



**DIGITAL INDIA –  
NEW ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES**

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**ABSTRACT :**

**IT (Indian Talent) + IT(Information Technology) = IT (India Tomorrow)**

The success of entrepreneurship will be the true success of India. Digital India – the dream project of the government and a blessing for the citizens could help in connecting the dots of various projects, past and present, to bring India to a global platform. It will help in moving with the universal trends of digital innovation and create positive impact in the lives of people - rural and urban, young and old. The digital revolution, underpinned by the rapid growth of ICT, is about fundamental changes in how people communicate, work, learn and earn. It is forging new business practices and means of governance. 20 years from now, the digital revolution, would have had far greater impact than the Industrial revolution did in 200 years. The result of these fundamental changes is interconnected societies and businesses. Physical boundaries no longer are a limitation when almost everyone and everything is a digital handshake away. This interconnection is the basis of the global engine of change that is transforming people from employees to entrepreneurs unshackling the traditional notions of workplace and success.

**KEYWORDS :** Digital India, Digital Revolution, ICT, Entrepreneurial Opportunities, Empowerment of Manufacturing.

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## **INTRODUCTION :**

The Digital India announcement is one that can prove to be truly transformational for the country. Tremendous opportunities lie ahead for creating a huge base for electronics manufacturing in India and introducing digital technologies and skills to change the fortunes of the underserved segments of Indian society. The National Broadband Mission, the National Optical Fibre Network and other digital infrastructure projects have been somewhat delayed but enough optimism exists that these will be completed and extended to all parts of the country and create the base for a digital revolution in the country. With increased penetration of mobile, they become obvious choice for attaining inclusiveness in others sectors like financial, education, healthcare to name a few. 115 million bank accounts were opened under the Jan Dhan project in less than a year, which was first step towards inclusion in financial systems for base of the pyramid. Moreover, with several industries undergoing digitization lately, local language content would help to gain adoption and to bridge the rural-urban divide. Problem of urbanization could be tackled by enabling equivalent infrastructure in rural areas or building satellite towns through 3 types of connectivity proposed by APJ Abdul Kalam namely: physical, electronic and knowledge. The digital business models not only help in reaching to wider audience, but at the same time, make the services more affordable, attractive and feasible for the end users. For example, entrepreneurial ventures such as BigBasket (grocery at home), Portea Medical (home healthcare), SuperProfs (online education), etc. are enabling inclusive growth by delivering high quality services to masses at low-cost. E-Commerce is bringing paradigm shift in the delivery of sale and service and slowly replacing the traditional brick and mortar sellers. As per GSMA, the global business impact of connected life could be \$4.3 trillion by 2020. India will be a big beneficiary of this. All these digital initiatives, technologies and services would together create a multiplier effect and transform individuals, governments, enterprises and societies towards greater prosperity.

Digital India initiative could help in achieving the objectives of Education for all, Information for all, Healthcare for all, Broadband for all if the government focusses on strong leadership structure, enables private participation, creates detailed implementation plan with common 'citizen centric' framework and robust security / privacy measures, and ensures integrated efforts from all departments.

## **OBJECTIVES OF THE RESEARCH STUDY**

The present research study is carried out with following objectives in view:-

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1. To study the conceptual background of Digital India.
2. To study the scope of Digital India.
3. To study the new Entrepreneurial Opportunities and Challenges.

### **HYPOTHESIS**

The main hypothesis of said research study is as follows :

"Recent time in India, the success of entrepreneurship will be the true success of India."

### **RESEARCH METHODOLOGY**

The present research study is based on the secondary data. Such secondary data is collected from various reference books on Digital India, Digital Revolution, ICT, Entrepreneurial Opportunities, Empowerment of Manufacturing, Commerce, Management, Technology, Finance, and Banking etc. For the said research study the data pertaining to the above objectives was collected by the review of the literature on the subject concerned. The literature was thus collected by visiting libraries and various concerned websites.

### **SCOPE OF DIGITAL INDIA :**

The overall scope of this programme is:

1. To prepare India for a knowledge future.
2. On being transformative that is to realize -  
$$\text{IT (Indian Talent) + IT(Information Technology) = IT (India Tomorrow)}$$
3. Making technology central to enabling change.
4. On being an Umbrella Programme - covering many departments. The programme together a large number of ideas and thoughts into a single, comprehensive vision, so that each of them is seen as part of a larger goal. Each individual element stands on its own, but is also part of the larger picture. The weaving together makes the Mission transformative in totality.
5. The Digital India Programme will pull together many existing schemes which would be restructured and re-focused and implemented in a synchronized manner. The common branding of the programmes as Digital India, highlights their transformative impact.

### **DIGITAL INDIA –NEW ENTREPRENEURIAL OPPORTUNITIES :**

One major outcome of this initiative, apart from the business it opens up for scale players in the IT sector in India, is the vast set of opportunities that can and should open up for the start-up ecosystem in the country. Entrepreneurs in internet services, m and e-commerce, design and manufacturing services in high tech manufacturing and products,

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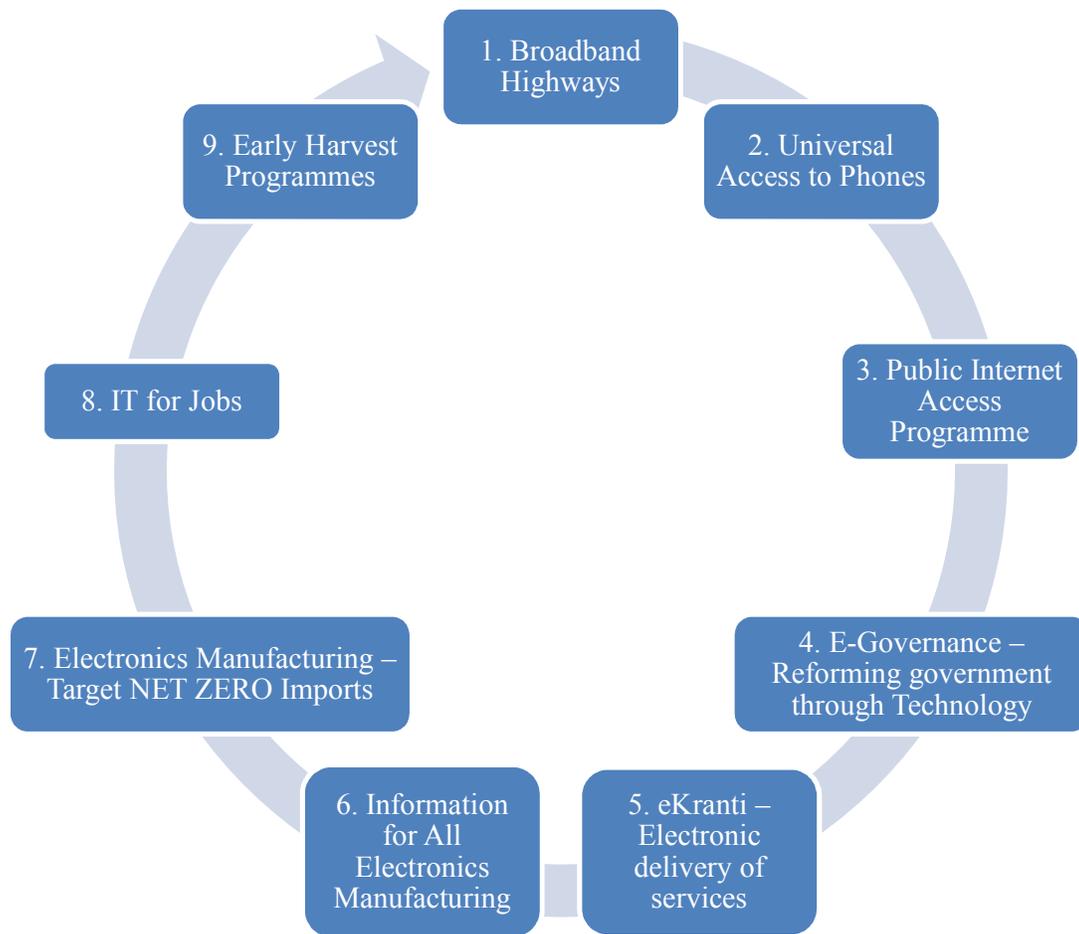
services and skills creation for the digital environment will find ample scope for creativity and innovation in the new environment. There will also be entrepreneurial opportunities in the intersection of “Make in India” and “Digital India” that will see new age manufacturing companies embrace new technologies on the shop floor and transform supply and demand chains in the changing competitive landscape of the manufacturing industry.

The empowerment of manufacturing through the Internet of Things (IoT) is creating intelligent shop floors that demonstrate data driven operational excellence and decentralized production control systems within and beyond the physical factory walls. Connected supply chains and collaborative networks are accelerating the movement of physical entities as well as information through the eco-system. Some digital initiatives that are being implemented in manufacturing companies in India include digital warehousing, on-line bidding, mobile field force and supplier collaboration platforms and collaborative manufacturing systems across states and industrial corridors. Much of this is being enabled by the all-pervasive glue of Information Technology and IoT will take the transformation process to a new level of maturity. One predictable outcome of these changes, both at industry and firm level will be the need for a new approach to managing information technology. The Gartner approach to Bi-Modal IT for the emerging digital world would be the most appropriate for companies to consider, where the marathon approach to building and sustaining mission critical systems for core business processes within and across companies must co-exist with the sprinter’s approach to developing agile and flexible business applications for emerging technology and collaborative business opportunities. The first will call for a technology centric plan and thoughtfully articulated strategy for systems in the enterprise, something that the CIOs and IT Directors have been trained on and are comfortable with. The second will need idea crowdsourcing, empirical and continuously evolving approaches and the willingness to adapt on the fly.

The opportunities in Digital Manufacturing will be multiplied in Digital Healthcare, Education, Financial Services and even just Digital Government. Diagnostics, Needs Analysis and Service Design and Delivery. A fully digital environment will create new value propositions in all sectors of the economy and it will need a new breed of young entrepreneurs, ideally born in the digital era to see the discontinuities in existing services where new companies can be created, scaled and either sold to larger players or taken on to a global destiny. For the new era Google and Facebook wannabes, Digital India will present a wonderful opportunity. The success of entrepreneurship will be the true success of India!

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## NINE PILLARS OF DIGITAL INDIA :



## CHALLENGES AND BARRIERS TO BRIDGING THE DIGITAL DIVIDE :

A fundamental requirement for reducing the digital divide in countries is to give priority to the development of their communication infrastructure and provide universal and affordable access to information to individuals in all geographical areas of the country. There are a number of barriers to bridging the digital divide. Although underserved communities in India are gaining access to computers and the Internet their benefits are limited because of the following factors.

- 1. Infrastructural barriers** - Despite the incredible growth of the Internet since the early 1990's, India still lacks a robust telecommunication infrastructure with sufficient reliable bandwidth for Internet connection. Due to higher costs the necessary upgrading of hardware and software is difficult; hence, despite the rapid

spread of the Internet the gap is growing wider as the technological standard grows even higher. Faster networks, higher level machines, more complex software and more capable professionals are required, but in many nations including India the funding is not available to support these developments.

2. **Literacy and skill barriers** - Education and information literacy will play an important role in keeping society from fragmenting into information haves and have-nots. In the perspective of the digital divide, IT literacy is very important to allow access to digital information. In a country like India where roughly 50 percent of people do not have reading and writing skills for functioning in everyday life, IT literacy is out of the question. Generally, online content and information have been designed for an audience that reads at an average or advanced literacy level and those who have discretionary money to spend.
3. **Economic barriers** - Poor access to computer and communication technology also causes a digital divide. In India the ability to purchase or rent the tool for access to digital information is less among the masses. The lower income group does not have discretionary money to spend on cyber-cafes or to get Internet connectivity on their own to access digital information.
4. **Content barriers** - The Internet allows ideas and information to be shared freely from citizen to citizen globally. In many ways the strength of the Internet is a function of the number of people and organisations creating quality content. Since no entity controls the Internet, anyone with Internet access has the potential to contribute information. Therefore, to solve the digital divide, steps should be taken by the government to ensure that all citizens are able to receive diverse content relevant to their lives as well as to produce their own content for their communities and for the Internet at large.
5. **Language barriers** - India is a country having a multicultural and multilingual population. Today a large percentage of information content on the Internet is in English, which is a barrier for the people whose primary language is not English.

## **CONCLUSION :**

Even though India is known as a powerhouse of software, the availability of electronic government services to citizens is still comparatively low. The National e-Governance Plan approved in 2006 has made a steady progress through Mission Mode Projects and Core ICT Infrastructure, but greater thrust is required to ensure effective

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progress in electronics manufacturing and e-Governance in the country. The Digital India vision provides the intensified impetus for further momentum and progress for this initiative and this would promote inclusive growth that covers electronic services, products, devices, manufacturing and job opportunities. India in the 21st Century must strive to meet the aspirations of its citizens where 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 by leveraging IT as a growth engine of new India.

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