DIGITAL INDIA: A WAY OF TRANSFORMING INDIA

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ABSTRACT

Digital India can be considered as one of the milestones among various initiatives taken by Government of India. It is a way of transforming India for its sustainable development and to open up for the world. The basic objective behind such initiative is to build participative, transparent and responsive system. That’s why PM Modi said in his speech that “I see technology as a means to empower and as a tool that bridges the distance between hope and opportunity. Social media is reducing social barriers. It connects people on the strength of human values, not identities.” This new initiative of Modi government will transform the India into more transparent, responsive and reliable economy. It also makes the economy with more good governance. Today more than half population of India is of young generation who wants to be digitalized. This young generation is the future of India who demands more and more technology, transparency and speed in almost transactions. And that’s why digital India proves to be the one of the most required action among various actions taken by Government of India. This paper highlighted the concept of Digital India, its vision area, basic nine pillars of Digital India and most important the major three initiative undertaken by government in Digital India – Infrastructure, Empowerment and Rural India.

Keywords: Digital India, Digital India initiative, Infrastructure

INTRODUCTION

It is hard to imagine the life without technology in this world. In this 21st century, from needle to aeroplane manufacturing, everywhere technology is required. Digitalization means to use the digital technology in everyday life. The term digitalization differs from the word digitization which means - the action or process of digitizing, i.e. converting the analogue data into digital form. To meet the changing needs of the world, to compete with other nation and most important for own country’s growth and sustainable development, Government of India launched the programme of Digital India on July 1, 2015. It is considered as the dream project of Modi Government as transforming India and make a knowledgeable economy and digital empowered society.

To build up the transparent economy, there is always the requirement of bringing transparency in transactions in every field. To achieve this, direct communication between citizens and government is necessary. Now days, direct communication with citizens has become the biggest challenge for Government of India because of its geographical spread, massive population, cultural and geographical diversity. In this context, digitalization plays an important role in the country like India with population of more than 1.2 billion. So it is now possible to communicate with every citizen of nation with the help of digital platform rather than using traditional media of communication like postage and telegraph.
WHAT IS DIGITAL INDIA?

Digital India is an initiative taken by Government of India to integrate various government departments and people of nation. It emphasizes on the e-governance and transform nation into digitally empowered society.

This programme ensures to deliver various government services like education, health and other services electronically using Information and Communication Technology (ICT) by reducing paperwork. All areas of India will be joined including Gram Panchayats through broadband connectivity till 2019. The help of various public and private companies are taken for execution of this start up. Approx. cost of Digital India programme is 1.13 lakh crore including current as well as new schemes and activities. This programme will be helpful in achieving the prime objectives of nation like

1. Education for all.
2. Broadband for all.
3. Information for all.
4. Globally industry participation.
5. Leadership structure.

VISION AREAS OF DIGITAL INDIA

Vision areas or key components of digital India are as under:

1. **Digital Infrastructure as a utility to every citizen**

This initiative aims to deliver the high speed communication technologies and digital services to all remote villages of India 24*7. Many types of services like certificates, land documents and other related matters will be available online.

2. **Governance and services on demand**

Under this step, all types of government information, data and services provided will available on a single window i.e. online and mobile platforms with an only touch by every individual.

3. **Digital empowerment of every citizen**

An initiative has been taken to provide digital literacy and universal access to digital resources to every citizen of the nation. All types of certificates and documents are available on cloud and in Indian language.

OBJECTIVES OF THE STUDY

1. To understand the initiative of government – Digital India.
2. To know about vision areas of Digital India.
3. To know about major areas and programme pillars of Digital India.

REVIEW OF LITERATURE

1. Prof. M. S. Kedar [2015], evaluated the step of digital India as a new way of innovative India. The major areas covered under the study are creation of nationwide infrastructure for every citizen, ensuring governance, as well as digital empowerment of every citizen. This paper explored the innovativeness feature of digital India.

2. Dr. G. Sharma & Ms. R. Tomar [2017], dreamed about digital India as well as its related issues and challenges. Researcher studied the paper from an analytical point of view of the demographics and statistics which support the digital India. And also focused on the various challenges and issues faced by government and Indian population.
3. Anooja [2016], evaluated the digital India with e-commerce revolution in rural India to transform India digitally and economically. This paper evaluated the impact of digital India the future of e-commerce in rural India. It focused on the current scenario of internet users and how such campaign can connect maximum number of rural Indians.

4. Annalisa Cocchia [2014], studied the concept of smart city and explored the literature about smart city and digital city from 1993 to 2012 and how these concept were born and developed. It suggested to adopt the green policies for a smart growth.

5. Dr Uma Narang [2015], evaluated the impact of digital India on Indian economy. And an attempt has been made to understand Digital India where technologies and connectivity have combined impact on all aspects of governance and improve the standard of living of citizens.

6. Dr Shekhar Srivastava [2017], discussed the initiative of digital India and various challenges come in the way of its successful implementation. The paper also focuses in the various affected areas of Country and the implementation of such programme will open doors for new opportunities for citizens of India. But this campaign requires lots of work, dedication and efforts for every department and people of India.

7. Mehek Gulati [2016], highlighted the efforts of government for digital India which will make India the preferred choice for various domestic and global investors. As well as make India, the attraction for many investors to invest in various sectors to achieve the potential growth rate through job creation, digital empowerment and skill enhancement.

PROGRAMME PILLARS OF DIGITAL INDIA

DIGITAL INDIA INITIATIVE TOWARDS INFRASTRUCTURAL DEVELOPMENT

Digital India has undertaken various types of programmers and initiative to transform the whole nation economically as well as digitally. Among them, major three initiatives undertaken by government of India are –
Among this initiative, infrastructure can be said as the basic requirement for the overall development of the whole nation and its survival in global market. So to build up infrastructure in innovative, various steps are taken by Modi Government as follows

**AADHAR**

Aadhar is the most unique identity platform introduced by Government of India. It is considered as the largest biometrics based system of identification in the world. It is useful for or alone enough to find duplicate or fake identities and also basis for knowing various government schemes and programmers which are generally less known by general public till today. Today it is the basic requirement for every transaction like any types of forms, open accounts in banks, to file Income Tax Return, for educational purpose etc.

**CENTRE FOR EXCELLENCE FOR INTERNET OF THINGS [COE-IT]**

The Centre for Excellence for IOT was introduced as an important part to start IOT ecosystem. It is useful for developing any hardware and software’s by using India’s strength. The centre will helpful in developing new applications and domain capability. Apart from this, the centre will be useful for developing new, fresh and capable talent, start-up communities, and entrepreneurial ecosystem for IOT.

**E-GRANTHALAYA**

It is known as Integrated Library Management Software developed by National Informatics Centre (NIC), Department of Economics & Information Technology. This application can be used for in housing facilities of library and anyone can avail online member services. It provides library catalogue over internet and also allow data entry in local language with the help of UNICODE.

**E-HOSPITAL**

It is the new concept of open source Health Information Management System (HMIS) which is easily customizable with multi-tenancy support. It is designed in such a way that can manage multiple hospitals perfectly. An end-to-end software for hospital management which includes full treatment cycle of OPD/IPD with clinical, administrative and billing/insurance activities.

**ELECTRONIC DEVELOPMENT FUND [EDF]**

It is one the effective agenda of developing Electronic System Design & Manufacturing (ESDM) sector to achieve the target of ‘Net Zero Imports’ by 2020 and to cater Indian Domestic Demand & to become Exports hub in ESDM sector. It is a ‘Funds of Funds’ to enter in professionally managed ‘Daughter Funds’, which will in turn as risk capital to companies for developing new technologies in the field of electronics, Nano-science and IT.

**E-SAMPARK**

It is a mobile application which gives real time updated data of electrification process to all users about government schemes and electrification data. It can also be used for sharing inspirational stories of differently abled.

**GEOGRAPHIC INFORMATION SYSTEM [GIS]**

It is software developed to store, manage, retrieve, display and analyse different kinds of geographical and spatial data. It can be used by any users in any organization or research bodies to produce map and other geographic information for analysis, interpretation and to come at any conclusion. As it provides data in spatial indices, it is possible to identify any feature located in arbitrary region of a map.

**JEEVAN PRAMAAN**

It is a specially designed biometric digital service for pensioners of Central Government, State Government and of any Government Organization. It aims to streamline the process of life certificate
issuance and make an easy experience for pensioners. So its basic purpose is to remove all unnecessary logistical hurdles.

mASSET

It is a mobile tool (supplement application) to get details like photo and geo-coordinates of the assets in NAD (National Asset Directory) and also capture details which is not available in NAD(kind of application developed under Panchayat Enterprise under e–Panchayat Mission Mode.

mKAVACH

It is mobile device security solution which can protect mobile service resources more than scanning for malwares signatures. It gives protection against threats and having features like Secure Storage, Application Manager, Anti-Theft, Call/SMS filter and authorized access devices like Wi-Fi, Bluetooth & Camera.

MOBILE SEVA APP STORE

It is an m-AppStore developed for the development and deployment of suitable mobile applications to deliver public services. It is integrated with MSDG infrastructure for deployment of these applications. It is a cloud based technology using open standards.

mRAKTKOSH

It is a web based system that integrates all blood banks of state into a single network for acquisition, validation, storage and transformation of various live data regarding blood donation and transfusion services.

NATIONAL SUPER COMPUTING MISSION [NSM]

It is designed to empower the national academic and R&D institutes across the nation by installing a supercomputing grid having more than 70 high performance computing facilities. It can also be networked over the National Knowledge Network (NKN).

STARTUP INDIA PORTAL AND MOBILE APP

It is a major initiative taken Government of India aimed to build the strong ecosystem for motivating innovations and start-ups in nation which will necessary for sustainable growth and generate large employment opportunities.

OTHER INITIATIVES

Apart from the above, various other initiatives which are taken by Indian Government to make India more digital. Some of the major steps like –

Various services of Indian Railways like –

1. E ticket
2. SMS service
3. E catering
4. Online Reservation System
5. Mobile Recharge system
6. Online Bus ticket booking
7. Various Cab Service booking

Various useful portals & apps like –

1. Swachh Bharat Mission App
2. MyGov Mobile App
3. Digital India Portal
4. Mobile App & Book

Various digital products like –
1. National Portal for Scholarship
2. eSign
3. Digital Locker
4. Digitize Indian Platform
5. BSNL Network for Next Generation
6. BSNL wifi services
7. BharatNet

Apart from above various steps, the Union Minister of Communication & Information Technology, Ravi Shankar Prasad said that Indian economy to be a $1 trillion economy in next 5 to 7 years by becoming digital. To strengthen the digital infrastructure of India, various following steps were taken like –

Connecting 2,50,000 gram panchayat through an Optical Fibre Network

The first mission towards the digital infrastructure is to integrate or connect the 2, 50,000 gram panchayat through optical fibre network. Before Modi government, the optical pipe network was 2200 kms and optical fibre network was 357 kms. But within these two years of digital India campaign, government has increased the optical pipe network up to 1,35,000 kms and optical fibre network up to 1,15,000 kms. The main objective behind such initiative is to have the wifi connectivity in all the villages.

Post office digitalization

The objective is to digitalize all the 1,55,000 post offices of India. The aim is to establish the core banking system and easy access for all public within couple of clicks from anywhere. There were only 230 post offices up to 2011-12. These numbers converted into 21,000 in 2016 and in 2017, the aim is to cover more than 25,000 post offices. At the same time, government also planning for the solar-powered handheld devices for rural post offices of India for various facilities like insurance, postal delivery, third party services, e-education etc.

Common Service Centres

One of the major initiatives is the common service centres in India. Before the campaign of ‘Digital India’, there were only 83,000 common services centres but within these two years of time span, 1,57,000 operational service centres in India. Many of such common service centres are run by cooperatives of women which provide various services like digital education, e-banking, insurance, digital services etc.

Virtual Mobile Networking

The other step is towards virtual mobile networking. In this network, one does not require any own infrastructure. One can outsource franchisee like various services in country like rural network.

Accelerating Business Process Outsourcing

One of the focus of government is also on strengthening the business process outsourcing centres in tire III and tire IV cities. To increase more and more employment in rural areas of India, the government provides various incentives as the digital system in this areas depend on such initiatives.
Ultimately all such initiatives will increase the demand for the smart phones and other digital devices. These all make sure that India will become digital of one trillion dollar economy in the next few years. The effects of such steps definitely affect the whole Indian people and their way of working.

**IMPACT**

India has shown the significant growth rate in 2015 of 7.3 per cent as against 6.9 per cent in 2014. As well as the implementation of digital India has definitely boost the India economy. Not only various initiatives but the project of digital India itself create much more employment for India people which will help India to fight against the unemployment. Within next five years, India will surely become leader in various sectors like IT, education, health, banking, agriculture, defence etc. With the help of Make in India and Digital India campaign, India is planning to achieve the target of zero percent import by 2020.

One more target is to have mobile connectivity in all villages and to ensure that all types of database and information in various sectors are in electronic mode and not in manual mode. One of leading research firm McKinsey has commented that Digital India programme will help the India to achieve the GDP target from 550$ billion to 1 $ trillion. So it can be said that it is the starting of digital revolution in India and if is implemented and adopted properly then it will definitely open the various doors of opportunities for Indian citizens.

**CONCLUSION**

India has shown significant growth in recent past year. Through Digital India programme, government generates around 17 million employment opportunities which will gives employment directly or indirectly and fight with burning question of India – unemployment. It was planned that in next five years, India’s dream is to be leader in using IT in various sectors like education, health, defense, agriculture and banking. As well as broadband connectivity in all panchayats, schools, libraries and other public places. It aims to maintain all kind of country database in electronic form, not in manual way. And definitely to develop all such facilities, infrastructure development is a basic or prime necessity of India. Then and then other different areas of India can be developed in effective way. So let us hope that this good initiative can fulfil its main objective of to transform India into a global digitized hub.

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