DIGITAL INDIA TRANSFORMING INDIA

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ABSTRACT

Digital innovation is an opportunity for governments, businesses, the public, and for how they relate to each other. India has become the digital capabilities hub of the world with around 75% of global digital talent present in the country. Therefore India is known as a powerhouse of software, But the availability of electronic government services to citizens is still comparatively low. The national e-governance plan approved in 2006, made steady progress but it has been slow and greater thrust was required. In this background, digital India is a project started by the government of India on the 1st of July 2015 to transform India into a complete digitally empowered as well as knowledgeable country of the world. The emphasis of the digital India project is on creating jobs and skill enhancement in the broadband highways, e-governance, electronic delivery of services, universal access to mobile connectivity, electronic manufacturing, and information for all, etc. The project is interconnected by the various government departments such as IT-education, health, agriculture, and administration, etc. to achieve promising bright returns. It is headed and planned by the Ministry of communication and the departments of electronics and information technology. Digital India is a program to equip India for a digitized future. The Focus is on making technology central to enabling change. The main focus of the digital India project is to connect rural India to urban India by building modern technologies, bridge the gap between the rural and urban areas, and bring broadband speed to India's rural areas which are suffering from a lack of connectivity. The program is designed to ensure that the government services accessible even to the poor and downtrodden people, through electronic means, thereby, fastening the rendering of services and improving the quality of life of even the lowest stratum of society.

Keywords: *Digital India, Technology, Empowered, Interconnected, Communication, Information.*

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Introduction

The Digital India program is one of the foundation programs of the Indian government and was launched by the government of India on July 1st, 2015. This campaign focuses on the digital development of the country by providing the citizens with such facilities and services so that they are all connected virtually and electronically**.** Improving digital infrastructure, digitally delivering services and digital literacy are the three major aspects of the digital India campaign. This step is a major boost to enhance the technology curve and begin with a plan of increasing internet connectivity even to the remote rural places of the country. By digital infrastructure, all the government services managing a bank account, financial management, safe and secure, cyberspace, education distance learning, etc. will now be made much easier to use. Digitally delivering services will facilitate all the people connected to this system and will get benefits of government plans and policies as soon as they are launched and as when

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it is needed. Initiatives are also being taken to increase the digital literacy of the population so that the majority of citizens become capable of operating digital gadgets and equipment. This will promote the generation and growth of employment opportunities in the country. The program is designed to ensure that the government services are accessible even to the poor and downtrodden people, through electronic means, thereby, fastening the rendering of services and enhancing the quality of life of even the lowest level of society.

Research Methodology

This paper focused on secondary data and totally based on various views of different authors, magazines, journals, books, government etc.

Objectives

- Overview of digital India program
- To study the opportunity of digital Indian program
- To study various challenges faced by the digital India program

Aim of Digital India Program

It is a mission to translate India into a global digital powerhouse. It comprises various initiatives under a single program each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and coordinated engagement of the entire government. To make Digital India in ground reality India is complying with 'Navaratnas' (Nine Pillars) of digital India which is found getting done rapidly. These are as follows:

- **Broadband Highways:** The first step of this program is to provide high-speed broadband highways through fiber optics that connect all the remote areas, government departments, universities, R&D, etc.
- **Public Internet Access:** The two sub-components are common service centers (CSC) and post offices providing multiple services covered under this.
- **Universal Mobile Connectivity:** Mobile phone is the basic need of recent time. Providing access to all through penetration of networks and feeling all the gaps existing in connectivity structure.
- **E-governance:** Department of Electronics and information technology and department of administrative reforms and public grievance has formulated national e-governance. It focused to make the delivery of government services more effective.
- **E-Kranti:** The E-Kranti project provides electronic delivery of services to the citizens. It focuses on digital knowledge program. Where education, health, farming, financial, and many more services will be provided on very high bandwidth.
- **Information for All:** Government will connect with citizens through social media and the internet. It will make a two-way communication medium for exchange ideas & suggestions with the government.
- **Strong Electronic Manufacturing:** Electronic equipments are the basic requirement for the program implemented successfully. Manufacturing indigenous technology is important to reduce imports.
- **Early Harvest Program:** Area covered under early harvesting program:
    - IT platform for message
    - Public Wi-Fi hotspot
    - Government Greeting to be e- greeting
    - School books to be e-books
    - Secure e-mail.
    - National portal for lost and found children
    - Biometric attendance
    - SMS based weather information and disaster alert
- **IT for Jobs:** This pillar focuses on providing training to the youth in the skill required for availing employment opportunities in the IT sector.

Opportunities of Digital India Program

Digital India program is the beginning of the digital revolution. The main benefits of this program are:

- Universally assessable digital Resources
- Collaborate digital platform
- Reducing paperwork
- More transparency
- Reducing corruption
- Digital locker facility
- Cashless transaction
- E-Office
- E- court
- Easy business policies
- Common service delivery outlets
- Availability resources in Indian Languages
- National scholarship portal
- Mobile banking
- Job opportunity
- Online education
- Improve lifestyle
- E-governance
- E-hospital
- Swachh Bharat mission mobile app
- Decreasing documentation
- Decreasing crime

Advantages of Digital India Mission

Digital India Mission is an initiative that encompasses plans to connect the rural areas of the country with high-speed internet networks. On the platform of digital adoption, India ranks amongst the top 2 countries globally and the digital economy of India is likely to cross $1 trillion by the year 2022. Some of the advantages of Digital India are:

- High-speed internet will be made available in all the gram panchayats.
- Around 12000 post office branches in the rural areas have been linked electronically.
- There is an increase in electronic transactions related to e-governance. Mobile and Bank accounts allow participation in digital and financial space at an individual level.
- An optical fiber network of 2,74,246 km has connected over 1.15 lakh Gram Panchayats under the Bharat Net program.
- Indian government provides access to information and communication technology (ICT), through computer and Internet access, the CSCs provide multimedia content related to e-governance, education, health, telemedicine, entertainment, and other government and private services.
- Establishment of digital villages along with well-equipped facilities such as solar lighting, LED assembly unit, sanitary napkin production unit, and WiFi choupal.
- Internet data is used as a major tool for the delivery of services and the urban internet penetration has reached 64%.
- With the initiative of Digital India, there have been various ways to enhance job opportunities in new markets and to increase employment opportunities in current markets.
- The National e-Governance Plan is an initiative to make all government services possible to India's citizens through electronic media.
- It provides single window access to every person by integrating departments or jurisdictions.

- Digital India can be an excellent step for the educational sector as it completely transforms India into a digitally empowered society. These initiatives include e-education, e-Basta, NandGhar, which provide education through technology.

- Digital India is an excellent step for the growth of the overall economic status of the country by an increase in revenue. Monitoring and sales and taxes have become much more comfortable. Merchants cannot escape from paying tax to the government.

- Digital empowerment is another vision of digital India to make citizens of the country digitally literate and help in assessing resources online.

Challenges of Digital India

The government of India has taken an initiative through the Digital India Mission. Apart from the various initiatives taken by Digital India, there are several challenges faced by it. More than a year has been passed since the Digital India mission has been announced but it is facing multiple challenges in successful implementation. A few of the challenges are:

- The daily internet speed, as well as the Wi-Fi hotspots, are slow as compared to other developed nations.

- Most of the small and medium scale industry has to struggle a lot for adapting to the new modern technology.

- Limited capability of entry-level smartphones for smooth internet access.

- Lack of skilled manpower in the field of digital technology.

- Cyber safety is still not given as much importance as it should be given. People find it risky to make transactions online due to safety issues. Cyberlaws are not paid that much heed too. Most people still lack confidence in machines and prefer hand-done things. Inept cyber services are also one of the reasons for this.

- India still lacks the basic infrastructure required to move digitally ahead, the condition is even more inadequate in the rural areas.

- Lack of education is a major challenge for the digital India program because the majority of the population in the country is still not qualified to use digital devices and technology.

- Electronic equipment and Internet service are still very expensive for an average Indian citizen. When many people do not have enough money for basic living requirements then spending on electric equipment is impossible

- Lack of online business experience awareness about digital marketing is also a major limitation in the growth of the digital market.

- In India, the youth is very adaptable towards technology and digitalization but still large population is not so friendly with electronic gadgets.

- India has 1600 languages and dialects. The non-availability of digital services in local languages is a great barrier to digital literacy.

Conclusion

The vision of digital India is Grand. It is a huge step towards building a truly empowered Nation. The motive of this program is to straighten the digitalization of governance activities, enhances the quality of life of its citizen by increased transparency in the government department, easing service delivery cost and time wastage reduction. This will promote the generation and growth of employment opportunities in the country. With the adoption of the digital India project, India will have a powerful infrastructure. The outcomes of digital India is to produce Wi-Fi location for peoples, creating job, universal phone connection, high-speed internet, e-education, e-health, e-governance, e-services, national scholarship portal, digital locker, connecting rural India to urban India by building modern technology and making India be the pioneer in IT use Solution. We may conclude that the digital India program is a big revolution after independence. However, the goal is still far away since most of the nine pillars of the digital India mission are facing serious challenges in implementation. We have to focus more especially on each of its columns so that this program does not end with failure. A lot of work to be done, various steps need to be taken to removes hindrances from the path of digital India. In prospects, this will help in bridging the gap between rich and poor and all can be on the same platform to avail services.

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