Digital India: Unleashing Prosperity

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ABSTRACT *The digital world that we live in today is the outcome of several innovations and technology advances. Today, the world has transformed from a knowledge savvy to techno knowledge savvy. Think of something and it is available in one click. The Digital India drive is a dream project of the Indian Government. It was launched on 1 July 2015 by Prime Minister Narendra Modi. The objective of this paper is to know about impact of digital India on all aspects of governance and improve the quality of life of citizens. The research methodology is descriptive cum analytical in nature. The data for this study is collected through secondary sources such as government websites, newspaper and magazines etc. Some of the aforementioned projects are under various stages of implementation which Let us all look forward for the successful implementation for this project for the brighter and prosperous India and hope India will again called a Golden Sparrow.*

Introduction: - A good governing body requires a good communication platform to communicate with the stakeholders efficiently. Communicating with the citizens has been a big challenge for the government of India with widespread geography, massive population, and cultural diversity. The way of communication has changed a lot from postal and telegraph era to print and broadcasting media to the era of digital communication. The efficient way to communicate with the citizens of the world's largest democracy with a population of 1.2 billion is only possible by communicating with everyone on a digital platform. Though India is considered as the IT powerhouse of the world, there is a huge digital divide. The Digital India drive is a dream project of the Indian Government to re-model India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability. It was launched on 1 July 2015 by Prime Minister Narendra Modi. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India imagines, universal digital literacy and approachability for all digital resources for citizens by ensuring that the resources and services are accessible in regional languages and providing digital scaffold to participatory governance ensuring convenience, like making all government certificates and documents available on the Cloud with portability. From smart phones to lightning-fast laptops to GPS devices, it's hard to imagine life without technology. In the twenty-first century, one of the most important technologies is the power of the digitization. Another part of digitization is the advancement of smart phones that gives the freedom of single touch to access the online services all over the globe. With Digital India project, the government is ready for the big programme by connecting every service with the e-power. This facility will aim to lessen the usage of physical documents and enable sharing of e-documents across organizations.

Literature Review: - Review of Literature provides the information of research work already done by the researchers relating to the topic of study. The work related to the study may support or conflict with present results. A number of research papers and articles provide a detailed insight about the role of digital India and the implications of this project in India. The findings from the literature are presented below:-

Jain (2015) concluded that some projects are under various stages of implementation which may require some transformational process to achieve desired objectives.

Sharma (2015) described that in this project age every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of year's ego. It was concluded that more prospects will open for the youth that will boost the nation's economy.

Research Methodology:-To make research a success, one has to define and plan the whole program properly and effectively. This plan is called the research methodology comprising of a number of interrelated procedures and practices. Research methodology gives the researcher an opportunity to put forth the arguments for having opted for certain alternatives and also at the same time he can justify his ruling out some other possibilities. Why a research study has been undertaken, how the research problems have been defined, which technique of analyzing data has been used and a host of similar other questions and usually answered when we talk of research methodology of a study. In other words, the purpose of research methodology is to describe the research problem of the study. The research methodology is descriptive cum analytical in nature.

Problem Statement:-The traditional process to operate any contextual applications into touchable devices acquire maximum amount of time to perform the task. The objective is to reduce the unwanted paper work, cost and time taken during the complication of contextual operations.

Objectives of the study:-1. To understand the concept of Digital India.

2. To know the impacts of Digital India on society.

3. To find out the challenges faced in the implementation of this project.

Data Collection Method: - In the present study, for drawing the conclusions, secondary data is used. Secondary data has been collected from central government official websites, journals, newspapers and related studies.

Vision areas:-It is centred on three vision areas which are as follows:

Digital Infrastructure as a utility to every citizen:-The government is planning to provide high speed internet connectivity to 2, 50,000 gram panchayats, which will be a core utility for digital inclusion.

Governance and services on demand:-Under this vision, all the government department will be integrated with optical fibre, which will improve operability of these organisations. It will also result in real time service delivery from online platform.

Digital empowerment of citizens:-This vision is to empower citizens through digital literacy and universal access to digital resources e.g.Mygov website for crowd sourcing ideas.

Pillars of digital India: - These three vision areas further encompass nine pillars of digital India. These are as follows:-

1. Broadband highways:-The government with the vision of digital India has allocated 5 billion to build high speed broadband highways connecting all the villages, government department, university etc. This is a key driver in addressing the challenges in the development goals through fibre networks. The participation of private players is very important for faster rollout of optic fibre networks across the length and breadth of a country like India.

2. E-governance: - The national e-governance plan has been formulated by the department of electronic and information technology, and department of administrative reforms and public grievances. This project works in both centralized and decentralized way. There are many different initiatives from central Government as well as state government under this project to ensure government services are available to citizen's electronics.
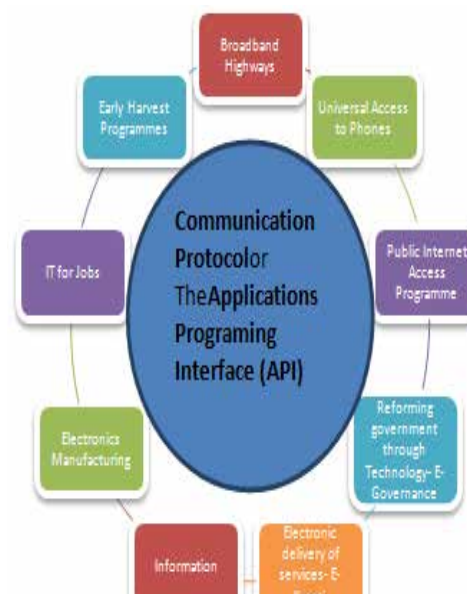
(9 Pillars of Digital India programme)

E-kranti:-E-kranti project provides electronic delivery of services to the citizens. The government has allocated 5 billion for the e-kranti project which include:-e-health, e-education, and technology for farmers, technology for planning, technology for security, technology for financial inclusion, and technology for justice.

Universal Mobile Access:-In the coming years, network technologies like 3G,4G and 5G will storm the speed. Government is specially preparing to connect unconnected areas and speedy use of these technologies. General public will access the online government services with the help of handheld devices. Nation is ready to be well-connected, efficient and more productive in every aspect.

Public Internet access:-Virtuous technologies that support cost containment, collaboration, security, services on the go, social connect, and in-built intelligence that deliver remote access to any information or service available across the domain. This change will open new doors of e-services to every citizen.

Information for all:-Websites and mobile apps will convey data and realistic participation and through social media. Everything is connected through virtual networks. Swift work flow and no delays due to wait in queues.

Electronics manufacturing:-This milestone will create a huge base for electronics manufacturing in media with the aid of digital technologies and skills. The empowerment of manufacturing through the internet of things will enable intelligent workshops that demonstrate data driven operational excellence and decentralised production control systems within and beyond the physical factory walls.

IT for jobs:-The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector. BPO industries will be established for the fastest growing segment of the IT enabled services industry. It offers e-services 24/7 in every field and gives more jobs potentials.

Early Harvest:-This programme will generate short timeline projects where every manual service is altered by e-service. E-services like educational books to e-books, public Wi-Fi sports to access online game.

Impacts of Digital India:-The digital India project provides a huge opportunity to use the latest technology to redefine India the paradigms of service industry. A digitally connected India can help in improving social and economic condition of people living in rural areas through development of non-agricultural economic activities apart from providing access to education, health and financial services. There are some impacts of digital India which are as follows:-

Economic Impact:-It can play a key role in macro economic factors such as GDP growth, employment generation, labour productivity, growth in number of businesses and revenue leakages for the government.

Social Impact:-Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, poverty, lack of funds and investments. Modern ICT makes it easier for people to obtain access to services and re-

sources. The penetration of mobile devices may be highly useful as a complementary channel to public service delivery apart from creation of entirely new services.

Environment Impact:-The major changes in the technology space have not only brought changes to the economic system but are contributing to the environment changes. The next generation technologies are helping in lowering the carbon footprint by reducing fuel consumption, waste management, greener management, greener workplaces and thus leading to a greener ecosystem.

Impending Challenges:-The digital India initiative is an ambitious project of the government and is, by far, the biggest ever conceived. There are many challenges that could come in the way of successful completion of the project. These are as follows:-

High cost of implementation.
Time overrun:-The NOFN project which is the backbone of the digital India project has been delayed. The delayed project may lead to delay in other dependent projects and meeting the budget limit will be difficult.

Lack of coordination among departments:-It involves participation of several department and demanding commitment and efforts. Hence, strong leadership and timely support of all the involved entities will play a critical role.

Poor private participation:-The private participation in the government projects in India is poor because of long and complex regulatory processes.

Uniform and fast adoption of internet:-Despite lowest data tariffs in the world, adoption of internet in India will be difficult due to illiteracy, affordability, and availability of mobile devices.

Conclusion: -Some of the aforementioned projects are under various stages of implementation which may require some transformational process reengineering, refinements and adjustment of scoping and implementation strategy to achieve the desired service level objectives. All educational institutions and government services will soon be able to provide I-ways round the clock. Tech giants from all over the world are willing to actively participate in this dream campaign. More employment prospects will open for the youth that will boost the nation's economy. Let us all look forward for the successful implementation for this project for the brighter and prosperous India and hope India will again called a Golden Sparrow.

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