



DIGITAL INDIA – AN OVERVIEW

Dr. P. L. Harale

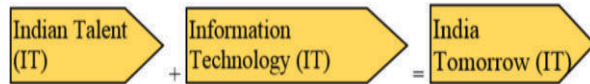
M.Com., M.Phil, SLET, Ph.D. Assistant Professor of Commerce, Shri L. K. Khot College of Commerce, Sankeshwar

ABSTRACT Digital India is a scheme launched by Government of India. The main objective of this scheme is to make India digitally empowered in technology. It is also ensure that government services are accessible by the citizens electronically. By improving online infrastructure as well as internet connectivity. The vision of digital India is the development in the field of including electronic services, products, manufacturing and Job oriented schemes etc. Digital technologies including mobile application and cloud computing is causes an important role in rapid development for economic growth and digitally empowered Indian citizens across the world. This paper overview the concept of Digital India and its challenges and opportunities.

KEYWORDS : Digital India, Challenges, Opportunities, Pillars and Initiatives

INTRODUCTION:

An initiatory step toward the Digital India is to connect rural areas with high speed internet networks. It was launched for the first time by Prime Minister Shri Narendra Modiji on 2nd July, 2015. It has three essential factors these are universal digital literacy, Delivering Government Services digitally and development of secure and stable digital infrastructure. In this digital era when uses of technologies increasing day by day in everyday lives in reference to communication to transactions including retail stores to government offices. It provides the facility to connect with each other and sharing the information. Digital India as term defined something which is provide digitally using information and communication technologies and contributing to improve growth in employment, economy and productivity. The mode of Digital India is:

**Objectives:**

The following were the objectives of the study

- To study the concept of Digital India
- To understand the pillars and initiatives of Digital India.
- To study the opportunities of Digital India.
- To find out the challenges faced in implementation of this programme.

Methodology:

The paper is based on secondary data that have been collected from internet, magazines and Journals.

Concept of Digital India:

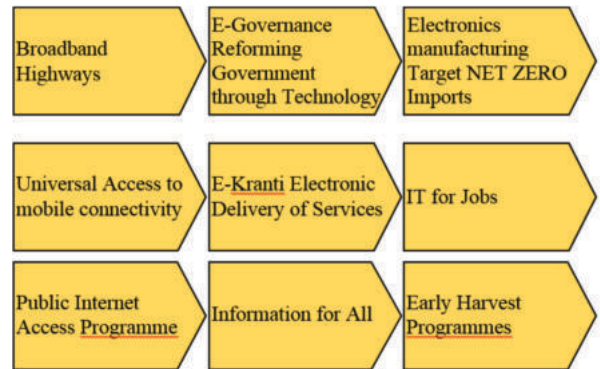
Digital India is a programme to transform India to a digitally empowered society and technological economy. The today's digital work where we are living is the result of many innovations and technological advancement which helps to improve the life of all citizens.

The tagline of Digital India programme is power to empower. Digital India thought is about growth in electronic sector such as service produces manufacturing and Job opportunities etc. and also concentrate on three key areas that is Digital infrastructure as a utility to every citizen, Governance and services on demand and Digital empowerment of citizens.

The 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.

Nine pillars for the growth of Digital India:

Digital India intends to provide thrust through nine pillars of growth areas i.e., Broadband, Highways, Universal access to mobile connectivity public internet access programme e-governance by reforming government through technology, e-Kranti (NEGP) 2.0) through electronic delivery of services, Information for all, electronics manufacturing with a target of net-zero imports, IT for jobs and some early harvest programmes.

**Initiatives of Digital India:**

The initiative is implemented to create empowerment among the masses. The governance will shift from e-governance to m-governance, 'mobile governance'. The initiative aims to bring big investments in the technology sector and this Rs.1.13 Lakhs crore initiative will help in creating a participative transparent and responsive government.

- **Digilocker:** The service was launched as an important facility to store crucial documents like voter ID Card, PAN Card, BPL Card, Driving License, Education Certificates etc., in the cloud.
- **Mygov.in** –MyGov.in is a platform to share inputs and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a “Discuss”, “Do” and Disseminate approach.
- **e-Sign Framework:** this initiative would enable users to digitally sign a document online using Aadhaar authentication.
- **Swachh Bharat mission mobile App:** The app will enable organisations and citizens to access information regarding the cleanliness drive and achieve the goals of the mission.
- **National Scholarship Portal:** This initiative aims at making the scholarship process easy. From submitting the application, verification, Sanction, and disburses to end beneficiary, everything related to government scholarships can be done on this single portal online.
- **E-Hospital:** Online Registration system under this initiatives enables people to avail services like online registration, payment of fees and appointment online diagnostic reports, checking on the availability of blood online etc.
- **Digitalize India Platform:** This initiative will involve digitalization of data and records on large scale in the country to make easy and quick access possible.
- **Bharat Net:** Under this initiative, a high speed digital high way will connect all 2,50,000 gram panchayats of the country. This is the world's largest rural broadband project using optical fiber.
- **Wi-Fi Hotspots:** development of high speed BSNL Wi-Fi hotspots throughout the country is yet another initiative to improve digital connectivity in the country.
- **Next Generation Network:** Launched by BSNL this service replace 30 years old telephone exchanges to manage all types of services line voice, data, multimedia and other types of

communication services.

- **Electronics Development Fund:** The fund will be setup to support the manufacturing of electronics products that would help create new jobs and reduce import. The funds will promote innovation, research and product development to create a resource pool within the country.
- **Centre of Excellence on Internet of Things (IoT)-n** partnership with NASSCOM, Deity and ERNET in Bangalore, center of excellence will enable rapid adoption of IoT technology and encourage a new growth strategy. IoT will help the citizens in services like transport system, parking, electricity, waste management, water management smart cities, smart health services, smart manufacturing and smart agriculture, etc.

Opportunities of Digital India programme:

Though Digital India programme has faced many challenges in its implementation, but it has some prospects which are mentioned below.

- It would bring in public accountability through mandated delivery government services electronically.
- Digital India programme aims to reduce paper work which will help to save trees and protect environment.
- It benefits people of India in every village in terms of knowledge improved by using internet in day to day life.
- Each person will be having Bank Account
- National scholarship Portal, a project under digital India will put an end to scholarship process right from submission of student's application, verification sanction and disbursal to end beneficiary for all scholarships provided by the government of India.

Challenges of Digital India.

As the initiative is new it is obvious that the programme will face many challenges. Some of the challenges which may create problem in its implementation are as follows,

- India is a diversified country in terms of culture Digital India Programme aims to integrate the whole country digitally complete integration that is integration of technology and languages is one of the main challenges, the mission would face in its implementation.
- There are different internet protocols in different states depending on what kind of hardware and software they implement and chances are that might lead to connectivity glitches. Hence there must be some sort of a directive to standardise all the software protocols.
- Digital India aims to transform the country in to a digitally empowered knowledge economy. It is not an easy task. It needs co-operation and co-ordination of all the government departments. Without the smooth team work between the departments, the mission would never be implemented to its full strength.
- Public internet access is one of the pillar of Digital India Programme. But in India Poverty and illiteracy stands a major obstacles in internet access. High illiteracy rate act as a major road block in expanding the reach of internet.
- We need a strong anti-cybercrime team which the clock maintains the database and protects it round the clock.
- National optical fiber network ensures broadband reaches in every nook and corner of the country. But to reach broadband connection country wide is not an easy task.

CONCLUSION:

Digital India is an initiative taken by the Government of India with a vision to make India a country that is digitally empowered with improved online infrastructure. For successful implementation of Digital India programme involves lot of hindrances but in the present global context there is no second thought. Therefore it is highly expected to expedite the initiation of the Digital India programme.

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