

## IMPACT OF DIGITAL INDIA ON TRIBAL BUSINESSES AND ITS FUTURE PROSPECTS

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### Abstract

*Digital India is the beginning of digital revolution. The program aims to take nation forward digitally and economically. The initiative will enable people to get engaged in the innovation process which is needed by the economy to move forward. . The tribal craftsmen, artisans, forest producers, small farmers have been brought to the mainstream digital business by introducing them to the online marketplace. The extension of Digital India provisions to the remote areas of the country provides the indigenous population with the opportunity to showcase their culture and aesthetic finesse to the nation and world alike. Digital India offers a lot of hope for future, it will open new avenues for tribal businesses of the country.*

Keywords: Digital India, Tribal businesses, online marketplace, E-commerce

### INTRODUCTION

Digital India initiative if the government of India has led to a remarkable up gradation of India in terms of the reach of digital awareness to the masses of the nation. All the sectors of the economy have shown significant developments post the Digital India introduction to the mainstream businesses. The main objective of Digital India was to digitally empower the society and also create a digital framework that would further enhance the economic potential of entrepreneurs and businesses. It is one of the biggest step by government of India to motivate the citizen of the country and connect Indian economy to knowledge savvy world.

### OBJECTIVES

The objectives of the research are:

- 1) To analyze the impact of Digital India on tribal businesses
- 2) To find out the future prospects of Digital India, especially for tribal businesses

### RESEARCH METHODOLOGY

The research study is a descriptive and theoretical study. The existing literature pertaining Digital India and tribal businesses in India was studied from secondary sources like government websites, research papers, journals, newspapers, magazines, etc.

### LITERATURE REVIEW

**Patrick Y. K. Chau (2009)** studied the adoption and factors behind it for Electronic data Interchange (EDI) by business firms. They concluded that the adoption depends upon multiple factors including willingness of organizational entities and peripheral environment.

**Rosli Mohamad, (2009)** presented a conceptual study based on intensive review of past research works on implementation and usage of e-commerce by small firms across different countries and concluded his work in context of each of these.

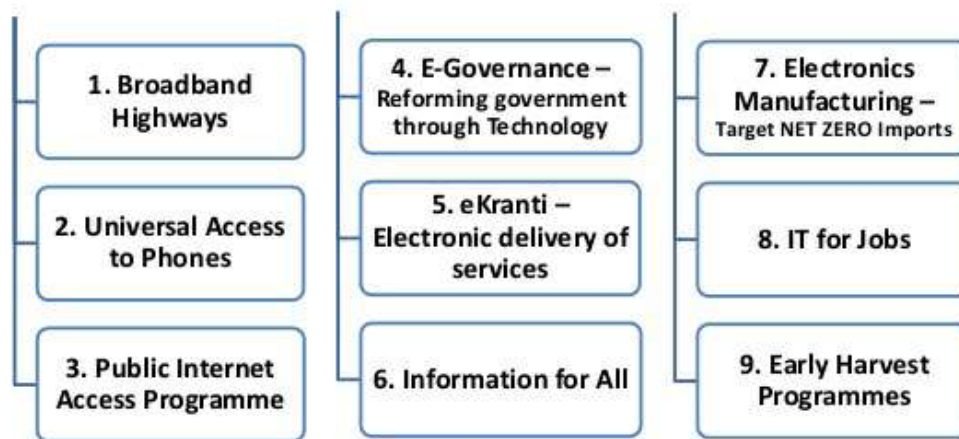
**Rani (2016)** concluded that the digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. It also pointed out that many projects may require some transformational process, reengineering, refinements to achieve the desired service level objectives.

### DIGITAL INDIA: IMPACT ON TRIBAL BUSINESS

Digital India is a flagship programme that seeks to transform India into “a digitally empowered society and knowledge economy” by 2018 (Government of India Cabinet, 2014). It was approved by the Union Cabinet in August 2014 with the objective of providing “intensified impetus” to existing e-governance initiatives and promoting “inclusive growth” by leveraging new manufacturing and job opportunities, especially in electronic manufacturing and IT-enabled services (ibid). The focus of the programme is defined in terms of nine key areas, termed the “programmatic pillars”.

## DIGITAL INDIA

### Nine Pillars of Digital India



All the nine pillar of Digital India have positively influenced the tribal businesses by bringing their culture and handicrafts at the screens of mobile phones and a click away. The tribal craftsmen, artisans, forest producers, small farmers have been brought to the mainstream digital business by introducing them to the global marketplace. The extension of broadband highways to the remote areas of the country provides the indigenous population with the opportunity to showcase their culture and aesthetic finesse to the nation and world alike. E-Governance and E-Kranti initiatives have further simplified the logistics and payment barrier which used to previously hinder the progress of tribal businesses.

#### **COFFEE E-MARKETPLACE FOR TRIBAL FARMERS**

To aid communication and lessen transaction costs, the ICT (Information and Communication Technology) applications are essential in smallholder farming. Technology can play a key role in bridging the information loopholes that exist in agricultural markets. The use of blockchain technology in the coffee market represents one such illustration. Coffee Board has launched blockchain based coffee e-marketplace. This is a pilot project which is likely to help understand the farmers with markets in a clear manner and lead to understanding of fair price for the coffee producer. It will also reduce the number of layers between coffee growers and buyers and help farmers boost their income. Coffee is produced in India by small coffee growers, tribal farmers adjoining National Parks and Wildlife Sanctuaries in Western and Eastern Ghats, which are two of the main bio- diversity hot spots in the world. The share of farmers in the final returns from coffee is inadequate. Blockchain based market place app for trading of Indian coffees is anticipated to bring in transparency in the trade of Indian coffee, maintain a track of Indian coffee so, that the grower is paid reasonably for his coffee produced. This initiative will decrease grower's dependency on mediators by providing direct access to buyers at a fair price for their product. The initiative will also help coffee producers come across exporters within the specific time to meet the rising demand and developing greater trust through increased transparency. Coffee Board is in the process of developing Blockchain based marketplace application. This platform has registered a group of 15-20 coffee farmers, exporters, importers and retailers are already registered on the platform from India and abroad. The stakeholders like coffee farmers, traders, exporters register on platform to make trade transactions. The coffee farmers register credentials like place where coffee is grown, details of crop, elevation etc. A block is created for each lot farmer sells. The credentials of the lot are stored on the blockchain throughout its journey.

#### **ODISHA WEAVERS USING E-COMMERCE**

The people belonging to Kuli tribe of Barpali in Bargarh district of Odisha are traditional weavers. Basic digital literacy classes for learners from all age groups and genders from this tribe have been conducted by CIRC Barpali. Now the weavers are keen to learn about e-Commerce so that they can showcase their products on global platforms.

#### **TRIBES-INDIA**

Tribal Cooperative Marketing Development Federation of India Limited(TRIFED) is a national-level apex organization functioning, since 1987, under the administrative control of Ministry of Tribal Affairs, Government of

India, striving to promote the economic development of the Tribal communities of the country through marketing development and sustained upgradation of their skills and products. In essence, TRIFED's only objective is to bring about a multi dimensional transformation of the tribal society and a shift in the perception of their existing image. The magical mystique of Tribal India finds expression at Tribes India- the exclusive shop of tribal artifacts in India espousing tribal cause. It aspires to accelerate economic development of tribal people, the poorest among the poor, through the marketing of their products on sustainable basis and providing wider exposure to their art and craft in domestic as well as international markets. It houses the most exquisite and authentic tribal handloom and handicrafts beautifully handcrafted by the tribals from across the country. Tribes India through online selling is spreading its wings in the new age digital world. In line with the national program of Digital India, TRIFED has adopted Digital TRIFED as a standard mode for financial transactions. Customers are encouraged to go cashless and pay by credit/debit card. Artisans have been encouraged to open bank accounts under JanDhan Yojana and payments to them are through the banking channel. To reap greater benefits for the tribal artisans and expand their Retail trade all over the country and the world, TRIFED has developed an e-commerce portal [www.eshop.tribesindia.com](http://www.eshop.tribesindia.com) for sale of all its products. To further amplify the sales, TRIFED has made arrangements with other online marketing giants like Snapdeal, Amazon, Paytm, Flipkart and GeM for all its products.

#### **DIGITAL INDIA: FUTURE PROSPECTS FOR TRIBAL BUSINESS**

Tribal businesses hold a lot of potential for tourism, agricultural produce, medicinal knowledge, handicrafts and textile. The hidden talents of the tribal population need to be brought to the forefront by increasing the exposure of people to Digital India. There is a lot of scope for Digital India for tribal business.

- Local resource management techniques can be applied digitally to preserve rich culture and heritage, medicinal knowledge and local produce(Geographical Indicator tag goods)
- Improvement in current or time consuming techniques by introducing latest technological advancements(equipment and machinery)
- Replicating the success stories of other ventures by sharing and replicating their approaches for empowerment and building technical capacity.
- Improving livelihood opportunities by developing digitally equipped skill centers for creating awareness about the latest technological advancements and their innovative applications in tribal settings for entrepreneurs.

#### **CONCLUSION**

Digital India has led to growth in tribal businesses by providing these enterprises more opportunities to present themselves digitally. E-market and E-commerce platforms have been able to penetrate into in tribal belts of the country and they have proved to be a boon. Digital India seems very promising for the future of tribal businesses by enhancing their technical expertise and livelihood opportunities.

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