

Digital India: Way to Success

Dr. Prerna

Deptt. of Commerce

DAV College, Pehowa

ABSTRACT

Digital India is a unique initiative of Indian government to transform the India into a digital empowered economy. The aim of this programme is to provide the all government services through internet on a single click. This programme is the combination of various sub initiatives such as broadband highway, internet access to all, e-kranti, electronic manufacturing, and training for IT jobs, global information and e-governance. These pillars provide a sound base for the implementation of this initiative. In the era of digitalization every country want to become paper less economy and to fulfill this dream our Prime Minister Narendra Modi have launched the digital India programme in the year 2015. The digital India also aims to develop the whole country in the technological point of view. With the help of this programme the transparency will be increased in every transaction. Hence, an attempt has been made through this paper to understand the concept of digital India, basement of digital India, scope of digital India and an evaluation has been made to find out the valuable suggestions.

KEYWORDS: Digital India, E-kranti, E-governance, online banking, Digital literacy.

INTRODUCTION

Today we are living in a country that is growing speedily in the technological point of view. This type of growth has become the demand of present time. If any economy want to grow with faster then this technological improvement become more important. For getting this type of improvement the Indian government has launched the Digital India campaign in the year 2015 by our Prime Minister Narendra Modi. Digital India means to provide the every service to people through online on a single click. With the help of Digital India programme the whole population has getting the opportunity to connect each other on a single line. The aim of this campaign is to provide broadband connectivity and online services to all over the country. To increase the digital literacy is one of the important aims of this programme. The 160 million Jan dhan accounts, 130 million direct benefit transfer and 110 million insurance policies occurred in few weeks sonly. It is the result of digitalization in India. Many schemes have been launched in short period in India. It is also the effect of this campaign. In 21th century the Indian economy is going to positive direction after implementing the digital India programme. The mobile phones have become the dominant source to implement this programme with effective way.

In few years ago peoples did not know more about the digital system. The most of the work in offices, schools and all government departments in India completed with manually. But after

launching the digital India programme the Indian government has get the success in reducing the paper work and providing the services to citizen through online. The Indian government is trying to connect the whole population on a single track called the Digital Track. Today most of the offices, schools and government department connected with the Digital India campaign. We have getting the many benefits from this campaign that we cannot repeat in a single line. The banking system, insurance system, and all other corporate sector whether private or government accessed to the Digital system. The Indian economy hopes that India will do best in all above sectors in future and will be called Digital economy. This campaign not only helps to the government to transparency but also help to Indian peoples to upgrade their knowledge. It will be more helpful to creating the millions of jobs in Indian economy among the various sectors

REVIEW OF LITERATURE

Tere Girish (2015) in digital India a need of hours find out how the government service can work for reducing paper work with upcoming of digital India.

Mharana Bula (2013) in a brief view to digital divine in India scenario highlights that how the digital divine can influence to the Indian scenario and also the global world.

Gupta Neeru (2015) in digital India a road map for the development of rural India evaluated the positive impact that digitalization of Indian economy will have on the growth and development of rural Indian sector.

Biswas Suprio (2016) in the digital India a unique step toward e- learning in India find out how it can facilitate e- learning in India . It also finds out the pro and cons of this innovative campaign.

Kedar Shankar (2015) in digital India new way of innovating Indian digitally explores the innovativeness of digital India.

Lama Vandana (2015) evaluates that how the digital India campaign improve quality of life of citizen.

OBJECTIVES

This paper based on the following objectives-

1. To understand the concept of Digital India.
2. To analyze the role of the pillars of Digital India.
3. To evaluate the Digital India campaign.

PILLARS OF DIGITAL INDIA

The digital India programme consists of the various steps that lead to it. This programme is a head programme of various small steps. The following steps are necessary for developing the digital India programme.

1. **Broadband Network:** Broadband network is the first important pillar of Digital India programme. The broadband network connects the rural, urban and government

department with the internet. The high speed broadband network can be provided through the fiber optics. By the 2017 the government aims to provide the nationwide information infrastructure. Without the existence of a sound broadband network the success of Digital India campaign only a dream. Thus the broadband network is the dominant pillar of this campaign.

- 2. Universal Access:** The next and the important pillar of Digital India is the universal access to mobile phones. There are various equipments to connect the people each other but the mobile phone is effective and affordable equipment to connect the people. The Indian government has decided that by 2018 all villages covered with the mobile connectivity. The connectivity with the mobile phones will be provided to 42300 villages in the next four years.
- 3. Public Access to Internet:** The third important pillar of Digital India is the public access to internet. The government aim to connect peoples to the internet. The 250000 villages and 150000 post offices will be connected for providing better services to Indian peoples in the next 2-3 years. These post offices will become as centre for the people which will be provided multi services with effective way. The proper and effective access of public to internet is helpful to implement this programme effectively.
- 4. E -Governance:** This governance aim to convert the all manual work in to automation system. The following areas are included into the scope of e-governance such as online access to application and many governmental services like the school certificate, voter card, ration card, online payment etc. With the help of the e-governance all these tasks can be easily perform. If all these services will be available online then the people of the remote areas will be attractive towards the digital India. Hence, the e-governance is the important pillar of digital India.
- 5. E- Kranti:** The e-karanti focus on delivering the all digital knowledge programme which includes the education, farming, financial and many more services at a very high bandwidth. Physical boundaries are not matter of limitation when everything is available in digital way. With the help of this pillar the digital India campaign can be implementing with effective way because this pillar covers the all important sectors of an economy.
- 6. Global Information:** The digital India programme is not specified for a special sector but it is implemented for the development of whole Indian economy. So the importance of global information arises. If all information will be available at global level then it becomes easy to implement any programme at global level. Hence, the global information plays an important role in the success of Digital India campaign.

- 7. Electronic Manufacturing:** India imports a large portion of electronic equipments. The import of electronic equipments is increasing day by day. To decrease the import of these equipments in India has become important objective of Digital India. We hope that the import of these equipments will approximately zero till 2020. A national policy on this issue was brought for Electronic System Design and Manufacturing (ESDM) sector in India. It includes the following-
- I. The 25% subsidy on capital expenditure will be available under MSIPs.
 - II. More fund in research and IT areas.
- 8. IT Training for Jobs:** This pillar focus on providing the training to the youth for availing the employment opportunity in the IT sector. Today the IT sector has become the most important sector for providing the employment. This sector also fulfills the requirement of the digital India campaign. The Indian economy growing faster towards the digital system and in these situations the training to youth people for employment become point of concern. If the youth people have the knowledge about the digital work and the opportunities are available then the development of any economy is possible. Hence, the training to youth for IT sector plays an important role in the digital India programme.
- 9. Early Harvest Programme:** This is the last and more important pillar of Digital India programme. Under this programme the transparency can be achieved in the digital system. The Indian government tries to provide the internet facilities in all education institutions across the country. The e-mail will be primary mode of communication. The attendance system in all government offices will be made online with the help of the biometric attendance system. Hence, this pillar provides the better accuracy and transparency in the transactions.

Hence, the above all pillars are required for implementing a sound bridge in the form of digital India programme. If any one of above pillar is weak then there is chance of breaking the bridge. So every pillar should be prepared soundly.

ADVANTAGES OF DIGITAL INDIA

The digital India campaign provides many advantages to an economy. We can say that it includes the all these benefits which is necessary for a developing country for growing faster. The important benefits of this programme is as following-

1. The first and important benefit of this programme is that with the help of digital India campaign our illiterate people can do online transactions with the help of thumb.
2. It generates the employment opportunity that is the first choice of a developing country.
3. Easy access to education, health care services, banking, insurance and digital literacy in the urban as well as rural areas.

4. It provides the valuable information about the agriculture sector such as price information, seeds knowledge, availability of fertilizers, weather information as well as easy access to knowledge of electronic devices used to agriculture sector.
5. Development of the remote areas through online education, online banking and online health care services is the most valuable benefit of digital India programme.
6. This programme provides the facility of digital locker that helps the people to store their important documents like pen card, passport, mark sheet and degree. With the help of digital locker facility we can easily see and copy our documents with the help of internet.
7. This programme provides the advantage of technology which is impossible by hire a person individually.
8. Reduce corruption through more transparency in the digital transaction.
9. Easy access to every person to the banking with the help of mobile banking.
10. Development of the online courses will be increase. With the help of the online course the education will be increase in remote areas.

BARRIERS IN THE DIGITAL INDIA PROGRAMME

The digital India programme is beneficial for Indian economy in various points of view. But the success of this programme depends upon the various factors. Some factors are barrier in the way of digital India programme. Here we are discussing the important factors that are the obstacles in the path of digital India programme.

1. **High cost of implementation:** The first barrier in the way of digital India programme is the heavy cost of implementation. A big amount is requires to build up the whole structure of this programme. So the high cost is a barrier in the success of Digital India campaign.
2. **Risk of privacy:** The second and the most occurred barrier in the Digital transactions is the privacy of user. Every day we hear the news about the hacking of the sites by the hacker. So the fear of privacy is the barrier in the success of Digital India.
3. **Lack of digital awareness:** The success of digital India programme depend upon digital literacy. But in Indian economy less people have the good knowledge about the digital system. So awareness among the peoples is the barrier in Digital India programme.

CONCLUSION

The digital India programme has praised by the most of the people in India as well as other countries. If we say that this programme is the u turn in the Indian economy then it will not be wrong. In few years ago the Indian economy was stand at a point where it was need a direction in the technological point of view. The corruption and untransparency has increased due to the paper policy. Although today we cannot say that we have made fully digitalization in every transaction but we can say with confidence that the aim of fully digitalization is not longer, where we stand today. Now with the help of digital India campaign Indian economy improve every day in the field of education, industries, banking, insurance and digital awareness. The Indian government trying to promotes this campaign. The peoples have begun the transactions with the help of internet.

Now we can operate our bank account, payment bill, transfer money and get any information about the bank account with the help of internet banking at our door. A good point is that the big portion of Indian population is the youth and the youth have the more opportunity to taking advantages in every field through this campaign. Hence, we can say that India is changing.

REFERENCES

- Biswas, S., & Hazra, S. Digital India: A Unique Step towards E-learning in India.
- Phil, M., & Laws, B. Header Menu.
- Panda, M. I. Chhatar, M. D.C., & Mharana, B. (2013). A brief view to digital divide in Indian scenario. *International Journal of Scientific and Research Publications*, 3(1), 385.
- Sharma, S. K., Lama, V., & Goyal, N. (2016). Digital India: A Vision towards Digitally Empowered Knowledge Economy. *Indian journal of applied research*, 5(10).
- Kedar, M. S. (2015). Digital India New way of Innovating India Digitally. *International Research Journal of Multidisciplinary Studies*, 1(4).
- Abraham, L.T, Tackling Digital Divide in Kerala and the possible role of libraries, *Library Herald*, 2008, Vol.46-No-2, p.128.
- Bansode, S.Y, Bridging Digital Divide in India: Some initiative, 2008, p.60.
- Behera, J.K, Problems and challenges of collection development of Indian Libraries in Digital Era An Assessment, *Researchers World –Journal of Arts Science and Commerce*, ISSN-2229-4686, 2011, p.139.
- Biswas, S, Digital empowerment seeds of E-volution, Retrieved 9 April, 2001, from www.outlookIndia.com.