A STUDY ON DIGITAL INDIA

Dr. Yellaswamy Ambati
Lecturer in Commerce, TS Model Junior College, Jangaon.
Warangal, Telangana State.

ABSTRACT

Digital India is a Programme to prepare India for a knowledge future. Hon'ble Shri Narender Modi, Prime Minsiter of India has laid emphasis on National e- governance plan and has gave it's approval for Digital India – A programme to transform India into digital empowered society and knowledge economy. Digital India is an ambitious programme of Government of India projected at Rs 1,13,000 crores. This will be for preparing the India for the knowledge based transformation and delivering good governance to citizens by synchronized and co-ordinated engagement with both Central Government and State Government. This programme has been envisaged by Department of Electronics and Information Technology (DeitY) and will impact ministry of communications & IT, ministry of rural development, ministry of human resource development, ministry of health and others. This programme will also benefit all states and union territories. The existing/ ongoing e-Governance initiatives would be revamped to align them with the principles of Digital India. The vision of Digital India is to transform the country into a digitally empowered society and knowledge economy. It would ensure that government services are available to citizens electronically. It would also bring in public accountability through mandated delivery of government's services electronically.

KEYWORDS: Digital India, e-Governance, e-Kranti, Information Technology, Economy.

INTRODUCTION

Digital Technologies which include Cloud Computing and Mobile Applications have emerged as catalysts for rapid economic growth and citizen empowerment across the globe.

Digital technologies are being increasingly used by us in everyday lives from retail stores to government offices. They help us to connect with each other and also to share information on issues and concerns faced by us. In some cases they also enable resolution of those issues in near real time.The objective of the Digital India Group is to come out with innovative ideas and practical solutions to realise 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.The Digital India vision provides the intensified impetus for further momentum and progress for e-Governance and would promote inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. Digital infrastructure will focus on providing high speed secure Internet. Governance and services on demand will stress on integrating services across departments and jurisdictions and making services available in real time for both online and mobile platform. Digital empowerment of citizens will pay emphasis on universal digital literacy and availability of digital resources/services in Indian languages. The programme will be implemented in phases from 2014 till 2018. The source of funding for most of the e-Governance projects at present is through budgetary provisions of respective ministries/departments in the central or state governments. Requirements of funds for individual project(s) for Digital India will be worked out by respective nodal ministries/departments but according to government estimate it will cost Rs 113,000 crore. To implement this the government is planning to strengthen National Informatics Center (NIC) by restructuring it to support all central government departments and state governments. Positions of chief information officers (CIO) would be created in at least 10 key ministries so that e-Governance projects could be designed, developed and implemented faster.

OBJECTIVES

The following are the Objectives of the Digital India;

1. To Study the History of Digital India

2. To Study the Vision of Digital India

3. To Study the Services of Digital India

4. To Study the Campaign of Digital India

5. To Study the Reception of Digital India

6. To Study the Advantages of Digital India

7. To Study the Disadvantages of Digital India

8. To Offer Conclusion

History of Digital India

Digital India was launched by the Prime Minister of India Narendra Modi on 2 July 2015 with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India programme is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc. and it is centred on three key areas – Digital Infrastructure as a Utility to Every Citizen, Governance & Services on Demand and Digital Empowerment of Citizens. The Government of India entity Bharat Broadband Network Limited (BBNL) which executes the National Optical Fibre Network project will be the custodian of Digital India (DI) project. BBNL had ordered United Telecoms Limited to connect 250,000 villages through GPON to ensure FTTH based broadband. This will provide the first basic setup to achieve towards Digital India and is expected to be completed by 2017.The government is planning to create 28,000 seats of BPOs in various states and set up at least one Common Service Centre in each of the gram panchayats in the state.

The 2016 Union budget of India announced 11 technology initiatives including the use data analytics to nab tax evaders, creating a substantial opportunity for IT companies to build out the systems that will be required. Digital Literacy mission will cover six crore rural households. It is planned to connect 550 farmer markets in the country through the use of technology. Out of 10% English speaking Indians, only 2% reside in rural areas. Rest everyone depends on their vernacular language for all living their lives. However, as of now, email addresses can only be created in English language. To connect rural India with the Digital India, the Government of India impelled email services provider giants including Gmail, office and rediff to provide email address in regional Languages. The email provider companies has shown positive sign and is working in the same process. An Indian based company, Data Xgen Technologies Pvt Ltd, has launched world's first free linguistic email address under the name 'DATAMAIL' which allows to create email ids in 8 Indian

languages, English; and 3 foreign languages – Arabic, Russian and Chinese. Over the period of time the email service in 22 languages will be offered by Data XGen Technologies.

Vision of Digital India: Vision of Digital India includes the following points

i. Infrastructure as a utility to every citizen:

High speed internet shall be made available in all gram panchayats; Cradle to grave digital identity; Mobile and Bank account would enable participation in digital and financial space at individual level; Easy access to common service centre within their locality; Shareable private space on a public cloud; and Safe and secure cyber space in the country.

ii. Infrastructure as a utility to every citizen:

High speed internet shall be made available in all gram panchayats; Cradle to grave digital identity; Mobile and Bank account would enable participation in digital and financial space at individual level; Easy access to common service centre within their locality; Shareable private space on a public cloud; and Safe and secure cyber space in the country.

iii. Governance and Services on Demand:

Single window access to all persons by seamlessly integrating departments or jurisdictions; availability of government services in online and mobile platforms; All citizen entitlements to be available on the Cloud to ensure easy access; Government services to be digitally transformed for improving ease of doing business; Making financial transactions above a threshold, electronic and cashless; and Leveraging GIS for decision support systems and development.

iv. Digital empowerment of citizens:

Universal digital literacy; All digital resources universally accessible; All government documents/certificates to be available on the Cloud; Availability of digital resources/services in Indian languages; Collaborative digital platforms for participative governance; Portability of all entitlements for individuals through the cloud.

v. BJP Vision for Digital India:

The party aims to make every household digitally literate with a goal to make India the Global Knowledge hub, with IT being a major driver and engine of growth.The manifesto has a strong focus on e-Governance as BJP believes IT is a great enabler for empowerment,

equity and efficiency.The party is focusing on: broadbanding villages; participative governance; digital learning; tele-medicine and mobile healthcare; open source and open standard; E-Bhasha; and others.

Services of Digital India

Some of the facilities which will be provided through this initiative are Digital Locker, e-education, e-health, e-sign and national scholarship portal. As the part of Digital India, Indian government planned to launch Botnet cleaning centers.

Digital Locker facility will help citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government issued documents. It uses authenticity services provided by Aadhaar. It is aimed at eliminating the use of physical documents and enables the sharing of verified electronic documents across government agencies. Three key stakeholders of DigiLocker are Citizen, Issuer and requester.attendance.gov.in is a website, launched by PM Narendra Modi on 1 July 2015 to keep a record of the attendance of Government employees on a real-time basis. This initiative started with implementation of a common Biometric Attendance System (BAS) in the central government offices located in Delhi.

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.Swachh Bharat Mission (SBM) Mobile app is being used by people and Government organisations for achieving the goals of Swachh Bharat Mission. eSign framework allows citizens to digitally sign a document online using Aadhaar authentication. The eHospital application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc. National Scholarship Portal is a one step solution for end to end scholarship process right from submission of student application, verification, sanction and disbursal to end beneficiary for all the scholarships provided by the Government of India. e-Sampark is a mechanism to contact citizens electronically, sending informational and public service messages via e-mails, SMSs and outbound dialing.

At the launch ceremony of Digital India Week by Prime Minister Narendra Modi in Delhi on 1 July 2015, top CEOs from India and abroad committed to invest ₹224.5 lakh crore (US$3.5 trillion) towards this initiative. The CEOs said the investments would be utilitized towards

making smartphones and internet devices at an affordable price in India which would help generate jobs in India as well as reduce the cost of importing them from abroad.

Leaders from Silicon Valley, San Jose, California expressed their support for Digital India during PM Narendra Modi's visit in September 2015. Facebook's CEO, Mark Zuckerberg, changed his profile picture in support of Digital India and started a chain on Facebook and promised to work on WiFi Hotspots in rural area of India. Google committed to provide broadband connectivity on 500 railway stations in India. Microsoft agreed to provide broadband connectivity to five hundred thousand villages in India and make India its cloud hub through Indian data centres. Qualcomm announced an investment of US$150 million in Indian startups. Oracle plans to invest in 20 states and will work on payments and Smart city initiatives.However back home in India, cyber experts expressed their concern over internet.org and viewed the Prime Minister's bonhomie with Zuckerberg as the government's indirect approval of the controversial initiative.The Statesman reported, "Prime Minister Narendra Modi's chemistry with Facebook CEO Mark Zuckerberg at the social media giant's headquarters in California may have been greeted enthusiastically in Silicon Valley but back home several social media enthusiasts and cyber activists are disappointed." Later the Prime Minister office clarified that net neutrality will be maintained at all costs and vetoed the Basic Internet plans. Digital India has also been influential in promoting the interests of the Indian Railways.

Campaign of Digital India:

Times Now and ET Now have announced the launch of the second edition of Digital India Summit & Awards on 22 March 2016.PMGDisha logo Pradhan Mantri Gramin Digital Saksharta Abhiyan (abbreviated as PMGDish is an initiative under Digital India program, approved by The Union Cabinet chaired by the PM Narendra Modi. The main objective of the Pradhan Mantri Gramin Digital Saksharta Abhiyanvis to make 6 Crore people in rural areas, across India, digitally literate, reaching to around 40% of rural households by covering one member from every eligible household. The PMGDisha has been granted an outlay of Rs 2,351.38 crore with the objective of making 6 crore rural households digitally literate by March 2019.

On 28 December 2015,Panchkula district of Haryana was awarded for being the best as well as top performing district in the state under the Digital India campaign. The internet subscribers have increased to 500 million in India till April 2017.

Reception of Digital India:

It is being thought that there needs to be more research on the actual worth of these multimillion dollar government and ICT for development projects. For the most part, the technological revolution in India has benefited the already privileged sectors of Indians. It is also difficult to scale up initiatives to affect all Indians, and fundamental attitudinal and institutional change is still an issue. While much ICT research has been conducted in Kerala, Andhra Pradesh, and Gujarat, poorer states such as Bihar and Orissa are rarely mentioned. Several academic scholars have critiqued ICTs in development. Some take issue with technological determinism, the notion that ICTs are a sure-fire antidote to the world's problems. Instead, governments must adjust solutions to the specific political and social context of their nation. Others note that technology amplifies underlying institutional forces, so technology must be accompanied by significant changes in policy and institutions in order to have meaningful impact. The programme has been favoured by multiple countries including the US, Japan, South Korea, the UK, Canada, Australia, Malaysia, Singapore, Uzbekistan and Vietnam.

Advantages of Digital India: The following are Advantages of Digital India;

i. Cashless transaction is only possible with white money which renders the black economy untenable. Black money is a major problem in India and the fact that less than 5% of all payments in the country are made electronically has not helped matters. The number of tax evaders in India is phenomenally high. Cashless transactions will help India get rid of this perennial problem because in financial institution based economy there are always transaction trails which make it extremely difficult to avoid taxes.

ii. Real Estate prices would drop considerably because a huge share of black money is invested in this sector which inflates the prices in the real estate market.

iii. The expenditure incurred by the RBI in printing notes would be considerably reduced. In the year 2015, the RBI spent Rs 27 billion in issuing and managing currency notes.

iv. Prostitution, drug trafficking, terrorist financing, money laundering and many such activities are carried out only in cash. Cashless transactions would make the operation of such businesses impossible for the criminals. This is one of the major advantages for a crime ridden India.

v. Cashless transactions can be easily monitored by the government which will enhance revenue collection and consequently increase the funds to carry out developmental activities.

vi. The citizens would no longer have to carry liquid cash with them. It would be sufficient to carry mobiles, cards or tablets. Digital transactions are being made available in even ordinary mobile phones which mean that it is not necessary to have only smartphones for digital transactions.

vii. The majority of election funding in India is made through black money cutting across the political spectrum. Cashless transactions would make it impossible for the political parties to spend thousands of crores of unaccounted money for their election expenditures. The deplorable practice of buying the votes by distributing cash and alcohol to the people would also be eliminated. True democracy would be finally at work. Digital Marketing Company In Surat India Social Media Marketing Company In Surat India SEO Company In Surat India-iDIGITALS

viii. The welfare programs that suffer with the chronic problem of corruption and non-implementation would be greatly benefited. The money would be directly transferred to the beneficiary's account and can also be easily traced by the government. The people would no longer be at the mercy of the corrupt government officials who have exploited the poor for far too long.

ix. Counterfeit currency that is pumped into India to wage an economic war by the enemy countries would be eliminated by a cashless society.

x. Creation of Digital Infrastructure and Electronic Manufacturing in Native India.

xi. Digital Empowerment of Native Indian People

xii. Delivery of all Government Services electronically (E-Governance).

xiii. A Digital Identification which will verify the end user.

xiv. A Mobile for worldwide access to all services.

xv. A Bank account for Immediate Benefit Transfers of subsidies and payments.

xiv. The program also aims to eliminate all electronics imports from foreign countries by 2020 and make India a electronics manufacturing super power.

xv. Indian villages will be benefitted the most as with the phase of digitalisation they would be provided with even more of basic amenities (like electricity would be surrly provided as it is a base for digitalisation).

xvi. Villagers will get an opportunity to discover new things through internet facilities. x. With digital lockers, our documents would be safely stored. Possibility of loss would be minimised.

xvii. Online service portals will reduce the delays. All procedures would be transparent.

xviii. Employment will increase as IT companies will employ more people so as to accomplish there i.e.company's goals.

Disadvantages of Digital India: The following are the Disadvantages of Digital India:

i. Many poor people do not have bank accounts. Although the Jan Dhan Scheme launched by the government succeeded in bringing millions into the banking system, the process is not complete and many of the accounts are non-functional. The government has to rectify this problem and bring the entire poor and marginalized section into the banking system.

ii. The small retailers in India deal only in cash and have not been able to invest in the digital infrastructure.The taxes, surcharges and the fees charged on digital transactions need to be made liberal in order to encourage the people to adopt the practice. Otherwise the public would not be willing to move towards a cashless society.

iii. Hacking and cyber theft are grave dangers that plague the digital world. Hackers can steal information and money from anywhere in the world. The challenge before the government is to put strong security systems in place to protect the online transactions from the hackers. Researchers have shown that it is easy to crack the PIN number and gain access to the virtual wallet by using a software, if the cyber criminal gets possession of the victim's phone.

iv. The Indian public is not much educated with regards to the benefits of using cards or online payment methods. A vast majority prefer using cash as a convenient method of payment. Even the card holders consider cash to be a quick method and easy method.

v. a country 'Digital India' seems the dream only gimmick. Dreaming of the internet revolution in India, the country's prime minister for the sake so it can dream, but in the country before the poverty, hunger, famine, lack of hospitals and diagnose problems such as lack of education must .

vi. Digital India after India's biggest concern about cyber crime might be. A look at recent statistics, in the cases of cyber crime is increasing day by day. According to the National Crime Records Bureau data from 2011 to 2013, 350 percent increase in cyber crime cases. As can be imagined that the Cyber Crime Digital India is so severe. Consider those with-in the country now is not adequate mechanism to prevent cyber crime.

vii. The second major concern is about the safety of the country. Today most of the communal forces and terrorists are using the Internet. Terrorist organization to mislead people are resorting to social media. Them in touch with people through social media are misleading. Recently there have been several instances in which the terrorist propaganda on social media are misleading the youth. Digital India would strengthen the communal forces, it can not be denied.

viii. Digital India will grow the use of social media. The rumors on social media and increase communal tensions. Rural India is still very backward in terms of awareness, where Internet penetration is the rapid spread of rumors among the people. Was edited by several people share photos and information is instigated. It does not affect the rural population, will be a challenge to find a solution.

ix. Digital India after becoming the country will start each job via the Internet. All networking sites, social media and other digital mediums US data center, exist in other countries, including the UK. So India will increase the risk of data theft. The question is also whether the break has been removed? Digital Locker can scan their precious documents. There is also a risk that hackers are targeting these lockers can also stolen documents.

Conclusion

I dream of a digital India where 1.2 billion connected Indians drive innovation. Dream of a digital India where knowledge is strength and empowers people.dream of a Digital India where access to information knows no barriers.Dream of digital India where government proactively engages with citizens on social media.Dream of a digital India where government is open and governance is transparent.dream of digital India where quality healthcare reaches right upto the remotest areas through e-health care. Dream of digital India where quality education reaches most inaccessible areas and is driven by digital learning.

Today the Indian people's first need food, clothing, housing, education and good treatment with such basic things. The first of these requirements are met, then the interference of the Internet grows, so will be able to realize the dream of Digital India.

References

- Prakash, Amit. "Digital India needs to go local". The Hindu. Retrieved 2017-02-26. Mannathukkaren, Nissim. "The grand delusion of Digital India". The Hindu. Retrieved 2017-02-26.

- DNA Webdesk (28 September 2015), Here's what you need to know about the Digital India initiative, Mumbai: Daily News and Analysis

- "Government School in Remote Bandahalli Village Gets Inspired by make in India", The New Indian Express, 15 March 2016

- "Digital India Week: Digital Locker, MyGov.in, and other projects that were unveiled", The Indian Express, 5 July 2015

- "GST to take care of many of e-commerce firms' tax issues: IT minister", Live Mint, 21 November 2014

- "About Bharat Broadband Network Limited", Bharat Broadband Network Limited

- Subramaniam, Nikhil (22 March 2013), "India's 'fantastic' broadband project that you should know about", Tech2

- "Under the Digital India initiative: Software Technology Park of India", The Indian Express, 28 February 2016

- "Budget 2016: Technology initiatives to boost Digital India drive", The Economic Times, 29 February 2016

- "Government aims to give 'Digital India' benefits to farmers: PM Modi", The Times of India, 18 February 2016

- "Vernacular Push: Govt. Wants Email Providers To Support Regional Email Addresses". Trak.in - Indian Business of Tech, Mobile & Startups. 2016-08-01. Retrieved 2016-10-28.

- "DataMail: World's first free linguistic email service supports eight India languagesThe Economic Times". The Economic Times. Retrieved 2016-10-28.

- "Data Xgen Technologies launches email address in Indian languages". www.deccanchronicle.com. 2016-10-18. Retrieved 2016-10-28.

- "Government to set up botnet cleaning centers", Preview Tech, 25 May 2014

- "Can DigiLocker Catalyze Digital India? – Maximum Governance". maximumgovernance.com. Retrieved 2016-09-08.

- "DigiLocker - Online document storage facility National Portal of India", india.gov.in, archived from the original on 15 May 2015

- "Attendance.gov.in: Modi government launches website to track attendance of government employees", The Economic Times, 7 October 2014

- "Attendance.gov.in - Government offices will no longer be the same, courtesy Narendra Modi", Daily News and Analysis, 7 October 2014

- "Modi's website gets new, mobile friendly look", Business Standard, New Delhi, BS Reporter, 16 January 2016

- "PM Narendra Modi invites tech enthusiasts for a 'Digital Dialogue'", The Times of India, 4 July 2015

- "Digital India: Top CEOs commit to invest Rs 4.5 trillion".

- Mark Zuckerberg changes his profile picture to support 'Digital India', The Times of India, TNN, 27 September 2014

- Thomas, K (27 September 2015), Modi effect: Silicon Valley giants commit to Digital India, Business Line The Hindu.

- "Digital India to propel economy to its best era: Oracle", Moneycontrol.com, 8 October 2015

- "The Statesman: Digital India at the expense of Net neutrality?", The Statesman, 8 October 2015

- "Clipping of The Statesman - Delhi". The Statesman. 29 September 2015.

- Dipankan Bandopadhyay (14 April 2017). "Digital India and Indian Railways". Politics Now.

- "Times Now and ET Now announce 2nd edition of Digital India Summit & Awards; on 22 March", The Economic Times, 19 February 2016

- "Cabinet approves PMGDISHA under Digital India Programme". New Delhi: Business Standard. February 8, 2017.