of supporting the Prime Minister's vision, Google will run a number of initiatives which also include programmes such as helping women get online, getting Indian SMEs online and showcasing India's rich heritage and culture online which will further promote the digital empowerment of citizens.

Microsoft CEO, Satya Nadella intends to become India's partner in Digital India program. He said that his company will set up low cost broadband technology services to 5lakhs villages across the country.

Arvind Gupta intends to say that Digital India movement will play an important role in effective delivery of services, monitoring performance managing projects, and improving governance. An Integrated Office of Innovation & Technology to achieve the same, and for problem solving, sharing applications and knowledge management will be the key to rapid results, given that most departments work on their own silos. Tracking and managing the projects assume significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached its implementation stage. Sharing, learning's need to be best practices across departments Tracking and managing the projects assumes significance because India has been busy spending money in buying technology that we have not used effectively or in some cases not even reached implementation stage. Sharing learning's and best practices across departments needs to be driven by this Office of Technology.

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 of aggregation in order to conduct a requirement analysis of the rural area 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.

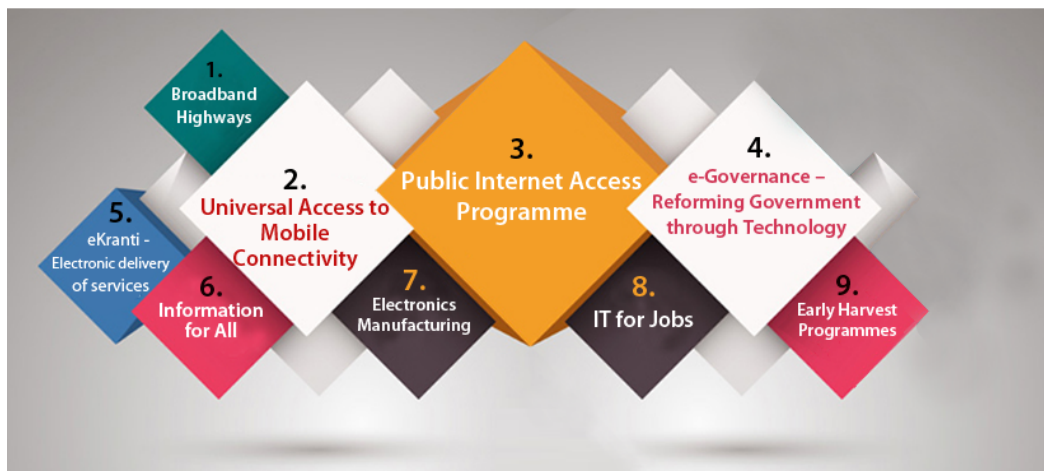
Objective of The Paper

Idea behind launching digital India is to provide transparent services to citizen with easy access by using latest technology in information and technical industry. The Objective of the Digital India program is to use innovative ideas and practical solutions of digital technology to accomplish vision of digital India. Prime Minister Mr. Narendra Modi envisions transforming work from paper to electronic equipment's and creating options for all citizens by harnessing

digital technologies. His vision is to empower every citizen with access to digital services, knowledge and information. For success of this program various steps has to be taken and pass through various challenges. This paper thus elaborates various needful actions for success of this program and fulfilment of expectation from this.

Need of Digitalization

Digital India is an umbrella programme that covers multiple Government Ministries and Departments. This program is combination of several thoughts and ideas which needs to be implemented on single platform. Each unit of this program is very important and plays key role in making a large picture. Digital India is to be implemented by the entire Government with overall coordination being done by the Department of Electronics and Information Technology (DeitY). This program influence many existing program in form of restructuring, revamped and refocused in a synchronized manner. This program consists below actions which is also known as 9 pillars of digitalization.



1. **Broadband Highway:** First and basic requirement is to connect all rural and urban areas with high speed internet. 2,50,000 village Panchayats would be covered under the National Optical Fibre Network (NOFN). NII would integrate the network and cloud infrastructure in the country to provide high speed connectivity and cloud platform to various government departments up to the panchayat level.
2. **Universal Access to Mobile Connectivity:** Mobile connectivity is must for availing services anywhere, anytime. Thus, this program will ensure that mobile access will be provided to all uncovered villages of the country.
3. **Public Internet Access Programme:** This program consists two sub components:

- a) Common Service Centre: CSC would work as multi-functional unit for providing government services and business service. One CSC would be created for every gram panchayat.
- b) Post office: Existing post offices would be converted into multi services provider.
4. E-Governance- Reforming Government through Technology: New innovation of IT industry would be used to re-engineering government schemes like online application and tracking, form simplification, fields reduction, online form submission which would make government process user friendly.
5. eKranti- Electronic delivery of services: This program implies concept of providing services like education, health, banking on electronic devices.
6. Information for all: The concept is to provide online information from government department to use, reuse and distributions. Online availability of information would facilitate easy access to information by citizens.
7. Electronic Manufacturing: For providing services electronically, electronic equipment's demands would increase. Focus is set on mobile, consumer electronics, medical electronics, smart cards.
8. IT training Jobs: IT industry is one of largest employer in country. Focus is set to provide IT training to youth to develop skills for seeking jobs in IT sector.
9. Early Harvest Programs: This consists list of program which should be implemented in short time like providing free Wi-fi in all university, secure email within government and standardize government email design.

Great expectations have been set with this vision of Prime Minister Narendra Modi. This program should be implemented transparently so each citizen of country can be facilitated with benefit of digitalization. Several schemes have launched in this program like Digi locker, attendance.gov.in, mygov.in, SBM mobile app, e-sign framework, e-hospital. These services can be avail by every citizen of country when government will provide digital infrastructure in form of high speed internet, mobile app, safe and secure cyber cafes. These services should be able to fulfil real time requirements. There should be digital literacy in every citizen of India. In digital India, citizens are supposed to know the skills and behaviour of digital devices such as smartphones, laptops, tablets.

Demonetisation: A move towards Digital India

A big decision taken by Prime Minister Narendra Modi, announced on 8th November 2016, demonetisation of 500 and 1000 notes will lead nation towards digitalisation. Demonetisation triggers spurt in online transaction, e-wallets, cards payments. We are witnessed of transforming nation from cash based economy to cashless economy and digitally empowered country. We have various examples that shows massive move towards digitalisation.

Boom in online transaction

India is a country where people go for COD (cash on delivery) in online shopping, is now doing online payments in real time transactions. The online payment processing companies are racing to manage overloaded work in online transaction overnight. Paytm company got 1000 percent increment in money added to e-wallet and 400 percent growth in transaction value of offline payments.

Common man become digitally smart man

Shortage of cash pushed common man to use their debit cards for making online payments, use smart mobile phone as e-wallets to make life sustained. Not only educated even illiterate man are using debit/credit cards, e-wallets, e-banking. Paytm Senior Vice-President Shankar Nath said “Millions of new consumers across the country have adopted digital, cash free recharges and bill payments for the first time”.

Government initiatives

The government of India came with a special committee formed to look into digitising government-citizen transactions. National Institution for Transforming India, a policy think tank established by Modi, will have its CEO Amitabh Kant, leading the committee. UPI mobile application has launched by national payment corporation of INDIA(NPCI) to transfer cash from one account to other bank account. A great step has taken by Unique identification authority of India (UIDAI) in which a consumer can make payment with adhar card number and one of his two biometrics – finger print or iris scans.

India's First Digital Village

Dream of digital India have achieved in one village of India named 'Akodara', 60 miles from northern city of Ahmedabad. A little Akodara is a glimpse of digital India vision. Village with 1200 people was adopted by ICICI bank, helped by local administration. Major features of digital village are:

- CCTV cameras have installed in every anganwadi and school.
- Every adult of village has bank account with adhar card linked up their bank accounts. They can access their accounts with local branch, ATMs and mobile phone SMS.
- Quintessential transaction of village – selling agri-products and Mandi and milk at co-operative society have been digitised and cashless. Corruption and fraud transaction has stopped in this system.
- The idea of linking adhar card number to bank accounts is to directly move government benefits to their bank accounts. For example, widows of village have to spend Rs. 70 to travel to city headquarter to receive month pension, now this amount gets directly transferred to their bank accounts which is significantly saving time and money.

- Education in village is also digitise by introducing a audio-video device which integrate projector with computer and creates an animation on screen. This makes studies more interested and engaged.

Conclusion

Digital India is a mission, target to take nation forward – digitally and economically. This vision will accomplish with transparency in services and co-ordination between government policies and public real time requirements. This program is well organised with set of goals, to be achieved in fix time line. Digitalization would benefit people in form of e-banking, e-education, e-hospital, e-sign and make service delivery fast with easy access, reduce paper work and replace long process with just one button click action. To make this program successful, 9 pillar action have to follow rigorously.

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