

Digital India: A New Success Strategy for New India

Dr. Veeresh Kumar Sharma

*Assistant Professor, Department of Commerce (Accounts and Law) Seth Phool Chand Bagla P.G. College
Hathras*

Abstract

The Government of India has initiated a campaign called "Digital India" to ensure that all government services are made available to residents electronically, either through better online infrastructure and increased Internet connectivity, or by giving the nation digital empowerment in the technology sector. Plans for connecting rural areas to high-speed internet networks are part of the effort. Three key elements make up "Digital India": (a) creation of a safe and reliable digital infrastructure; (b) online delivery of public services; and (c) widespread digital literacy. Prime Minister Narendra Modi introduced Digital India on July 1, 2015, and it serves as both a facilitator and a beneficiary of other significant Indian government initiatives. The national e-governance plan has been amended and expanded as part of Digital India. It aims to electronically supply all government services. Dreamed up by our honourable Prime Minister Sri Narendra Modi, Digital India is a dedicated programme to get India ready for the knowledge-based change and to give the people good governance through coordinated and synchronised interaction with both the central and local governments.

Keywords – Digital, India, Make in India Online infrastructure.

I. Introduction

Under the direction of Indian Prime Minister Shri Narendra Modi, the Union Cabinet approved the Digital Indian programme on August 20, 2014. All of the current programmes being implemented by the Telecommunications Division & Rural Growth Ministry are included in the Digital India programme, which was created by the Division of Electronic and Information Technology. The Government of India has launched a campaign called "Digital India" to make the country a knowledge economy and a society that is empowered by technology. The government's main goal was to improve internet connectivity and online infrastructure for Indian citizens in order to make all government services electronically accessible. The plan also emphasises cutting back on paperwork. (10) The Digital India programme would help customers as well as service providers. The Prime Minister will personally oversee this project's supervision. The ministry of communications and information technology has been in charge of and planned for this project. The three main pillars of the Digital India programme are the provision of digital facilities as a utility to every resident, demand-driven governance and services, and digital empowerment of individuals. (1) Cloud computing and mobile applications are two examples of digital technologies that have emerged as global accelerators for rapid economic growth and citizen empowerment. We use digital technologies more frequently in all aspects of our daily life, from government offices to retail establishments. They enable us to communicate with one another and to exchange knowledge about the problems and situations we face. In some situations, they also make it possible for those problems to be resolved almost instantly. (5)

Through a distinctive ID and e-Pramaan based on genuine and accepted government applications, it would also address the challenges of public accountability and transparency. Complete internet delivery will be quite beneficial in this endeavour. Corrupt behaviour will be decreased. Even though the vision may not be novel, the enthusiasm and effort shown are impressive. The budget has almost been multiplied by five. Numerous industries will gain from it, including those in IT/ITeS, power, education, telecommunications, production of electronic products, banking and finance, etc. (2) All of India will be connected by digital technology, which will also highlight all of the entrepreneurs and talents that will shape the nation's future. It will contribute to developing digital literacy for all people. To monitor the target achievement in a timely way, a special monitoring committee with the PM as chairman is established. The Ease of Doing Business will undoubtedly improve thanks to Digital India.

Objectives of the Study

The objective of the Digital India Group is to come out with innovative ideas and practical solutions to realize Hon'ble Prime Minister Narendra Modi's vision of a digital India. Prime Minister Modi envisions transforming our nation and creating opportunities for all citizens by harnessing digital technologies. His vision is to empower every citizen with access to digital services, knowledge and information. This Group will come up with policies and best practices from around the world to make this vision of a digital India a reality. (3)

The objectives of the study are as follows:-

1. To bring e-Governance by reforming government through digitization.
2. To bring e-Kranti through electronic delivery of services.
3. To make available online information for all.
4. To facilitates an efficient delivery of government or private services all over the country to its citizen.
5. To ensure large scale deployment of Wi-Fi hotspots all across the country.
6. To open access of broadband highways in all the cities, towns and villages will make possible the availability of world class services on the click of mouse.
7. To connect gram panchayat of country through Bharat Net Programme (a high-speed digital highway).
8. To provide benefits to the beneficiaries through National Scholarship Portal by allowing submission of application, verification process, sanction and then disbursal.
9. To ensures the achievement of various online goals set by the government.
10. To ensure more IT jobs

II. Review of Literature

The government of India has launched a project called "Digital India" to unite its citizens and various government agencies. By minimising paperwork, it seeks to ensure that government services are made electronically accessible to citizens. The team estimates that the project will be finished by 2019. The creation of a two-way platform will be advantageous to both service providers and customers. The Digital India Advisory group, which will be presided over by the Ministry of Communications and IT, will oversee and manage the programme. (4) It will be an inter-ministerial effort where all departments and ministries will provide the public with their own services, such as healthcare, education, and judicial services. Selectively implementing the public-private partnership concept is required. The National Informatics Centre would also be restructured, according to the plans. One of the Modi Administration's key priorities is this project. (6) The Indian government intended to introduce Botnet cleaning facilities as part of "Digital India." Additionally, the government unveiled the "Digi Locker" digital locker. The chairman of Reliance Industries, Mukesh Ambani, reportedly stated that his company would invest Rs 2.5 lakh crores across various Digital India divisions, with the potential to employ more than five lakh people. In order to support young entrepreneurs who are starting firms centred around the Digital India initiative, he also announced the creation of the "Jio Digital India Start Up Fund." Other Significant DI Projects The Government of India will launch the National Centre for Flexible Electronics (NCFlexE) to support research and innovation in the rapidly developing field of flexible electronics. Some of the information was gathered from stories about the Digital India Project that appeared in publications like the Economics Times, The Times of India, India Today, etc., as well as on the social media platforms for Digital India like Facebook, Twitter, and LinkedIn. A few of the research articles that are currently available on digital India are also reviewed. Suresh, P. (2016) has these. Dream to Reality: The Development of Smart Cities in India. Arjuna Kumar and the International Journal of Business Policy & Governance D. M. Sahu (2015). Study of New-Age e-Entrepreneurship in India: Digital India.

Vision of Digital India

The vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy. The Digital India programme is centered on three key vision areas :-

Vision Area 1: Digital infrastructure as a utility to every citizen infrastructure

1. The availability of high-speed internet as a fundamental resource for providing inhabitants with services
2. A unique, permanent, online identity that can be verified by every citizen from birth to death
3. Bank accounts and mobile phones allow for public participation in the digital and financial spheres
4. Simple reaches of a Common Service Centre
5. Private space that can be shared on a public cloud
6. A safe and reliable internet

Vision Area 2: Governance and services on demand

1. Services that are seamlessly linked across agencies or jurisdictions
2. Real-time service accessibility via web and mobile platforms
3. The ability to move and access all citizen benefits via the cloud
4. Services that have been digitally altered to make doing business easier
5. Moving towards electronic and cashless transactions
6. Using Geographic Information Systems (GIS) to construct decision support systems.

Vision Area 3: Digital empowerment of citizens

1. All people are digitally literate
2. Digital resources that are available to everyone
3. The availability of services for digital content in Indian languages
4. Cooperative digital platforms for democratic participation
5. Government documents and certificates do not need to be physically submitted by citizens

Approach and Methodology for Digital India Programme are:

Ministries / Departments / States would fully leverage the Common and Support ICT Infrastructure established by GoI would also evolve/ lay down standards and policy guidelines, provide technical and handholding support, undertake capacity building, R&D, etc.

1. The existing/ ongoing e-Governance initiatives would be suitably revamped to align them with the principles of Digital India. Scope enhancement, Process Reengineering, use of integrated & interoperable systems and deployment of emerging technologies like cloud & mobile would be undertaken to enhance the delivery of Government services to citizens.
2. States would be given flexibility to identify for inclusion additional state-specific projects, which are relevant for their socio-economic needs.
3. E-Governance would be promoted through a centralized initiative to the extent necessary, to ensure citizen centric service orientation, interoperability of various e-Governance applications and optimal utilization of ICT infrastructure/ resources, while adopting a decentralized implementation model.
4. Successes would be identified and their replication promoted proactively with the required productization and customization wherever needed.
5. Public Private Partnerships would be preferred wherever feasible to implement e-Governance projects with adequate management and strategic control.
6. Adoption of Unique ID would be promoted to facilitate identification, authentication and delivery of benefits.
7. Restructuring of NIC would be undertaken to strengthen the IT support to all government departments at Centre and State levels.
8. The positions of Chief Information Officers (CIO) would be created in at least 10 key Ministries so that various e-Governance projects could be designed, developed and implemented faster. CIO positions will be at Additional Secretary/Joint Secretary level with over-riding powers on IT in the respective Ministry.

Programme Management Structure for Digital India Programme

The programme management structure for Digital India consists of a Monitoring Committee on Digital India headed by the Prime Minister, a Digital India Advisory Group chaired by the Minister of Communications & IT and an Apex Committee chaired by the Cabinet Secretary. The central ministries/departments and state governments concerned would have the overall responsibility for implementation of various Mission Mode and other projects under the Digital India Programme. The Apex Committee on the Digital India programme headed by the Cabinet Secretary and the Digital India Advisory Group chaired by the Minister of Communications and Information Technology has been constituted. (7)

The first meeting of the Apex Committee on the Digital India programme was held on 26.11.2014. The second meeting of the Apex Committee on the Digital India programme was held on 09.02.2015. The actions on decisions made by the Apex Committee are being worked out. The Programme management structure for the Digital India programme as endorsed by the Union Cabinet is as follows: For effective management of the Digital India programme, the programme management structure would consist of a Monitoring Committee on Digital India headed by the Prime Minister, a Digital India Advisory Group chaired by the Minister of Communications and IT and an Apex Committee chaired by the Cabinet Secretary. The structure has the needed secretarial/ monitoring/ technical support and appropriate decentralization of power and responsibility to ensure effective execution of the various projects/ components by the implementing departments/ teams.

Pillars of Digital India

Digital India is an umbrella programme that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. (9) Each individual element stands on its own, but is also part of the larger picture. Digital India is to be implemented by the entire Government with overall coordination being done by the Department of Electronics and Information Technology (DeitY). Digital India aims to provide the much-needed thrust to the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti -Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early

Harvest Programmes. Each of these areas is a complex programme in itself and cuts across multiple Ministries and Departments. (8)

Implementation Approach

All the initiatives, including establishing and expanding core ICT infrastructure, delivery of services etc. under the Digital India programme have definitive completion time targets. Majority of the initiatives are planned to be realized within the next three years. The initiatives planned for early completion (“Early Harvest Programmes”) and citizen communication initiatives (“Information for All”) have already started going live and are being completed. (11)

The Digital India programme aims at pulling together many existing schemes. These schemes will be restructured, revamped and re-focused and will be implemented in a synchronized manner. Many elements are only process improvements with minimal cost implications. The common branding of programmes as Digital India highlights their transformative impact. While implementing this programme, there would be wider consultations across government, industry, civil society, and citizens to discuss various issues to arrive at innovative solutions for achieving the desired outcomes of Digital India. DeitY has already launched a digital platform named as “myGov” (<http://mygov.in/>) to facilitate collaborative and participative governance. Moreover, several consultations and workshops have been organized to discuss the implementation approach of the vision areas of Digital India.

- 1. Broadband Highways** – High speed connectivity and high speed internet
- 2. Universal Access to Mobile Connectivity** – To reach inaccessible areas also
- 3. Public Internet Access Programme** – Connect India to the world and newer ideas. It’s a National Rural Internet Mission.
- 4. E-Governance Improving governance using technology** – This is to improve the government to citizen interface for various service deliveries.
- 5. E-Kranti** – Deliver services electronically and thus in a faster and time bound manner. This is helpful in education, healthcare, planning, security, financial inclusion, justice, farmers, etc.
- 6. Information for all** - This will bring in transparency and accountability by easy and open access to documents and information to the citizens.
- 7. Electronics manufacturing** –This will encourage manufacturing of electronics in India and reduce electronics import and help in job creation too. This will help in achieving goals of ‘Make in India’ initiative also.
- 8. IT for jobs** –Employment opportunities will be increased as well as training aspect will be focused on under ‘Skill India’ program. Focus will be more on IT training.
- 9. Early Harvest program** – This has a number of programs under it which are to be implemented within a short timeline. They address development in variety of sectors like education (school as well as university level), weather forecast, telecom, social problems like lost and found children, etc.

Advantages of Digital India

“All one needs is a computer, a network connection, and a bright spark of initiative and creativity to join the economy.” - Don Tapscott. This is increasingly becoming true nowadays. The Digital India initiative aims to transform India into a digitally empowered society and knowledge economy. It aims to connect entire India digitally in the span of 4 years i.e. till 2018-19. Envisaged by the department of Electronics and Information Technology (DeitY), the vision of Digital India is focuses on - Digital Infrastructure as a utility to every citizen, Governance & services on demand and Digital Empowerment of citizens.

It wants to bridge the digital divide and bring India at par with the developed nations. It will combine many existing schemes related to e-governance, other digital initiatives etc.; restructure them and implement them in a synchronized manner under this umbrella initiative named as ‘Digital India’. some of the primary advantages that government witnesses from the digital economy are: Removal of Black Economy: When the transactions are made digitally, they can be easily monitored. Increase in Revenues: This is one of the most obvious and common benefits of the digital economy.

Impact of Digital India by 2019

1. Broadband in 2.5 lakh villages, universal phone connectivity.
2. Net Zero Imports by 2020
3. 400,000 Public Internet Access Points
4. Wi-fi in 2.5 lakh schools, all universities; Public wi-fi hotspots for citizens.
5. Digital Inclusion: 1.7 Cr trained for IT, Telecom and Electronics Jobs.
6. Job creation: Direct 1.7 Cr. and Indirect at least 8.5 Cr.
7. e-Governance & e-Services: Across government.

8. India to be leader in IT use in services – health, education, banking.

Challenges in Implementing Digital India

1. High Level of Digital illiteracy.
2. Connectivity to remote areas.
3. Compatibility with center state databases.
4. Cyber Crime.
5. Net Neutrality.
6. Lack of Key Persons.
7. Language Barriers.
8. Over Populations.
9. Lack of Integrated Services.
10. Spectrum Crunch.
11. Electronics Manufacturing.

III. Conclusions

The goal of a digital India is impressive. It is a significant step towards creating a nation that is truly empowered. If it is successful, access to multimedia information, content, and services for citizens is transformed. The nine pillars of the digital India programme face significant implementation hurdles, therefore the aim is still far off. So that this programme does not fail, it is essential that focused, consistent attention be given to each and every pillar. In fact, only when everyone is mentally prepared for the shift and equipped to handle the difficulties of putting this strategy into practise would it be feasible to realise this vision. The government of India has taken a fantastic endeavour to make India a knowledge economy and a society that is empowered by technology. It is also an excellent idea to revamp all government services. If the Indian government is successful in properly implementing all of the policies of the Digital India campaign, our economy will grow at a rapid rate as it prioritises the provision of high-speed internet service, broadband highways, information technology jobs, all of the information available online, the transition to cashless transactions, and widespread mobile phone use.

References

- [1]. The Digital India Book.
- [2]. The Times of India.
- [3]. The Economic Times.
- [4]. <http://indiaegovernance.blogspot.in>
- [5]. <http://www.digitalindia.gov.in>
- [6]. <http://www.cmai.asia/digitalindia>
- [7]. <http://computer.financialexpress.com>
- [8]. Ministry of Electronics & Information Technology, Government of India.
- [9]. Sarin, G. (2016). Developing Smart Cities using Internet of things: An Empirical Study. Computing for Sustainable Global Development (INDIA.Com) ,2016
- [10]. Suresh, P. (2016). Development of Smart Cities in India-Dream to Reality. International Journal of BusinessPolicy & Governance.
- [11]. Arjuna Kumar Sahu, D. M. (2015). Digital India: A Study of New-Age e-Entrepreneurship in India.