

DIGITAL INDIA: A STEP FORWARD

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ABSTRACT

India is a land of villages with 68% of individuals living in around six lakh villages. Without prospering our villages India cannot progress. Since independence various programmes are initiated to develop Indian villages but failed. Indian villages look far behind compared to urban India. The approaching age is of data economy. With increasing use of smart phone, it's possible now to produce different services with one click. To bridge the gap of digital divide between rural and concrete India, Digital India launched on Independence Day, 2015 which is a dream project of Indian government to remodel rural India into a knowledgeable and digitally empowered society where all information and government services are available to them on one click. It's a step of the government to motivate and connect rural India to a knowledgeable world. Through this government want to finish rural-urban divide. Guided by the concept of urban, providing urban amenities to rural by preserving the ethos of the villages, the initiative includes attaching rural India with high speed internet network. The digital India vision is centered on 3 key areas which are Creation of Infrastructure as a utility to each citizen, Delivery of Governance and services on Demand and Digital Empowerment of all Citizens. The vision aims to rework India into a digitally empowered society and knowledge economy through infrastructural reforms like high -speed internet to all Gram Panchayats, lifelong digital identification of all citizens by linking them with AADHAR, mobile banking to any or all, easy accessibility to common services centres (CSCs) etc. The programme is to wipe out the digital divide between rural and urban India, connecting and empowering 130 crores Indians with offering them variety of digital solutions in almost every sector whether it's education, health, agriculture, administration so on while generating huge employment through CSCs and IT jobs.

KEYWORDS: *Digital, Comprehensive Vision, Transformation, Empowerment, Infrastructures.*

Introduction

We live in arena of technologies and digital world. Digital India is an innovative thought of Mr. Narendra Modi's government. It's an initiative of presidency of India to integrate the government Departments and also the people of India. It's an initiative to remodel the country into digitally empowers knowledge economy. The motive behind the concept is to attach rural areas with high speed internet network and improving digital literacy. The programme weaves together an outsized number of ideas and thought into one, comprehensive vision in order that each of them is seen a component of larger goal. It's coordinated by Department of Electronics and Information Technology (DeitY), implemented by the whole government- both at the centre and state. Electronic commerce refers to wide selection of online business activities for products and services. The programme offers variety of digital solutions in the majority sectors education, health, agriculture, administration, financial inclusion etc. This paper may be a modest try to see the impact of Digital India in empowering rural India, its challenges and what other initiatives will be taken in it to form it simpler in order that urban-rural digital divide could also be filled and our villages can also develop and reap the advantages of digital revolution that's going down all round the world. This paper attempts to focus on the various challenges faced by the Digital India Programme. It also describes the various opportunities of the programme for the people of the country.

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Visionary Approach of Digital India

It aims at preparing the India for the knowledge based transformation and delivering good governance to citizens by involving- both Central Government and authorities. It might make sure that government services are available to citizens electronically. It might also herald public accountability through mandated delivery of government's services electronically. Digital infrastructure as a utility to each citizen infrastructure. As per this vision, the Indian villagers are digitally connected through broadband and high speed internet, then delivery of electronic government services to each citizen, targeted social benefits, and financial inclusion are often achieved really. A key component under this vision is high speed internet as a core utility to facilitate online delivery of varied services. It's planned to line up enabling infrastructure for digital identity, financial inclusion and ensure easy availability of common services centres. It's also proposed to supply citizens with "digital lockers" where documents issued by Government departments and agencies can be stored for simple online access. The government of India entity Bharat Broadband Network Limited (BBNL) which executes the National Optical fiber Network project is going to be the custodian of Digital India (DI) project. The programme are implemented in phases from 2014 till 2018. The source of funding for many of the e- Governance projects nowadays is thru budgetary provisions of respective ministries/departments within the central or state governments. Consistent with analysts, the Digital India plan could boost GDP up to \$1 trillion by 2025. It can play a key role in macro-economic factors like GDP growth, productivity of the workers, growth in number of companies and employment generation. As per the world Bank report, ten percent increase in mobile and broadband penetration increases the per capita GDP by 0.81% and 1.38% respectively within the developing countries. India is that the 2nd largest telecom market within the world with 1.16 billion wireless subscribers and world's 3rd largest Internet market with almost 259 million broadband users. There's still a large economic opportunity in India because the tele-density in rural India is just 45% where over 65% of the population lives. Future growth of telecommunication industry in terms of number of subscribers is anticipated to come back from rural areas as urban areas are saturated with a tele-density of over 160%.

Key Projects under Digital India

The basic aim of all the pillars of digital india is to make knowledgeable society that have access to each information and to form jobs for giant number of unemployed youths by upgrading their skills. To empower rural India Many key projects are started till now under Digital India.

- **Digital Locker System:** for paperless governance To minimise the usage of physical documents and enable sharing of e-documents across agencies Digi Locker facility has been launched to store crucial documents like Voter ID Card, Pan Card, BPL card, driver's licence, education certificates etc. This may also help to test fraud or duplicate documents.
- **MyGov Platform:** It acts as a medium for citizens to exchange ideas/ suggestions with the government Through this platform, the government of India gets feedback, inputs, advice and ideas from citizens for policy decisions, new initiatives like Digital India, Swachh Bharat, Clean Ganga, Make in India, Skill Development, etc.
- **e-Books Platform (eBasta):** is an electronic platform of e- Books for schools.
- **e-Greetings Portal:** it's being employed to send e-Greetings by Government departments on various occasions like Gandhi Jayanti, Diwali, Teacher day, legal holiday, etc.
- **E-hospital:** online registration under e-hospital initiative enables people to avail services like online registration, payment of fees and appointment, online diagnostic reports, consultation with doctors etc. AROGYASHAKTI a mobile application that helps rural women entrepreneurs deliver preventive healthcare at rural doorsteps. Women equipped with tablets and mobile healthcare services like Glucometer, BP checking machine visit homes and collect data from village women. This data may be accessed by doctors at any location who could provide relevant advice to the patients remotely.
- **Digital Agriculture:** Farmers can interact with agriculture experts on digital platform and study new techniques and methods. For e.g. Digital Green uses participatory videos to elucidate farmer's best management practices under similar circumstances. A virtual platform called NAM (National Agriculture Market) is launched to inter connects Mandis in various states electronically to confirm maximum price for farmers for his or her produce.
- **Digitize India Platform (DIP):** undertaken by Deity for big scale digitisation of records within the country to facilitate easy and efficient delivery of services to citizens.

Bottlenecks in Implementation

However in these six years ranging from the inception of this new digital era, it absolutely was not in any respect easy to attain the target. Many of us in rural areas don't have any Internet connection, and also the content in regional languages isn't sufficient to stay the readers engaged. Only 23% of the households can access the web, and few people can access mobile broadband. This scenario is despite the increasing affordability of ICT environment within the country. In keeping with World Economic Forum (WEF) 2016 report, nearly 33% of Indian population is illiterate, one-third of youth don't attend pedagogy. There are vast differences in urban centers like metropolitan cities and remote rural areas, where a good basic service for instance electricity is unavailable to run the Digital India program. Though there are resources with India but there's an enormous opportunity cost which is to be invested and therefore the fruits of the investment are going to be received after few years. Net neutrality is must and it's important to know that digital India without net neutrality would be an excellent blow to entrepreneurs and citizens of India. India could be a diversified country, in terms of language, culture, laws which vary from states to states. Complete integration, that's integration of technology and language, is one amongst the most challenges. For Digital India to own an oversized scale impact on citizens across the state, the digital divide has to be addressed, considering the importance of connectivity issue in remote rural areas, as currently over 55,000 villages remain empty mobile connectivity. this can be largely because of the actual fact that providing mobile connectivity in such locations isn't commercially viable for service providers.

Conclusion

The Digital India program is now within the sixth year of its existence and several other projects under the program have now moved from the look phase to the execution phase. The project has started showing its impact on the lives of citizens and on businesses. Several schemes of the project are adoption successfully. Despite some remarkable achievements, more initiatives must be undertaken. The World Economic Forum Report could be a reminder to the government during this regard, and underlines the necessity to appreciate the positive impact of Digital India and other related programs. The present government infrastructure assets like post offices and other buildings should be further leveraged for the availability of digital services. In rural and remote areas, private sector players should be incentivized to supply walk connectivity. The growth and development is realized through supporting and enhancing elements like literacy, basic infrastructure, overall business environment, regulatory environment, etc. The 'Digital India' is in infant stage, so there's enormous unfinished agenda for India and it's a neighborhood of great concern to handle it effectively and expeditiously. The service like Digi Locker is now being employed by four million users. The MyGov application which provides a platform for citizens to interact with the government is employed by over 1,170,000 users to interact with the government. India now represents the second largest internet user base within the world. This provides a big opportunity to rework the lives of the citizens through digital technologies. The Digital India program is probably going to profit citizens over the subsequent few years by generating employment opportunities, increasing speed and quality of service delivery and enhancing social and financial conclusion. Businesses will benefit by realizing higher productivity, an improved simple doing business and a lift in innovation and investments. The adoption of next generation technologies under Digital India like telepresence.

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