

DIGITAL INDIA: LIMITATIONS AND OPPORT

Suman Bhardhwaj

ABSTRACT

It is fact that The Digital India is result of many recent development, technologies and innovation. These change the lives of people and empower the society as well. The programme 'Digital India' proposed by honorable Prime Minister Mr. Narendra Modi. The main intension behind the programme is to construct well responsive and transparent system. It is Indian government Dream project to make country more digitized and knowledgeable economy. To stand equally with other nation India must be digitalize first. Every innovation has two effects one is beneficial and another is harmful, it is nature's fact that every advantage has its disadvantage, same the Digital India project also has little limitations, till the fulfillment of target. Hence, in this paper an effort has been made to understand Digital India: its limitations and opportunities. Digital India is a act where technologies and connectivity in form of internet and Wi-Fi will combine to improve the quality of life of people and influence all phases of governance. Digital India is the Government of India's initiative to make sure that all Government services are completely available to people electronically by maintaining proper internet facilities such as well internet infrastructure and increased internet connectivity.

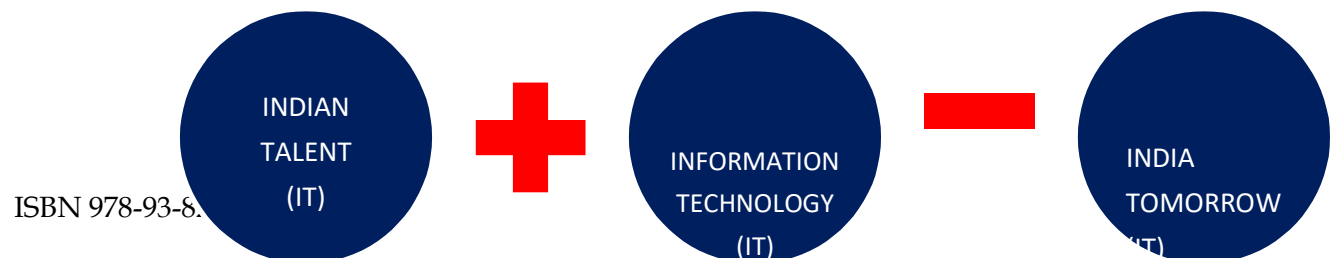
Key Words: Digital India, Digital Technology, e-governance, E-Kranti, Internet

Digital India is a programme to transform India into a digitally empowered society and knowledge economy. The



today's digital world where we are living is the result of many innovation and technological advancement which helps to improve the civilian's life better and fast in many ways. The tag line of Digital India program "power to empower" is explaining in better way the program. As the Digital India initiative was launch by the Prime Minister of India Mr. Narendra Modi on 1 July 2015 - the objective behind the program is to connect rural areas with high-speed Internet networks and improving digital literacy among them. "Economic resources of the country should be utilized for the well-being of the poor. The change will commence from this point." – Said by Shri Narendra Modi. Digital India thought is about growth in electronic sector such as service, products, manufacturing and job opportunities etc .and also concentrate on three key areas that is Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizens. First object behind Digital India programme is to provide all services electronically to citizen and spread digital literacy among people. This initiative is marked change in country and enhances the growth of economy. All over the world many investors and companies are taking interest in Digital India project-21 st century India. Digitalization is beneficial for all the private and government sectors of country. "Economic resources of the country should be utilized for the well-being of the poor. The change will commence from this point." - Shri Narendra Modi, Hon"ble Prime Minister of India.

FIGURE- 1: THEME OF DIGITAL INDIA



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The digital India initiative brings growth with an image to convert India into a digitally knowledge economy and empowered society which mainly focuses on „Digital India. The theme can be explain in this way - Indian Talent (IT) + Information Technology IT = India Tomorrow (IT)

Source- book on Digital India

OBJECTIVES:-The objectives of this research paper is to explain-

1. Digital India programme and how it empowers the civilians and improve theirlife.
2. Impact oneconomy
3. It“simplementation
4. The oppourtunities and limitation of Digital Indiaprogramme.

DATA COLLECTION

The secondary data source has been used for this, Book, news papers, research papers, journals and websites has been used. It is conceptual types of paper so more concentration on concept, uses and its effect on life of people as well on economy, thus related quantitative and qualitative data have been used.

OVERVIEW OF DIGITAL INDIA

Now days we are in the midst of a third industrial revolution driven by digitization, previous two were driven by electricity and steam engine. Traditionally, Indian organization felt uncomfortable to adopt technology but current industries across sectors are taking interest going „digital“. This trend has been more encouraged by the „Digital India“ programme.

VISION OF THE PROGRAM

The programme mainly concentrate on three key areas which is shown in following figure-



Source:-<https://yourstory.com/2015/07/digital-india-narendra-modi/>

Digital India program combines various initiatives under the single programme each initiative aim to prepare India for knowledge future. Nine projects have been commenced under Digital India programme, these are explained below-

Public Internet Access Program:-

Ensure mobile connectivity in all parts of the country by 2018. Main objective is to provide each citizen with access to mobile networks and associated services

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Universal Access to Mobile Connectivity:-to improve the connectivity within.

Broadband Highways:-To provide this basic internet connectivity in all areas within the country to all citizens

e-Kranti:-The most crucial initiatives of Digital India, involving provisioning services like E- healthcare, E-justice, E-education, farmers, security and financial services.

E-Education:-Developing Massive Open Online Courses (MOOCs) which is beneficial for education and provide citizens access to huge amounts of knowledge along with a forum for students and teachers to debate, discuss and form meaningful conversations, E-Scholarship

E-Governance:-E-Governance (disposal of government services in electronic form). Making the best use of growing technology to provide services like banking, civil services, postal services, etc. to every citizen

Information for All:-Aimed to curb the problem of making documents imperishable, pervasive, and immune to theft and loss. At the same time, the authenticity of the document can be verified.

Early Harvest Programs:-Contains multiple services like the national portal for lost and found children (KhoyaPaya), biometric scanners in all

Make In India:-This initiative aims at decreasing imports and also plans to provide job opportunities by promoting the establishment of electronics manufacturing plants within the country. So, it is clear that all of these initiatives will produce process and store data for providing the services to the citizens. Some of the initiatives are more data intense and will need advanced technology platforms to meet the growing data needs.

OPPORTUNITIES OF DIGITAL INDIA

The Digital India initiative will create approx. \$1-trillion business opportunities related to communications IT and IT-enabled services, telecom and manufacturing of electronics. Digital India program brings or opens up an excess of opportunities for technology companies such as broadband infrastructure building; generate identity solutions system of payment, online delivery system etc. Digital India programme provides **business opportunities** initially in the following sectors:

- **Electronic Manufacturing:** Providing skill development opportunities for private sector through telecom and electronics. Investment in infrastructure of testing laboratories under the required standard.
- **Information and Communication Technology:**- Required IT trainer to train people in villages and small town, training for service delivery agent. Jobs for IT experts, software developer and network experts.
- **National e-governance department:** - with its establishment, requirement of senior consultant and IT consultant generated.
- **Healthcare:** - **Telemedicine and remote health plan** will create huge opportunity for universal accessibility to quality healthcare.
- **Cyber security:** - Cyber security is important area of focus where abundant opportunities are available. It is necessary that all type and size of organizations should invest significantly in securing their products and services.
- **Telecom** :- Provide training to Rural workforce on telecom and telecom related services (TSP's)
- **Infrastructure:** - To establish broadband and integrate the network and cloud infrastructure for better connectivity creates many opportunity for networking experts and related organizations.
- **Agriculture:** - Agriculture sector in India contributes 16% in India GDP while almost 51% in employment. It will help our farmers to know-how in various agriculture activities like crop choice, seed variety weather, plant protection and market rate information. The opportunity will increase if government makes a framework for private sector to compete and offer best services to farmer. Set up of virtual market, crop insurance, soil health card scheme etc.
- **Economy** : - Digital economy has great power to change the lives of millions of Indian people. It is a tool which could provide the opportunity for country to expand its role and
- **Marketing** :- Numerous opportunities related to the marketing such as Digital process of advertisement, e-business, online shopping etc.
- **Finance:**- Finding new way from online banking to digital wallet, crowd funding, low cost commercial transaction

CHALLENGES FOR DIGITAL INDIA PROGRAM

The Digital India program is a very large scale project of the Indian government. Thus, Indian government facing many challenges for completes the project. The major challenges are as follows:

- (1) **Less co-ordination among various departments:** As we know it is very large project that consist of many departments. So, timely and strong support of departments is very important for properly and timely completion of the projects.
- (2) **Implementation Cost is very high:** As shown above still very high amount is required to implement the Digital India plan.
- (3) **Infrastructure:** Robust and large data centre (used to store large data of entire country) are other supportive infrastructure require for National Optic Fibre Network (NOFN) project. It is planned to build for high speed broadband highway.
- (4) **Excess time:** - Project like NOFN has been delayed several times and taken almost 2 year so, it has also delayed other related projects. The project will be successful when it completed on time.
- (5) **Contribution of Private Players:** - Many regulations as well as very long and delayed projects are inhibiting the entry of private organization in Digital India programme. Private organization will play a necessary role in its success.

CONCLUSION

The Digital India initiative is the beginning of a digital revolution, once properly implemented; it will create numerous new opportunities for the citizens. However, the Digital India program success will associate with the regulatory framework. The Government completely ensures that these regulations create such an environment in which private organizations come in, work together and create efficient ecosystems. The Government role should be line with administration that is Maximum role of Governance and Minimum role of Government, With these efforts India will be digitally ready within three years.

References:

Digital India-e book, pdf

- Web links: <http://economictimes.indiatimes.com/topic/Digital-India>