

## DIGITAL INDIA: A STEP FORWARD

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### ABSTRACT

*The Digital India programme is an initiative was taken to make sure that the citizens are becoming engaged within the innovation process which is critical for the economic process and sustainable development of the country. Digital India could is perhaps a dream project of the Government to ensure that government services are easily available to all citizens in an electronically format by expansion of online infrastructure along with development of the effectiveness of Internet connectivity with one mission and one target that's to require nation forward digitally and economically. Each of those areas may be a complex program in itself and cuts across multiple Ministries and Departments. So as to understand the complete potential of this programme, it's necessary to deal with certain challenges within the way of its successful implementation like digital illiteracy, poor infrastructure, low internet speed, lack of coordination among various departments, issue per taxation etc. However still the efforts made by the government at central level along with the efforts of various state government has made it possible for all to improve the infrastructure of Information Technology to easily connect the entire country. In this Pandemic of CORONA as we can see the maximum mistrial and administrative communication is through online mode. Eve our prime mister is addressing the world on 26<sup>th</sup> Sep, 2020 through the Electronic Media. Hence the work made by the government is definitely and undoubtedly benefitting and showing the fruits of the plantation made by them.*

**Keywords:** Information Technology, CORONA, Road Map, Infrastructure, Industrial Growth.

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### Introduction

Digital India launched on national holiday, 2015 could be 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. The approaching age is of information economy. With increasing use of smart phone, it's possible now to supply different services with one click. To bridge the gap of digital divide between rural and concrete India, Indian government has launched a program "Digital India" on national holiday, 2015 with well-defined objective of connecting the non urban areas with internet. The programme offers variety of digital solutions in most sectors education, health, agriculture, administration, financial inclusion etc. Through this government want to finish rural-urban divide. Guided by the thought 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 remodel India into a digitally empowered society and knowledge economy through infrastructural reforms like high -speed internet altogether 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 concrete 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.

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### Change in the Picture of India

The public sector has been a robust catalyst for India's rapid digitization. The government's efforts to work up Aadhaar, the national biometric digital identity program, have played a significant role. Aadhaar has enrolled around 1.15 billion people since it had been introduced in 2009, making it the one largest digital ID program within the world, hastening the spread of other digital services. For instance, almost 915 million bank accounts were linked to Aadhaar by February 2020, compared with 399 million in April 2017 and 56 million in January 2014. In the same way the GST network which introduced in 2013, has brought into ten million over business who are paying indirect taxes, on one single digital platform, which has created strong incentive businesses to digitize their operations. At the identical time, private sector innovation has helped bring internet-enabled services to many consumers and made online usage more accessible. Mobile phone companies strategy of bundling virtually free smart phones with mobile-service subscriptions has spurred innovation and competitive pricing. Data costs have decreased by over 95 percent since 2013. As a result, mobile data consumption per user grew by around one hundred and fifty percent annually quite twice the rates within the US and China. Global and native digital businesses have find out the chances of and are developing the various services which are tailored for their customers and with their unique operating conditions. Media companies are making content available in multiple official languages.

Uttar Pradesh alone added near 42 million internet subscribers between 2014 and June 2020. Every indian in the country including the rural areas and even small town and villages read the news paper and magazines as order the food online, do have video chats with an exponent (Indians log 50 million video-calling minutes daily on WhatsApp), sponsor a virtual retailer, send money to a friend using their phone, or watch a movie streamed to a handheld device.

Despite these advances, India has lots of room to grow. Only about 40 percent of the populace has an online subscription. While many folks have digital bank accounts, 90 percent of all retail transactions in India, by volume, are still made with cash. E-commerce revenue is growing at a very fast pace each year, yet only ten percent of interchange India is finished online. Differences within sectors are beyond those across sectors. While some sectors have more digital leaders than others, top-quartile companies are found all told sectors even those considered proof against technology, like farming or construction. However, India's digital leaders generally do share common traits in terms of the subsequent areas:

- **Digital Platform Strategy:** Sellers are Twenty Five percent more likely than bottom-quartile companies to completely integrate digital and global strategies and a couple of 2 times more likely to sell on e-commerce platforms. Sellers are three times more likely to mention digital disruptions led them to alter core operations and around thirty five percent more likely to mention digital could be a top priority for investment.
- **Digital Platform:** Leaders are probably many times more likely than companies to maximize with centralization of digital management, and are more likely to possess a stand-alone, properly staffed analytics team. Top-quartile firms are Sixty five percent more likely than bottom-quartile firms to mention their CEO is "supportive and directly engaged" in digital initiatives.
- **Capabilities:** Leaders are 2.5 times more likely than bottom-quartile firms to use digital tools to manage customer relationships and a pair of.5 times more likely to use digital tools to coordinate the management of their core business operations.

The gap between digital leaders and other firms isn't insurmountable. In some cases, even when the gap is large, lagging companies is also ready to begin closing it by digitizing in small, relatively simple ways. Social media marketing could be a model. While bottom-quartile firms are much less likely than leaders to use social media, e-commerce, or listing platforms, each of those channels is reasonable and simply accessible and there's little to prevent a business owner with a high-speed internet connection and a sensible phone from taking advantage of them.

### Digital Can Help to Improve the Government Efforts and Efficiency of India's Job Market

Digital technologies also can create significant value in areas like government services and therefore the job market. The Transfer of government subsidy as well as procurement practices and other transaction too enhances the efficiency of public sector as well as Productivity of Public sector. Development of online labour market place could improve the effectiveness of India's fragmented and largely informal job market. To unlock this value would force widespread adoption and implementation. The measure are proportionate to the extent digital applications permeate production processes, from

supply chains to delivery channels. Our estimates of potential quantity depend upon each sector's digital adoption rate by 2024, where the readiness of India's firms and government agencies is low and significant effort are required to catalyze broad-based digitization, adoption is also low, between 20 to 40 percent of the potential. Changes brought by digital adoption will disrupt India's labour likewise as its industries. These jobs can be enabled in industries as diverse as construction and manufacturing, agriculture, trade and hotels, IT-BPM, finance, media and telecom, and transport and logistics.

However, some work are going to be automated or rendered obsolete. We estimate that everyone or parts of 40 million to 45 million existing jobs may be tormented by 2025. Several people that currently hold these positions will have to be retrained and redeployed. Jobs of the long run are more skill-intensive. Together with rising demand for skills in emerging digital technologies (such because the Internet of Things, Artificial Intelligence, and 3-D printing), demand for higher cognitive, social, and emotional skills, like creativity, unstructured problem solving, teamwork, and communication, will increase. Because the technology evolves and develops, individuals will must constantly learn and relearn marketable skills throughout their lifetime. India will must create affordable and effective education and training programs at scale, not only for new job market entrants but also for midcareer workers.

#### **Various Areas which Might be Benefitted by Digital India Movement**

- **Agriculture:** India's farms are small, averaging a touch over one hectare in size, with yields from 50 to 75 percent of these in Brazil, China, and other developing economies. Many factors contribute to the present. Indian farmers have a lack of farm machinery and comparatively little data on soil, weather, and other variables. Poor storage and logistics allows produce to travel to waste before reaching consumers \$20 billion worth in 2013. Precision advisory services using real-time granular data to optimize inputs like fertilizer and pesticides can increase yields by twelve percent or more. After harvest, farmers could use online marketplaces to transact with a bigger pool of potential buyers. One such platform, the government's electronic National Agriculture Market, has helped farmers increase revenue by up to fifteen percent. These and other digital innovations in Indian agriculture can help add INR 4200 billion to INR 4900 billion of value by 2025.
- **Healthcare:** India has too few doctors, not enough hospital beds, and an occasional share of state spending on healthcare relative to GDP. While anticipation has risen to have increase as compare to 1951, the country still ranks 125th among all nations on this parameter. Indian women are thrice as likely to die in childbirth as women in Brazil, Russia, China, and South Africa and ten times as likely as women within the US. Telemedicine, as an example, enables doctors to seek advice from patients over a digital voice or video link rather in person; this might allow them to work out more. Telemedicine could even be more cost effective: in trials and pilots, it cut consultation costs by about twenty five percent. If telemedicine replaced around twenty five percent of in-person outpatient consultations, including digitization in overall healthcare industry, India could save to INR 700 billion in 2025.
- **Retail:** over 80 percent of all stores in India most of them sole proprietors or mom-and-pop shops operate within the cash-driven informal economy. These businesses don't generate the financial records needed to use for bank loans, limiting their growth potential. In many cases, their marketing practices are ineffective, and their prices are static irrespective of inventory or demand. Digital solutions could reshape much of the arena. Some don't even bother with their own website, relying instead on third-party sites like Amazon, which provide large, ready pools of shoppers together with logistics, inventory, and payment services, and customer data analytics. We estimate e-commerce in India will grow faster than sales at brick-and-mortar outlets, allowing digital retail to extend its share of trade from ten percent now to about twenty percent by 2025.
- **Logistics:** India's economy has grown by around eight percent annually for the last 20 years. India spends about fourteen percent of GDP on logistics, compared with eight percent within the US, in line with McKinsey estimates. At the identical time, private firms are using digital technologies to streamline operations by moving freight booking online, automating customer service, installing tracking devices to watch cargo movements, using real-time weather and traffic data to map efficient routes, and equipping trucks with internet-linked sensors to alert dispatchers when a vehicle needs servicing. in keeping with McKinsey estimates, digital interventions that lead to higher system efficiency and better asset utilization can reduce logistics cost by twenty to thirty percent.

## Conclusion

No doubt Digital India is progressing excellent in India and each day more excellent news are coming from different parts of the country especially villages as Kerala first fully digital state. Not only in empowering rural India but also empowering rural women who can access new opportunities, new markets through it and may get platform for his or her ideas and work it even the Microsoft IDC Asia-Pacific recent study titled Unlocking the economic impact of Digital transformation in Asia-Pacific said that Digital transformation in India is anticipated to contribute about US\$ 154 billion to India's GDP by 2021 and increase the expansion rate by 1% annual. India's government has done much to encourage digital progress, from rationalizing regulations to improving infrastructure to launching Digital India, an ambitious initiative to double the scale of the country's digital economy. However, much must be in deep trouble India to comprehend its full potential. This helps by providing a marketplace for digital solutions, which generates revenue for providers, encourages digital start-ups, and offers individuals more reasons to travel online whether to receive a cooking-gas subsidy, register a property purchase, or access the other government service. Governments can also help by creating and administering public data sources that entrepreneurs can use to boost existing products and services and build new ones; by fostering a regulatory

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