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**DIGITAL INDIA: A PROGRAM TO TRANSFORM INDIA INTO A DIGITALLY  
EMPOWERED SOCIETY**

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**ABSTRACT**

*The Digital India vision provides the intensified force for progress and promotes inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. In the 21<sup>st</sup> century India strive to meet the aspirations of its citizens. The government and its services reach the doorsteps of citizens and contribute towards a long lasting positive impact. The Digital India programme aims to transform India into a digitally empowered society and knowledge economy. It has leveraged IT as a growth engine that has given the direction after launching make in India plan of Indian Government to focus on making the Indian Economy more transparent and speedy. The Digital India project aims to offer a one-stop shop for government services by using the mobile phones as the backbone of its delivery mechanism. The government of India hopes Rs. 1.13 lakh crore initiatives that seek to transform India into a connected economy. This would attract investment in electronics manufacturing, create millions of jobs and support trade. Digital India Govt's Umbrella Branding of all past and new e-projects and ideas to facilitate engagement with the Public promises access to internet, phone and banking infrastructure. Government of India has been planning India for a future knowledge. It would not only help government in transparency but also help Indian people to upgrade their knowledge. It would create millions of jobs in Indian economy in IT and electronics and communication sector.*

**Keywords: Digital India, Indian Government, 9 Pillars**



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## **INTRODUCTION**

The internet services in India started in 1986. Until then, there was no transparency in government work. Twenty-five years back VSNL gave public, internet access in India via dial up services and thus the digitization process started. In 1996, agencies like Times of India, Hindu and other started its websites and Rediff.com launched India's first cyber cafe in Mumbai. In 1999-2000 parliament passed Information Technology Act 2000 and foreign portals like Yahoo and MSN set up Indian sites. Baze.com was launched based on the eBay model. Indya.com launched with Rs. 4.5 crore campaign blitz. Online journalism was born and Tehelka.com exposed cricket betting scandal. ITC launched e-Chaupal. Railtel Corporation of India was launched. NSE launched online stock trading. Cable internet starts replacing dialup connections. Rediff started IPO on NASDAQ. Indian GDP was increasing at 7-8% average rate, but traditional method of governance was not giving the right signals to people. So, in 2006, an e-governance plan was initiated by the government and the government services were connected to public via telecom services. However, this did not meet the expectations. On 1<sup>st</sup> July 2015, Prime Minister Narendra Modi started a new 'Digital India' programme in order to create transparency and speedy government.

- The creation of digital infrastructure
- Delivering services digitally
- Digital literacy

A two-way platform will be created where the service providers and the consumers will benefit. The scheme will be monitored and administrated by the Digital India Advisory group which will be chaired by the Ministry of Communications and IT. It will be an inter-Ministerial initiative where all ministries and departments will offer their own services to the public: Healthcare, Education, Judicial, etc. The Public private partnership model will be adopted selectively. In addition, there are plans to restructure the National Informatics Centre. This project is one among the top priority projects of the Modi Administration.

## **Pillars**

There are nine pillars of Digital India Programme.

(1) Broadband Highways

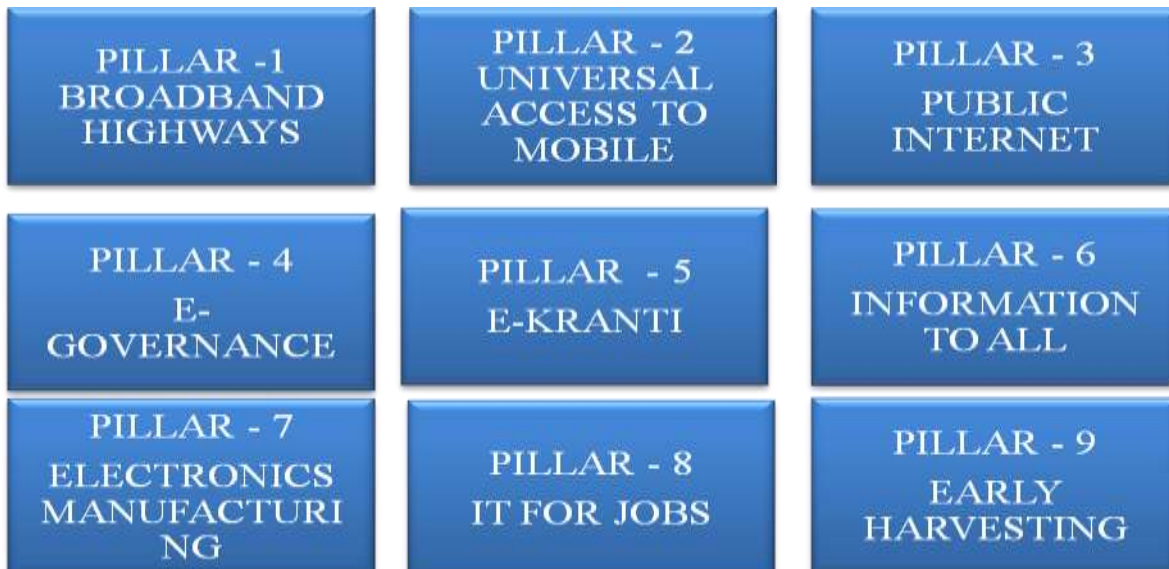


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- (2) Universal Access to Mobile Connectivity
- (3) Public Internet Access Programme
- (4) e-Governance – Reforming Government through Technology
- (5) e-Kranti - Electronic delivery of services
- (6) Information for All
- (7) Electronics Manufacturing
- (8) IT for Jobs
- (9) Early Harvest Programmes

**NINE PILLARS OF DIGITAL INDIA**





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A Digital India is government of India Initiatives to ensure that the government services are made available to people online by increasing internet connectivity the vision of Digital India programme also aims at inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. The vision of Digital India is centred on three key areas –

- (1) Digital Infrastructure as a utility to every citizen.
- (2) Governance and services on demand.
- (3) Digital Empowerment of citizens.

It aims to provide 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: Target net zero imports, IT for jobs and early harvest programmes including Digital Locker, e-education, e-health, e-sign and national scholarship portal etc. to education, healthcare and other industry. Impact of Digital India might be seen by 2019 so convert dream into reality approx. Rs. 4.5 lakh crore. This will bring inclusive growth with a vision to transform India into a digitally empowered society and knowledge economy which focuses on ‘Digital India = Power to Empower’ and IT (Indian Talent) + IT (Information Technology) = IT (India Tomorrow)

### **OBJECTIVE OF THE STUDY**

The main objectives of this research paper is to know:

1. Digital India Campaign and Programme.
2. Objectives behind it.
3. Implementation.
4. Impact on economy.
5. Creation of Jobs.



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### **RESEARCH METHODOLOGY**

The research study has been designed as a descriptive one.

### **SOURCES OF DATA**

The study is an attempt of extensive study based on secondary data collected from various research paper, books, newspaper, journal and magazines article and media reports.

### **LIMITATIONS OF THE STUDY**

1. There is always a room for improvement and this research study is not an exception. Since the data is based on secondary data, there is common matter for research.
2. The study is based on published data and information. Primary data does not form the part of research.
3. Every care has been taken to turn the information into qualitative and correct data.
4. The objectives, nature and methods used to collect data may not be appropriate to the present situation.
5. Secondary data may be lacking in accuracy or they may not be completely current or dependable.
6. Time constraint is the major limitation in the study.

### **PILLARS OF DIGITAL INDIA**

An Umbrella shaped projects converts digitalization with the help of 9 pillars. These pillars covers important projects like National e-governance plan, National knowledge Network,



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National Optical Fibre Network, Digital cities etc. which will help in digital inclusion in the country and empower the citizens to eradicate the digital division.

**Pillar No. – 1: Broadband Highways (Internet For All)**

Broadband highway is the first most important pillar. It connects rural, urban and government department with the internet. Government will spent Rs. 5 Billion to build high speed broadband.

**Pillar No. – 2: Universal Access to Mobile Phones**

Mobile phone is the basic need of present time. Under this pillar mobile connectivity is provided to uncovered areas of 42,300 villages in next 4 years.

**Pillar No - 3: Public Internet Access**

The mission of this pillar is to provide National Rural Internet to 2,50,000 villages. 1,50,000 Post offices will be connected to provide better services to Indian people.

**Pillar No. – 4: E-governance: Reforming Government through Technology**

Department of Electronics and Information Technology (Deity) and Department of Administrative Reforms and Public Grievances (DARPG) has formulated national e-governance plan (NeGP). State and central government have taken initiatives to ensure that the government services are available to citizens electronically. Government services like school certificates, voted Id, ration card, online payment gateways, government databases and government schemes are easily available to information seekers.

**Pillar No.–5: E-kranti Electronic delivery of services**

The e-kranti project delivers the electronic services to the citizens. The government has allocated 5 billion for e-kranti project that includes sub-level projects as below:



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S.N	Sub-Projects	Areas covered/ Initiatives
1.	Technology for Education (e-education)	(1)All schools connected with broadband (2)Free Wi-Fi in all schools (3)Digital Literacy Program (4)MOOC's – development pilot massive online open courses
2.	Technology for Health (e-education)	(1)Online Medical Consultant and Medical supply (2)Online availability and online records (3)Patient Information on a PAN basis
3.	Technology for Farmers	(1)Real time price information (2)Online ordering of inputs (3)Online cash loan and relief payment with mobile banking
4.	Technology for Planning	(1)GIS based decision making (2)National GIS mission mode project
5.	Technology for Security	(1)Mobile emergency services (2)National cyber security co-ordination centre
6.	Technology for Financial Inclusion	(1)Mobile banking (2)Micro ATM programme (3)CSCs/Post office
7.	Technology for Justice	e-courts, e-police, e-prosecution



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**Pillar No. – 6: Information for All**

Information is the backbone for planning and decision making it is useful for all (Citizen, Industry and Government). Government will connect with citizen through social media and internet. It will make a two way communication medium for exchange ideas / suggestion with government.

**Pillar No. – 7: Electronics Manufacturing**

India is currently importing electronic goods worth \$ 100 billion every year increased to 400 by 2020. This pillar will targeting to reduce electronics good to zero by 2020. A national policy on electronic system Design and manufacturing (ESDM) sector in India. It includes

- 25% subsidy of capital expenditure under MSIPs
- Preference in govt. Purchasing to domestically manufactured
- More fund on research in IT
- Approval for setting up to two semiconductor wafer fabrication

**Pillar No. – 8: IT for Jobs**

This pillar focuses on providing training to the youth in the skills required for availing employment opportunities in the IT/ITES sector. There are eight components with specific scope of activities under this pillar:

- ❖ Training to 1 crore students from rural and urban areas over 5 years
- ❖ Establishment of BPO in every north east state
- ❖ Focusing on 3 lakhs service delivery agents

**Pillar No. – 9: Early Harvesting Programmes**

**Areas covered under Early Harvesting Programmes**

- IT platform for messages





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- Government greetings to be e-greetings
- Biometric attendance
- Wi-Fi in all universities
- Secure email within government
- Standardize government email design
- Public Wi-Fi hotspots
- School books to be e-books
- SMS based weather information, disaster alerts
- National Portal for Lost and found children

#### **ADVANTAGES OF DIGITAL INDIA**

- It will give opportunities to use latest technology by providing access to education, health, financial services etc. It will help in improving the social and economic condition of people living in rural areas.
- Digital India Plan will increase GDP to 1 Trillion by 2025. It will also generate employment and GDP growth will increase labour productivity and entrepreneur opportunities.
- It will generate 17 million jobs directly and 85 million jobs indirectly. Almost 100 million jobs will be created by the plan in next 5 years.
- Some sectors like education, healthcare, banking will be able to reach rural areas. There are so many obstructions like information, awareness, poverty, illiteracy and ignorance.
- India is a huge market for internet and mobile connectivity. India is 3<sup>rd</sup> largest market in internet users and 2<sup>nd</sup> place in wireless subscribers. There is still a big scope in Indian digital market.
- Digital India projects will provide real time education. Smart and virtual classroom will help to take challenges where there is lack of teachers. Education to farmers and fisherman can be provided with the help of projects.
- m.health can promote innovation and increase the reach of healthcare services. Online medical access with more features will help in fighting from poor doctor ratio.
- Agriculture sector in India contributes 16% in India GDP while almost 51% in employment. It will help our farmers to know-how in various agriculture activities like crop choice, seed variety weather, plant protection and market rate information.



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- 2,50,000 villages and institutions will be connected through internet by 2019. Almost 42,000 villages where there is no mobile connectivity will be connected through projects.
- Many service industries like banking, insurance, hospitality, aviation, railways will need it as boosters because these service business will get maximum benefit from these projects.
- Digital lockers will help citizens to store their important documents like PAN card, passport, marksheets, degree and certificates digitally. Secure access of authenticity through AADHAR is possible.
- E-sign will help electronically signing of the documents and national scholarship portal will help the students.
- Reduced corruption, quick working, reducing paper work and increased efficiency of business are the opportunities in this sector.

### **CHALLENGES FOR DIGITAL INDIA PROGRAM**

The Digital India Initiative is an ambitious project of the government. There are so many challenges for the completion of the project. They are as follows:

- (1) **Lack of co-ordination among departments:** It is very large project that includes many departments. So, a strong and timely support is most important for the timely completion of the projects.
- (2) **High cost of implementation:** A very high amount is required to implement the project of Digital India plan.
- (3) **Infrastructure:** National Optic Fibre Network(NOFN) project is planning to build a high speed broadband highway. But still we need other supportive infrastructure such as robust and large data centre for managing a large data of entire country.
- (4) **Time Overrun:-NOFN** Project has been delayed several times and suffering two years. So, it has also delayed other projects. Timely completion of the projects is most important for the successful of the projects.
- (5) **Participation of Private Players:** - Many regularities checks and long and delayed projects are breaking the entry of private players in Digital India Projects. Private companies will play a crucial role in its success.



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### **CORPORATE SUPPORT AND INVESTMENT IN DIGITAL INDIA**

Indian Corporate will invest a huge investment in Digital India . RIL will invest Rs 2.5 lakh crore as part of the initiative, adding that this company would roll out broadband networks across all states. Birla Group will invest additional Rs.7 billion in next 5 years in electronics manufacturing and development of smart cities and 100 Acres Digital city in Mumbai. Bharti Airtel will invest in excess of Rs. 1trillion towards additional infrastructure. Vedanta Resources and Sterlite Technologies Ltd. will invest Rs.40,000 Cr for LCD Manufacturing in India project that will generate 50,000 Employment. Many foreign Companies like San Jose, California, Face book's CEO, Mark Zuckerberg expressed their support for digital India. Google committed to provide broadband connectivity on 500 railway stations in India. Microsoft agreed to provide broadband connectivity to five lakh villages in India and make India its cloud hub through Indian data centres. Qualcomm announced an investment of \$150 million in Indian startups. Oracle plans to invest in 20 states and will work on payments and Smart city initiatives. Reliance Group will Invest 10K Crore for Telecom space &cloud computing.

### **CONCLUSION**

Digital India is a ambitious programme of Government of India. It was started to transform India into digital world ,empowered society and knowledge economy .Government services will be provided to Indian citizens with the E-services (For policies implementation) and E-governance (For Government Department) as it will take speed in implementation andeconomy will emerge with more transparency, speedy implementation of government policies , reducing corruption , more productivity , less paper work ,more employment in more informative way. Services like E-Kranti, my Gov.com many more portal services creates a knowledge economy. Information is a backbone of speedy decision which helps in growth of economy. Millions of jobs, mobile connectivity, internet highway, on line information and many other things create a new India.



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